

# DISTRIBUTION AND TECHNICAL REACH



FTV CHANNELS

CABLE DISTRIBUTION

SATELLITE REACH

DTH PLATFORMS

MOBILE DISTRIBUTION





## fashiontv DISTRIBUTION

Fashion TV succeeded to become the best distributed fashion and lifestyle TV medium and the most preferred channel in public places. FTV's popularity is the result of its world-wide coverage: the appealing format is recognized globally and established a well-known brand, while providing access to the newest and hottest fashion programs. A globetrotting and international audience associates the channel with luxury places, hotels, wellness and high-class venues. By distributing FTV and FTV HD digital, cable and analogue providers, DTH platforms, IPTV companies and new media technologies add value to their program offer as they open up to a new audience hardly covered by alternative channels.



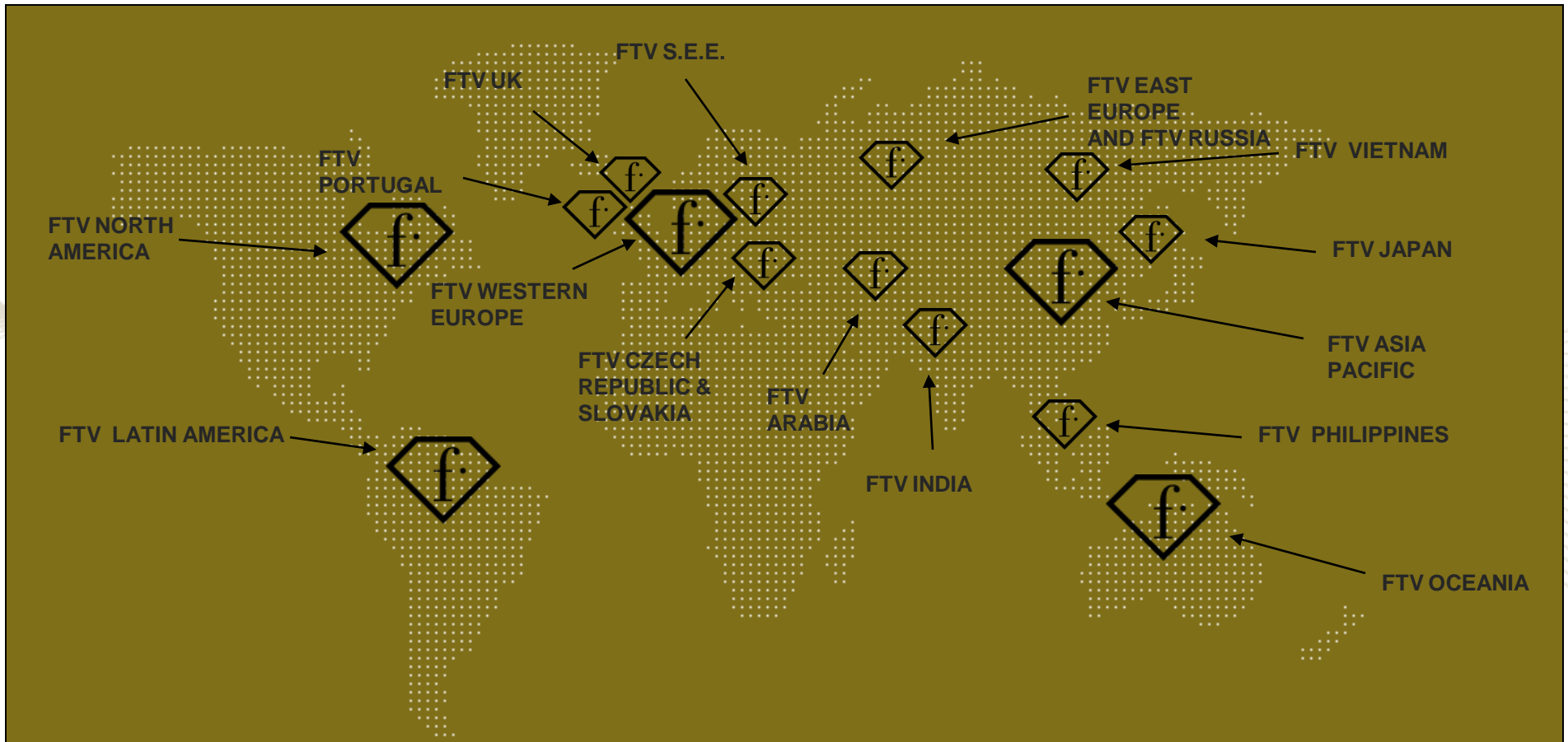
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## fashiontv DISTRIBUTION (15 FTV SD CHANNELS)

FTV STARTED IN 1997 WITH ONE GLOBAL FEED, TO ACCOMMODATE CULTURAL AND TIME ZONE DIFFERENCES FTV REGIONALIZED INTO DIFFERENT FEEDS FOR EACH CONTINENT. TODAY FTV LOCALIZES CHANNELS TO NATIONAL AND REGIONAL LEVELS AND WORKS WITH LEADING MEDIA PARTNERS ALL OVER THE WORLD TO ACCESS LOCAL BUDGETS AND PROVIDE EVER IMPROVING VIEWING EXPERIENCES. FTV DELIVERS ALL INTERNATIONAL SIGNALS VIA SATELLITE

### 15 FTV CHANNELS



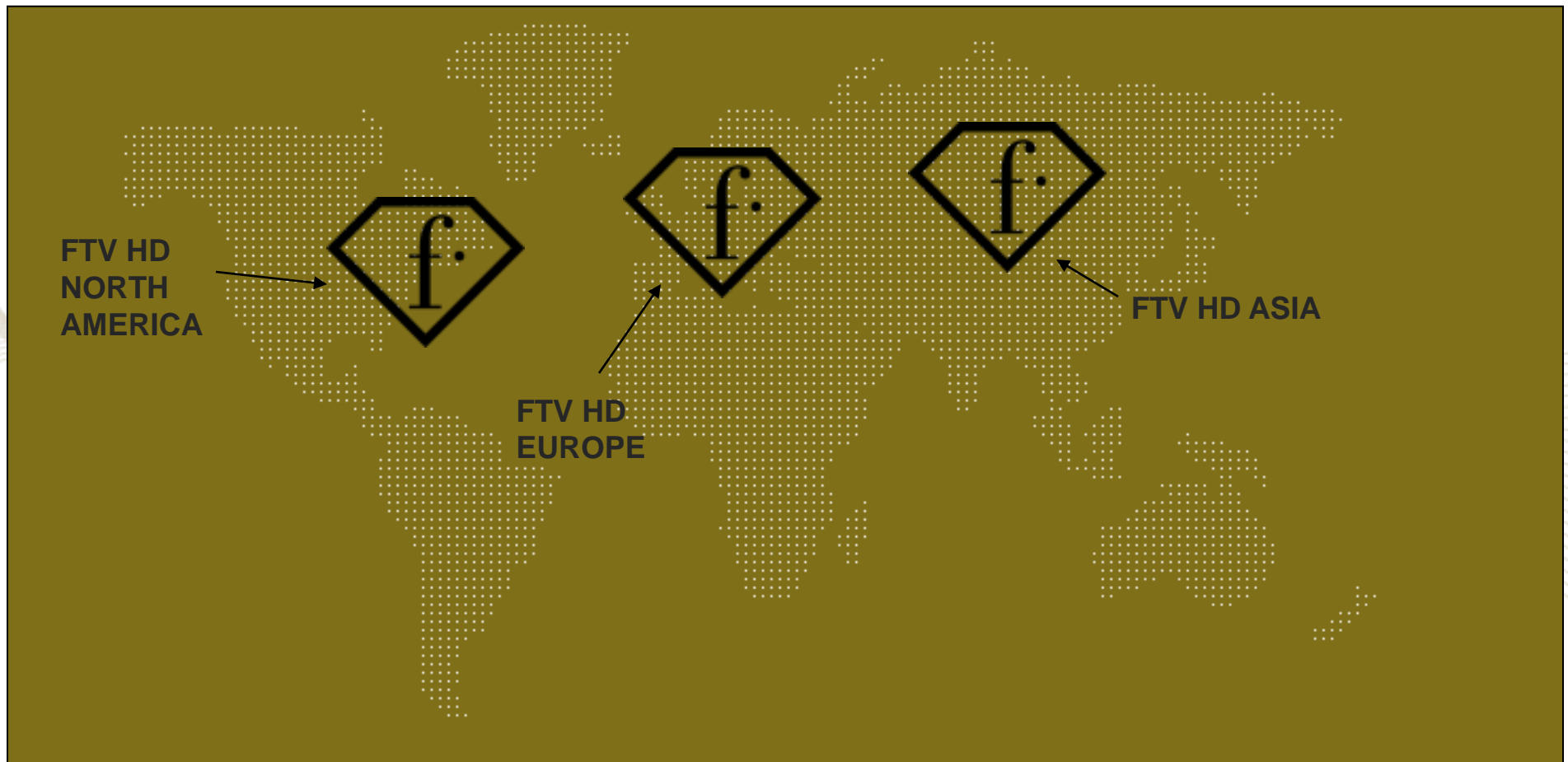
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## fashiontv DISTRIBUTION (3 FTV HD CHANNELS)

FTV HD LAUNCHED IN OCTOBER 2008 AND HAS BEEN ONE OF THE MOST RAPIDLY EXPANDING HD CHANNELS ON THE MARKET.

### 3 FTV HD CHANNELS – WORLDWIDE REACH



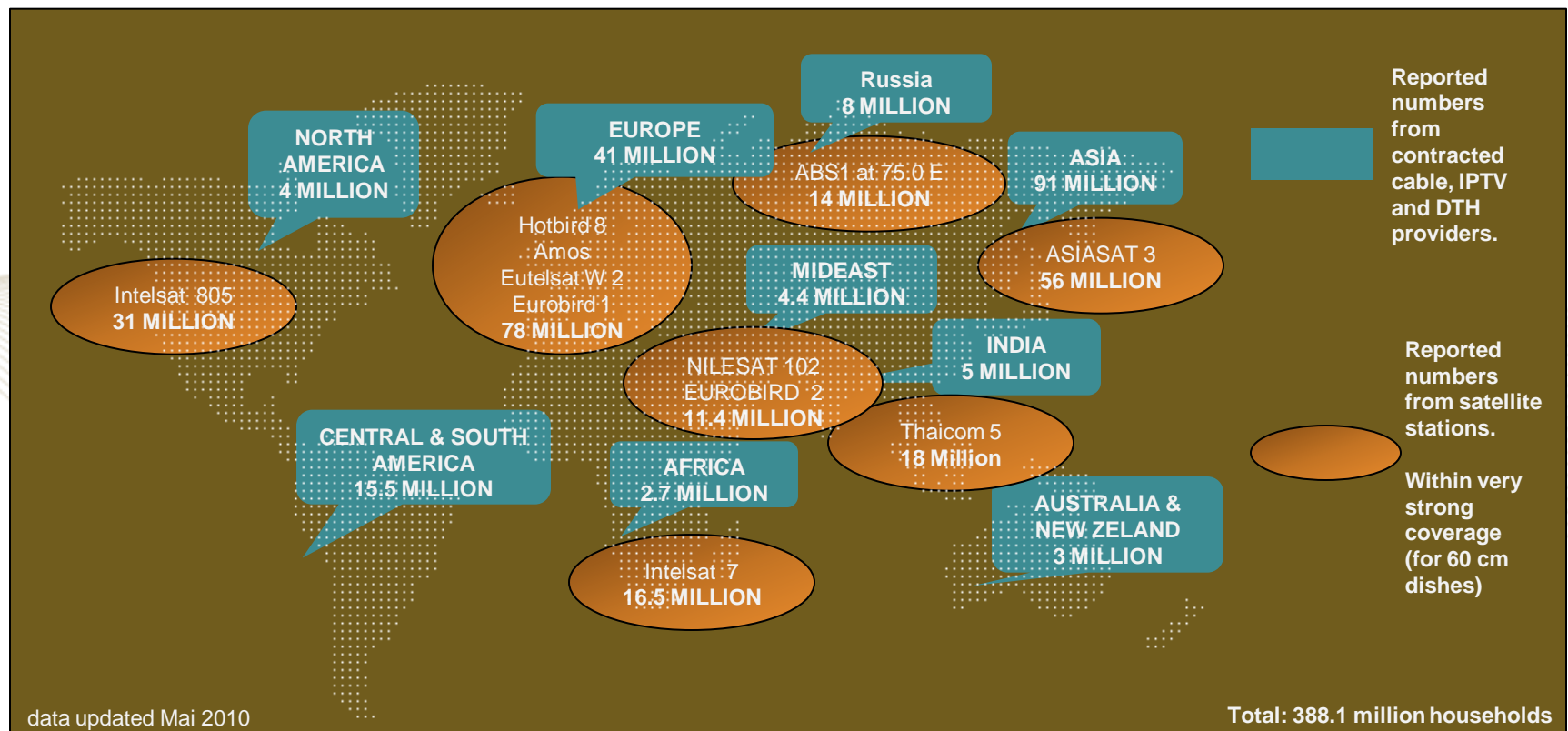
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# fashiontv DISTRIBUTION (TECHNICAL REACH WORLDWIDE)

LAUNCHED IN EUROPE'S FASHION CAPITAL - PARIS IT WAS FTV'S STRATEGY TO OBTAIN GLOBAL DOMINANCE OF THE FASHION BROADCASTING SECTOR. WITHIN THE FIRST 10 YEARS OF IT'S EXISTENCE FTV SWIFTLY EXPANDED TOWARDS THE EAST, AND GOT ESTABLISHED IN SOME OF THE WORLD'S MOST POPULATED COUNTRIES LIKE CHINA AND INDIA. SOON FTV BECAME THE REFERENCE FOR FASHION ON TELEVISION ALSO IN REMOTE MARKETS LIKE AUSTRALIA. FTV IS POPULAR IN AFRICA AND SOUTH AMERICA. TODAY, FTV IS CONQUERING THE MARKET IN NORTH AMERICA AND ALREADY REACHES 349 MILLION HOUSEHOLDS WORLDWIDE. FTV ACHIEVED ITS AIM TO BE THE GLOBAL LEADER IN THE FASHION BROADCASTING BUSINESS, AND IS STRIVING CONSTANTLY TO IMPROVE ITSELF FOR THE BENEFIT OF CUSTOMERS AND VIEWERS ALIKE.





# fashiontv DISTRIBUTION (DIRECT TO HOME PLATFORMS)

Channel	DTH PLATFORM	Country / Region	Channel	DTH PLATFORM	Country / Region
fashiontv	Intelsat 8 ( <i>SelecTV</i> )	Australia; Asia Pacific	fashiontv USA	EchoStar 3 ( <i>DISH Network</i> )	USA
fashiontv	Optus D1 ( <i>Sky New Zealand</i> )	New Zealand	fashiontv Japan	JCSAT 4A ( <i>Sky PerfecTV</i> )	Japan
fashiontv	Optus C1 ( <i>Foxtel, Austar</i> )	Australia; New Zealand	fashiontv Türkiye	Türksat 2A ( <i>D-Smart</i> )	Turkey
fashiontv	Telstar 18 ( <i>Combos TV</i> )	China, Hong Kong, Taiwan, Macau	fashiontv Lationo	SatMex 6 ( <i>TVC Tu TV por Cable</i> )	Central & South America
fashiontv	Vinasat 1 ( <i>K+</i> )	South Korea	fashiontv Lationo	Intelsat 9/16 ( <i>Sky México</i> )	Central & South America
fashiontv	SES 7 ( <i>Indovision</i> )	Indonesia	fashiontv Lationo	Galaxy 3C ( <i>DirectV Latin America</i> )	Central & South America
fashiontv	Telkom 1 ( <i>TelkomVision</i> )	Indonesia	fashiontv India	NSS 6 ( <i>Dish TV</i> )	India
fashiontv	ABS 1 ( <i>Raduga TV</i> )	Russia	fashiontv India	Insat 4B ( <i>Sun Direct</i> )	India
fashiontv	Intelsat 7 ( <i>MultiChoice South Africa</i> )	South Africa	fashiontv India	Measat 3 ( <i>Big TV</i> )	India
fashiontv	Intelsat 10 ( <i>MultiChoice Africa</i> )	Africa	fashiontv India	Insat 4A ( <i>Tata Sky</i> )	India
fashiontv	Hellas Sat 2 ( <i>Bulsatcom</i> )	Bulgaria	fashiontv India	Insat 4CR ( <i>Airtel</i> )	India
fashiontv	Hellas Sat 2 ( <i>Dolce</i> )	Romania	fashiontv Brasil	Amazonas 1 ( <i>Telefônica TV Digital Brasil</i> )	Brazil
fashiontv	Eutelsat W4 ( <i>NTV Plus</i> )	Russia	fashiontv Brasil	Star One C2 ( <i>Via Embratel</i> )	Brazil
fashiontv	Eutelsat W7 ( <i>MultiChoice Africa</i> )	Africa	fashiontv Brasil	Intelsat 11 ( <i>Sky Brazil</i> )	Brazil
fashiontv	Eurobird 1 ( <i>Sky UK</i> )	United Kingdom	fashiontv HD	Telstar 18 ( <i>Combos TV</i> )	China, Hong Kong, Taiwan, Macau
fashiontv	Eurobird 2 ( <i>Orbit Showtime Network</i> )	Middle East	fashiontv HD	Eurobird 9A ( <i>KabelKiosk</i> )	Germany
fashiontv	Astra 1E ( <i>Top TV</i> )	Europe	fashiontv HD	Ciel 2 ( <i>DISH Network</i> )	USA
fashiontv	Astra 3A ( <i>Kabel Deutschland</i> )	Germany	fashiontv Asia	Koreasat 3 ( <i>SkyLife</i> )	South Korea
fashiontv	Eutelsat W2A ( <i>Startimes TV</i> )	Middle East	fashiontv Asia	Superbird C2	Taiwan
fashiontv	Eutelsat W3A ( <i>DigiTurk</i> )	Turkey	fashiontv Asia	ST1	Taiwan
fashiontv	Sirius 4 ( <i>Top TV</i> )	Norway, Sweden, Finland, Estonia, Lithuania, Belarus, Ukraine	fashiontv Asia	TMNET	Malaysia
fashiontv	Intelsat 10-02 ( <i>Digi TV</i> )	Romania, Hungary, Slovakia, Czech Republic, Serbia, Croatia			
fashiontv	Amos 2 ( <i>Yes</i> )	Israel			
fashiontv	Atlantic Bird 4A ( <i>Orbit Showtime Network</i> )	Middle East, Gulf Region			
fashiontv	Hispasat 1C ( <i>Zon TV Cabo</i> )	Portugal, Spain			
fashiontv	Hispasat 1C ( <i>Meo</i> )	Portugal, Spain			

THROUGH ITS DTH PLATFORMS FASHION TV IS DISTRIBUTED FROM MORE THAN 45 GEOSTATIONARY SATELLITES.

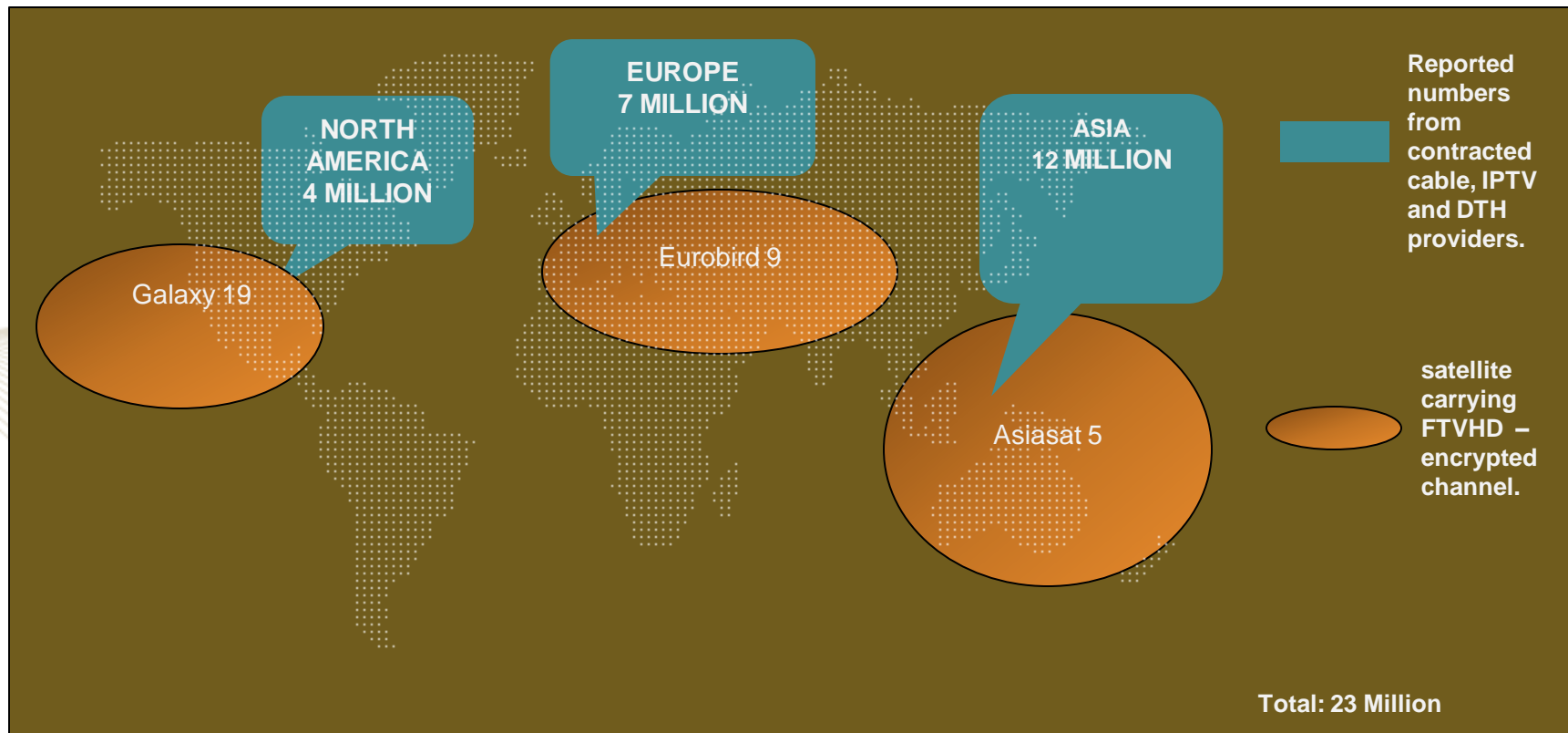
THUS, FASHION TV REPORTS ONE OF THE WORLD'S MOST EXTENSIVE COVERAGES .

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# fashiontv DISTRIBUTION (FTV HD WORLDWIDE REACH)

SINCE ITS LAUNCH 2008, FTV HD HAS BECOME AVAILABLE TO 23 MILLION HOUSEHOLD WORLDWIDE AND IS CURRENTLY DISTRIBUTED TO 40 PLATFORMS.



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# fashiontv DISTRIBUTION MOBILE

fashiontv PROVIDES THE UNIQUE OPPORTUNITY TO WATCH FTV MOBILE. LINEAR STREAMING AND VOD ON VODAFONE; ORANGE; TMOBILE; CINGULAR; SFR, MOBIV, TURKCELL, O2 AND MANY MORE



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