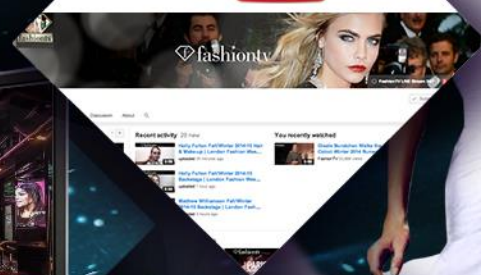


FASHIONTV MEDIA

facebook



YouTube



fashiontvcafé
VIENNA • OPERA



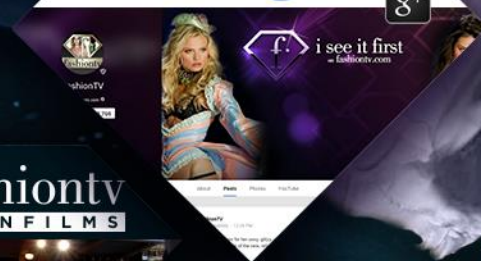
fashiontv
TOURSIM



fashiontv
FASHIONFILMS



Google+



Media Rate Card

TV Prime time (7-9am & 10pm-2am) €800 // Off Prime €400

Facebook 1x post a day €1000 (500.000 impressions)

Google+ 1x post a day €1000 (500.000 impressions)

YouTube:

Pre-rolls per 1 million impressions €30.000
(availability of geo-targeting and demographic targeting)

Overlay per 1 million impressions €15.000
(availability of geo-targeting and demographic targeting)



Media Package

2 Month Campaign - €500.000

793 TV spots (13 a day) (5x €400 / 8x €800 = €512.400)

1 million YouTube impressions (500.000 pre-rolls €15.000 & 500.000 overlays €7.500 = €22.500)

60 Facebook posts (€60.000)

60 Google+ posts (€60.000)

Package original worth: €654.900

4 Month Campaign - €1.000.000

1586 TV spots (13 a day) (5x €400 / 8x €800 = €1.024.800)

2.4 million YouTube impressions (1.2 million pre-rolls €36.000 & 1.2 million overlays €18.000 = €54.000)

144 Facebook posts (€144.000)

144 Google+ posts (€144.000)

Package original worth: €1.366.800

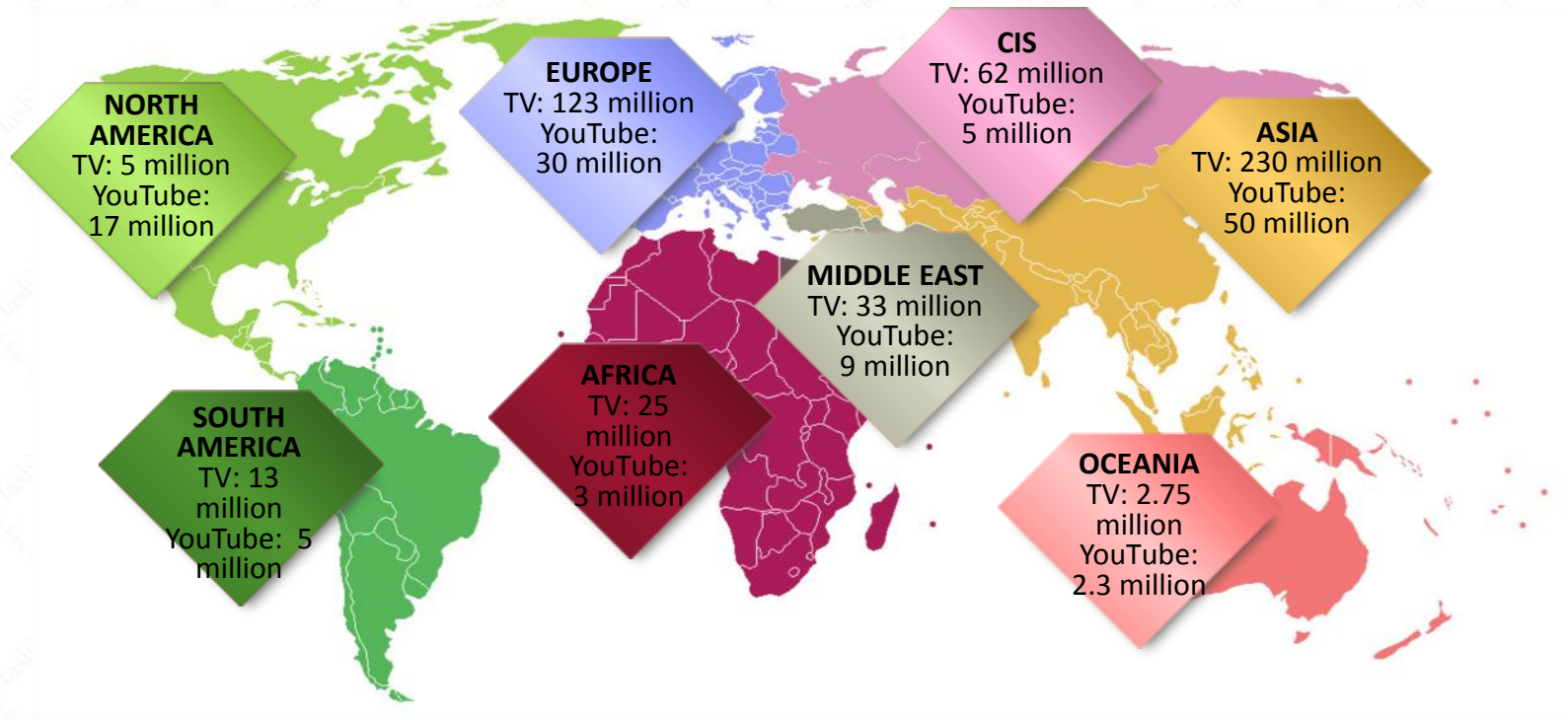
Rate Card for 30 Seconds

Rate Card for 30 Seconds	Prime Time 1 (7am - 9am)	Prime Time 2 (10pm-2am)	Off Prime
Europe/CIS/Middle-East/Africa	€600	€600	€400
North/South America	€400	€400	€300
Asia	€800	€800	€600
Global Total	€1800	€1800	€1300
Discount if global	€900	€900	€650

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
Total	470 million	15.040.000	33.088.000	65.800.000

FashionTV TV Distribution number of Households vs YouTube Annual Views



FashionTV

TV: 7 MILLION PUBLIC PLACES

TV: 500 MILLION HOUSEHOLDS

BIGGEST FASHION LIFESTYLE PROGRAM

FOCUSED EXCLUSIVELY ON FASHION,
BEAUTY, TRENDS

YOUTUBE: 20 MILLION MONTHLY VIEWS

FACEBOOK: 3.7+ MILLION LIKES

GOOGLE+: 3.5 MILLION LIKES



 fashiontv

 FashionTV LIVE Stream 24/7



FashionTV Demographics

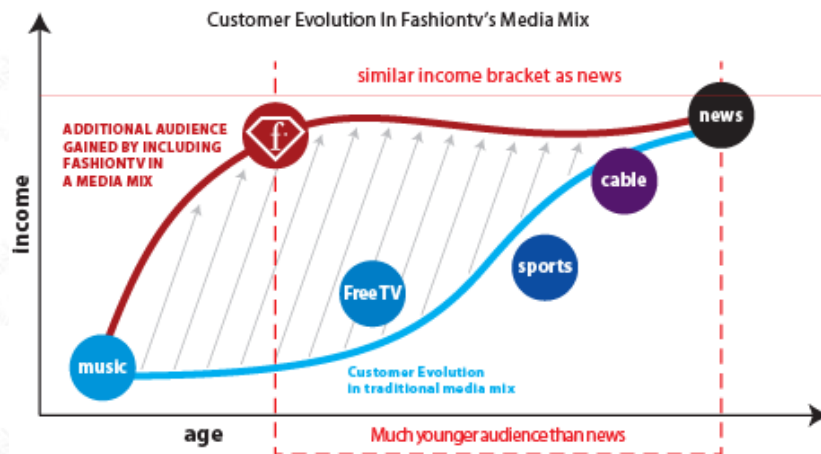
Sex / Age Demographics

Age	Female %	Male %
13-17	2.1	1.2
18-24	9.8	19
25-34	6.3	27
35-44	2.1	14
45-54	1.3	5.9
55-64	N/A	5.1
65+	N/A	2.7

Well-off, technophile, globetrotters, trendy and ad-aware
Early adopters, opinion leaders, models, fashion stars
and fashion professionals

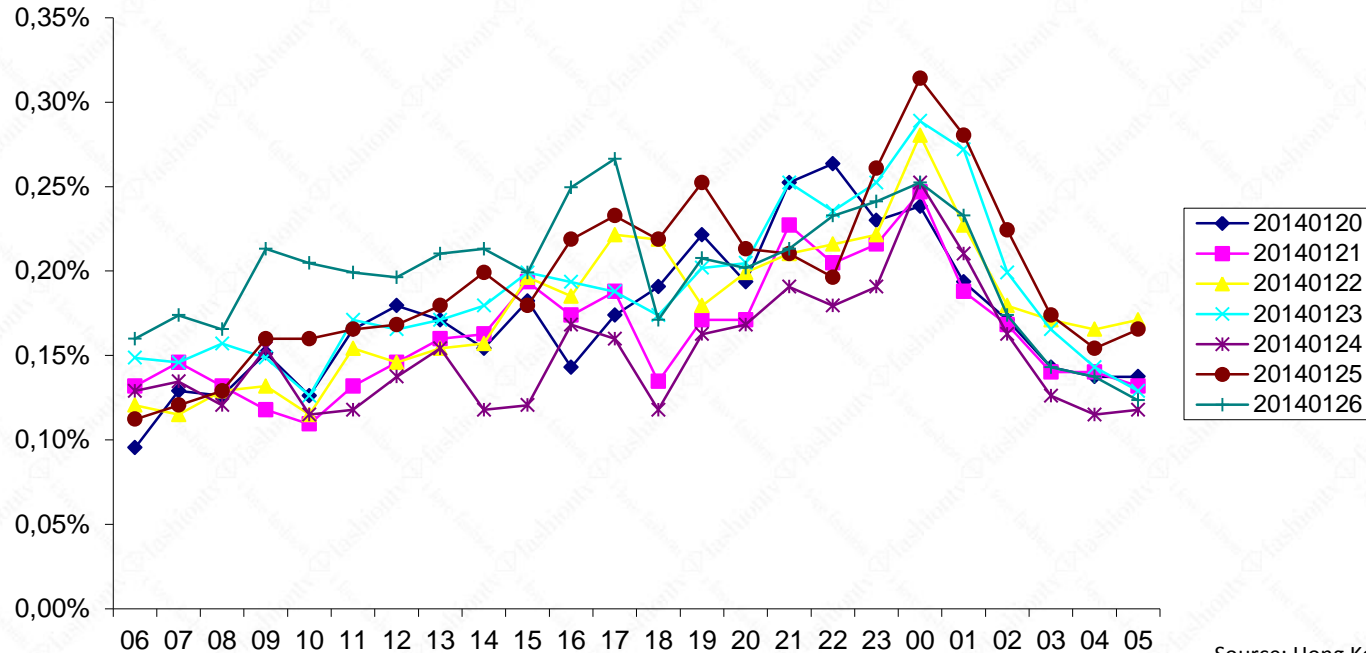
Income Demographics

fashiontv audience



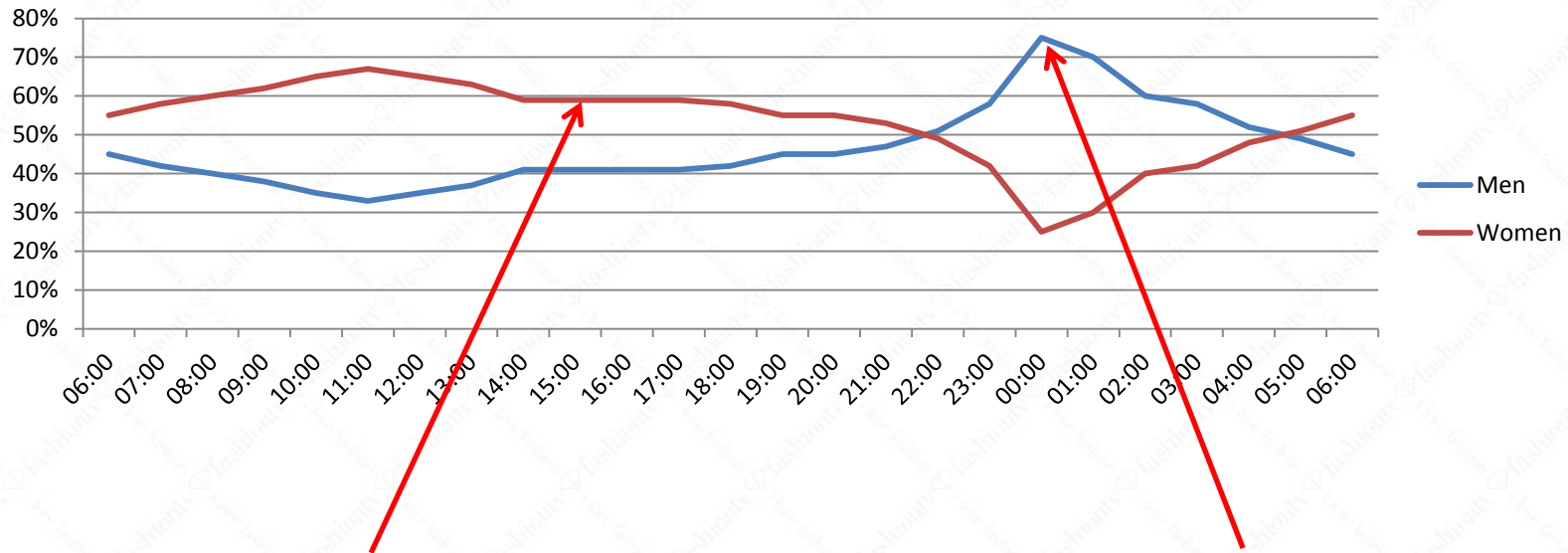
In comparison to other TV channels, FTV viewers are:
More affluent, older and of higher-education than music channel viewers
Younger than news channel viewers but fall into a similarly high income bracket
Younger than viewer of sports channels but with a higher disposable income

Viewership Distribution by hours of the day and days of the week



Source: Hong Kong NOW TV

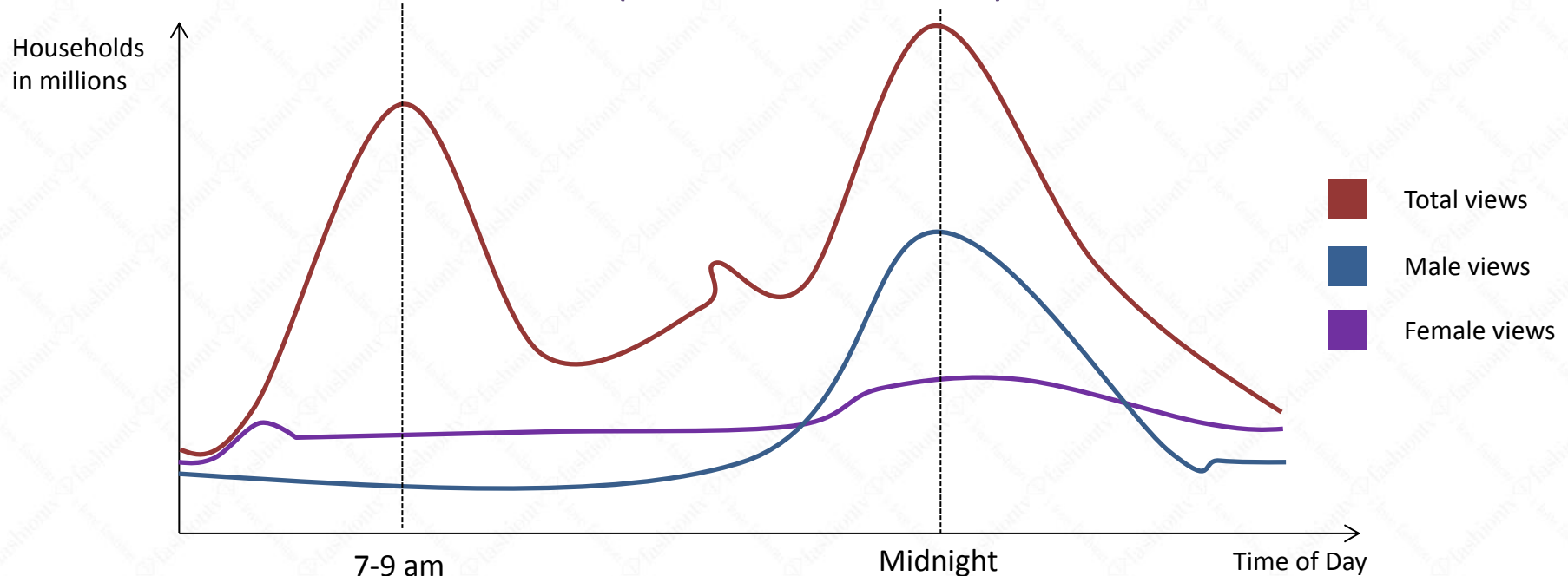
FashionTV Audience Structure



More women watch FashionTV during the day. Program is fitted to their tastes – more model talk, more hair and makeup, more fashion

More men watch FashionTV during the night. Program is fitted to their tastes – more swimwear

Views of FashionTV Households vs Time of Day (based on local time)



Based on Local time.

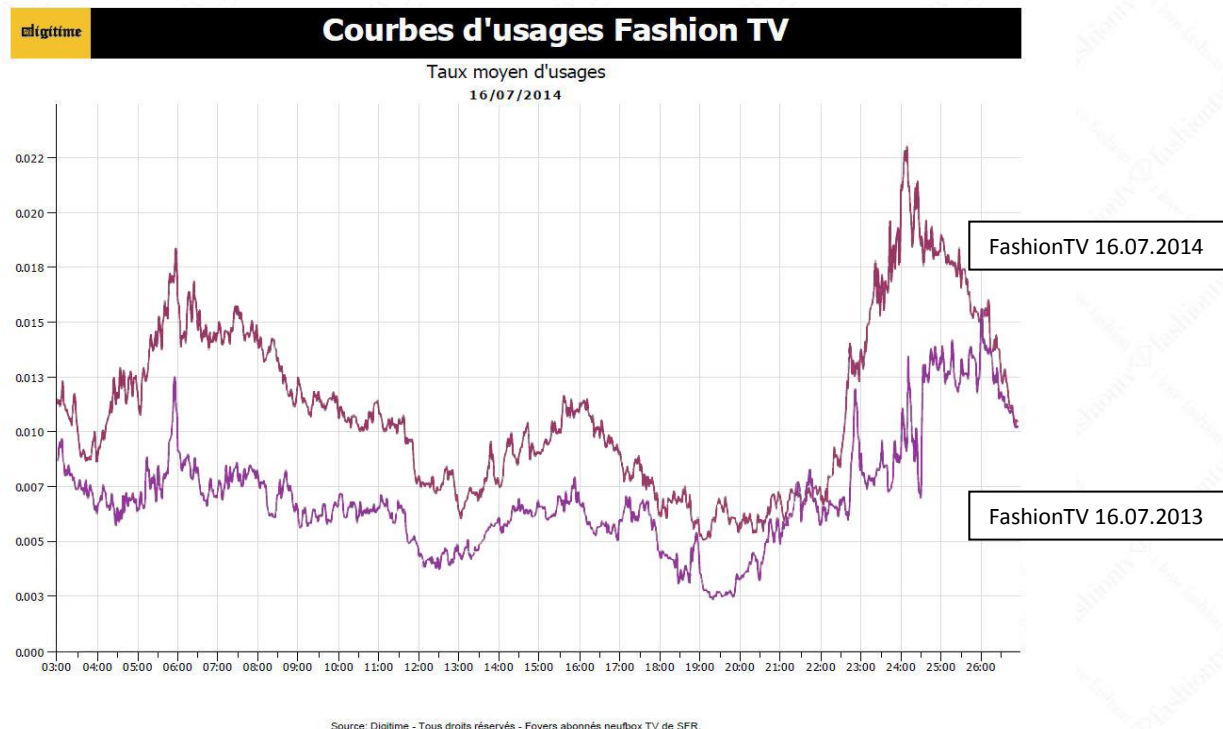
Daytime 75% from 7am – 9pm are mostly women watching. Women viewing remains constant during day and night.

Number of men viewing FashionTV increases from 9pm, reaching peak at midnight.

Two prime times 7-9am and 10pm – 2am

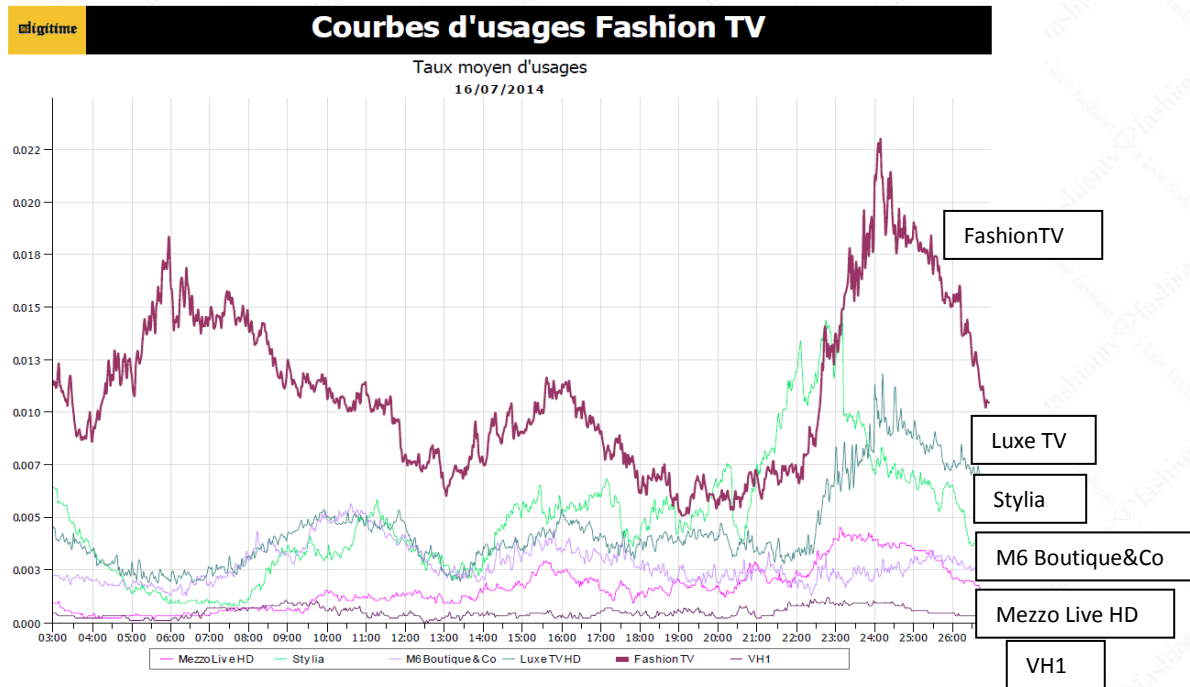
SFR Graph showing FashionTV on 16.07.2013 and on 16.07.2014

FashionTV Ratings have increased by over 30% since 2013, a French survey by SFR NeufBox Shows. SFR provides services such as IPTV and covers in France more than 2 million homes. Graph shows substantial growth in the especially in the mornings and in the nights.

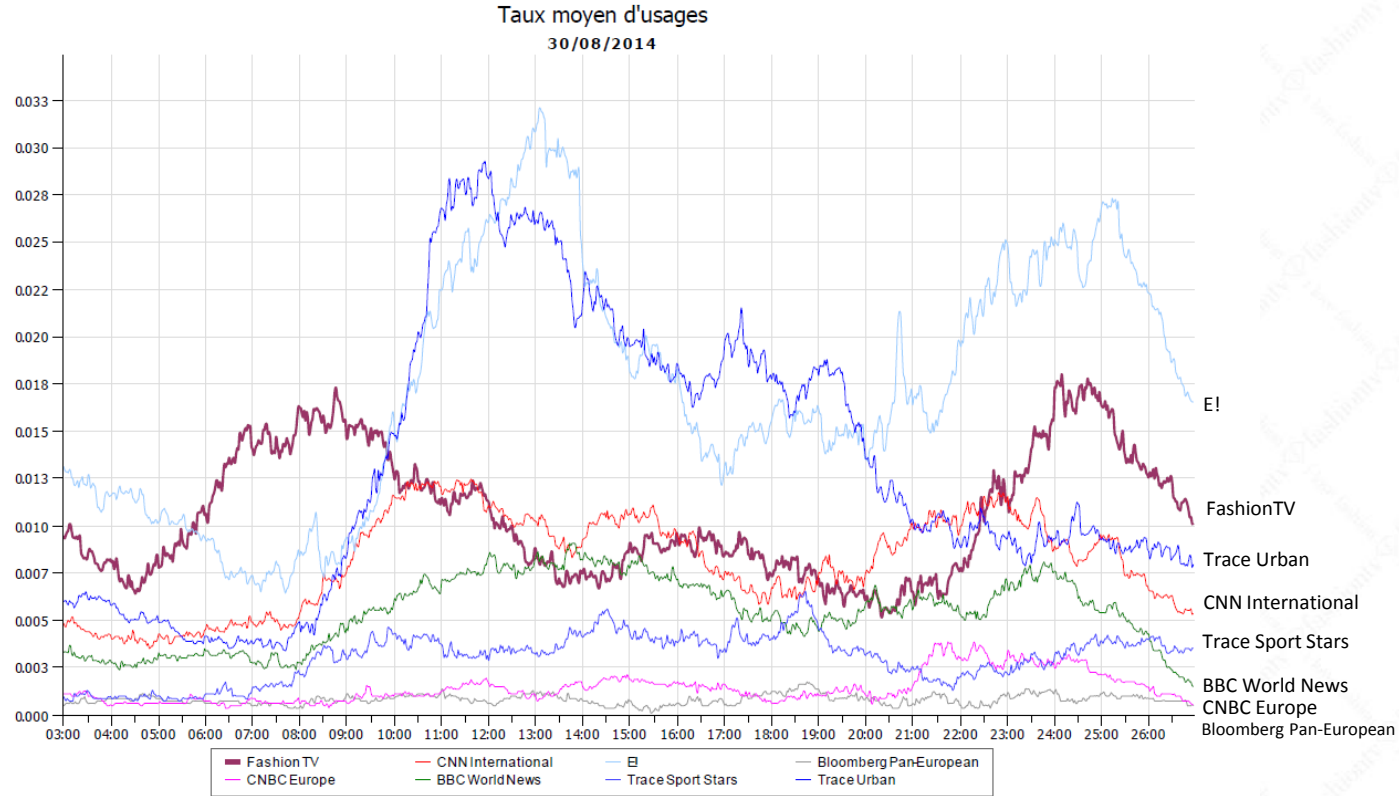


SFR Graph showing FashionTV on 16.07.2014 in comparison to other channels

The following graph shows FashionTV on the 16.07.2014 in comparison to other channels that are well known in France. FashionTV performs better than Mezzo Live HD, Stylia, M6 Boutique&Co, Luxe TV HD and VH1.



SFR Graph
showing
Average Rate
of Practice of
FashionTV
compared to
other Top
European
Channels
30/08/2014

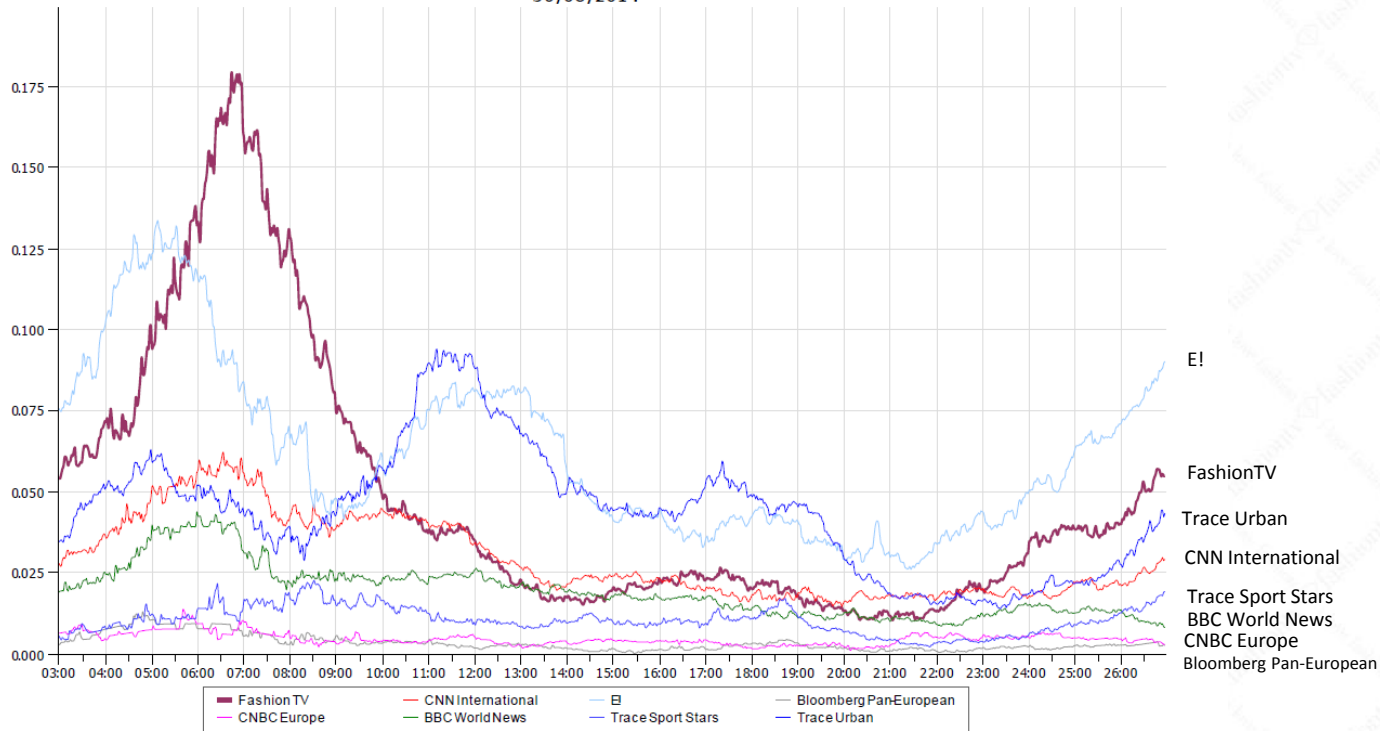


Source: Digitime - Tous droits réservés - Foyers abonnés neufbox TV de SFR.

Part de marché

30/08/2014
















SFR Graph
showing
Market Share
of FashionTV
compared to
other Top
European
Channels
30/08/2014



Source: Digitime - Tous droits réservés - Foyers abonnés neufbox TV de SFR.

European Media Survey of reach of top 20 percent income earners – about 45 million homes 2010-2013

European Media Survey (EMS) shows the comparisons study of growth of reach from 2010 to 2013 with growth above 60% in comparison to top other TV Channels.

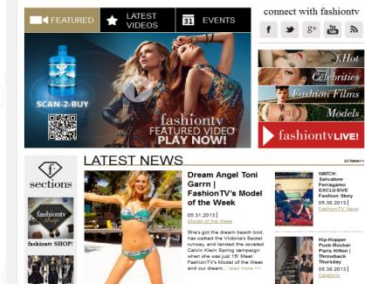
	2010 Reach		2013 Reach		Total Reach Growth (2010 to 2013)	
Pan-European TV	Weekly	Monthly	Weekly	Monthly	Weekly Growth	Monthly Growth
	1,90	4,30	3,20	7,04	68,42%	63,72%
	12,6	25,8	11,4	25,08	-9,52%	-2,79%
	5,2	10,5	4,1	9,02	-21,15%	-14,10%
	5,8	13,6	5,4	11,88	-6,90%	-12,65%
	15,4	32,8	16,8	34,96	9,09%	6,59%
	1,5	3,6	1,7	3,74	13,33%	3,89%
	2,1	4,4	3,2	7,04	52,38%	60,00%
	16	27,8	14	23,8	-12,50%	-14,39%
	27,4	44,2	25,6	40,96	-6,57%	-7,33%
	3,2	6,5	3,5	7,7	9,37%	18,46%
	0,6	1,4	1,7	3,74	183,33%	167,14%
	14,8	25	16,1	35,42	8,78%	41,68%
	4,3	9,5	6,6	14,52	53,49%	52,84%
	5,8	10,6	3,6	7,92	-37,93%	-25,28%

EMS Report – European Media Survey of Top 20% Income earners in West and East Europe (45 million people) 2013

	2013		
Pan-European TV	Weekly reach	Monthly reach	3 Month reach
	3,20	7,04	14,08
	11,4	25,08	50,16
	4,1	9,02	18,04
	5,4	11,88	23,76
	16,8	34,96	69,92
	1,7	3,74	7,48
	3,2	7,04	14,08
	14	23,8	47,6
	25,6	40,96	81,92
	3,5	7,7	15,4
	1,7	3,74	7,48
	16,1	35,42	70,84
	6,6	14,52	29,04
	3,6	7,92	15,84

FashionTV New Media

FashionTV is a New Media leader, with a highly trafficked and expansive digital reach that includes YouTube channels (20 million views per month), FTV.com (1 mil visitors per month), a Facebook page (3.7+ million fans), Google+ (3.3+ million fans) and more. In the top 300 media online.



New Media Demographics

On both YouTube and Facebook, consumers can be targeted on a segmented basis

Out of the 20 million views every month, 2.4 million (23.6%) views are generated by women

- They can be targeted separately to women or men for certain commercials that are targeted at genders (gender segmentation)
- 49% of the female audience are aged 25-54 which can additionally be targeted separately

Additionally different countries can be targeted separately from each other, allowing for adjustments of the advertisements and messages to local consumers

These strategies are not available via TV as consumer segmentation is not controllable BUT via the vast New Media possibilities of FashionTV this is viable and tremendously effective

YouTube Demographics of FashionTV August 2013-2014

Fashion TV

Created: Jun 22, 2007

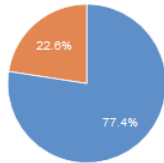
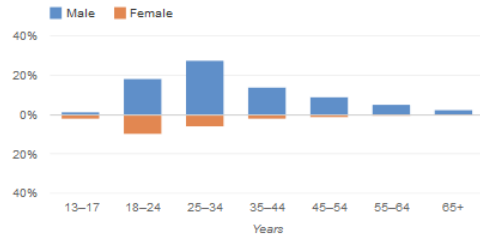
CONTENT OWNER

Aug 1, 2013 – Aug 31, 2014

ALL
100%

MALE
77%

FEMALE
23%



Top locations by views	Views	13-17 years	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	Gender
United States	13,403,294	3.7%	23%	27%	15%	14%	10%	6.1%	<div><div></div><div></div></div>
India	8,044,540	0.6%	38%	43%	11%	4.0%	2.9%	1.6%	<div><div></div><div></div></div>
Indonesia	5,274,358	1.7%	27%	43%	20%	6.5%	1.8%	1.0%	<div><div></div><div></div></div>
Japan	4,165,744	1.4%	12%	22%	20%	23%	17%	5.3%	<div><div></div><div></div></div>
Germany	3,075,337	2.5%	23%	34%	16%	15%	6.9%	2.6%	<div><div></div><div></div></div>
Vietnam	3,037,111	3.4%	42%	36%	10%	5.3%	1.9%	0.6%	<div><div></div><div></div></div>
United Kingd...	2,963,111	4.9%	32%	32%	13%	8.2%	6.2%	4.0%	<div><div></div><div></div></div>
Mexico	2,825,164	4.7%	42%	32%	12%	6.2%	2.4%	1.6%	<div><div></div><div></div></div>
Russia	2,782,528	3.7%	22%	39%	21%	9.0%	2.1%	3.1%	<div><div></div><div></div></div>
Thailand	2,761,801	4.5%	31%	35%	16%	7.7%	3.4%	2.2%	<div><div></div><div></div></div>












Only top 10 locations available.

1-10 of 10

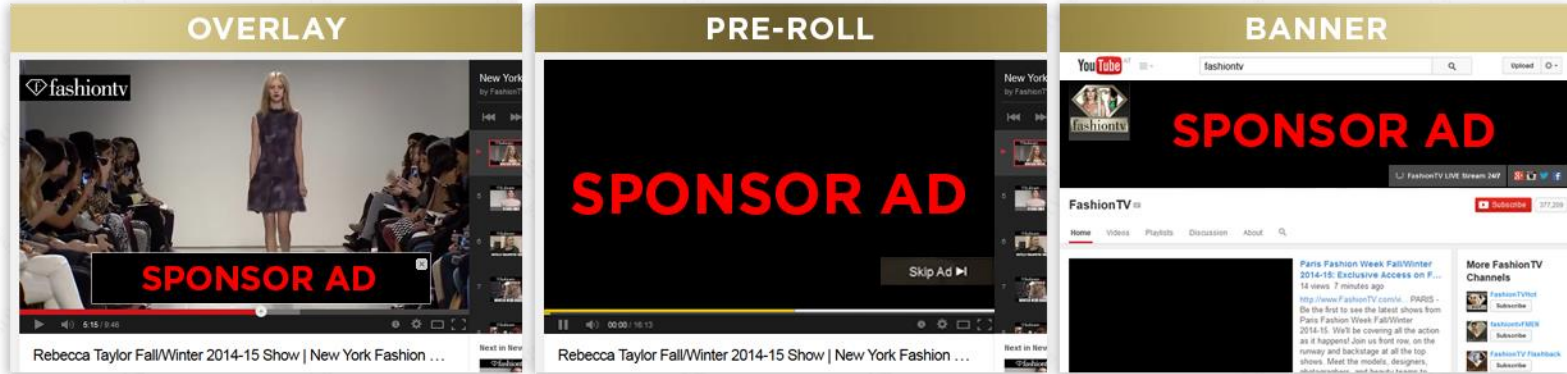
FashionTV YouTube Annual (Jul 13-14) Video Views Top Countries

Country	Annual Views
United States	13,162,638
India	7,629,383
Indonesia	5,056,823
Japan	3,869,306
Germany	3,145,396
Vietnam	2,873,463
United Kingdom	2,862,937
Mexico	2,728,922
Thailand	2,716,026
Russia	2,700,636
Saudi Arabia	2,636,802
Taiwan	2,457,553
Turkey	2,312,378
Italy	2,268,812
France	1,989,795
Canada	1,962,780
Malaysia	1,895,856
Brazil	1,789,541
Spain	1,656,556
South Korea	1,590,583

FashionTV in comparison to top Fashion Media

Company	Views since beginning	Subscribers since beginning	YouTube Link
	426,876,641	870,286	Click here
	117,417,011	192,843	Click here
	46,512,699	38,576	Click here
	31,369,663	144,663	Click here
	26,466,001	171,789	Click here
	18,835,516	20,910	Click here
	17,040,718	94,088	Click here
	12,728,289	23,223	Click here
	9,050,713	14,784	Click here
	5,274,176	8,390	Click here
	4,179,247	4,953	Click here

Campaign on YouTube – Up to 20 million unique visits monthly



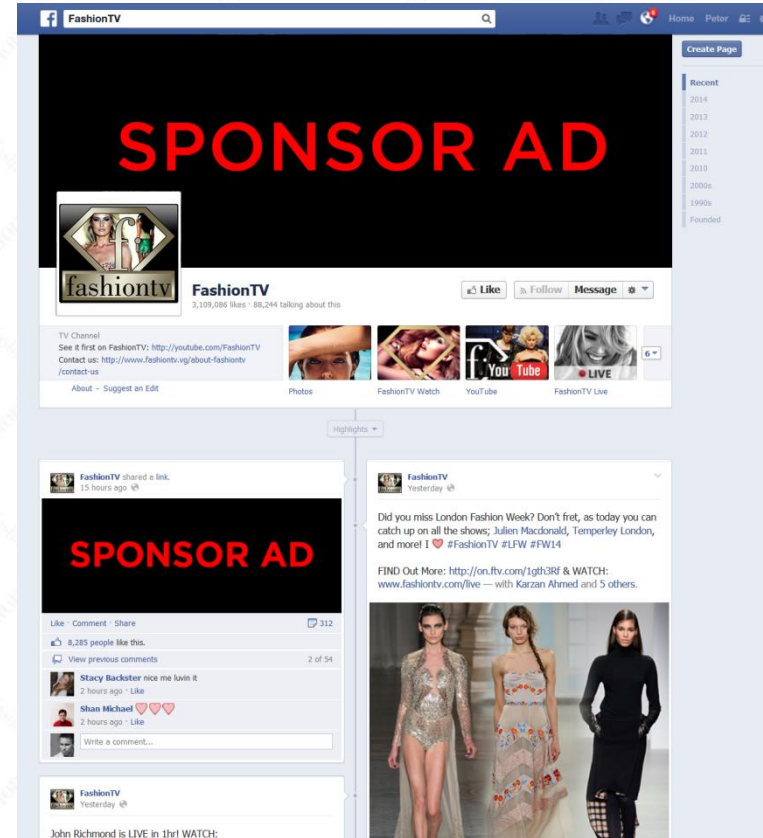
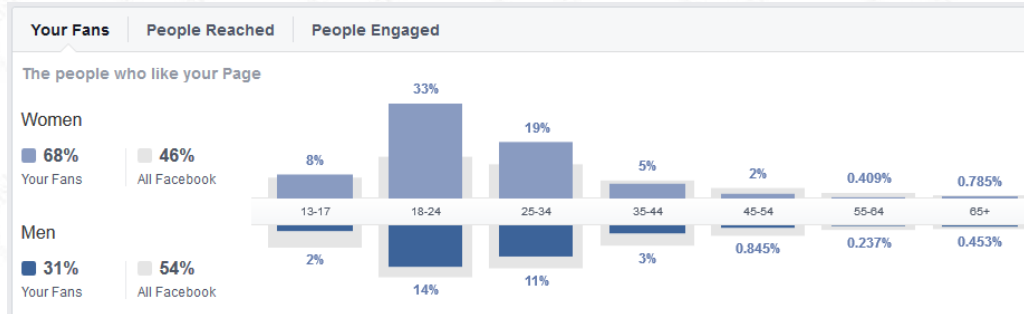
VIEWER CLICKS ON ONE OF THE ABOVE YOUTUBE OPTIONS AND IS TAKEN TO:



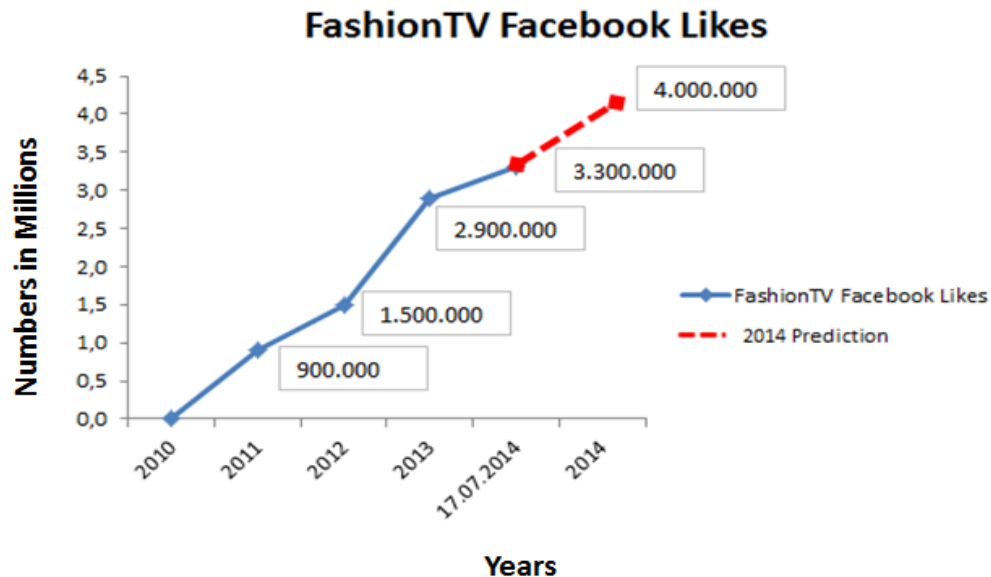
1 post onto
FashionTV Facebook
brings 500.000
impressions

3.7+ Million likes on Facebook - Facebook shows more female
likes (women 68% male 31%)

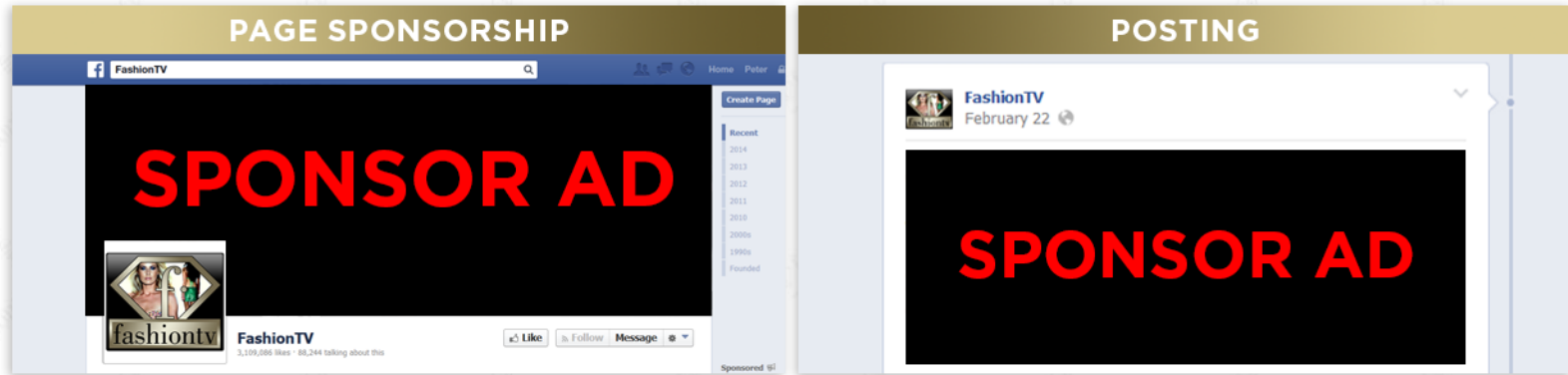
<http://www.facebook.com/FTV>



Graph displaying exponential growth on Facebook 2010-2014



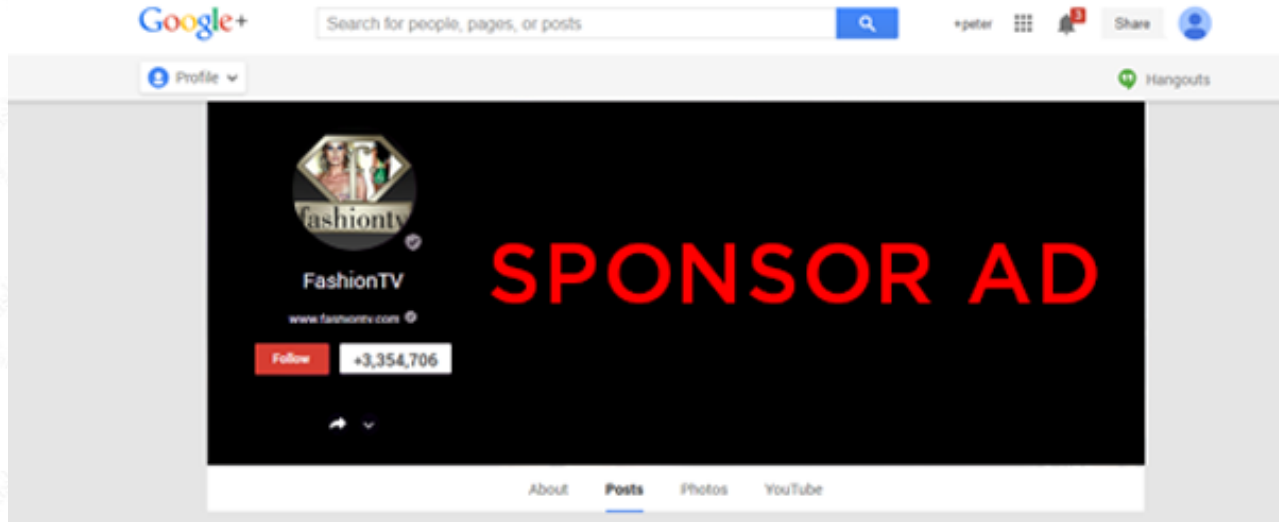
Campaign on Facebook – 3.7 million + Fans



VIEWER CLICKS ON ONE OF THE ABOVE FACEBOOK OPTIONS AND IS TAKEN TO:



1 post on FashionTV Google+ brings 500.000 impressions

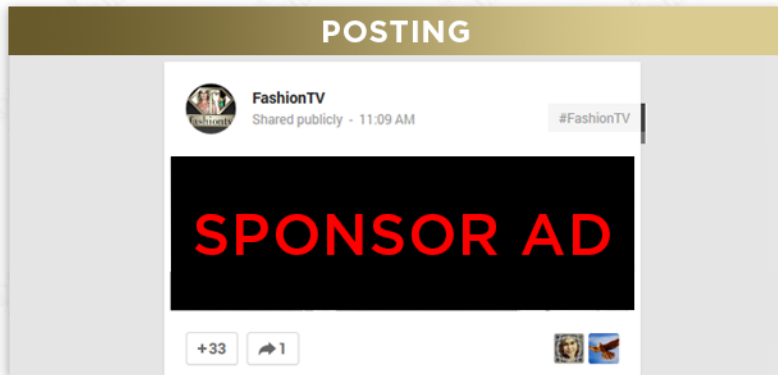
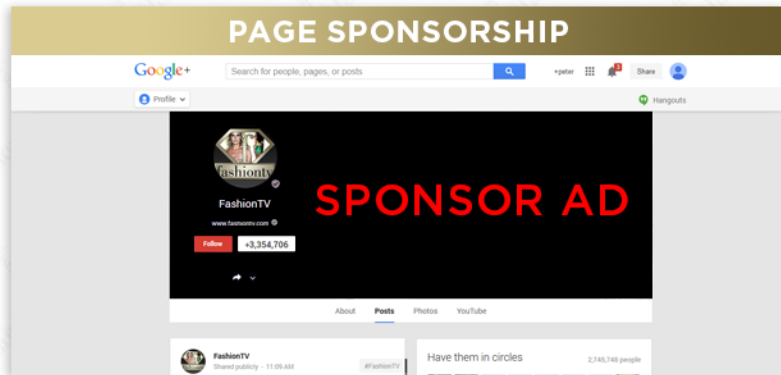


FTV Google+ page has been joined by more than **3.5+ million users**, growing over 100,000 a month.

It is number 24 most popular G+ sites worldwide.

The page provides plenty of links to interesting articles and videos connected with fashion industry.

Campaign on Google+ 3.5+ million fans



VIEWER CLICKS ON ONE OF THE ABOVE GOOGLE+ OPTIONS AND IS TAKEN TO:



More Options such as Parties at the FashionTV Café Vienna,
Fashion Shows and Model awards are available upon request





MORE FASHIONTV PRODUCTS



Why Advertise on FashionTV New Media

FashionTV has a growing scale of online activities :

[Youtube](http://www.youtube.com/fashiontv) channel (20 million views a month): <http://www.youtube.com/fashiontv>

[Facebook](http://www.facebook.com/FashionTV) (3.7+ million fans): <http://www.facebook.com/FashionTV>

[Google Plus](https://plus.google.com/+FashionTV/posts) (3.5+ million fans): <https://plus.google.com/+FashionTV/posts>

[Twitter](http://twitter.com/#!/fashiontv): <http://twitter.com/#!/fashiontv>

[Vk.com](http://vk.com/fashiontv): <http://vk.com/fashiontv>

[Website](http://www.fashiontv.com/): 1 million monthly users <http://www.fashiontv.com/>

With many mobile, tablets and smart TV applications.

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

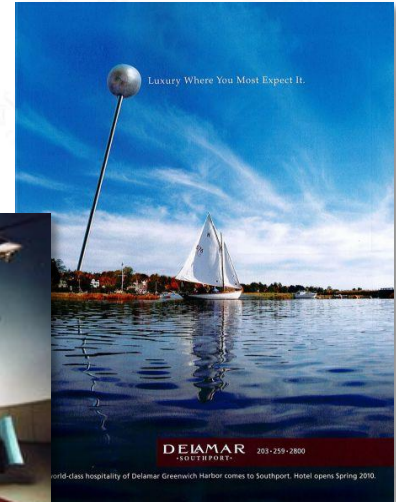
Tourism Promotion Option

Countries, Cities, Hotels and Resorts have the option to advertise themselves via FashionTV

FashionTV enables the promotion to reach over 3+ million Facebook Fans and be visible on the most frequently watched fashion related YouTube Channel (over 300 million views)

The promotion can be personalized and chosen with different formats to best fit the clients wishes

Promotion will help countries and hospitalities to promote themselves and gain tourism numbers and support the local economy



Tourism already promoted on FashionTV



fashiontv | FTV.com - Israel Go Wild Ad



fashiontv | FTV.com - Israel Let Go Ad

Produced by FashionTV Israel's tourism board:

<http://www.youtube.com/watch?v=cLVgneK-PEU>
<http://www.youtube.com/watch?v=64j9NSXqHGY>
<http://www.youtube.com/watch?v=czpVB8ad480>
<http://www.youtube.com/watch?v=RfEZOHhnJlM>
<http://www.youtube.com/watch?v=hZ8YkzN7u-k>

Produced by FashionTV Editorials:

<http://www.youtube.com/watch?v=FIIGGrXQMeU>
<http://www.youtube.com/watch?v=tQcOwQQhfB4>
<http://www.youtube.com/watch?v=2tjsumue5AQ>
<http://www.youtube.com/watch?v=DOFKHiZu8Ng>
<http://www.youtube.com/watch?v=1C9Q-2j7jtA>
http://www.youtube.com/watch?v=np8_WtxoY0w
http://www.youtube.com/watch?v=np8_WtxoY0w
<http://www.youtube.com/watch?v=betZuE1PL1g>
<http://www.youtube.com/watch?v=AUqDufAROLw>
<http://www.youtube.com/watch?v=vduHKeQ9EWA>
<http://www.youtube.com/watch?v=OHPFBjVH4I4>

Others

Malaysia - <http://youtu.be/MNA9BXrOWcU>
Indonesia - <http://youtu.be/Kb5oU4o-ECE>
Montenegro - <http://youtu.be/q4h4XvNsJyw>
Prague, Czech Republic -
<http://youtu.be/rNKUczch3Z4>
Tirol, Austria - <http://youtu.be/BL60ScNrecw>
Turkey - <http://youtu.be/gcVkBWT6zEc>
Turkey - <http://youtu.be/oYkbaKrTa3E>
Vienna, Austria - <http://youtu.be/hVWp4BwolKQ>
Greece - <http://youtu.be/SsQcVa0SBpc>
Greece - <http://youtu.be/8qAjr7E4IE>

CONTACT

For more information and other opportunities please contact:

Victoria Kolossov

Victoria@ftv.com

Appendix

New Media Annual Demographics by Country, Gender and Per Capita July 2013-2014

Russia & CIS

Country	Views July 2013-2014	male %	female %	Population in millions	Internet Users in millions	Views per internet user
Armenia	154.268	65%	35%	3	1,3	0,12
Azerbaijan	204.398	79%	21%	9,5	5,7	0,04
Belarus	189.859	64%	36%	9,5	4,9	0,04
Estonia	91.022	61%	39%	1,3	1	0,09
Georgia	367.107	58%	43%	4,5	2,2	0,17
Kazakhstan	378.276	67%	33%	17,3	9,9	0,04
Latvia	135.845	57%	43%	2	1,6	0,09
Lithuania	210.588	54%	46%	2,9	2,1	0,10
Moldova	110.055	63%	37%	3,6	1,6	0,07
Russia	2.861.177	75%	25%	146,1	84,4	0,03
Ukraine	933.123	70%	31%	42,8	16,8	0,06

Europe

Country	Views July 2013-2014	male %	female %	Population in millions	Internet Users in millions	Views per internet user
Albania	77.408	64%	36%	2,9	1,8	0,04
Austria	446.929	72%	28%	8,5	7,1	0,06
Belgium	560.562	74%	26%	11,2	9,4	0,06
Bosnia and Herzegovina	105.426	66%	34%	3,8	2,6	0,04
Bulgaria	341.795	69%	32%	7,2	4,1	0,08
Croatia	192.837	55%	45%	4,3	2,8	0,07
Cyprus	102.186	70%	30%	0,9	0,7	0,14
Czech Republic	538.869	60%	40%	10,5	8,3	0,06
Denmark	296.472	63%	38%	5,6	5,4	0,05
Finland	205.458	74%	26%	5,5	5,1	0,04
France	2.134.333	67%	33%	66	55,4	0,04
Germany	3.334.933	74%	26%	80,7	71,7	0,05
Greece	815.421	69%	31%	11,1	6,4	0,13
Hungary	420.792	63%	37%	9,9	7,4	0,06
Ireland	247.378	67%	33%	4,6	3,8	0,06

Europe continued

Israel	698.422	74%	26%	8,2	5,9	0,12
Italy	2.428.919	75%	25%	60,8	36,6	0,07
Macedonia [FYROM]	136.006	73%	27%	2,1	1,3	0,10
Malta	43.851	65%	35%	0,4	0,2	0,25
Netherlands	1.179.921	70%	30%	16,9	16,1	0,07
Norway	261.151	63%	37%	5,1	4,9	0,05
Poland	1.570.974	64%	36%	38,5	25,7	0,06
Portugal	518.186	68%	32%	10,5	7	0,07
Romania	604.363	66%	34%	19,9	11,2	0,05
Serbia	398.750	67%	33%	7,1	4,7	0,08
Slovakia	400.585	55%	45%	5,4	4,5	0,09
Slovenia	104.836	55%	46%	2,1	1,5	0,07
Spain	1.756.152	72%	28%	46,5	35	0,05
Sweden	585.061	64%	36%	10	8,6	0,07
Switzerland	551.882	72%	29%	8,2	7,2	0,08
Turkey	2.476.146	90%	10%	76,7	35,4	0,07
United Kingdom	3.031.214	65%	35%	64,1	57,1	0,05

Asia

Country	Views July 2013-2014	male %	female %	Population in millions	Internet Users in millions	Views per internet user
Bangladesh	283.016	93%	7%	156,8	10,9	0,03
Hong Kong	1.255.237	80.2%	20%	7,2	5,8	0,22
India	8.208.403	94%	6%	1248,2	243,2	0,03
Indonesia	5.396.313	88%	12%	252,2	42,3	0,13
Japan	4.193.929	85%	15%	127,1	109,3	0,04
Macau	79.488	81%	20%	0,6	0,4	0,21
Malaysia	2.020.563	81%	19%	30,2	0,7	2,99
Maldives	21.534	91%	9%	0,3	0	1,29
Mongolia	93.641	64%	36%	2,9	0,5	0,18
Nepal	258.686	94%	6%	26,5	3,4	0,08
Pakistan	128.784	92%	8%	188	20,1	0,01
Palestinian Territories	143.168	90%	10%	4,4	1,8	0,08
Philippines	1.280.121	73%	27%	100,1	39,5	0,03
Singapore	1.025.024	74%	26%	5,4	4,5	0,23
South Korea	1.713.878	85%	15%	50,4	45,3	0,04
Sri Lanka	291.249	90%	10%	20,3	4,3	0,07
Taiwan	2.655.901	84%	16%	23,4	17,7	0,15
Thailand	2.891.655	74%	26%	64,5	19,4	0,15
Vietnam	3.093.892	80%	20%	89,7	39,8	0,08

Oceania

Country	Views July 2013-2014	male %	female %	Population in millions	Internet Users in millions	Views per internet user
Australia	1.622.538	66%	34%	23,6	21,2	0,08
New Zealand	292.616	70%	30%	4,5	4,2	0,07

Middle-East

Country	Views July 2013-2014	male %	female %	Population in millions	Internet Users in millions	Views per internet user
Bahrain	74.655	88%	12%	1,2	1,3	0,06
Egypt	806.522	92%	8%	87	40,3	0,02
Iraq	660.879	93%	7%	36	2,7	0,24
Jordan	218.562	90%	10%	6,6	3,4	0,06
Kuwait	268.748	86%	14%	3,1	3	0,09
Lebanon	157.198	85%	15%	5	3,3	0,05
Oman	204.823	93%	7%	4	2,6	0,08
Qatar	272.422	91%	9%	2,2	2,2	0,12
Saudi Arabia	2.764.427	84%	16%	30	17,4	0,16
Syria	155.095	93%	7%	22	5,9	0,03
United Arab Emirates	1.274.646	90%	10%	9,4	8,8	0,14
Yemen	213.683	95%	5%	25,2	4,8	0,04

Africa

Country	Views July 2013-2014	male %	female %	Population in millions	Internet Users in millions	Views per internet user
Algeria	429.499	87%	13%	38,7	6,7	0,06
Mauritius	51.493	76%	24%	1,3	0,1	0,02
Morocco	528.900	77%	23%	33,4	20,2	0,24
South Africa	331.437	86%	15%	54	24,9	0,06
Sudan	80.815	94%	6%	37,3	9,3	0,09
Tunisia	270.911	72%	28%	10,9	5,1	0,05

North America

Country	Views July 2013-2014	male %	female %	Population in millions	Internet Users in millions	Views per internet user
Canada	2.076.077	67%	33%	35,4	33	0,06
United States	13.975.679	73%	27%	318,6	279,8	0,05

South America

Country	Views July 2013-2014	male %	female %	Population in millions	Internet Users in millions	Views per internet user
Argentina	847.668	74%	27%	42,7	25	0,03
Bolivia	50.364	82%	18%	10	4	0,01
Brazil	1.909.093	72%	28%	203	107,8	0,02
Chile	601.704	70%	30%	17,8	11,7	0,05
Colombia	750.313	75%	25%	47,7	25,7	0,03
Costa Rica	111.569	80%	20%	4,7	2,5	0,04
Dominican Republic	71.553	67%	33%	10,4	5,1	0,01
Ecuador	257.460	68%	33%	15,8	6	0,04
El Salvador	54.185	78%	22%	6,4	1,7	0,03
Guatemala	68.983	80%	20%	15,8	27,2	0,00
Mexico	2.909.420	73%	27%	119,7	50,9	0,06
Panama	58.326	75%	25%	3,4	1,9	0,03
Peru	396.260	69%	31%	30,8	12,6	0,03
Puerto Rico	92.013	61%	39%	3,6	2	0,05
Trinidad and Tobago	51.272	65%	35%	1,3	0,9	0,06
Uruguay	73.139	67%	33%	3,3	2	0,04
Venezuela	275.139	72%	28%	30,2	14,5	0,02