



**FASHIONTV'S AUDIENCE  
REACH BY EMS**

# fashiontv's Audience Reach by EMS

- ◇ European Media Study (**EMS**) and Central European Media Study (**CEMS**) are designed to measure habits of Europe's most affluent consumers and top business decision makers, providing a representative sample of the **TOP 13%** of all **adults based on income**
- ◇ EMS survey incorporates 20 Western European countries: Austria, Belgium/Luxembourg, Denmark, Finland, France, Germany, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland and UK. EMS Universe: 40 million
- ◇ CEMS measures habits of population in the Central European countries, including Czech Republic, Hungary, Poland and Russia. CEMS Universe: 6.1 million
- ◇ **EMS Select** is a segmentation of the total EMS universe representing only the very **TOP 3%** of adults based on their **income, frequency of travel and job**
- ◇ EMS Select is available across both EMS and CEMS and allows analysis on Europe's **most elite and influential**

# Annual Growth of FTV's Monthly Audience Reach on EMS

- Based on EMS 2009 data, fashiontv has experienced the highest increase of audience with annual growth of 6.5% compared to other Pan-European TV channels, increasing from 4,6% in 2007 to 4,9% in 2008
- fashiontv was among the only 3 international channels that experienced monthly audience growth from 2007 to 2008
- If applied to a universe of FTV distributed households in Western Europe, it is estimated that fashiontv is reaching 7 million viewers each month

*Note: Monthly reach is defined as a net percentage of target audience that saw a particular channel or broadcast in one month.*

Pan-European News and Entertainment Channels	EMS2008 (2007 only)	EMS2009 (2008 only)	EVOLUTION
TV Channel	Monthly Reach in %		
Aljazeera English	6,0	5,7	-5,0%
BBC World News	25,9	25,8	-0,4%
Bloomberg TV	12,0	11,5	-4,2%
CNBC	14,7	14,2	-3,4%
CNN International	33,4	31,1	-6,9%
EuroNews	31,4	29,8	-5,1%
France 24	4,6	4,9	6,5%
RT Russia Today		1,7	
Sky News	26,0	25,4	-2,3%
<i>Pan-Europe TV: News/Business</i>	<b>59,8</b>	<b>58,9</b>	<b>-1,5%</b>
BBC Prime	1,6	1,5	-6,3%
DW-TV	4,4	4,3	-2,3%
Discovery Channel	32,6	31,1	-4,6%
E! Entertainment	4,5	4,6	2,2%
Eurosport	47,7	44,9	-5,9%
<b>Fashion TV</b>	<b>4,6</b>	<b>4,9</b>	<b>6,5%</b>
The History Channel		17,3	
MTV	41,8	41,6	-0,5%
National Geographic Channel	27,8	26,3	-5,4%
Travel Channel	13,5	11,6	-14,1%
TV5Monde	12,3	11,9	-3,3%
<i>Pan-Europe TV: General</i>	<b>71,4</b>	<b>71,7</b>	<b>0,4%</b>
<i>Pan-Europe TV Total</i>	<b>77,5</b>	<b>78,1</b>	<b>0,8%</b>



Source: EMS 2009 Press Release

# Monthly Reach in Across Europe

- ◇ Monthly reach in Central European countries (CEMS) at 19,1% is 4-times higher compared to Western Europe (EMS) at 4,9%
- ◇ CEMS countries contribute to fashiontv's monthly reach by additional 37%, increasing total Pan-European reach (Western + Central European countries) to 6,7%
- ◇ It is estimated that fashiontv monthly reaches approximately **20 million viewers** across the whole European continent

Pan-European Channels	Monthly Reach EMS+CEMS		
	CEMS (2008 only)	EMS (2008 only)	EMS&CEMS2009 (2008 only)
TV Channel	Monthly Reach in %		
Aljazeera English	5,5	5,7	5,7
BBC World News	31,0	25,8	26,5
Bloomberg TV	6,9	11,5	10,9
CNBC	21,6	14,2	15,2
CNN International	32,1	31,1	31,2
EuroNews	34,0	29,8	30,3
France 24	1,8	4,9	4,5
RT Russia Today	6,5	1,7	2,4
Sky News	21,5	25,4	24,9
<i>Pan-Europe TV: News/Business</i>	59,3	58,9	59,0
BBC Prime	-	1,5	1,3
DW-TV	7,8	4,3	4,8
Discovery Channel	61,4	31,1	35,1
E! Entertainment	3,1	4,6	4,4
Eurosport	58,6	44,9	46,7
<b>FTV Fashion TV</b>	<b>19,1</b>	<b>4,9</b>	<b>6,7</b>
The History Channel	-	17,3	15,0
MTV	56,5	41,6	43,6
National Geographic Channel	57,4	26,3	30,4
Travel Channel	39,2	11,6	15,3
TV 5 Monde	5,3	11,9	11,0
<i>Pan-Europe TV: GENERAL</i>	82,9	71,7	73,2
<i>Pan-Europe TV: ALL</i>	84,9	78,1	79,0

FTV's reach in Central Europe at 19,1% is 4-times higher compared to Western Europe! (CEMS vs. EMS)

Monthly Reach across the whole Europe is 6,7%

Source: EMS 2009 Press Release

# Monthly Reach in Central & Eastern Europe

- ◇ fashiontv has a noticeably strong position in Central and Eastern Europe with 19,1% audience reach
- ◇ From CEMS countries, Poland has the strongest monthly reach at 27,5%, followed by Russia at 14,8%
- ◇ In Poland alone, fashiontv reaches approximately 5.5 million viewers each month
- ◇ These data prove and emphasize fashiontv's huge popularity and strong position in Central and Eastern Europe

Pan European TV Channels	Monthly Reach % based on Country of Residence CEMS 2009				
	CEMS	Czech Republic	Hungary	Poland	Russia
Aljazeera English	5,5	3,9	1,4	8,2	2,6
BBC World News	31,0	23,2	40,0	34,8	22,2
Bloomberg TV	6,9	2,3	2,0	9,8	6,2
CNBC	21,6	10,2	18,0	30,8	9,9
CNN International	32,1	28,1	42,1	33,3	26,0
EuroNews	34,0	19,8	18,3	28,6	68,1
France 24	1,8	1,3	0,9	2,3	1,8
RT Russia Today	6,5	1,5	1,7	7,3	11,3
Sky News	21,5	10,8	22,0	29,0	11,1
<i>Pan-Europe TV: News/Business</i>	<b>59,3</b>	37,5	55,3	61,9	72,4
BBC Prime	-	-	-	-	-
DW-TV	7,8	6,5	6,5	9,6	5,1
Discovery Channel	61,4	33,7	73,0	69,6	55,6
E! Entertainment	3,1	-	-	6,0	-
Eurosport	58,6	52,9	72,0	58,4	55,3
<b>FTV Fashion TV</b>	<b>19,1</b>	<b>6,6</b>	<b>7,9</b>	<b>27,5</b>	<b>14,8</b>
The History Channel	-	-	-	-	-
MTV	56,5	39,1	51,8	59,4	65,6
National Geographic Channel	57,4	33,2	74,3	70,2	34,6
Travel Channel	39,2	14,3	51,6	52,4	18,5
TV 5 Monde	5,3	3,2	8,2	5,8	3,7
<i>Pan-Europe TV: General</i>	<b>82,9</b>	62,8	90,7	86,0	86,4
<i>Pan-Europe TV Total</i>	<b>84,9</b>	63,6	91,3	87,7	91,0

Source: EMS 2009 Press Release

I see it first on  fashiontv

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# Monthly Reach on Select Top 3% vs. Regular Top 13%

- ◇ Across the European continent, fashiontv has a higher reach on the population in the Top 3% category by 16%, meaning that the channel is favored by **elite and influential**
- ◇ In the Eastern European countries, audience reach on the Select Top 3% population is **25,5%**, making it higher by 33% compared to Top 13%

Monthly % Reach		Top 3% vs. Top 13% Audience Reach Higher by
EMS 2009	4,9	8%
EMS Select 2009	5,3	
CEMS 2009	19,1	33%
CEMS Select 2009	25,5	
EMS & CEMS 2009	6,7	16%
EMS & CEMS Select 2009	7,8	

8% increase in audience reach on Top 3% EMS population

FTV reaches 33% more audience in Top 3% population in CEMS

16% increase in audience reach on Top 3% across Western And Central Europe

# Summary

- ◆ Based on EMS 2009, fashiontv's annual audience reach have grown by 6.5% from 2007 to 2008
- ◆ It is estimated that fashiontv now reaches approximately 20 million viewers across Europe per month
- ◆ fashiontv has a significantly strong position and audience reach in Central and Eastern European countries
- ◆ In Poland, the channel reaches approximately 5 million viewers per month, which is about 15% of country's adult population
- ◆ fashiontv is a preferred channel by elite and influential (Top 3% population based on income) across entire Europe offering excellent targeting opportunities