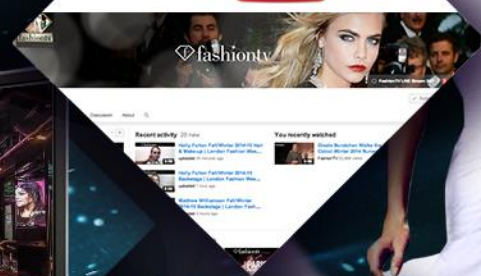


FASHIONTV MEDIA

facebook



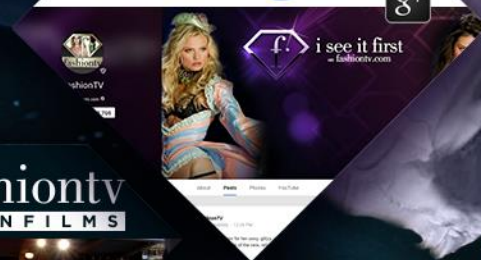
YouTube



fashiontvcafé
VIENNA • OPERA



Google+



fashiontv
TOURISM



fashiontv
FASHIONFILMS



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)

VOD:

Pre-rolls per 1 million impressions €30.000

Overlay per 1 million impressions €15.000



Media Package

2 Month Campaign - €500.000

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

1 million VOD 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 VOD 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

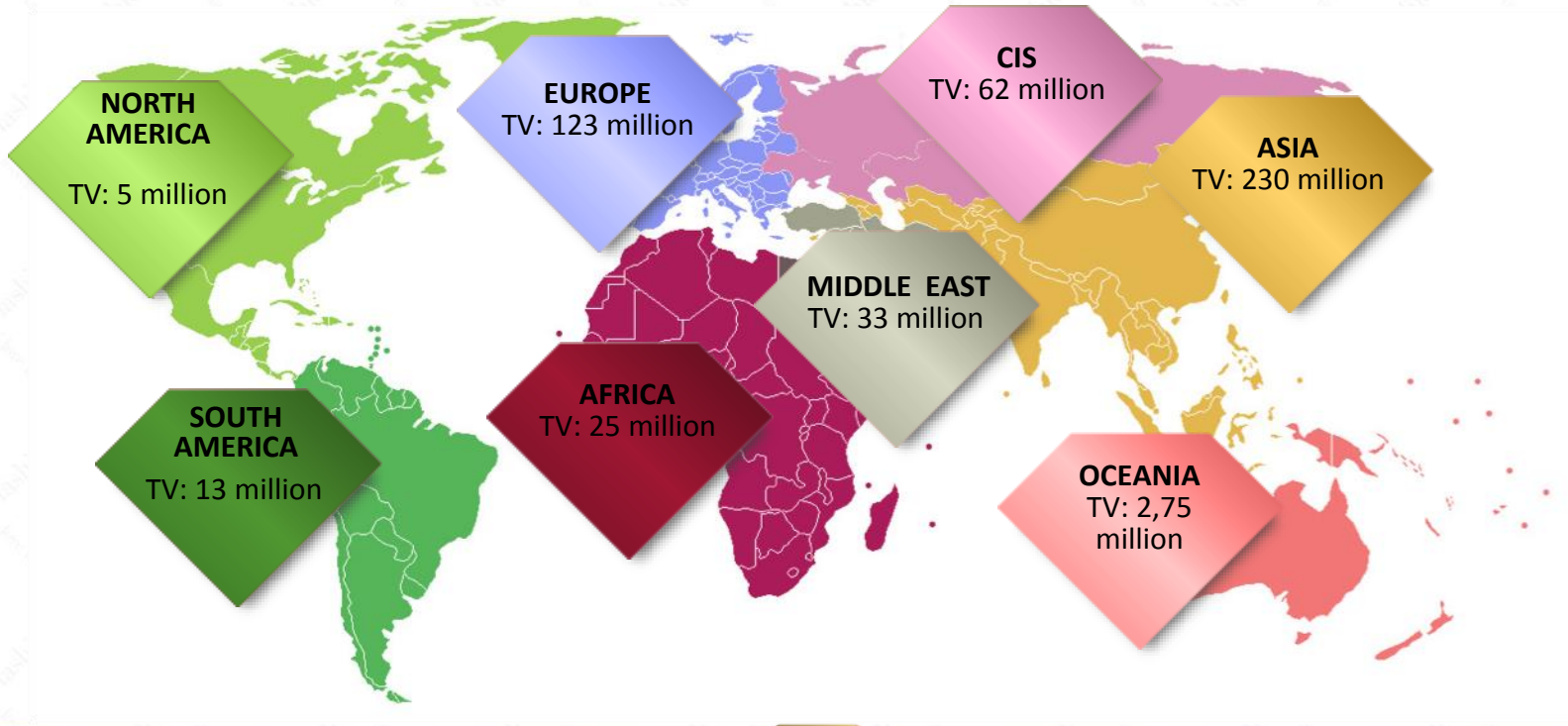
Rate Card for 30 Seconds

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



24/7 TELEVISION NETWORK

FashionTV

TV: 7 MILLION PUBLIC PLACES

TV: 500 MILLION HOUSEHOLDS

BIGGEST FASHION LIFESTYLE PROGRAM

FOCUSED EXCLUSIVELY ON FASHION,
BEAUTY, TRENDS

GOOGLE+: 3.9 MILLION LIKES

FACEBOOK: 4.7+ MILLION LIKES



 fashiontv

 FashionTV LIVE Stream 24/7



11/06/2017

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7

FashionTV Demographics

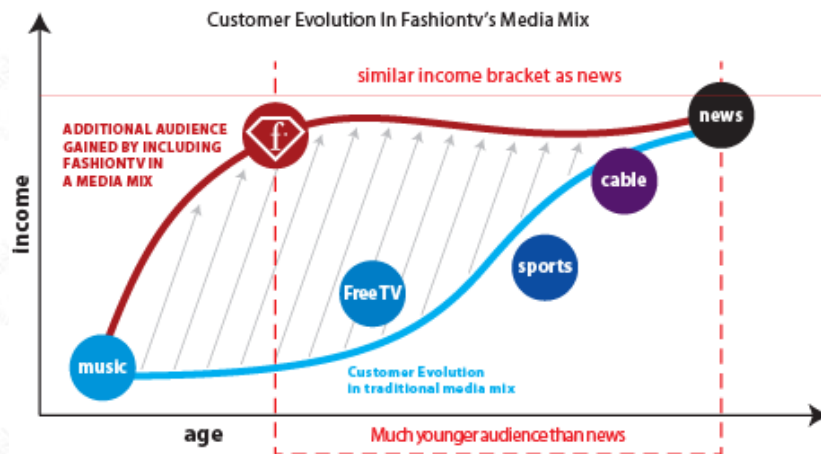
Sex / Age Demographics

Age	Female %	Male %
13-17	2.2	1.3
18-24	9.3	20
25-34	5.5	29
35-44	1.8	14
45-54	1	8.8
55-64	N/A	4.7
65+	N/A	2.2

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

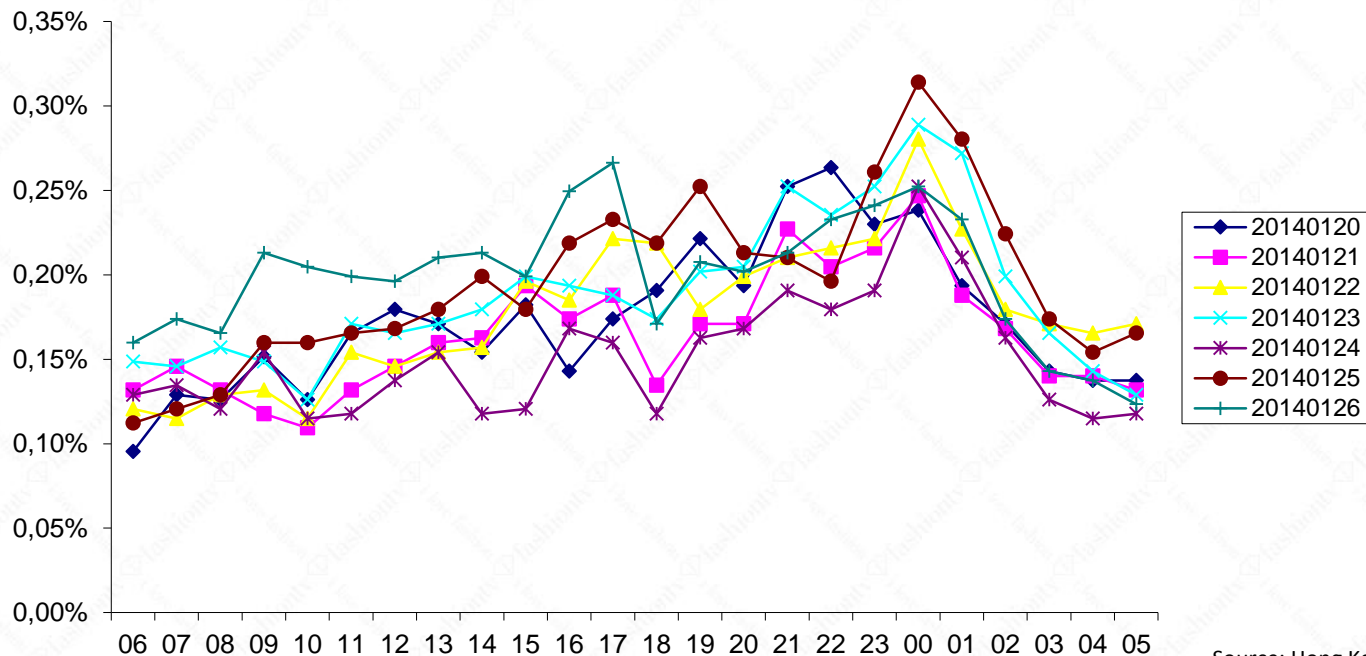
Income Demographics

fashiontv audience



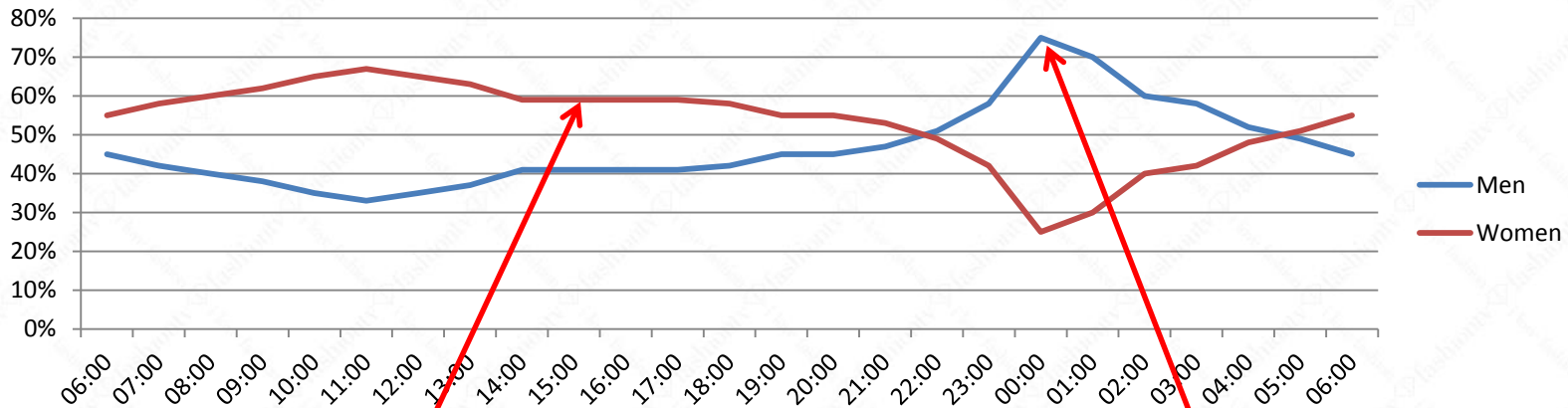
In comparison to other TV channels, FTV viewers are:
More affluent, older and of higher-education than music channel viewers
Younger than news channel viewers but fall into a similarly high income bracket
Younger than viewer of sports channels but with a higher disposable income

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



Source: Hong Kong NOW TV

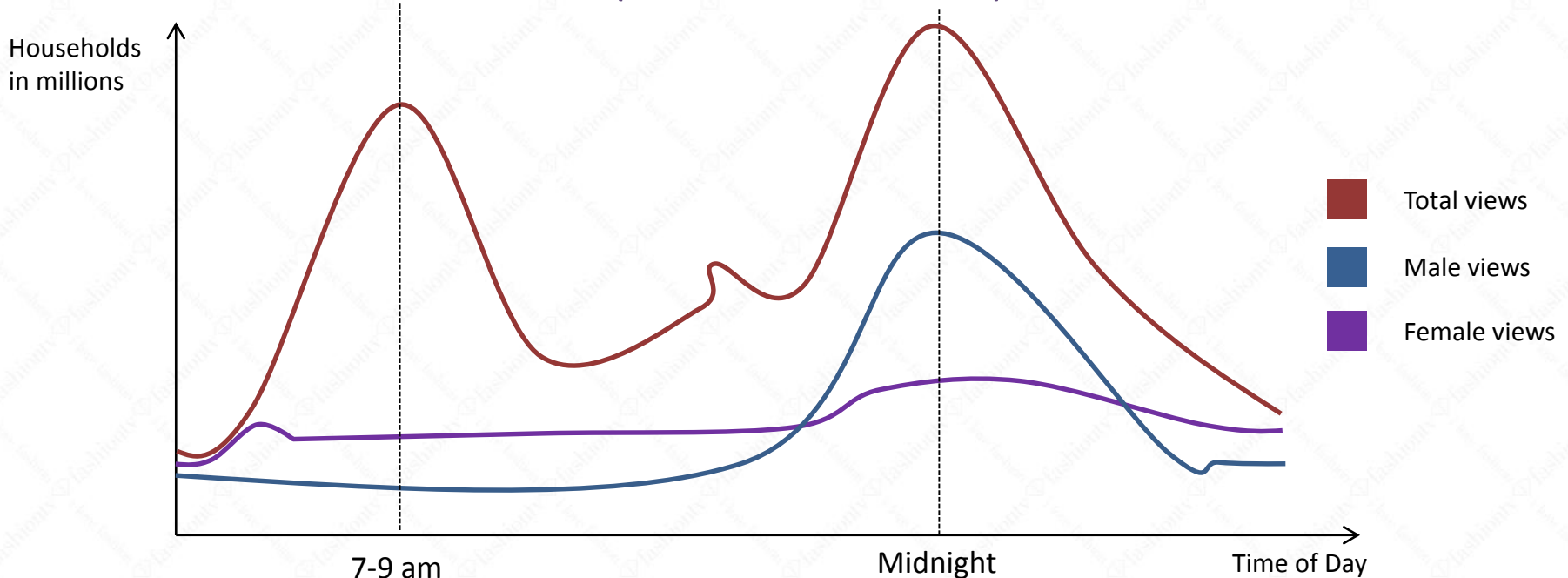
FashionTV Audience Structure



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.

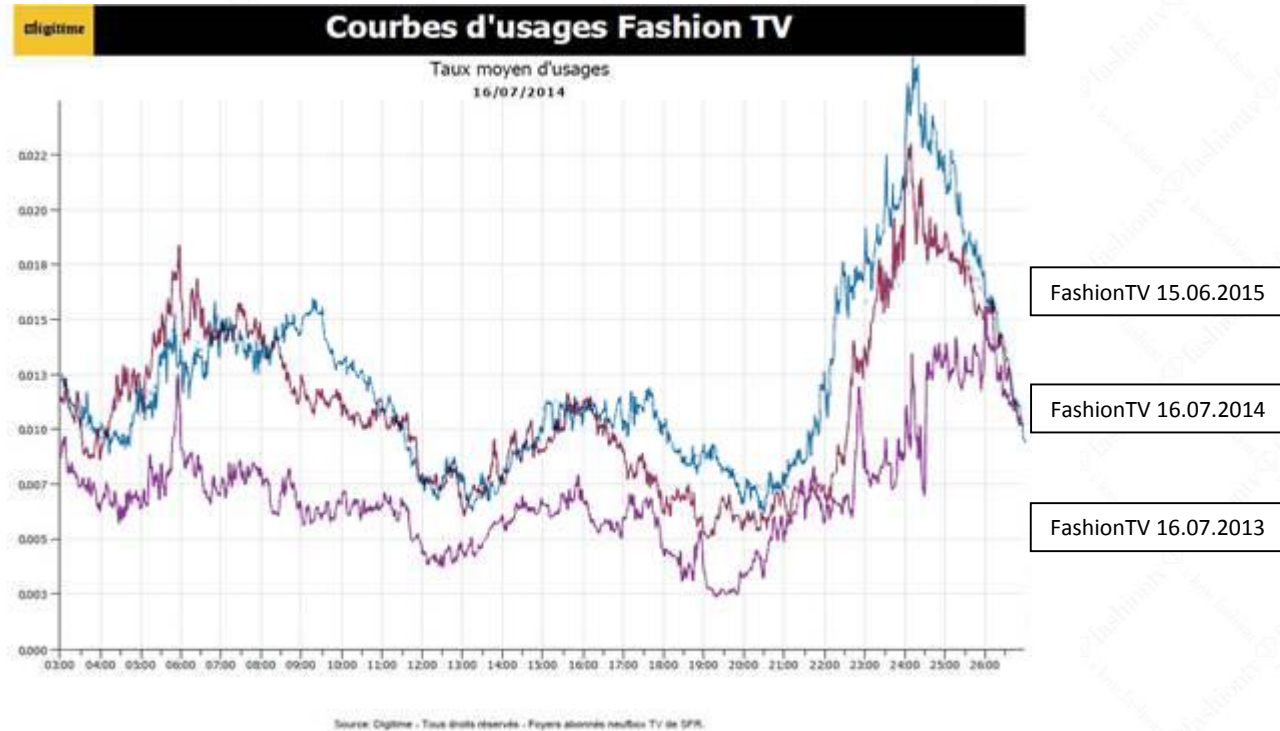
Daytime 75% from 7am – 9pm are mostly women watching. Women viewing remains constant during day and night.

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, on 16.07.2014 and on 15.06.2015

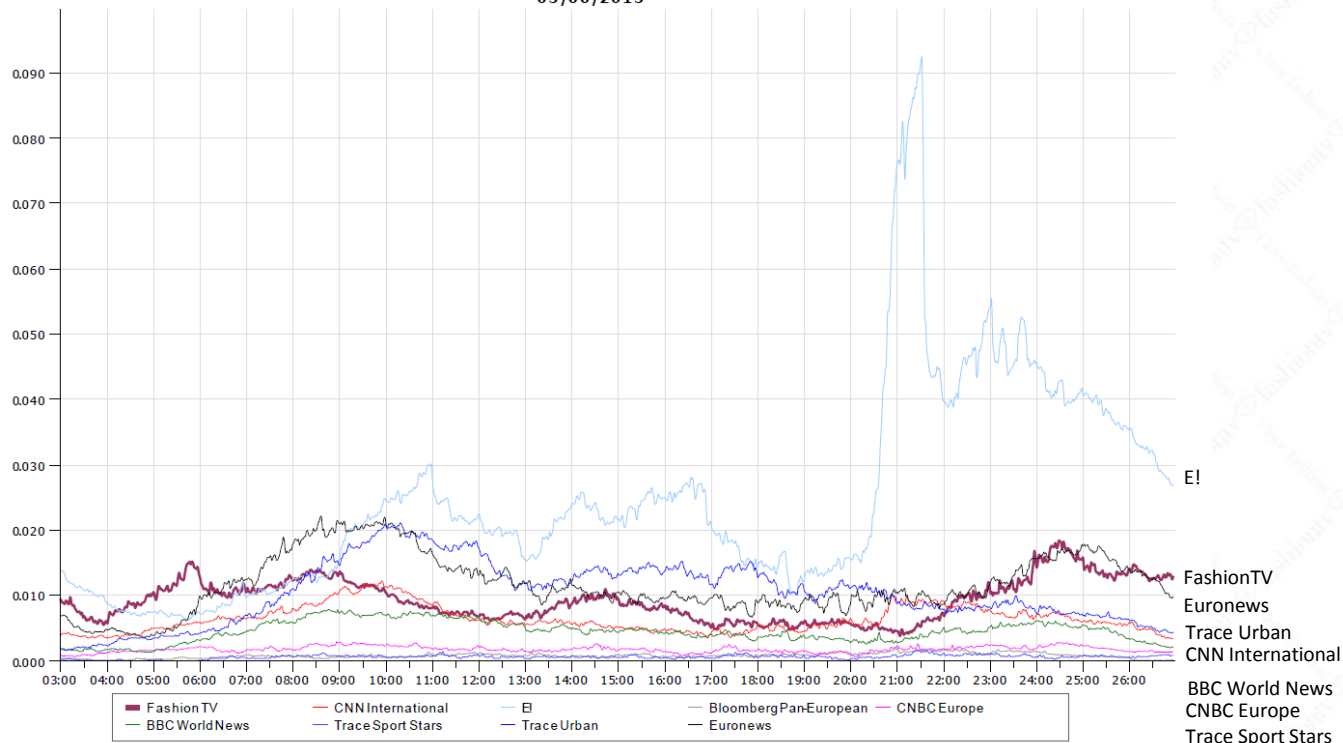
FashionTV Ratings have increased by over 30% since 2013, a French survey by SFR NeufBox Shows. SFR provides services such as IPTV and covers in France more than 2 million homes. Graph shows substantial growth in the especially in the mornings and in the nights.



Taux moyen d'usages

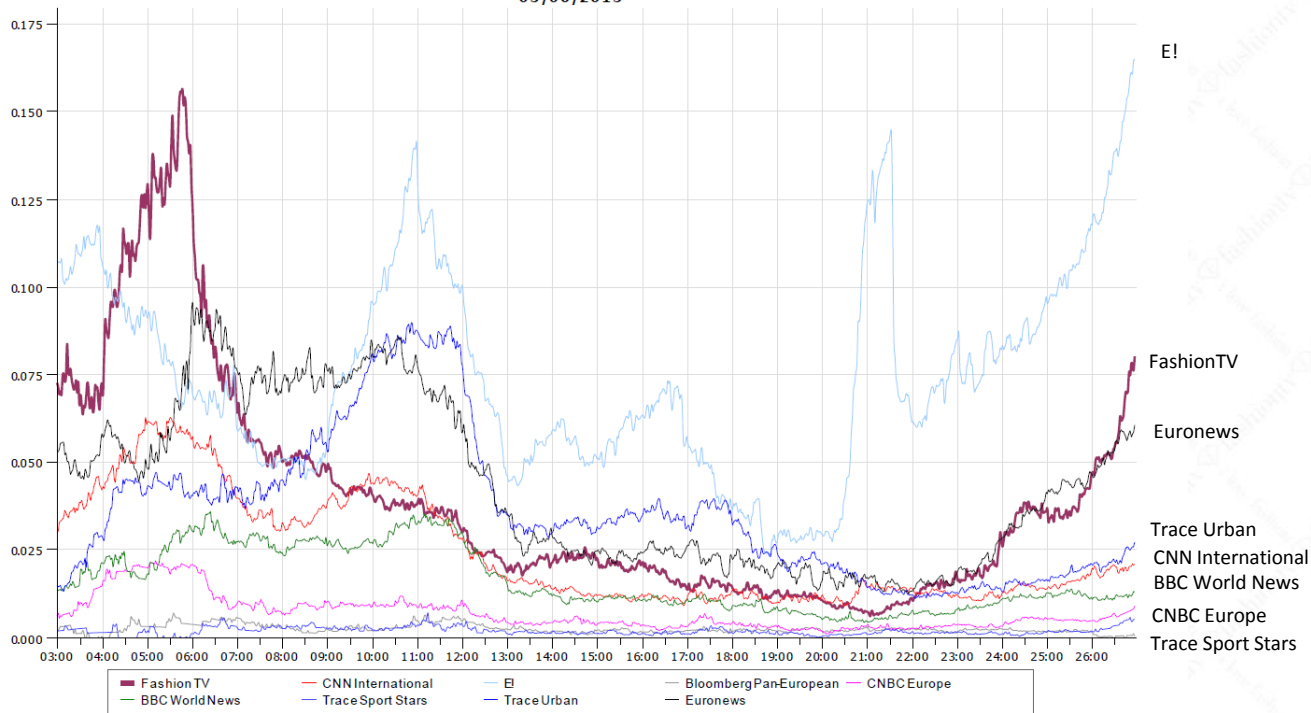
05/06/2015

SFR Graph
showing
Average Rate
of Practice of
FashionTV
compared to
other Top
European
Channels
05/06/2015



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

SFR Graph
showing
Market Share
of FashionTV
compared to
other Top
European
Channels
05/06/2015



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

Digitime & FashionTV

 digitime

Definitions

Average audience ratings (Rat%) : Percentage of households viewing a determined event/channel with reference to total households equipped with SFR Neufbox TV.

Audience share (Shr%) : Percentage of households viewing a determined event/channel with reference to the percentage of households watching TV.

Reach rate (Rch%) : Percentage of households in contact with a determined event/channel with reference to the total households equipped with SFR Neufbox TV without counting twice the same viewer.

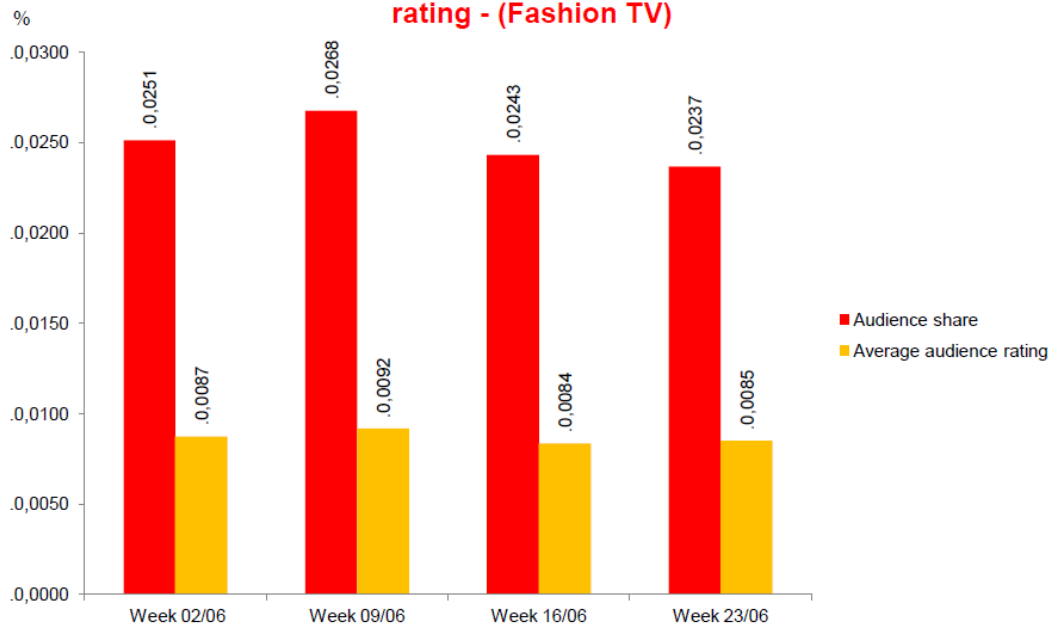
Source : Digitime, tous droits réservés

Indicators of performances

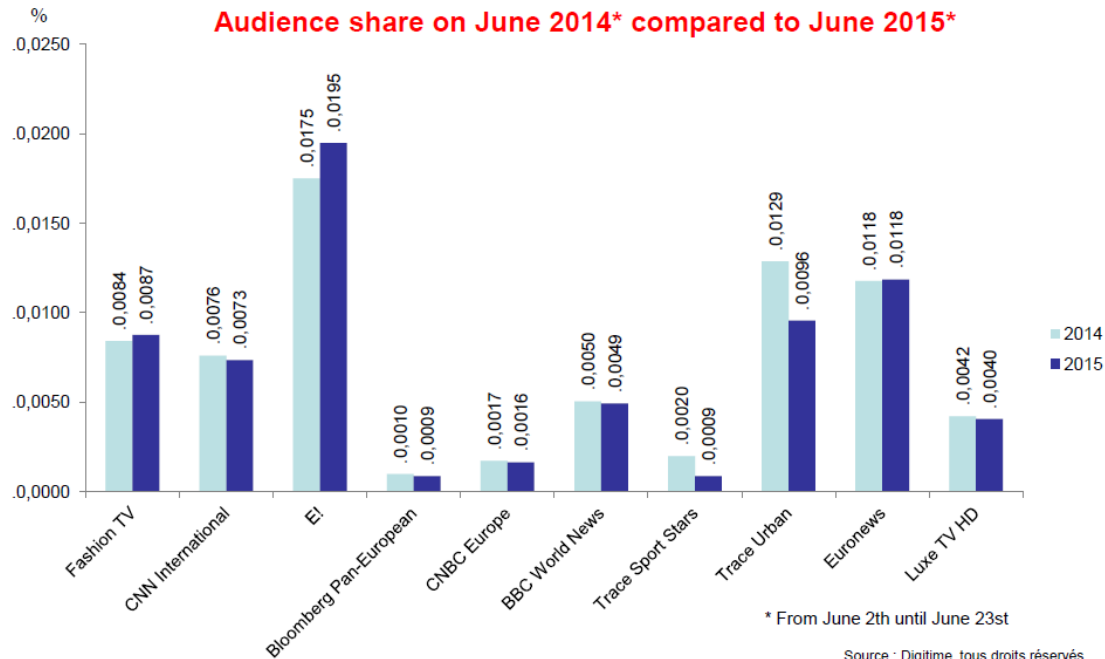
- Result in average per weeks.
 - Result in audience share and audience rating of Fashion TV during June 2014 and June 2015 compared its competitors.
 - Evolution of results of Fashion TV on average of June 2015 compared to its competitors.
 - Evolution of results on average time spent (ATS).
-
- **A. Consumption of TNT channels and Premium bouquets by the various targets**
 - **B. Consumption of “Sports + cinema et jeunesse musique” channels by the various targets**
 - **C. Consumption of “Art de vivre et Découverte” channels by the various targets**

audience share of Fashion TV has improved since the beginning of June 2015. The maximal audience share occurred on week 09/06.

Week by week in audience share and in average audience rating - (Fashion TV)

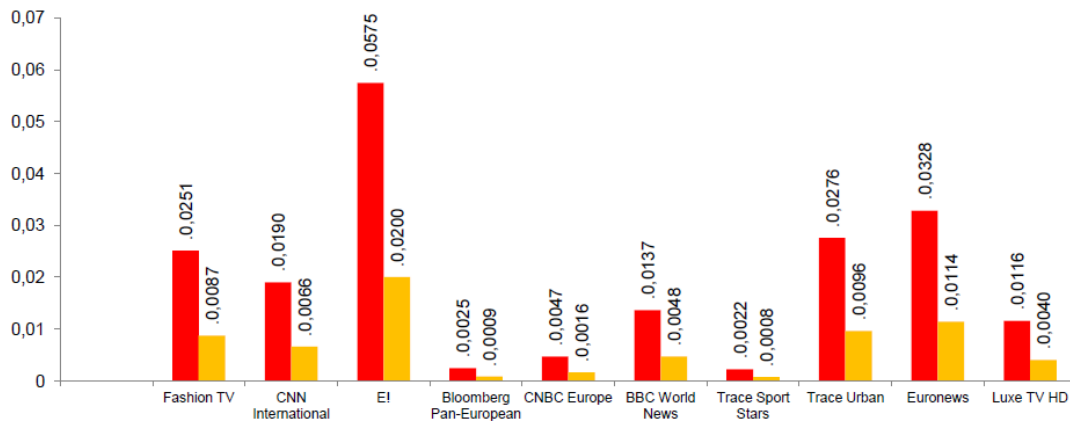


Fashion TV is one of the two channel in progression between 2014 and 2015. Fashion TV has the fourth best record viewer for June 2015. The channel E! distances itself from one's other competitors for this month.



Fashion TV has also the 4th best results in average audience share.

% Performances of Fashion TV and her competitors on average of June, 2015

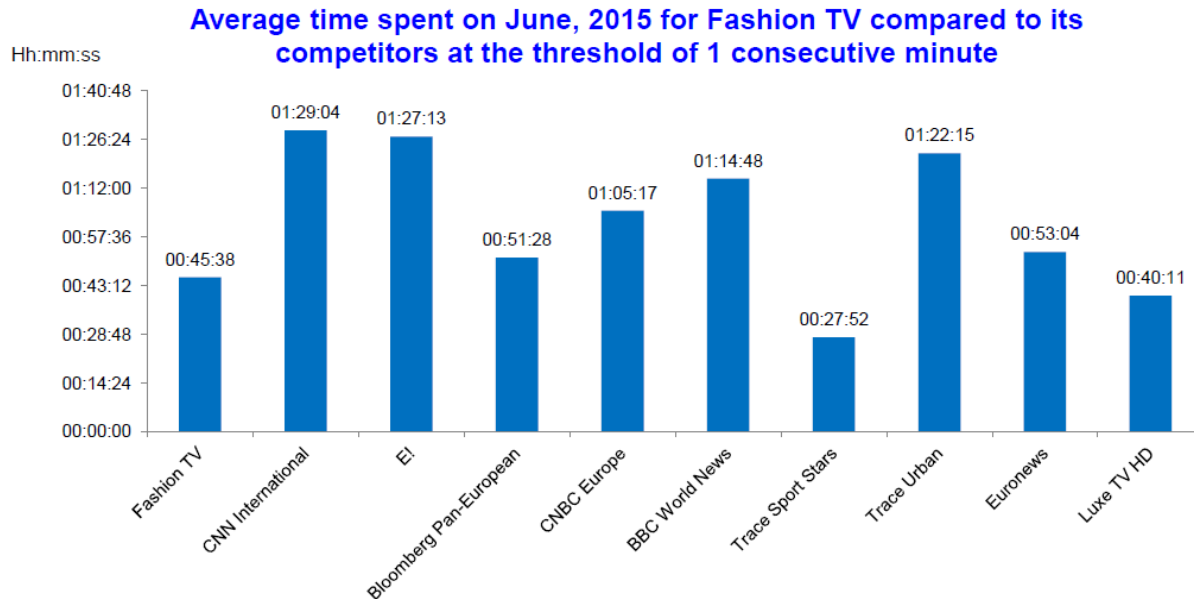


■ Audience share 1st to 22th june 2015

■ Audience rating 1st to 22th june 2015

Source : Digitime, tous droits réservés

The viewers of Fashion TV are watching the channel in average 45 minutes per day. That is lower then for many competitors, because the channel attracts more occasional viewers.



A. Consumption of TNT channels and Premium bouquets by the various targets

The occasional and the regular viewers of Fashion TV have a greater affinity with the information channels and with RMC Découverte (a discovery channel) and Arte (a documentary channel for well educated people). → It is the higher socio professional category that is watching Fashion TV.

Among the premium channels, the information channel TV5Monde is being watched, and E!.

Ranking of the historic channel and TNT channel as well as the Premium bouquets the most considered by the various targets the week of June 15th.

Affinités	TNT channels	
	Occasionnels	Réguliers
RMC Découverte	1,26	1,19
Numéro 23	0,93	1,19
6Ter	0,94	0,80
L'Equipe 21	1,36	1,21
France 6	1,10	1,02
HD1	0,75	0,86
Gulli	0,64	0,58
D17	1,19	1,16
►TÉLÉ	1,33	1,36
BFM TV	1,37	1,33
France 4	0,95	0,85
LCP-AN PUBLIC SENAT	1,21	0,89
NRJ12	0,77	0,68
NT1	0,86	0,83
TF1	0,78	0,68
France 2	0,86	0,81
France 3	0,79	0,69
Canal+	0,98	1,03
France 5	1,07	0,97
M6	0,71	0,62
Arte	1,21	1,24
D8	0,96	0,95
W9	0,90	0,72
TMC	0,79	0,84

Affinités	Premium channels	
	Occasionnels	Réguliers
OCS Géants	1,25	0,91
OCS Choc	1,46	0,76
OCS City	1,51	0,89
OCS Max	0,84	1,52
Canal+ Cinéma	1,18	1,51
Canal+ Sport	1,24	1,07
Canal+ Series	1,36	1,24
Canal+ Family	0,83	1,13
Canal+ Décalé	1,53	1,19
Canal+ HD	1,17	1,46
Canal+ à la demande	0,00	0,06
A voir ce soir	0,75	4,03
Paris Première	1,51	1,49
Téva	1,12	0,95
RTL9	1,41	1,72
Game one	1,12	1,01
Game One +1	1,14	1,11
TV5 Monde	2,04	2,37
TV Breizh	1,78	0,57
AB1	1,47	0,96
MCM	2,23	0,70
Vivolta	0,00	0,00
E!	3,93	2,04

Indication of affinity
= Audience share
target (regular or
occasional)/
Audience share of all
Neufbox TV

Period = Week 25
from June 15th till
June 21st - 2015

Regulars : TV viewers of Fashion TV who has been watching between once time the channel from June 15th till June 21st , for 10 consecutive minutes

Occasionals : TV viewers of Fashion TV who has been watching between 1 and 6 times the channel from June 15th till June 21st, for 10 consecutive minutes

B. Consumption of "Sports + cinema et jeunesse musique" channels by the various targets

Fuel TV and Golf channel have a great affinity with the viewers of Fashion TV → The viewers of Fashion TV are in the higher socio professional category and more male. The youth channel have very few affinities with the viewers of Fashion TV → The viewers of Fashion TV are working, with no children. Just4Talent, Clubbing TV and Be Black are the TV channel with the more affinity.

Ranking of the sports + cinema et jeunesse musique channels the most considered by the various targets the week of June 15th.

Sport channels

Affinités	Occasionnels	Réguliers
LCI	2,54	2,15
France 24	2,68	1,45
BFM Business	2,17	2,90
LCP-AN PUBLIC SENAT	1,21	0,89
LCP-AN 24/24	1,01	1,51
Public Sénat	1,79	2,30
Euronews	2,03	1,67
Equidia Live	1,21	1,48
Equidia Life	1,37	0,56
sport 365	3,22	0,94
Eurosport	0,00	0,00
Eurosport 2	0,00	0,00
AB Moteurs	1,59	2,20
Trace Sport Stars	1,02	3,07
Fuel TV	5,93	9,65
Golf Channel	2,06	8,21
Nautical	0,97	3,56
Girondins TV	0,08	3,62
Pass cinéma	0,00	0,00
Paramount	1,66	1,76
TGM ch101	1,90	1,38
Eurochannel	5,16	4,94
Sundance	3,87	3,62
Ciné Famiz	1,52	2,16
Ciné Classic+	2,27	2,56
Ciné Club+	2,45	5,23
Action	1,81	1,94
Ciné Polar	1,75	1,65
Ciné FX	2,22	1,54
Barker Universciné	2,77	12,34
M6 Boutique & Co	2,89	2,08
TBK TV SHOP	4,39	5,01
Best of Shopping	4,04	2,61

Youth & music channels

Affinités	Occasionnels	Réguliers
Dokeo TV	1,22	0,46
Disney Channel	0,89	0,70
Disney Channel +1	0,93	0,71
Disney channel avant première	0,00	0,00
Télétoon +	0,69	1,54
Boomerang	0,80	0,72
Boomerang+1	0,85	1,34
Boing	0,87	1,43
Pwi +	0,85	0,71
Baby TV	0,17	0,37
Gong Base	6,07	8,42
GONG	3,74	0,82
Mangas	1,01	0,87
KZ TV	2,80	0,07
M6 Music Hits	0,84	1,23
NRJ Hits	1,10	0,98
SFR Live Concerts	0,00	0,00
Just4Talent	3,55	8,03
Clubbing TV	4,53	5,63
Game one Music HD	4,95	0,92
OFive.TV	4,56	7,22
L'ENORME TV	3,60	3,76
BeBlack	2,86	6,10
i-concerts	4,80	0,87
MCM TOP	2,19	3,46
Trace Urban	1,42	0,81
Trace Tropical	1,65	2,61
Mezzo	2,01	1,40
Brava TV HD	2,93	0,16
VH1	0,36	0,31
VH1 Classic	24,50	0,00

Indication of affinity
= Audience share
target (regular or
occasional)/
Audience share of all
Neufbox TV

Period = Week 25
from June 15th till
June 21st - 2015

Regulars: TV viewers of Fashion TV who has been watching between once time the channel from June 15th till June 21st, for 10 consecutive minutes

Occasionals: TV viewers of Fashion TV who has been watching between 1 and 6 times the channel from June 15th till June 21st, for 10 consecutive minutes

C. Consumption of “Art de vivre et Découverte” channels by the various targets

The art of living and discovery channel have great affinity with the viewers of Fashion TV, in peticular Luxe TV HD.

Ranking of the Art de vivre et Découverte channels the most considered by the various targets the week of June 15th.

Ranking by decreasing affinity.

Art of living and discovery channels

Affinités		
	Occasionnels	Réguliers
Ouatch TV	13,68	12,58
Luxe TV HD	27,65	39,21
Men's Up TV	19,55	36,92
Lucky Jack	4,80	3,59
GINX	6,43	13,87
Souvenirs From Earth	50,48	72,62
Astro Center	9,05	11,10
Télévision Numérique Alternative	32,33	51,03
Fashion TV	93,60	329,31
Dailymotion	0,00	0,00
KTO	0,61	1,53
Montagne TV	1,78	3,01
Campagnes TV	4,05	4,43
TV8 Mont-Blanc	2,03	3,05

Indication of affinity
= Audience share
target (regular or
occasional)/
Audience share of all
Neufbox TV

Period = Week 25
from June 15th till
June 21st - 2015

Regulars : TV viewers of Fashion TV who has been watching between once time the channel from June 15th till June 21st , for 10 consecutive minutes

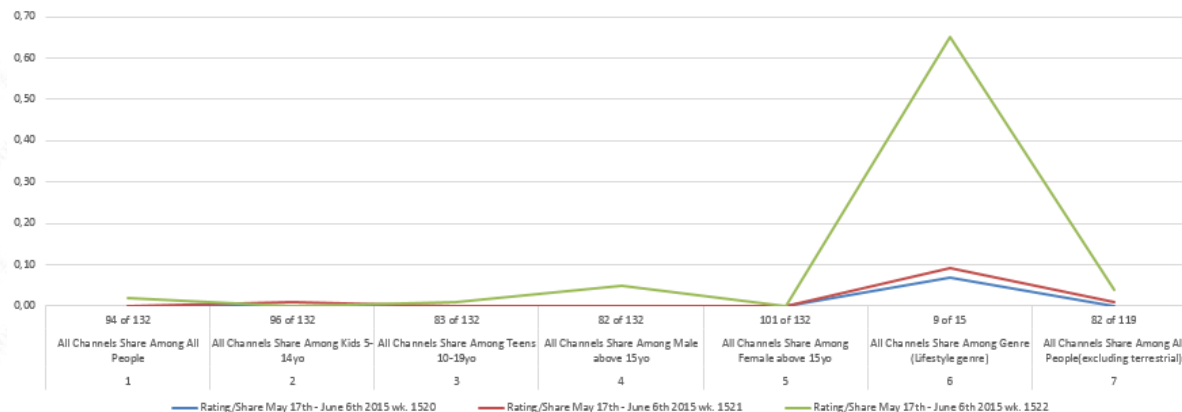
Occasionals : TV viewers of Fashion TV who has been watching between 1 and 6 times the channel from June 15th till June 21st, for 10 consecutive minutes

Channel Rating FashionTV Sky Vision

TOP 10 PROGRAM WEEK 1522


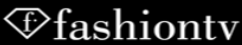













No	Description (grouped)	Average Number of Audience	(r) TVR	Share
1	FASHION 4 NIGHT	36	0,01	0,11
2	FASHION BREAKFAST	12	0	0,04
3	SPECIAL WEEKEND	6	0	0,01
4	FASHION REVIEW	8	0	0,01
5	TOP PHOTOSHOOTS	4	0	0,01
6	FASHION NEWS	2	0	0
7	BEST OF FASHION	2	0	0
8	SWIMWEAR	0	0	0

CHANNEL SHARE SUMMARY



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 FTV.com (1 mil visitors per month), a Facebook page (3.7+ million fans), Google+ (3.5+ million fans) and more. In the top 300 media online.



facebook

1 post onto FashionTV
Facebook brings 500.000 impressions

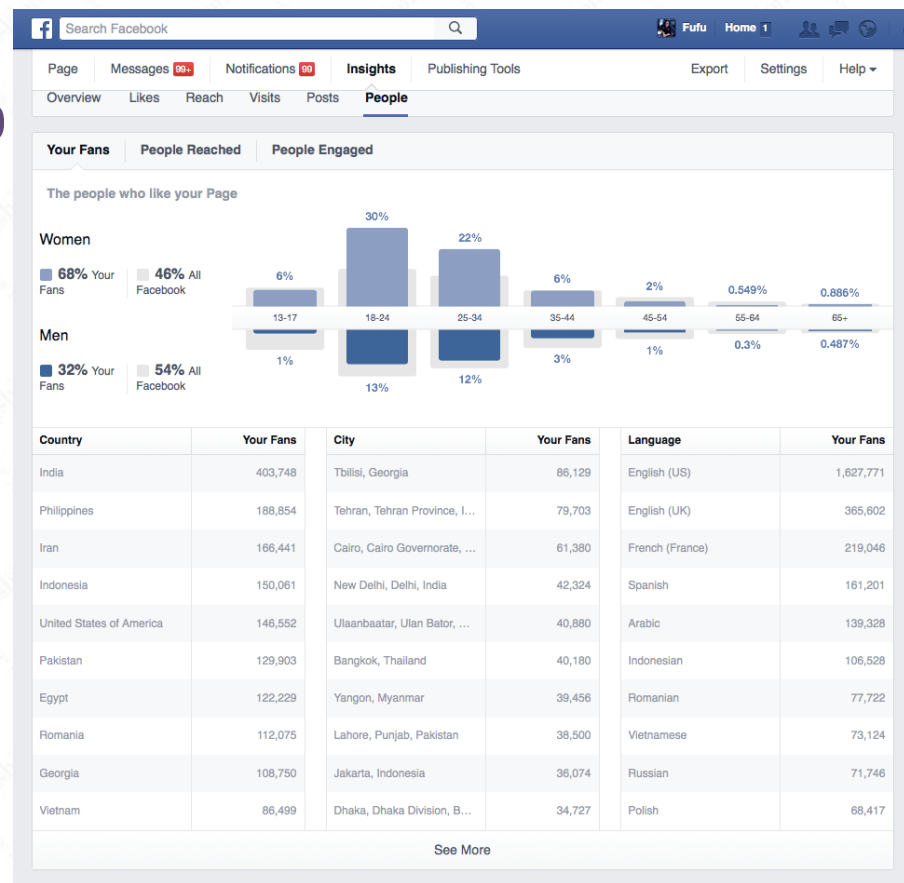
4.7+ Million likes on Facebook - Facebook shows more female likes (women 68% male 32%)

The graph shows that women are mostly aged from 18-24 and 25 to 35

Men are in the similar age group

India is the forefront runner, and USA highest in number of fans in comparison to its population

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



FashionTV

Home Peter

FashionTV
3,109,080 likes · 86,244 talking about this

Like Follow Message

TV Channel
See it first on FashionTV: <http://youtube.com/fashiontv>
Contact us: <http://www.fashiontv.vg/about-fashiontv/contact-us>
About · Suggest an Edit

15 hours ago ·

Like · Comment · Share

8,285 people like this.

View previous comments
2 of 54

Stacy Backster nice me luvn it
2 hours ago · Like

Shan Michael
2 hours ago · Like

Write a comment...

Yesterday ·

Did you miss London Fashion Week? Don't fret, as today you can catch up on all the shows; Julien Macdonald, Temperley London, and more! I ❤️ #FashionTV #LFW #FW14

FIND Out More: <http://on.ftv.com/1gth3RF> & WATCH: www.fashiontv.com/live — with Karzan Ahmed and 5 others.

John Richmond is LIVE in 1hr! WATCH:

Recent

2014
2013
2012
2011
2010
2009s
1990s
Founded

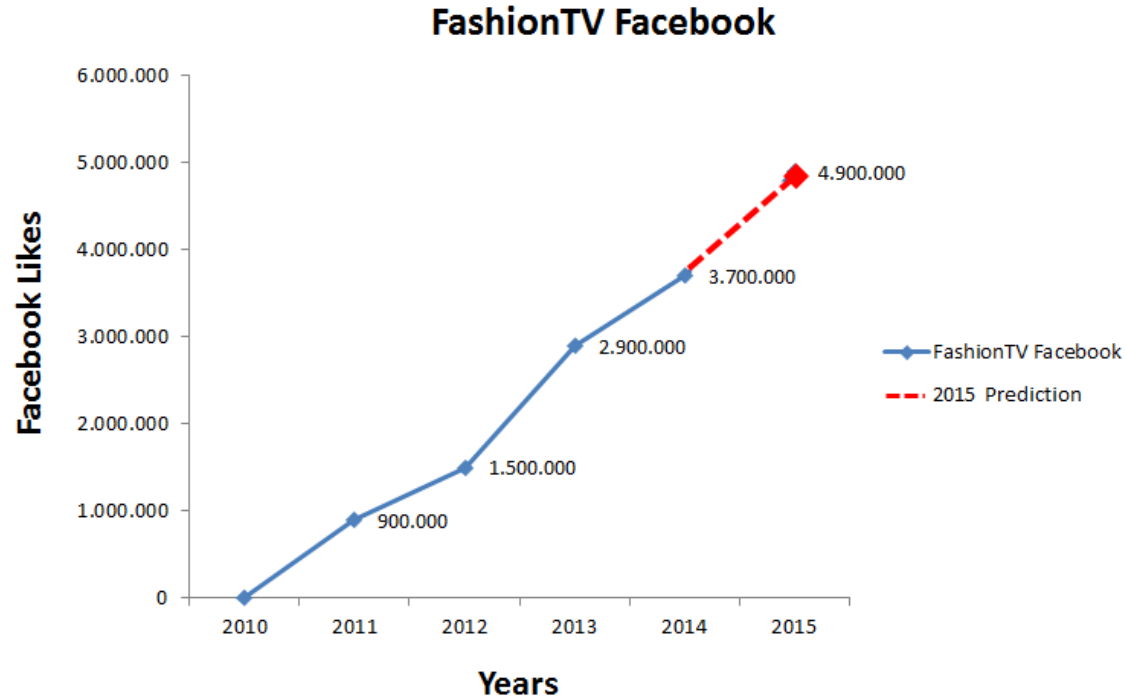
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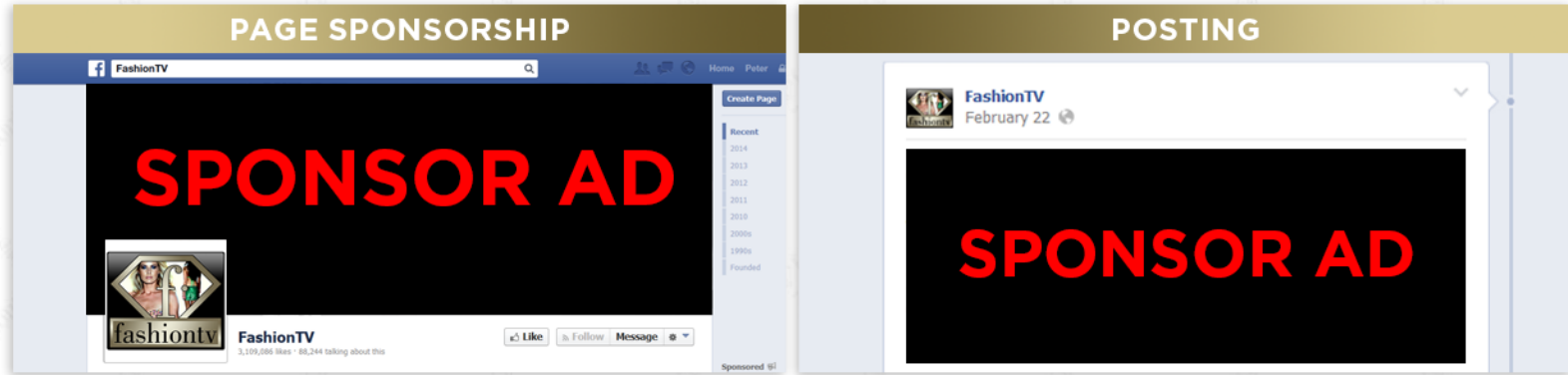
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29

Graph displaying exponential growth on Facebook 2010-2015



Campaign on Facebook – 3.7 million + Fans

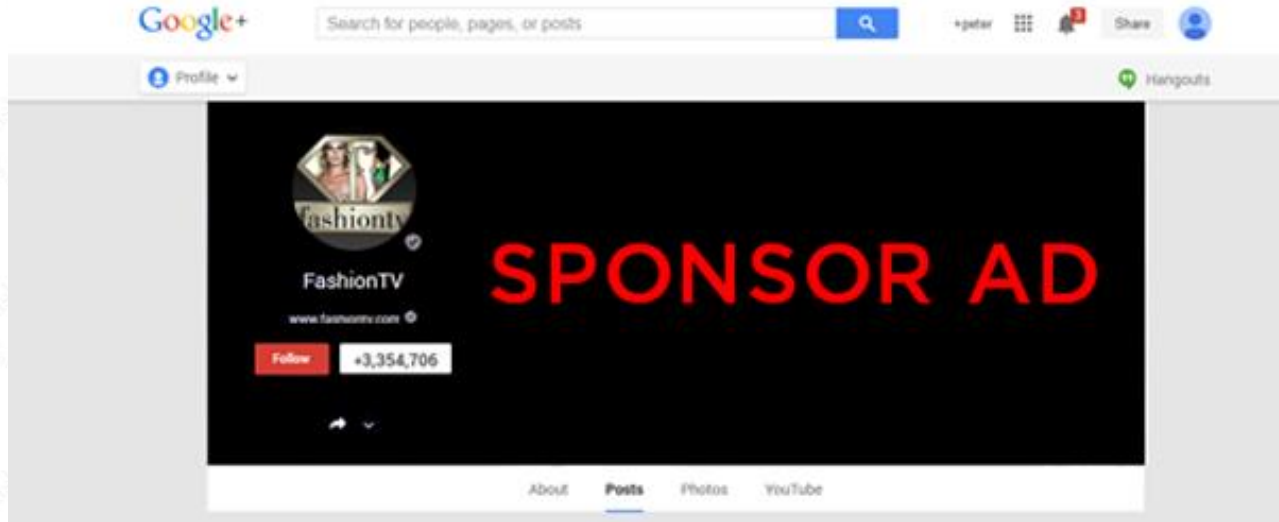


VIEWER CLICKS ON ONE OF THE ABOVE FACEBOOK OPTIONS AND IS TAKEN TO:





1 post on FashionTV Google+ brings 500.000 impressions

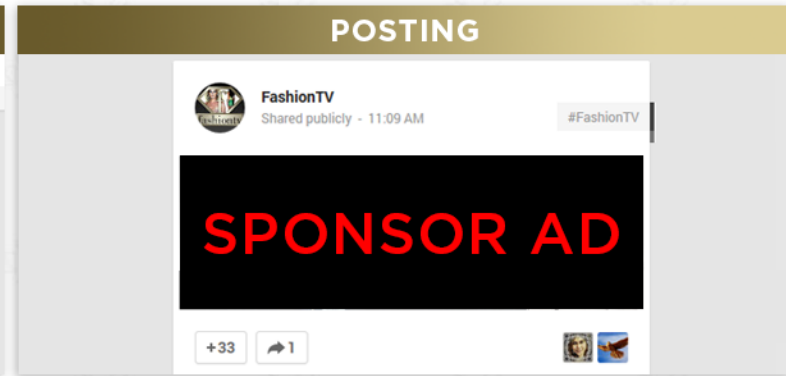
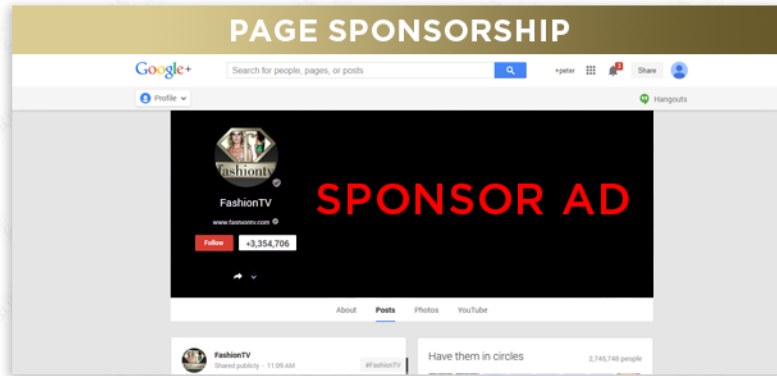


FTV Google+ page has been joined by more than **3.5+ million users**, growing over 100,000 a month.

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:



NEW
SIGN IN
MY FAVOURITES
FASHION FILMS
PHOTOGRAPHERS
TOP MODELS
TOP DESIGNERS
CATEGORIES
HIGHLIGHTS

OPTIONS
DISPLAY

FASHION HOME

11/06/2017



**MOVIE
TITLE**

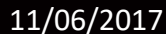


TITLE: **GENERIC MOVIE**
DURATION: **1:24 hours**
RATING: **9/10**

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