

FASHIONTV

EXPOSURE ON CHINESE VIDEO SHARING WEBSITES



FashionTV Exposure on Chinese Video Sharing Websites

Name of the website: **tudou.com**

Total amount of FTV videos: **681**



Link to the page <http://so.tudou.com/isearch/fashion%20tv/>



FashionTV Exposure on Chinese Video Sharing Websites

Name of the website: **tudou.com**

Total amount of FTV videos: **681**



Link to the page <http://so.tudou.com/nisearch/ftv>



FashionTV Exposure on Chinese Video Sharing Websites

Name of the website: **tudou.com**

Total amount of FTV videos: **681**



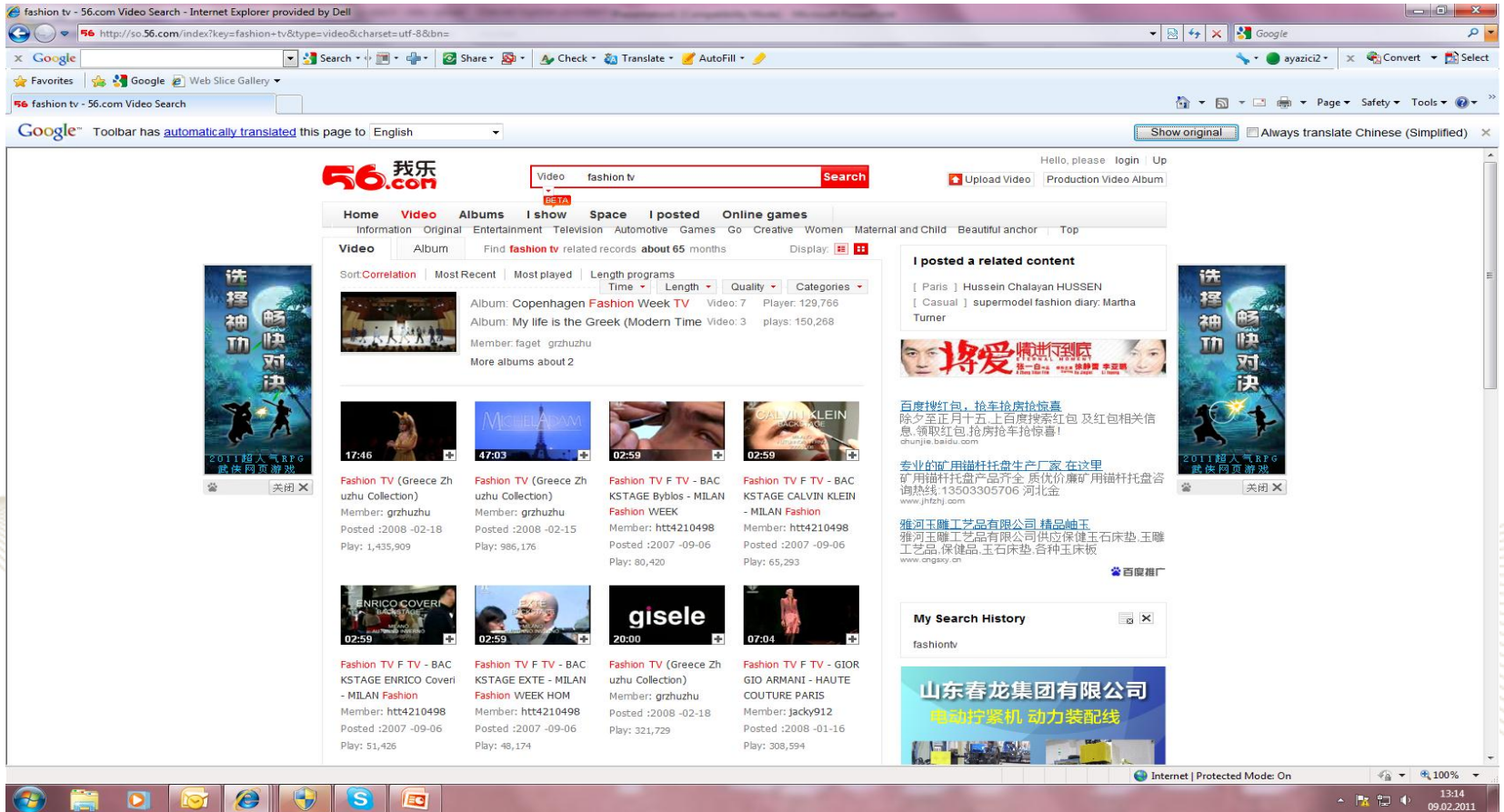
Link to the page <http://so.tudou.com/isearch/fashiontv/>



FashionTV Exposure on Chinese Video Sharing Websites

Name of the website: **56.com**

Total amount of FTV videos: **219**



Link to the page <http://so.56.com/index?key=fashiontv&type=video&charset=utf-8&bn=>



FashionTV Exposure on Chinese Video Sharing Websites

Name of the website: **56.com**

Total amount of FTV videos: **219**



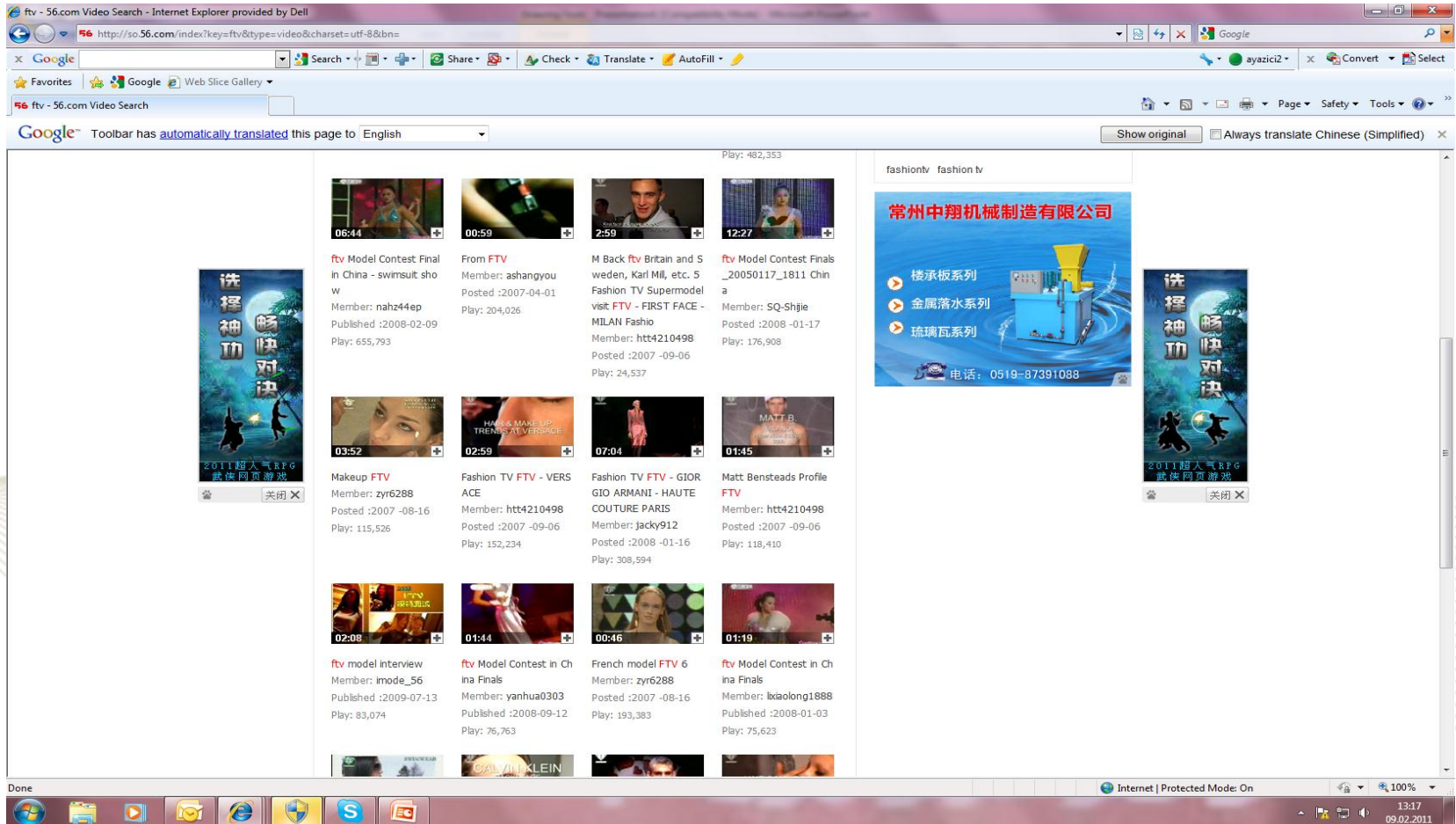
Link to the page <http://so.56.com/index?key=fashiontv&type=video&charset=utf-8&bn=>



FashionTV Exposure on Chinese Video Sharing Websites

Name of the website: **56.com**

Total amount of FTV videos: **219**



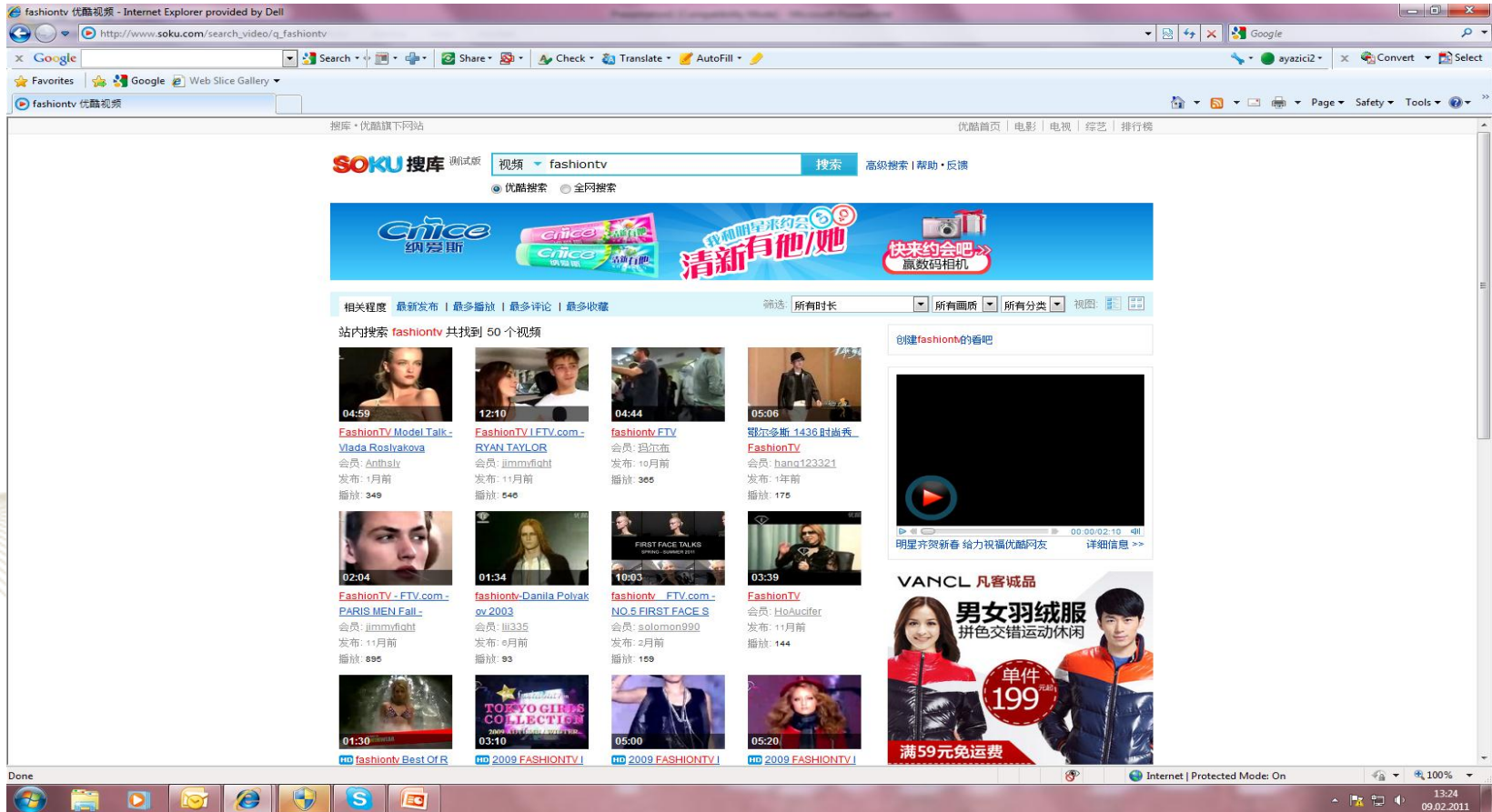
Link to the page <http://so.56.com/index?key=ftv&type=video&charset=utf-8&bn=>



FashionTV Exposure on Chinese Video Sharing Websites

Name of the website: **soku.com**

Total amount of FTV videos: **294**



Link to the page http://www.soku.com/search_video/q_fashiontv



FashionTV Exposure on Chinese Video Sharing Websites

Name of the website: **soku.com**

Total amount of FTV videos: **294**



Link to the page http://www.soku.com/search_video/q_fashion%20tv



FashionTV Exposure on Chinese Video Sharing Websites

Name of the website: **soku.com**

Total amount of FTV videos: **294**



Link to the page http://www.soku.com/search_video/q_ftv



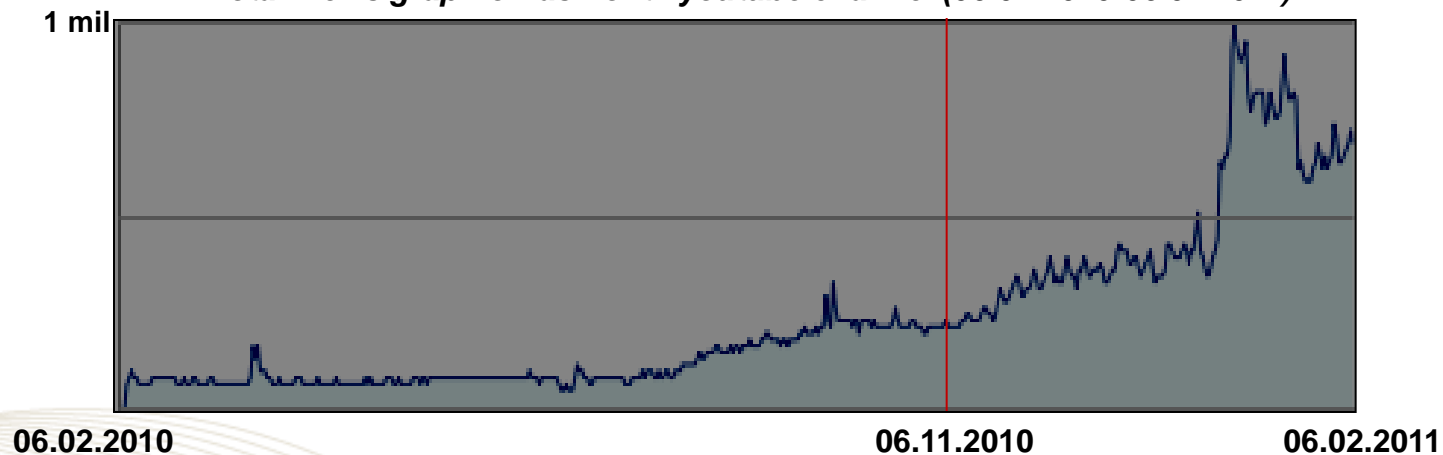
FashionTV Exposure on Chinese Video Sharing Websites

Appendix (FashionTV Youtube channel)

Total views of all videos since January 6, 2010: 434.746.681.

Total views for the period of last 1 month: 25.000.000

Total views graph of fashiontv youtube channel (06.02.2010-06.02.2011)



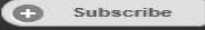





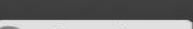

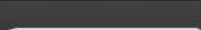

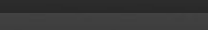
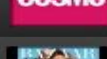


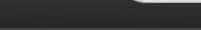

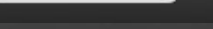








Conclusion: Youtube traffic is growing 20-30% every month, the amount of videos viewed by day on some days cross one million, objective is to reach 2 millions view per day



FashionTV Exposure on Chinese Video Sharing Websites

Appendix (Youtube comparison of channels)

| | | | | |
|--|---|---|-----------------------|----------------------------|
|  | FashionTV von fashiontv | | 341.512 | 434.746.681 |
|  | Maxim.com by videosbyMaxim |  | 43,441 subscribers | 87,074,103 video views |
|  | Seventeen Magazine by SeventeenMagazine |  | 80,021 subscribers | 77,901,790 video views |
|  | FHM TV by fhmweb |  | 15,423 subscribers | 35,562,469 video views |
|  | ELLE.com von ElleMagazine |  | 18,331 Abonnenten | 10,906,675 Videoaufrufe |
|  | Esquire Magazine by EsquireMag |  | 5,904 subscribers | 9,637,480 video views |
|  | Cosmopolitan von cosmopolitan |  | 7.450 Abonnenten | 8.387.186 Videoaufrufe |
|  | Harper's Bazaar von harpersbazaar |  | 3.957 Abonnenten | 4.585.203 Videoaufrufe |
|  | InStyle von instyledotcom |  | 2.958 Abonnenten | 4.397.594 Videoaufrufe |
|  | Vogue.com von vogue |  | 8.875 Abonnenten | 3.795.078 |
|  | GLAMOUR.com von glamour |  | 1.644 Abonnenten | 2.834.011 Videoaufrufe |
|  | World Fashion von VisoOne |  | 177 Abonnenten | 2.805.653 Videoaufrufe |
|  | Fashion One von fashionone |  | 1.405 Abonnenten | 279.981 Videoaufrufe |

