

 fashiontv

MEDIA

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 bar café  
HOME OF FASHIONTV



# FLY WITH



IS PERFECT  
FOR YOUR  
ADVERTISING

Unique multi-content platform  
grouping all types  
of fashionable content

Unique offer to show fashion week  
in major capital which can be  
featured in your routes



You can choose the  
fashiontv local content  
of your destination

# FLY WITH



# IS PERFECT FOR YOUR ADVERTISING

Fashion Weeks occur twice a year in every major city (PARIS, MILAN, NY ect.)

FTV will provide content "Best of" 30 minutes for following cities

9 MAR	La Fashion Week	Los Angeles	USA
14 MAR	Tokyo Fashion Week	Tokyo	Japan
15 MAR	India Fashion Week	India	India
23 MAR	Dubai Fashion Week	Dubai	UAE
25 MAR	Mercedes-Benz Fashion Week	Beijing	China
7 APR	Shanghai Fashion Week	Shanghai	China
8 APR	Rio Fashion Week	Rio de Janeiro	Brazil
18 APR	NY Bridal Fashion Week	New York	USA
17 MAY	Cannes Film Festival	Cannes	France
2 JULY	Paris Haute Couture	Paris	France
6 JULY	Alta Roma Alta Moda	Rome	Italy
28 AUG	New Zealand Fashion Week	Auckland	New Zealand
7 SEPT	NY Fashion Week Spring 2018 Women's	New York	USA
15 SEPT	London Fashion Week Spring 2018 Women's	London	UK
17 SEPT	Emmy Awards	New York	USA
20 SEPT	Milan Fashion Week Spring 2018 Women's	Milan	Italy
28 SEPT	Paris Fashion Week Spring 2018 Women's	Paris	France

FLY WITH

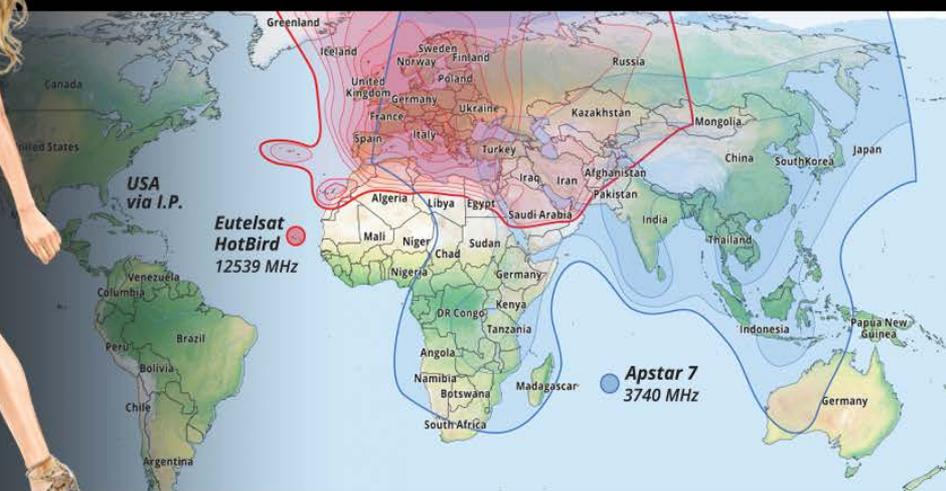


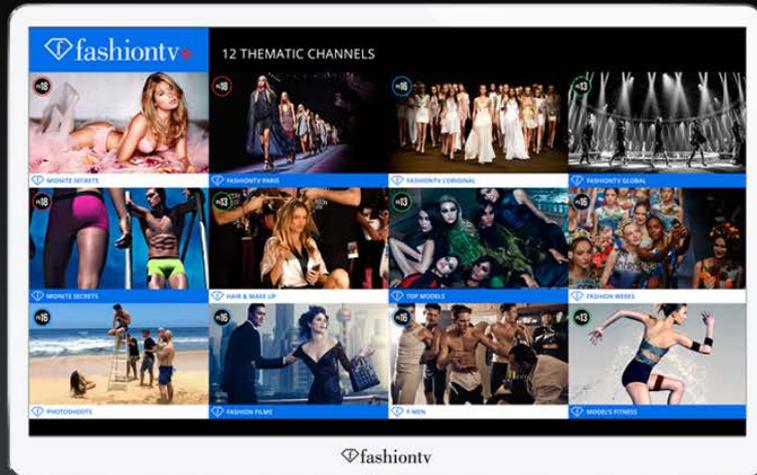
IS PERFECT FOR YOUR ADVERTISING

FTV will provide you with the suitable content two times every month

Other cities per request







Unique multi-content platform grouping all types of fashionable content, more than **10,000 hours** and **50,000 clips** in:  
**4K, HD, VR 360**

12 thematic 24/7 channels available as VOD content in different genres:

- Fashion Weeks
- Swimwear
- Fashion Films
- Midnight Secrets
- F Men
- Top Models
- Hair & Make up

**F+ SMART TV APP**  
ALL SMART TV DEVICES



Taux moyen d'usages

13/03/2017



## FASHIONTV

TV Ratings increase due to change of programming

MORE:

- Photoshoots
- Fashion Films
- Swimwear
- Lingerie
- Only top brands catwalk

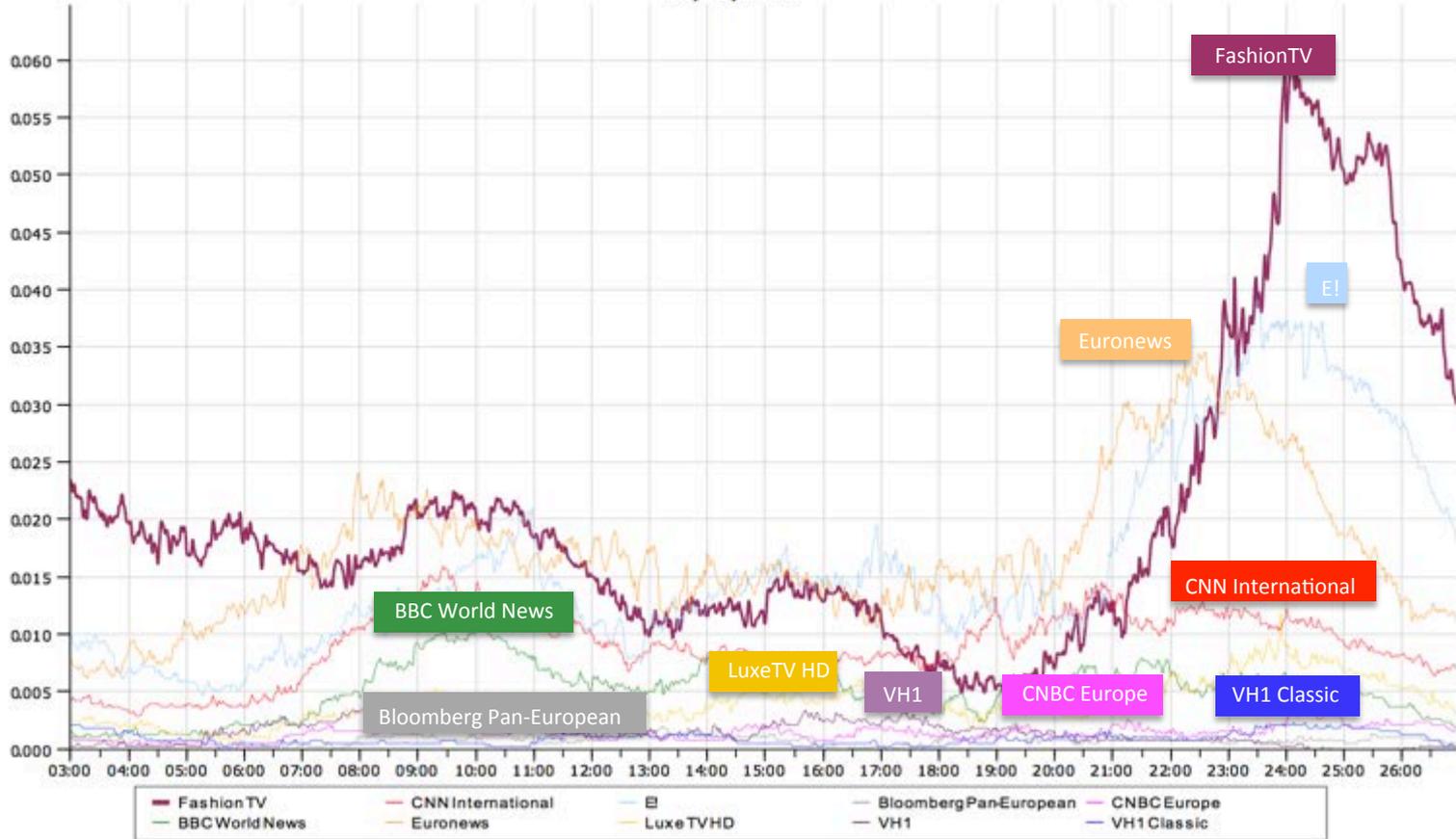
50% to 100% increased ratings comparing to the last year

# Courbes d'usages Fashion TV 2

Taux moyen d'usages  
13/03/2017

FASHIONTV

Popularity  
22:00-03:00  
The highest  
among  
international  
channels





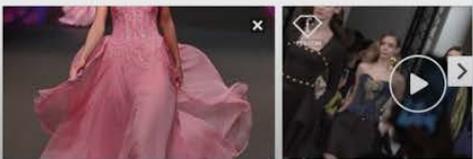
FashionTV ✓  
@FTV

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4,239,769 people like this  
Trantáné Oravecz Katalin a...  
Message

Alexis Mabile Official's F...  
04:01 • 12.9K views

TV channel

Invite friends to like this Page

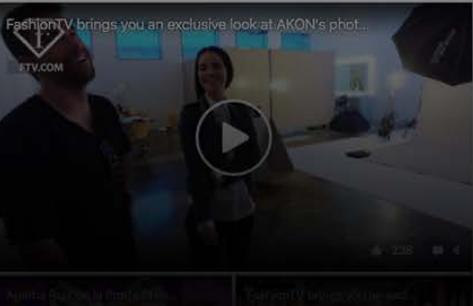
See it first on FashionTV:  
<http://www.fashiontv.com/videos>  
Contact us: <http://ticket.ftv.com/>

4,239,769 Likes  
Tranta Károly and 21 other friends like this

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- TV channel

Liked by This Page

- Tiësto ✓ Like
- David Guetta ✓ Like
- FashionTV Australia ✓ Like



# FASHIONTV ON FACEBOOK

Reaching millions of fashion fans in real-time

Total page likes: **4,210,083**

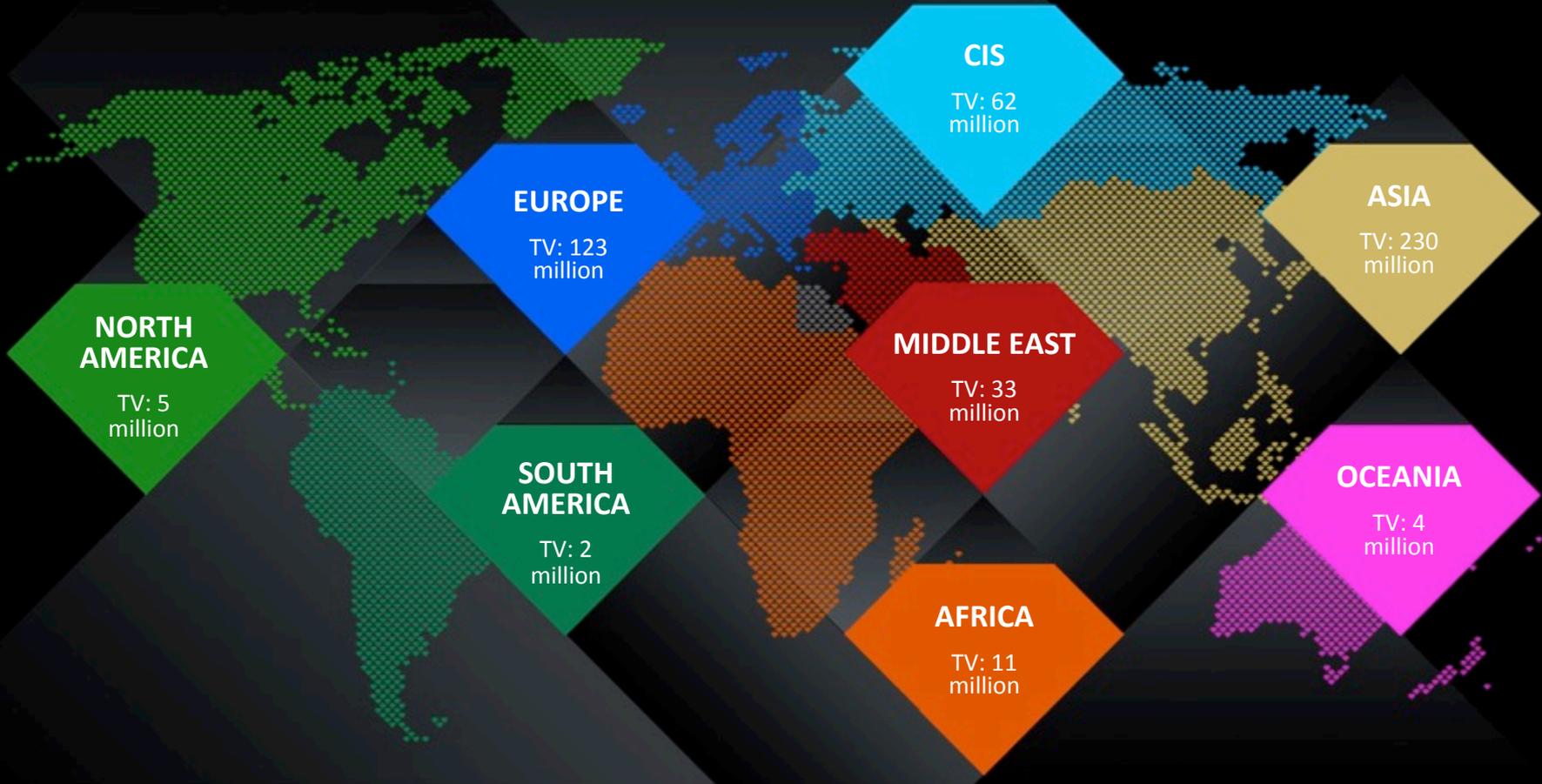
Total reach: **179,255,469**

Total views: **53,918,530**

# TV CAMPAIGN REACH ACCORDING TO REACH FIGURES OF FASHIONTV

Continents	Total Reach Chart	Campaign Durability (12 spots daily)/Reach according to EMS		
		1 Week	1 Month	3 Month
Europe	123 million	3.936.000	8.659.200	17.220.000
CIS	62 million	1.984.000	4.364.800	8.680.000
Asia	230 million	7.360.000	16.192.000	32.200.000
Middle East	33 million	1.056.000	2.323.200	4.620.000
Africa	11 million	352.000	774.400	1.540.000
Oceania	4 million	128.000	281.600	560.000
South America	2 million	64.000	140.800	280.000
North America	5 million	160.000	352.000	700.000
<b>Total</b>	<b>470 million</b>	<b>15.040.000</b>	<b>33.088.000</b>	<b>65.800.000</b>

# FASHIONTV TV DISTRIBUTION NUMBER OF HOUSEHOLDS





**24/7**  
TELEVISION  
NETWORK

GOOGLE+:  
**3.8 MILLION**  
likes

FACEBOOK:  
**4+ MILLION**  
likes

TV:  
**7 MILLION**  
public places

FASHIONTV+:  
**BIGGEST**  
fashion library  
in the world

TV:  
**500 MILLION**  
households

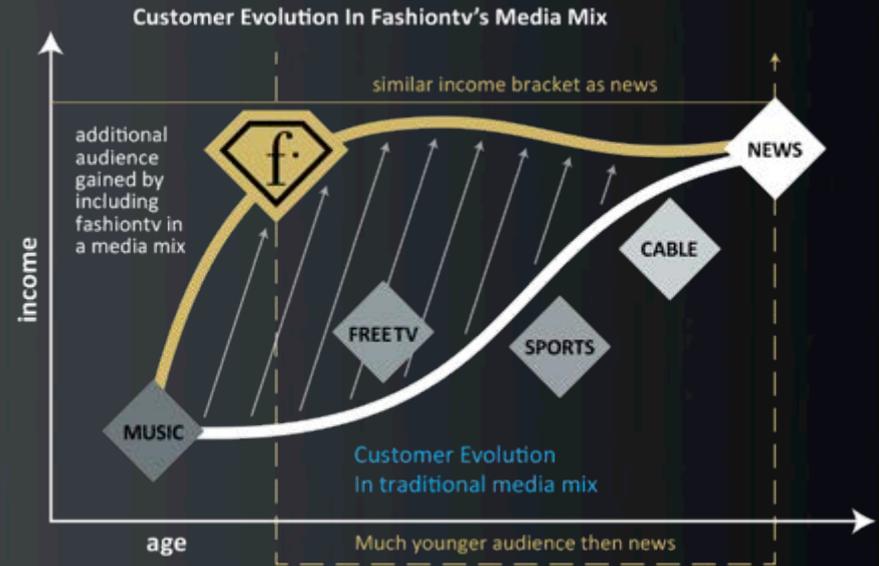
**BIGGEST**  
fashion lifestyle  
program

Focused  
**EXCLUSIVELY**  
on fashion,  
beauty,  
trends

# FASHIONTV DEMOGRAPHICS

Sex / Age Demographics		
Age	Female %	Male %
<b>TOTAL</b>	<b>33.7</b>	<b>66.3</b>
13-17	2.2	1.3
18-24	14.3	15
25-34	10.5	24
35-44	4.8	11
45-54	1.2	8.8
55-64	0.5	4,2
65+	0.2	2

## Income Demographics FashionTV audience



In comparison to other TV channels, FTV viewers are:  
 More affluent, older and of higher-education than music channel viewers  
 Younger than news channel viewers but fall into a similarly high income bracket  
 Younger than viewer of sports channels but with a higher disposable income

# LINKS

FashionTV has a growing scale of online activities :

Facebook (4+ million fans): <http://www.facebook.com/FashionTV>

Google Plus (3.8+ million fans): <https://plus.google.com/+FashionTV/posts>

Twitter: <http://twitter.com/#!/fashiontv>

Vk.com: <http://vk.com/fashiontv>

Website: 1 million monthly users <http://www.fashiontvplus.com/>

Own Fashiontv+ Platform under development

With many mobile, tablets and smart TV applications.

For more information: <http://www.fashiontv.com/>

# CONTACT

For more information and other opportunities please contact:

[Maria@ftv.com](mailto:Maria@ftv.com)