

# FASHIONTV CHANNEL DISTRIBUTION

HD

4K

DTH

VOD

OTT

f.

IPTV

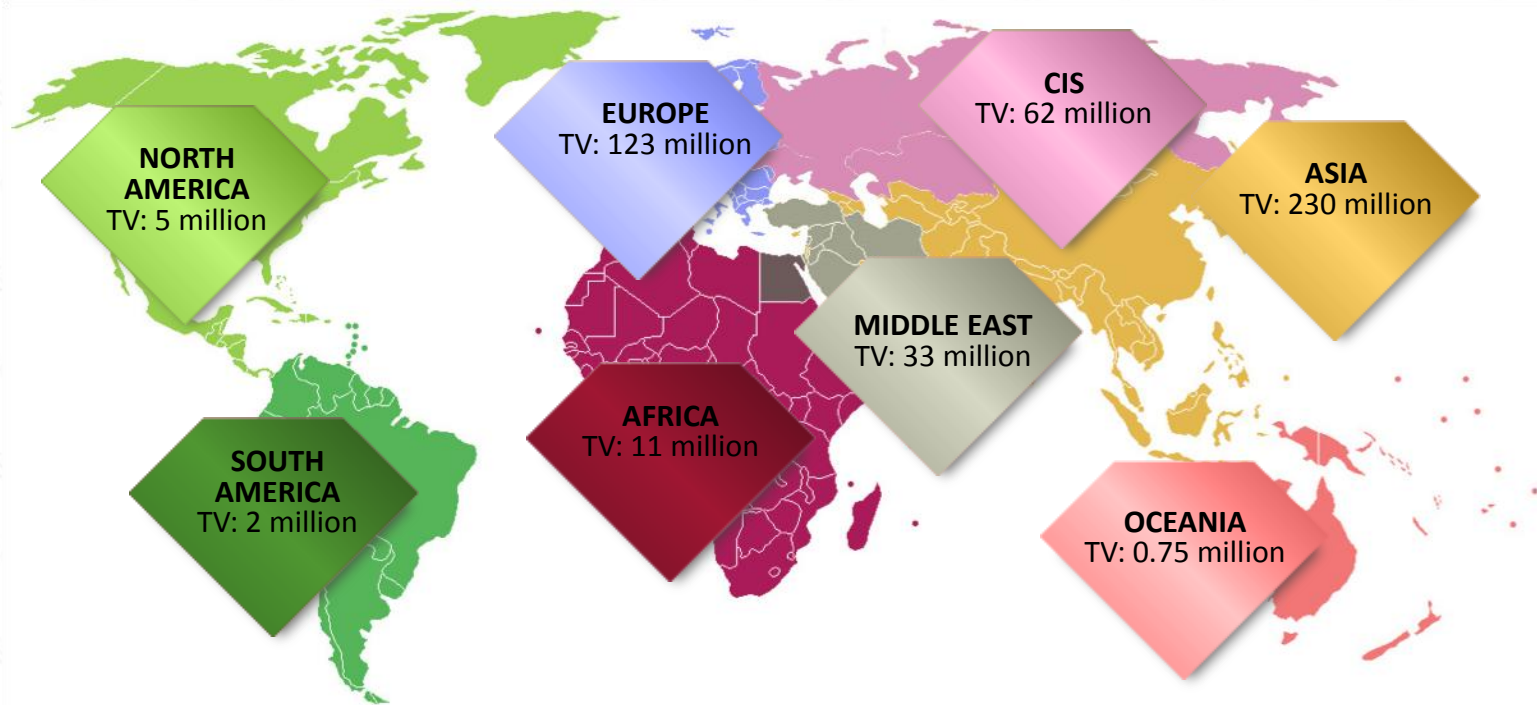


fashiontvvod

NEW  
SIGN IN  
FAVOURITES  
ON FILMS  
APPERS



# FashionTV TV Distribution number of Households



# FashionTV



TV: 500 MILLION  
HOUSEHOLDS



BIGGEST FASHION  
LIFESTYLE PROGRAM



24/7 TELEVISION  
NETWORK



TV: 7 MILLION PUBLIC  
PLACES



FOCUSED EXCLUSIVELY ON  
FASHION, BEAUTY, TRENDS



FACEBOOK:  
3.2+ MILLION LIKES



YOUTUBE: 20 MILLION  
MONTHLY VIEWS



GOOGLE+:  
3.3 MILLION LIKES



# FashionTV Demographics

FashionTV Demographics TV: EMS (European Media Study)

MEN (73.7%), WOMEN (26.3%)

Age: 18-44 years (44%); 45-54 (29%); 55+ (17%)

Education: degree or equivalent (62%); below degree (38%)

Well-off, technophile, globetrotters, trendy and ad-aware

Early adopters, opinion leaders, models, fashion stars  
and fashion professionals

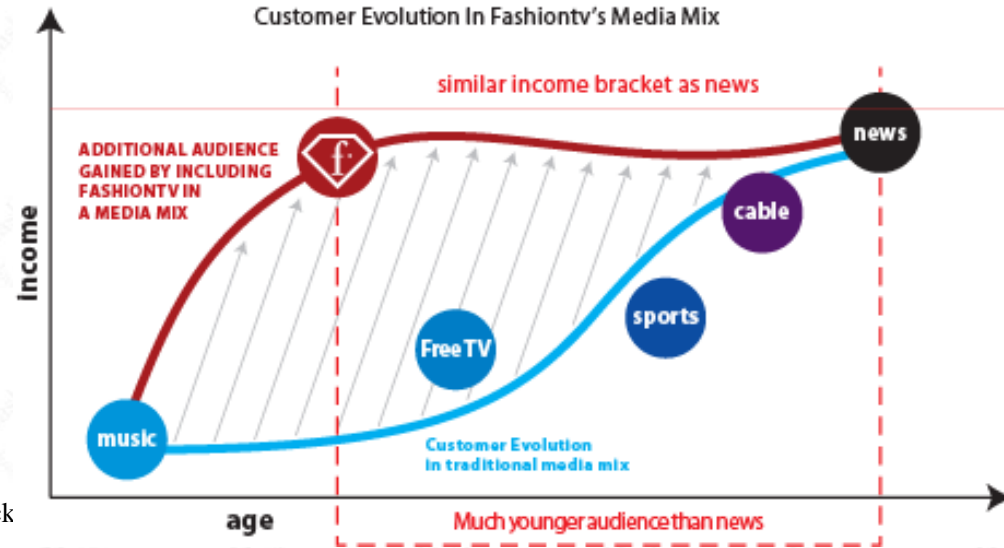
In comparison to other TV channels, FTV viewers are:

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

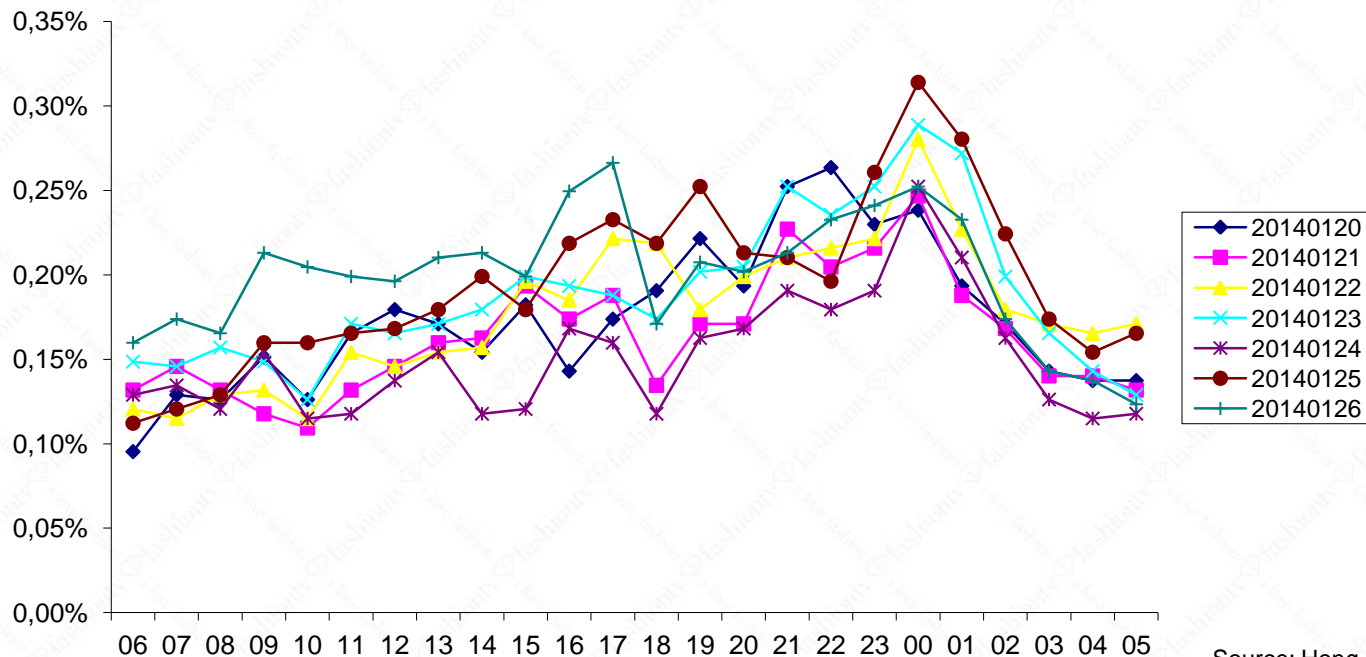
## fashiontv audience



# Customer Profile

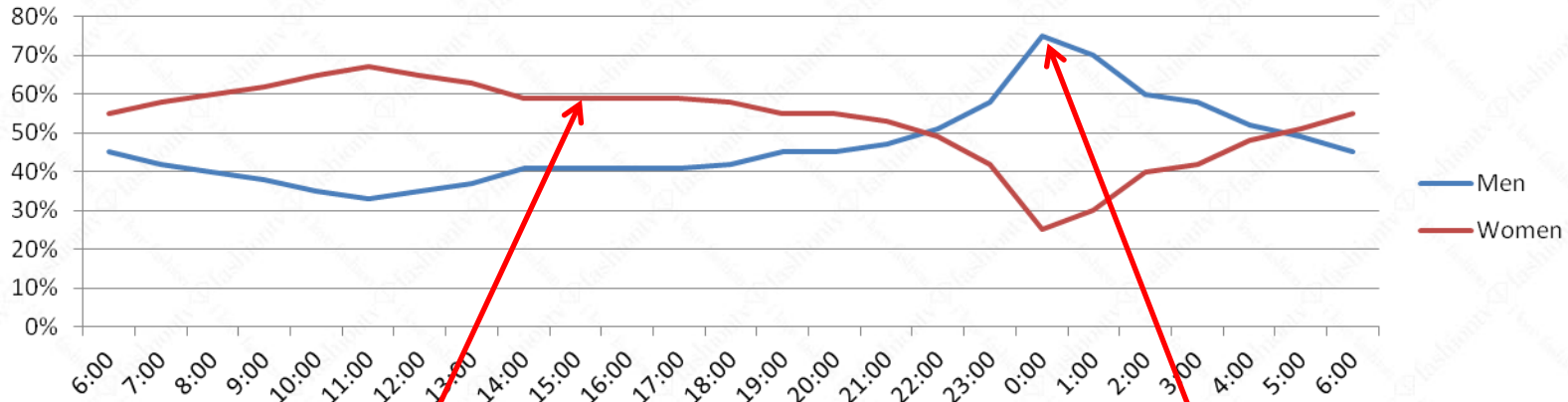
- FashionTV is a Fashion and lifestyle program broadcasting the latest news and information.
- A global 24/7 television network focused exclusively on fashion, beauty, trends, celebrities and style.
- Language(s): English
- Target audience: Age: 21 – 44 (61%), 45 – 54 (23%), 55+ (16%)
- Education: degree or equivalent 62% , below degree 38%.
- Target Audience: Well-off, technophile, globetrotters, trendy and ad aware. Early adopters, opinion leaders, models, fashion stars and fashion professionals.
- Broadcast hours p. day: 24/7

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



Source: Hong Kong NOW TV

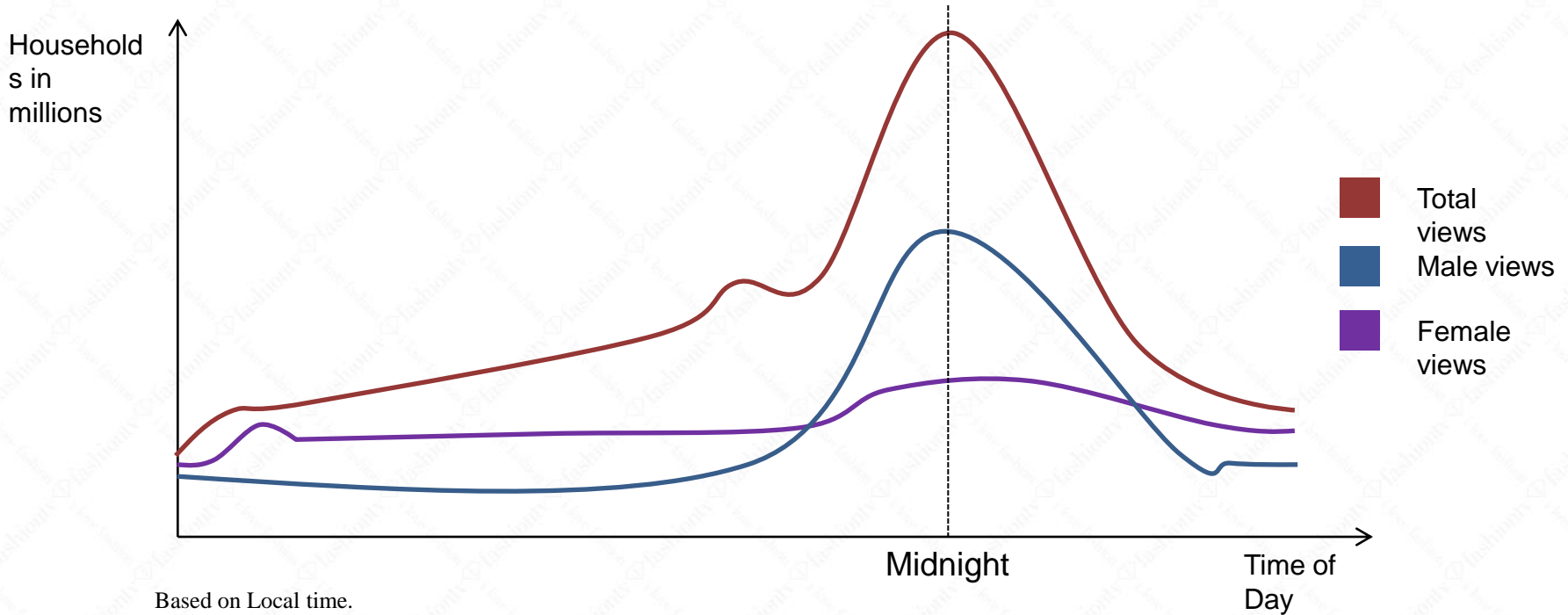
# FashionTV Audience Structure



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.

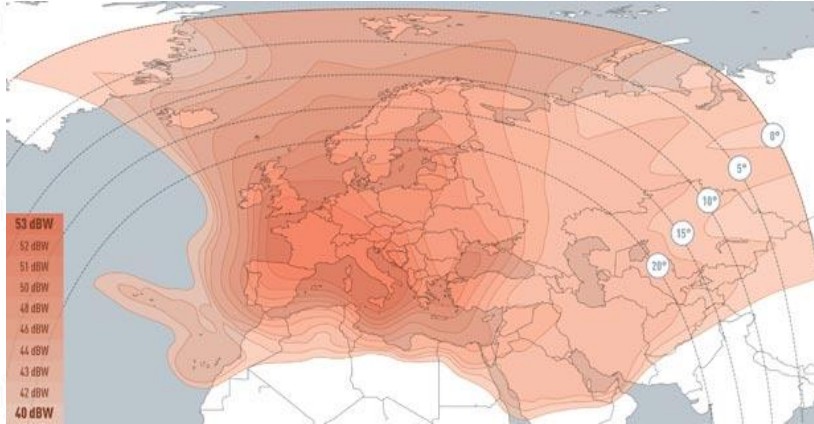
Number of men viewing FashionTV increases from 9pm, reaching peak at midnight.

# FashionTV satellite footprint

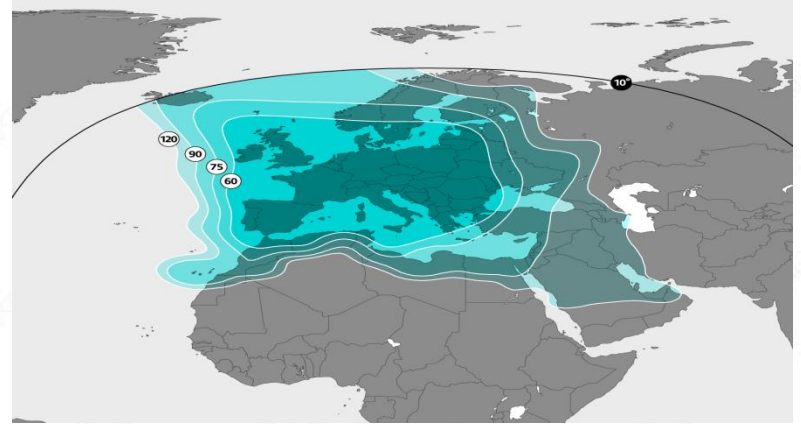


## European distribution

Hotbird 13 East  
FTV HD/FTV SD



Astra 19,2 East  
FTV SD

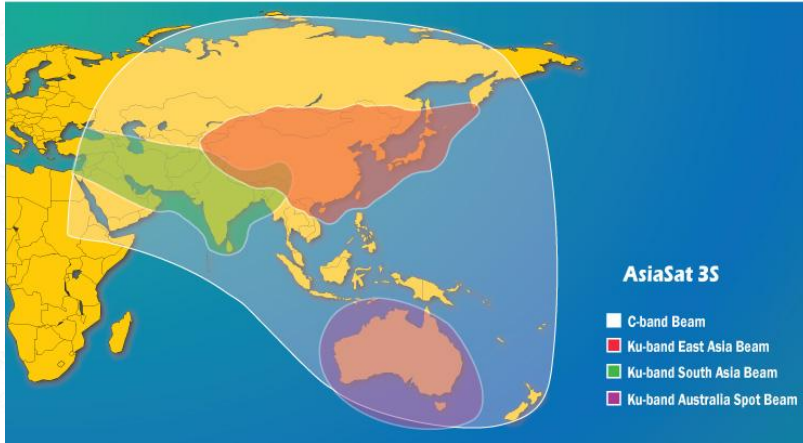


# FashionTV satellite footprint

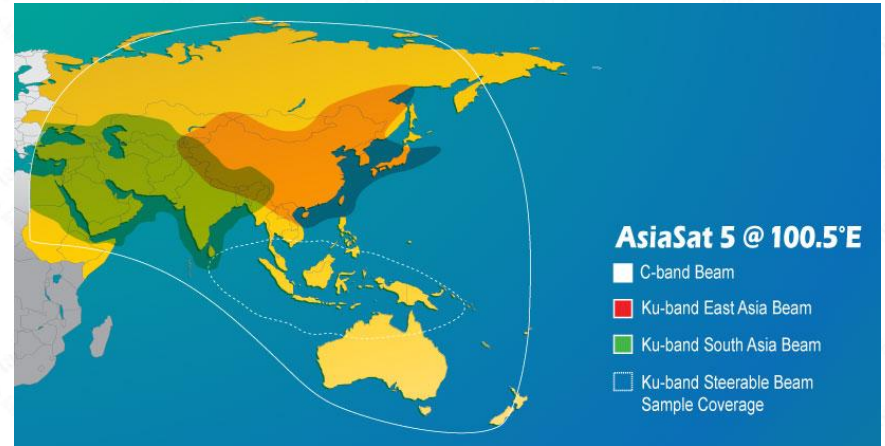


## Asian distribution

AsiaSat 3 105,5 East  
FTV SD



AsiaSat 5 105,5 East  
FTV HD



# FashionTV satellite footprint



**Americas  
distribution**

**IntelSat805 56 West  
FTV HD**

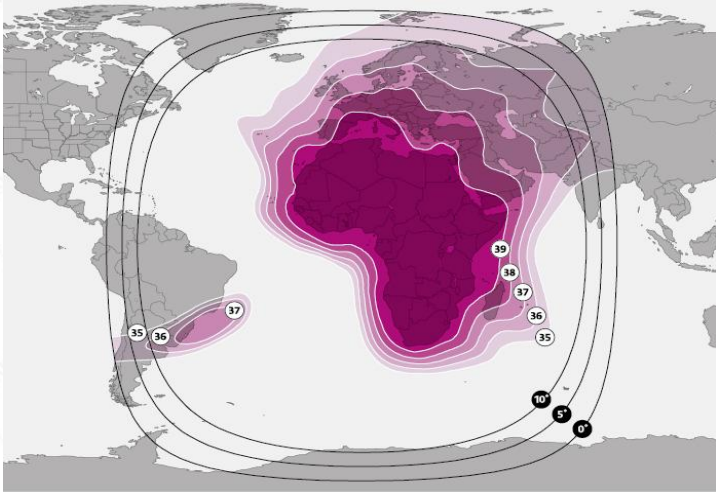


# FashionTV satellite footprint

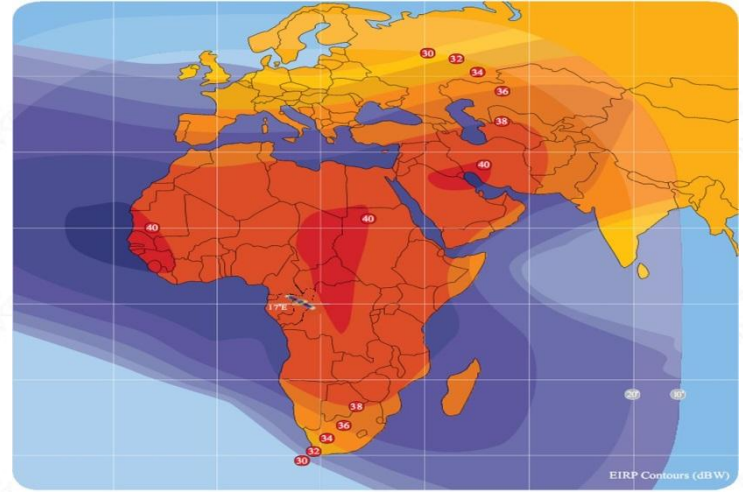


## African distribution

SES 5  
FTV SD



Amos 5  
FTV SD



# Historical Heritage Magnificent Future of *FashionTV* The Home of Fashion

***FashionTV*** is an international fashion and lifestyle broadcasting television channel. Founded in France in 1997 has become one of the most widely distributed satellite channels in the world: 31 satellite and 2,000 cable systems, with a total of 480 million households in 195 countries across the five continents.

Today, ***FashionTV*** is a multi-media platform offering a review of global fashion and is independently owned and operated from the headquarters in Paris, London, and Vienna.

Since its inception in 1997, ***FashionTV*** has been setting the highest standards for excellence in fashion and lifestyle broadcasting.

The only TV equivalent to fashion print media appealing to everyone interested in fashion, style, beauty and trends, ***FashionTV*** understands and caters to its audience by providing original, unbiased and informative programming not available on other networks. A strong image and exceptional awareness of ***FashionTV*** brand projects a unique, cosmopolitan and a modern style allowing for influential partnerships with many global brands.



# Channels Comparison

			
<b>Established</b>	1997	2010	2005
<b>City</b>	Paris, France	Cebu, Phillipines	Moscow, Russia
<b>Estimated Annual Production in hours</b>	500	120	120
<b>Video Clip Library as per YouTube</b>	52.000	N/A	N/A
<b>Number of Videos viewed on YouTube</b>	<b>305 Millions</b>	<b>N/A</b>	<b>801K</b>
<b>Facebook Likes</b>	<b>3.2 Millions</b>	<b>291K</b>	<b>6K</b>
<b>Vkontakte fans</b>	<b>153K</b>	<b>1K</b>	<b>0,7K</b>
<b>Satellites Distributing</b>	72	15	3
<b>Events and parties per year</b>	500	3	5
<b>Trademarks and Products</b>	Strong TM variety of products	TM under infringement	Stagnated, known only in Russia
<b>Overall Performance</b>	Global leader, market innovator	Copying & Stagnant	Only Rusia
<b>Future predictions</b>	Development of 4K, New Services	Quality downgrading / No Income	Stagnation / No global development

# TOP LUXURY BRANDS



# TOP LUXURY BRANDS

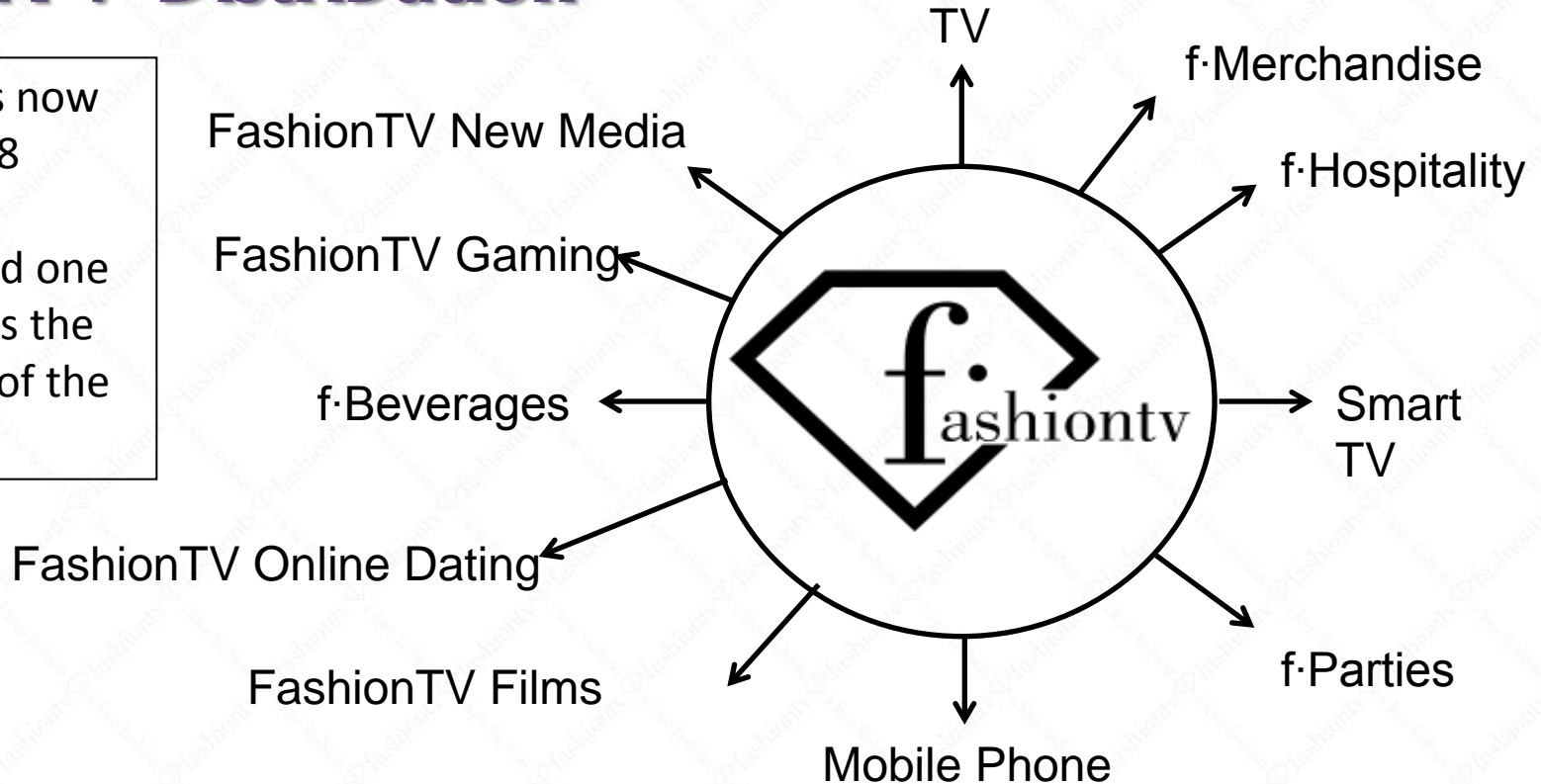


# TOP LUXURY BRANDS



# FashionTV Distribution

The Business now is divided in 8 interrelated segments and one main which is the Distribution of the Channel:



# Video on Demand



- MORE THAN 100 NEW CLIPS EVERY MONTH
- MORE THAN 500 HOURS OF NEW PROGRAM
- CONTENT PER YEAR
- 300 NEW SHOWS PER SEASON
- COVERAGE OF ALL MAJOR FASHION WEEKS
- TOP SHOWS, TOP DESIGNERS, TOP MODELS



# Video on Demand

FashionTV on VoD provides a service specially tailored to each of the broadcaster's needs.

Whether looking for pre-packaged programs by theme or a more customizable service, FashionTV offers the flexibility to create the VoD service that is best suited for each broadcaster's audience.

Order the desired content in the preferred format with FashionTV on VoD. Now the viewers can enjoy watching the best fashion programs anytime.

FashionTV on VoD is successfully integrated across the world on various platforms such as:

- Cable Companies
- DTH Companies Hotels
- Cellular Devices
- IPTV
- Airlines Websites
- Beauty&SPA Salons&Fitness



# The content and Format you desire

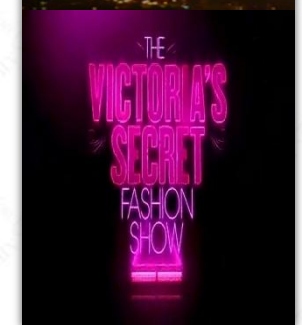
**FashionTV on VoD offers exclusive video content in several options:**

- VoD options range from: 30-min episodes
- Best suited for cable
- Programming by theme Define your own duration
- 3-min clips
- Best suited for mobile, web or IPTV
- Clips can be chosen by category or other metadata put together for a custom-tailored VoD service
- Delivery of HD resolution in high quality picture is our standard.
- FashionTV is able to provide a large number of tape or file formats



# Available Episodes per title Each episode is 30 minutes

Content	SD	HD	new per year			
Story of Victoria secrets	15	5	1			
Story of Pirelli	13	4	1			
Brazilian swimwear	20	14	1			
Brazilian models	15	2	1			
Lingerie	125	24	2			
Best of f-floor disco fashion	50	11	6			
Top models	82	37	6			
shoot me London	1	n/a	2			
Shoot me LA	3	n/a	2			
Shoot me Paris	3	n/a	1			
Shoot me Madrid	3	n/a <tr <td>Shoot me NY</td> <td>3</td> <td>n/a</td> <td>1</td>	Shoot me NY	3	n/a	1
First face countdown	22	17	2			
Midnight hot	165	73	6			
Brazilian fashion weeks	148	87	2			
New York fashion weeks	438	68	2			
London fashion weeks	135	77	2			
Milan fashion weeks	724	294	2			
Paris fashion weeks	504	137	2			
Best photographers	247	130	4			
World Tour	12	n/a	1			



13/01/2015



©&® fashiontv

23

# Available metadata

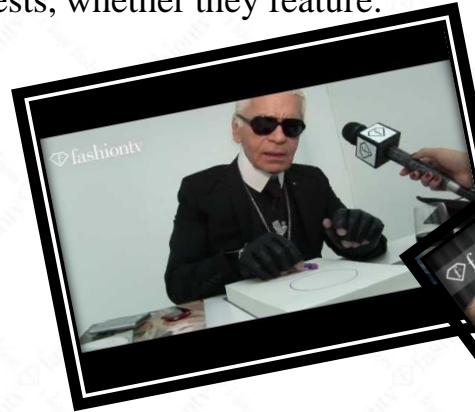
Clip Name	Jean Paul Gaultier
Category	Fashion Week
Year	2014
Season	Spring - Summer
Gender	Woman
Country	FRANCE
City	PARIS
Nude	1-6
ID	FashionTV unique ID
Duration	00:03:00:00
HD	Yes/ NO
Description	Clips Description
Music Details	Song name, artist, etc..



# Customizable programming

Programming for fashiontv on VoD can be selected by broad or specific parameters. Clips can be chosen to feature subjects pertaining local interests, whether they feature:

- Fashion
  - Models
  - Parties
  - Designers
- ... or a whole host of other FashionTV content.



You may also order specialized programming based on specific events/themes, such as:

- Roberto Cavalli: Over the Years
- Milan Fashion Week: In-Depth
- F Bar in Tokyo: The Party Life

# Programming by Themes

P  
r  
o  
g  
r  
a  
m  
d  
e  
s  
c  
r  
i  
p  
t  
i  
o  
n

PROGRAM NAME	DESCRIPTION	SAMPLE OF PROGRAMS
FASHION	We cover them all, with you in the front row! Fashion weeks show the styles that make the fashion world go round. fashiontv follows the haute couturiers around the world and covers directly the global trends from the fashion metropolises - see it first on fashiontv! Creators like Cavalli, Prada, Tom Ford have become more than just designers. They are global brands! Discover the secrets behind their success.	<ul style="list-style-type: none"> <li>•Fashion Weeks</li> <li>•Backstage</li> <li>•Focus on Designers</li> <li>•Hair &amp; Make-up</li> </ul>
MODELS	You know the face, take a look behind the scenes. Top models like you've never seen them before. Graces on the catwalk or natural beauties also off stage?	<ul style="list-style-type: none"> <li>•Models Awards</li> <li>•First Face</li> <li>•Focus on Top Models</li> <li>•Models Talk</li> </ul>
F MEN	Discover the exciting world of men's fashion. Fashiontv offers you programs featuring the world's top designers and top male models on and off the runway. Experience full shows, exclusive interviews and behind the scenes footage of top male models	<ul style="list-style-type: none"> <li>•Male Models</li> <li>•F Men Talk</li> <li>•Designers</li> <li>•Fashion Week</li> </ul>
F PEOPLE	Fashion beyond the catwalk. How the stars glitter when they come out at night. From the Oscars to Cannes, from gala dinner to VIP Dj gig....	<ul style="list-style-type: none"> <li>•Fashion Events</li> <li>•F Parties</li> <li>•Fashion Destination</li> </ul>
MIDNITE HAUTE	Fashion's more provocative models, designers and photographers tend to come alive after midnight. Fashiontv shows off its sultry and seductive side with programs that feature the best in sexy photo shoots, fashion shows and lingerie collections.	<ul style="list-style-type: none"> <li>•Lingerie</li> <li>•Photographers Sexy</li> <li>•Swimwear</li> </ul>




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

	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

# EMS Report – European Media Survey of FashionTV

Weekly growth 68,42% years 2010 - 2013

Monthly growth 63,72% years 2010 - 2013

eMS	2010		2013		Total	
	Weekly	Monthly	Weekly	Monthly	Weekly Growth	Monthly Growth
Pan-European TV						
	<b>1,90</b>	<b>4,30</b>	<b>3,20</b>	<b>7,04</b>	<b>68,42%</b>	<b>63,72%</b>
	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%

# FashionTV Performance as per SFR France



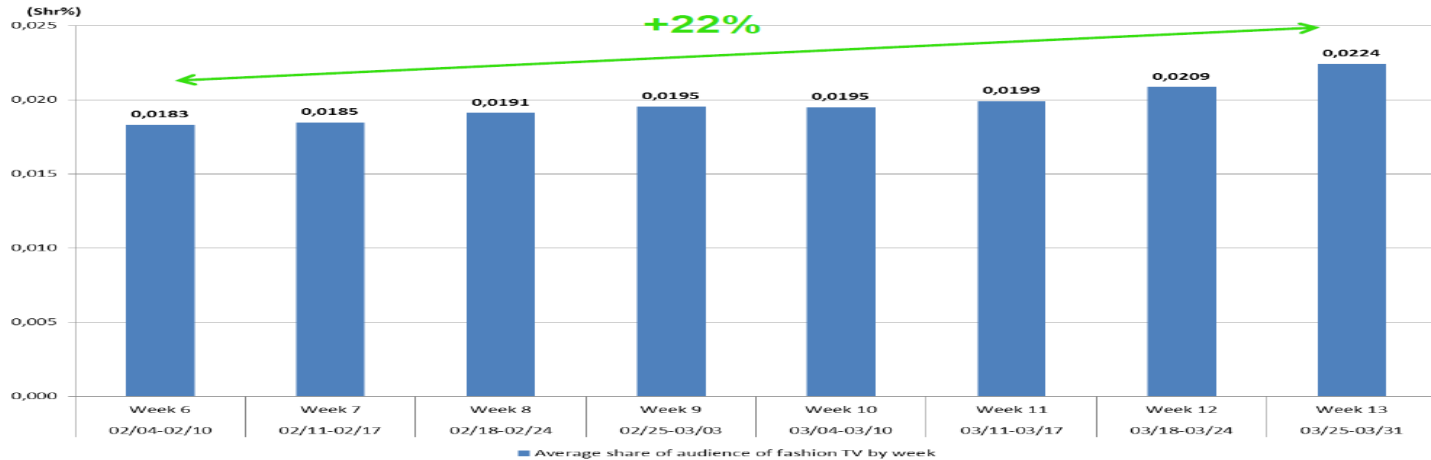
@digitime

## Indicators of performances

Results in average per weeks : week 6th to week 13th of 2013

Audience share of Fashion TV has improved between week 6 and week 13 of 2013. The maximal audience share occurred on week 13 with 0,0224%.

Week by week evolution of Fashion TV in audience share %



Source : Digitime, tous droits réservés

4



# FashionTV Audience Share as per SFR France



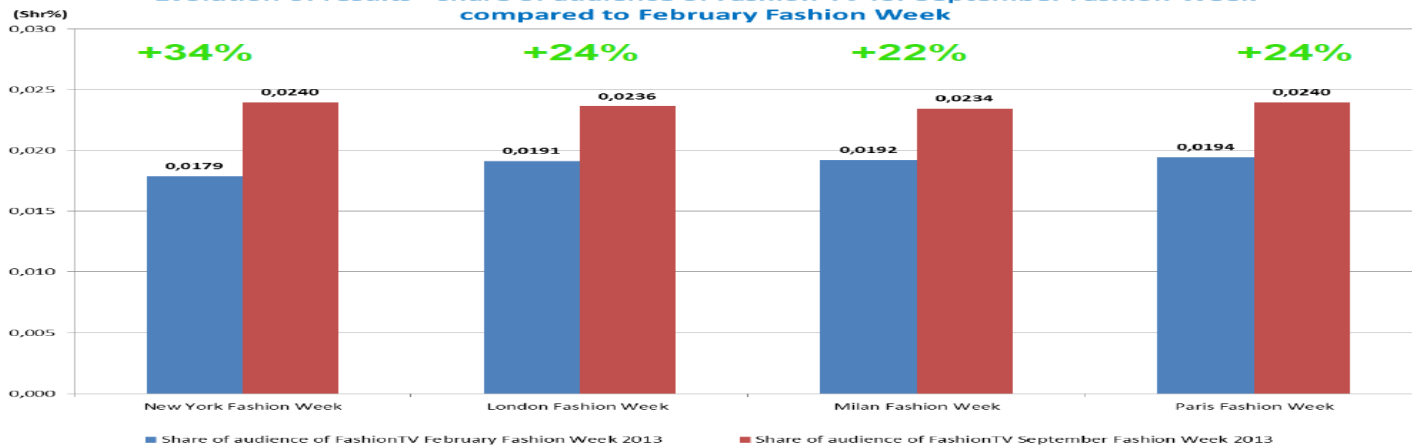
@digitime

## Indicators of performances

Audience share of Fashion TV during September Fashion Week compared to February Fashion Week

Fashion TV results are better for the September Fashion Week compared to February Fashion Week, no matter which Fashion Week is considered. The most important progression occurred for the New York Fashion Week with 34,3% raise.

Evolution of results - share of audience of Fashion TV for September Fashion Week compared to February Fashion Week



Source : Digitime, tous droits réservés

5



# FashionTV 4K Content

FashionTV is the leader in the market, producing the main Fashion weeks in 4K content .

Our Cast and Crew are using the highest quality and technology of filming equipment.

We currently produce up to two hours of fresh content each month.

Operating an existing library of 4 K Content.

4K content is available from Milan and Paris Fashion weeks.



# FashionTV Top Designers in 4K

byblos

D&G  
DOLCE & GABBANA

Salvatore Ferragamo

EMPORIO  
ARMANI

roberto cavalli

ALBERTA FERRETTI

Ermenegildo Zegna

f.  
fashiontv

F

FENDI



VERSACE

C'N'C  
CoSTUME NATIONAL

DSQUARED<sup>2</sup>

JOHN

M A R N I

RICHMOND

M  
MISSONI

MaxMara

roccobarocco

Blumarine

GUCCI



# Direct-to-home/satellites

FashionTV is available on the following satellites:

FashionTV is available on the following satellites:

- FTV EUROPE SD/HD - **Hot-Bird 16**
- FTV HD EUROPE - ENCRYPTED - **Hot-Bird 13**
- FTV EUROPE SD- **Hot-Bird 13**
- FTV EUROPE - **ASTRA 19.2**
- FTV EUROPE – **HISPASAT**
- FTV SD ASIA - **Asiasat3S**
- FTV HD ASIA – ENCRYPTED **AsiaSat-5**
- FTV HD AMERICA - ENCRYPTED – **Intelsat 805**



References: Sky Italia, Multichoice Africa, Canal plus Spain, UPC Direct, Dish USA, Dish Mexico , Tata Sky India, and Gulf DTH UAE.

# SmartTV

Now available on Samsung and Sony devices

After reviewing the market and operation cost and monetization, FashionTV decided to move from a streaming app supported/sub-based app to a free app that is based on YouTube videos. The app plays "FashionTV channels," which are based on YouTube playlists, and has its own CMS for complete ease of content update to match the current events and interests.



# CONTACT

For more information and other opportunities please contact:

Michal Pelach

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

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