

FASHIONTV DISTRIBUTION NEW MEDIA



FTV.COM



facebook

Google™

YouTube

Fashiontv Youtube Statistics


Jan 30 2009 – Feb 28 2012

Total video views on Youtube

Jan 30, 2009 – Feb 28, 2012



2/28/2012

I see it first on  fashiontv

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Fashiontv Youtube Statistics

Jan 30 2009 – Feb 28 2012

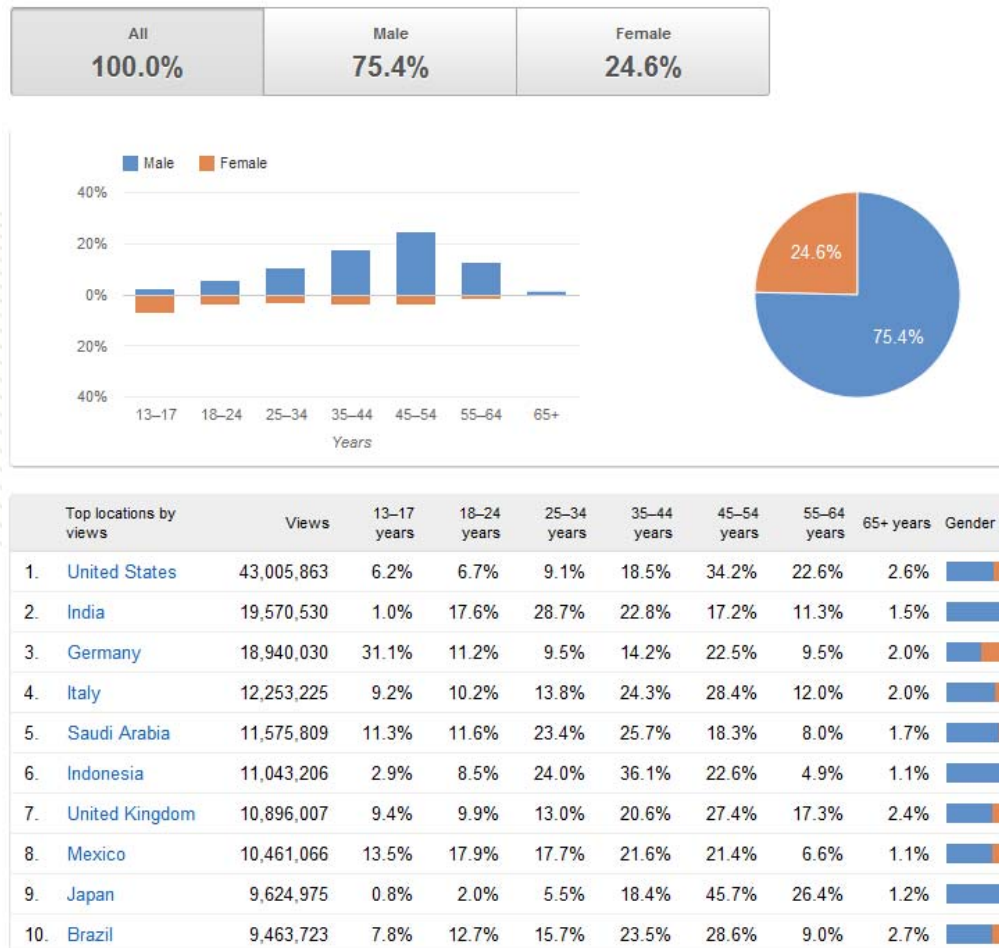
Views on Youtube by country

United States	43,005,863	12%
India	19,570,530	6%
Germany	18,940,030	5%
Italy	12,253,225	4%
Saudi Arabia	11,575,809	3%
Indonesia	11,043,206	3%
United Kingdom	10,896,007	3%
Mexico	10,461,066	3%
Japan	9,624,975	3%
Brazil	9,463,723	3%
France	9,429,100	3%
Thailand	9,001,872	3%
Pakistan	7,317,262	2%
Canada	7,260,510	2%
Vietnam	7,226,508	2%
Turkey	6,465,129	2%
Malaysia	6,400,428	2%
Poland	6,377,244	2%
Spain	6,274,948	2%
Philippines	5,980,827	2%
Russia	5,422,945	2%
Romania	4,709,955	1%
Taiwan	4,435,308	1%
Australia	4,414,560	1%
Greece	4,409,819	1%

Fashiontv Youtube Statistics

Jan 30 2009 – Feb 28 2012

Fashiontv on Youtube – demographic data

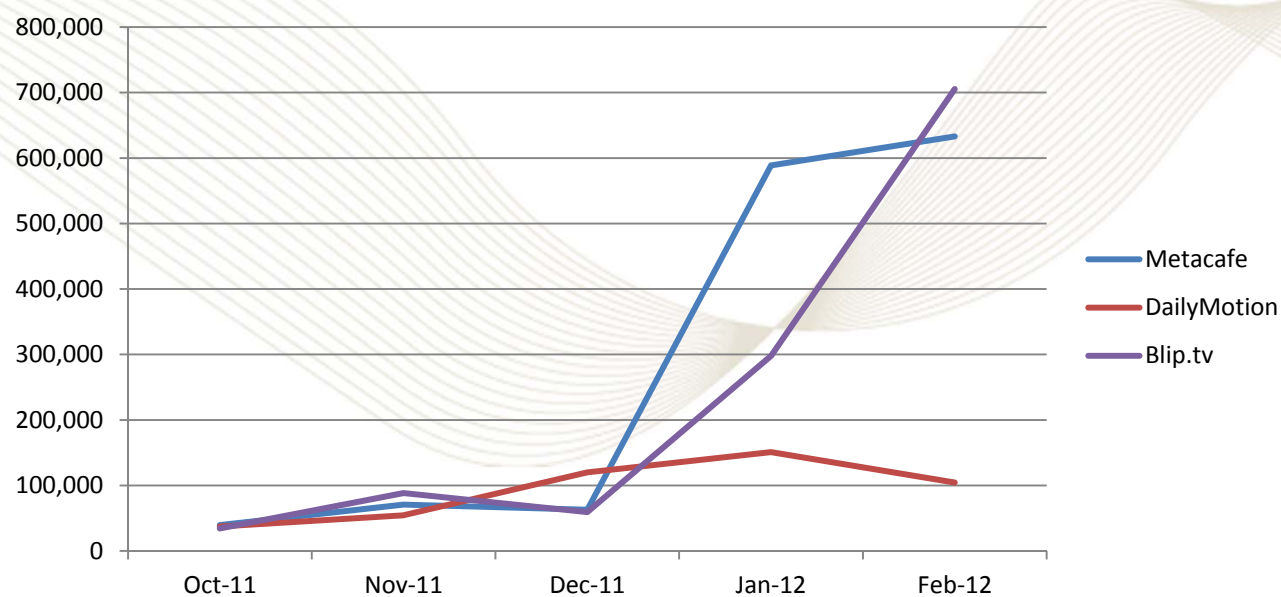


Fashiontv – other video sites

Oct 2011 – Feb 2012

Video Syndication - Video Views

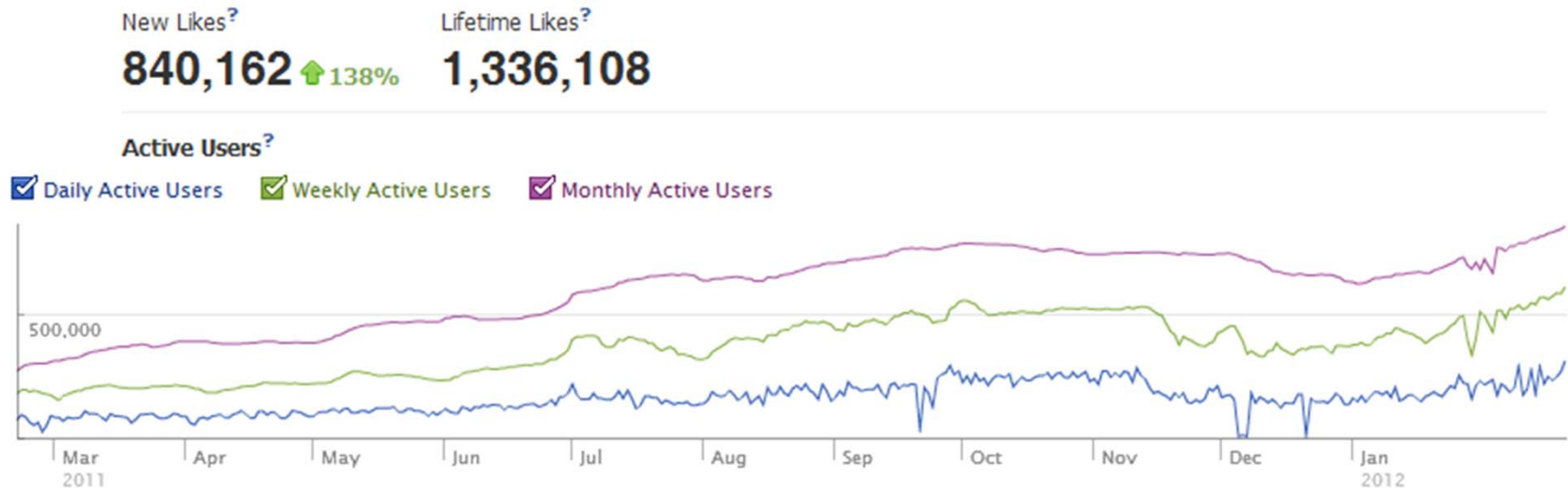
Month	Metacafe	DailyMotion	Blip.tv	All TM Sites	YouTube	All Sites
Oct-11	39,455	37,191	34,384	111,030	15,963,842	16,075,205
Nov-11	70,813	54,328	88,415	213,556	19,664,190	19,879,235
Dec-11	62,907	119,818	59,362	242,087	20,857,482	21,101,251
Jan-12	588,727	150,798	297,762	1,037,287	24,160,781	25,198,068
Feb-12	633,110	104,480	705,363	1,442,953	20,853,445	22,296,398



Fashiontv Facebook Statistics

Feb 25 2011 – Feb 24 2012

Fashiontv on Facebook – Likes



Fashiontv Facebook Statistics

Feb 25 2011 – Feb 24 2012

Fashiontv on Facebook – Interactions

Interactions [See Details](#)

Post Views?

451,124,989 ↑522%

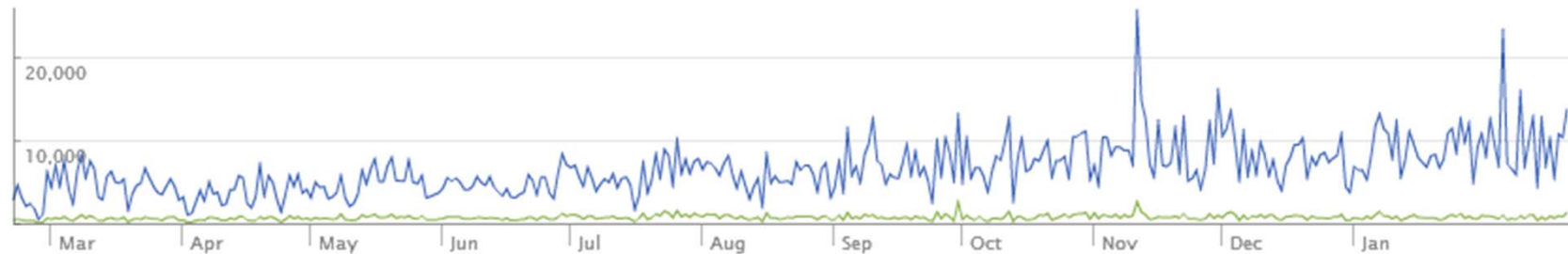
Post Feedback?

2,647,700 ↑1,125%

Page Content Feedback?

☒ Likes

☒ Comments



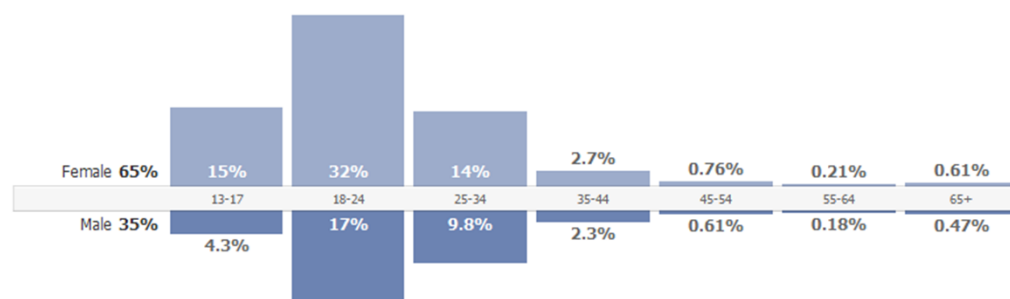
Fashiontv Facebook Statistics

Feb 25 2011 – Feb 24 2012

Fashiontv on Facebook – Demographic data

Demographics

Likes by Gender and Age?



Likes by Country?

153,420 India
94,687 Indonesia
75,292 Philippines
56,238 Romania
52,664 United States
45,210 Poland
42,854 Georgia
40,291 Serbia
38,295 Pakistan
35,913 Iran
30,888 Mexico
30,745 Macedonia
29,205 Bulgaria
26,691 Vietnam
24,277 United Kingdom
24,263 Thailand
23,330 Turkey
22,767 South Africa
20,759 Albania
18,287 Italy

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Likes by City?

40,219 Tbilisi, Dushet's Raioni, Georgia
25,225 Jakarta, Jakarta Raya, Indonesia
16,971 New Delhi, Delhi, India
16,830 Bangkok, Krung Thep, Thailand
16,776 Tehran, Iran
15,432 Skopje, Karpos, Macedonia
14,962 London, England, United Kingdom
14,634 Tirana, Tirane, Albania
13,531 Lahore, Punjab, Pakistan
12,727 Mumbai, Maharashtra, India
12,333 Ulaanbaatar, Mongolia
12,058 Dhaka, Bangladesh
11,407 Makati, Rizal, Philippines
10,577 Tunis, Qabis, Tunisia
9,669 Baku, Baki, Azerbaijan
9,498 Istanbul, Turkey
9,435 Cairo, Al Qahirah, Egypt
9,238 Sofia, Grad Sofiya, Bulgaria
8,891 Karachi, Sindh, Pakistan
7,608 Bucharest, Bucuresti, Romania

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Likes by Language?

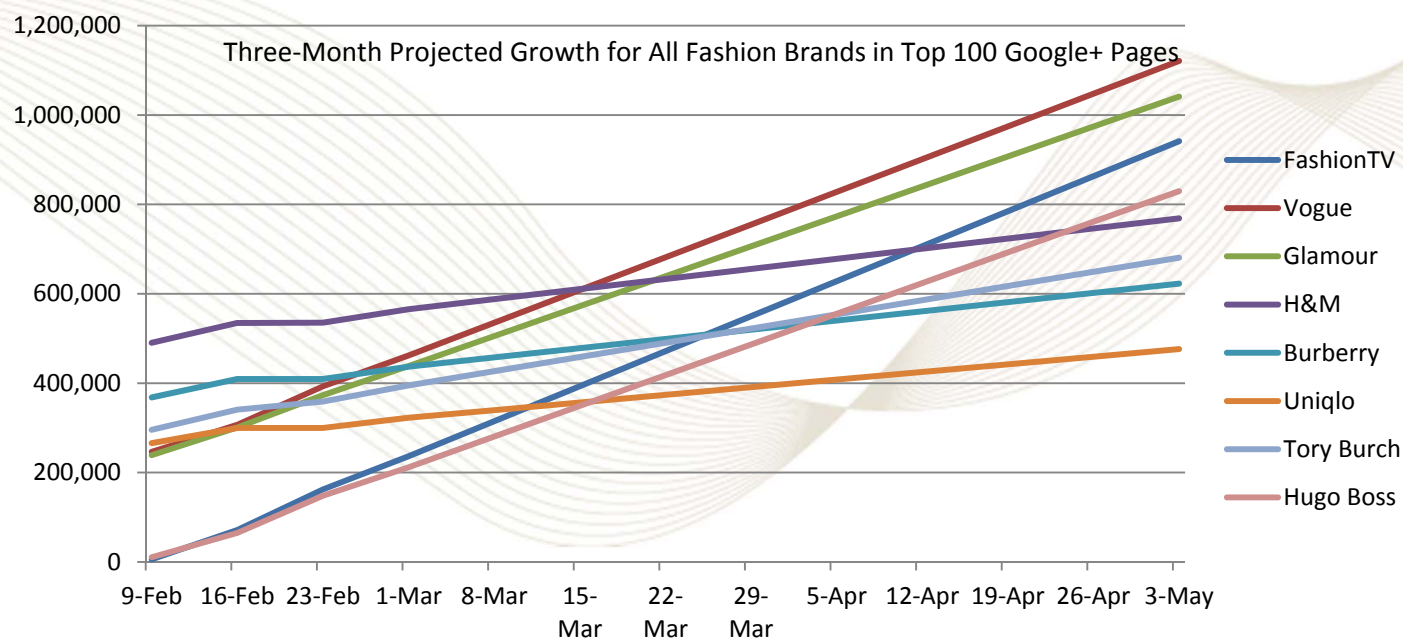
610,062 English (US)
116,035 English (UK)
63,088 Spanish
56,902 Indonesian
50,586 French (France)
44,704 Polish
33,901 Romanian
28,294 Russian
26,994 Bulgarian
25,691 Turkish
24,157 Albanian
23,264 Georgian
22,524 Serbian
19,486 Vietnamese
16,783 Italian
16,467 Portuguese (Portugal)
16,354 Thai
15,758 Spanish (Spain)
14,979 Macedonian
14,571 German

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Fashiontv on GooglePlus

Comparison to other fashion brands

Brand	9-Feb	16-Feb	23-Feb	1-Mar	8-Mar	15-Mar	22-Mar	29-Mar	5-Apr	12-Apr	19-Apr	26-Apr	3-May
FashionTV	5,867	71,343	162,477	236,506	314,811	393,116	471,421	549,726	628,031	706,336	784,641	862,946	941,251
Vogue	246,366	307,131	392,822	461,896	535,124	608,352	681,580	754,808	828,036	901,264	974,492	1,047,720	1,120,948
Glamour	239,122	300,766	373,100	438,307	505,296	572,285	639,274	706,263	773,252	840,241	907,230	974,219	1,041,208
H&M	490,120	534,836	535,336	565,313	587,921	610,529	633,137	655,745	678,353	700,961	723,569	746,177	768,785
Burberry	368,182	409,325	409,466	436,942	457,584	478,226	498,868	519,510	540,152	560,794	581,436	602,078	622,720
Uniqlo	265,645	299,951	299,805	322,627	339,707	356,787	373,867	390,947	408,027	425,107	442,187	459,267	476,347
Tory Burch	295,406	340,779	358,897	395,185	426,931	458,676	490,422	522,167	553,913	585,658	617,404	649,149	680,895
Hugo Boss	10,689	65,066	148,008	211,907	280,566	349,226	417,885	486,545	555,204	623,864	692,523	761,183	829,842



Ftv.com Statistics

Feb 21 2011 – Feb 21 2012

Overall statistics



6,045,005 people visited this site

- 8,356,778 Visits
- 6,045,005 Unique Visitors
- 34,921,877 Pageviews
- 4.18 Pages/Visit
- 00:03:58 Avg. Time on Site
- 43.59% Bounce Rate
- 71.11% % New Visits



- 70.91% New Visitor
5,925,438 Visits
- 29.09% Returning Visitor
2,431,333 Visits
- 0.00% Other
7 Visits

Ftv.com Statistics

Feb 21 2011 – Feb 21 2012

Visits by country (Top 25)

	Country/Territory	Visits	↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	India	2,164,205		3.85	00:03:30	78.68%	40.86%
2.	(not set)	1,174,254		3.42	00:04:07	68.51%	37.48%
3.	United States	707,360		3.47	00:02:56	76.49%	57.06%
4.	Indonesia	313,099		5.91	00:07:09	68.61%	34.14%
5.	Pakistan	258,522		3.57	00:03:52	73.13%	41.44%
6.	Russia	253,208		4.73	00:04:16	54.41%	44.76%
7.	Vietnam	195,445		6.87	00:06:22	62.58%	36.13%
8.	Turkey	179,496		5.01	00:03:30	78.12%	39.58%
9.	United Kingdom	176,326		3.90	00:03:23	68.40%	51.54%
10.	China	166,895		3.42	00:02:58	73.60%	43.04%
11.	Germany	142,041		3.96	00:02:48	69.37%	54.17%
12.	France	137,506		4.29	00:03:09	65.92%	49.93%
13.	Poland	115,979		4.39	00:03:34	64.80%	49.03%
14.	Saudi Arabia	102,474		6.54	00:06:51	60.94%	35.19%
15.	Italy	99,528		4.47	00:03:09	65.95%	48.46%
16.	Australia	93,512		5.31	00:04:31	65.60%	44.83%
17.	Philippines	89,966		5.55	00:05:59	72.63%	35.16%
18.	Canada	86,257		3.35	00:02:33	74.91%	58.93%
19.	Thailand	81,941		5.79	00:05:33	61.20%	38.47%
20.	Ukraine	75,108		4.54	00:04:01	49.25%	50.89%
21.	United Arab Emirates	74,573		5.90	00:05:49	62.67%	35.32%
22.	Israel	64,750		5.20	00:04:23	57.11%	41.05%
23.	Romania	61,180		4.11	00:03:28	63.79%	46.98%
24.	Greece	57,065		3.93	00:03:22	55.46%	49.30%
25.	South Africa	51,682		5.04	00:04:33	73.34%	36.42%

Ftv.com Statistics

Feb 21 2011 – Feb 21 2012

Video views on ftv.com

