

# fashiontv MEDIA

facebook

Google+

f films

f tourism

fashiontv+

bar café  
HOME OF FASHIONTV



# SPECIAL OFFER

## Media Rate Card



### TV time

12 spots a day

/10-15 SECONDS/

€600/day

24 spots a day

/10-15 SECONDS/

€1000/day

### facebook

1X Post /day

/500.000 IMPRESSIONS/

€1000

# COOPERATION

How it's look like...

THE COMPANY  
LOGO PUT HERE



# COOPERATION

How it's look like...

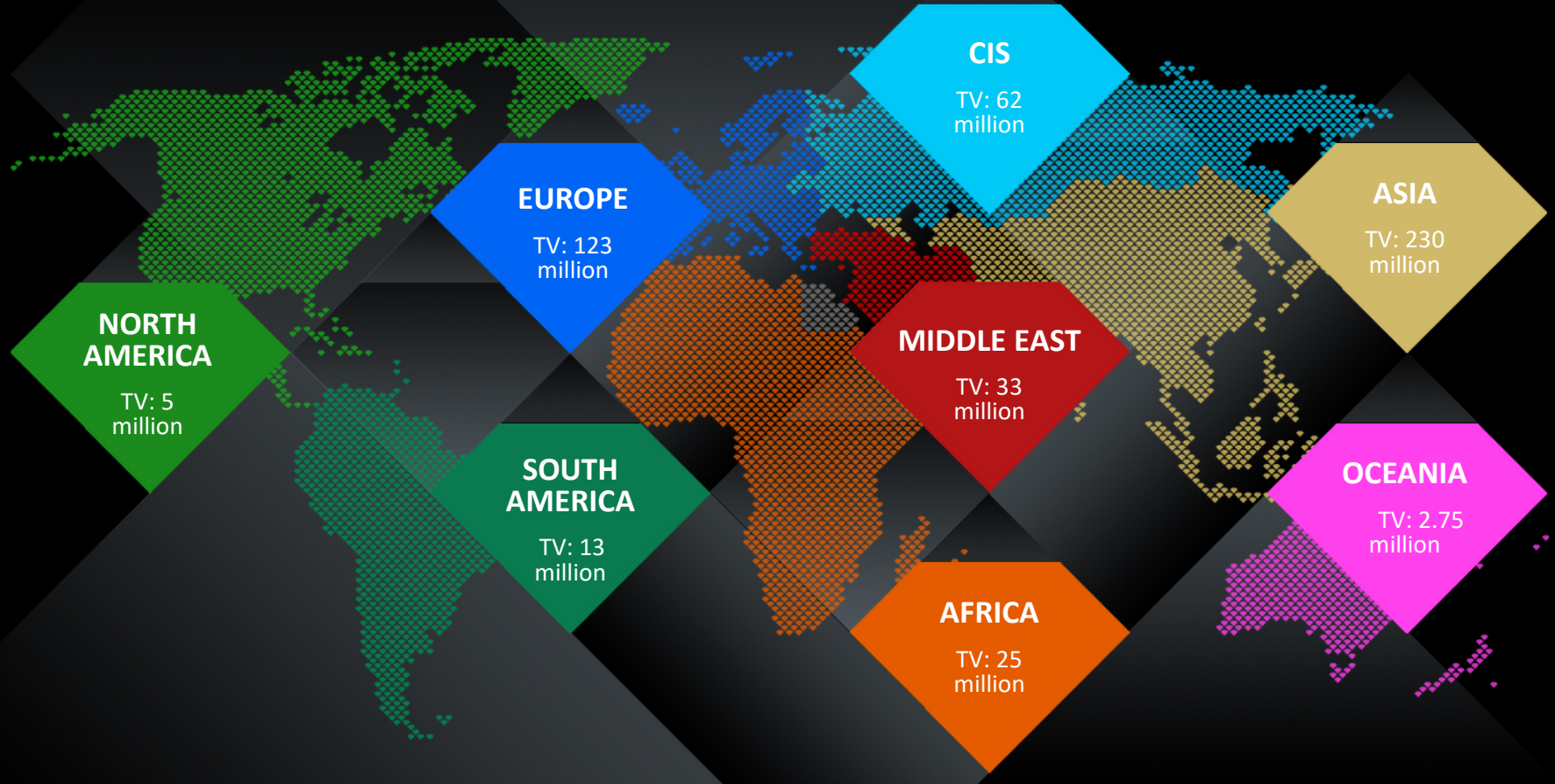




# TV CAMPAIGN REACH ACCORDING TO REACH FIGURES OF FASHIONTV

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
<b>Total</b>	<b>470 million</b>	<b>15.040.000</b>	<b>33.088.000</b>	<b>65.800.000</b>

# FASHIONTV TV DISTRIBUTION NUMBER OF HOUSEHOLDS





**24/7**  
TELEVISION  
NETWORK

GOOGLE+:  
**3.8 MILLION**  
likes

FACEBOOK:  
**4+ MILLION**  
likes

TV:  
**7 MILLION**  
public places

FASHIONTV+:  
**BIGGEST**  
fashion library  
in the world

TV:  
**500 MILLION**  
households

**BIGGEST**  
fashion lifestyle  
program

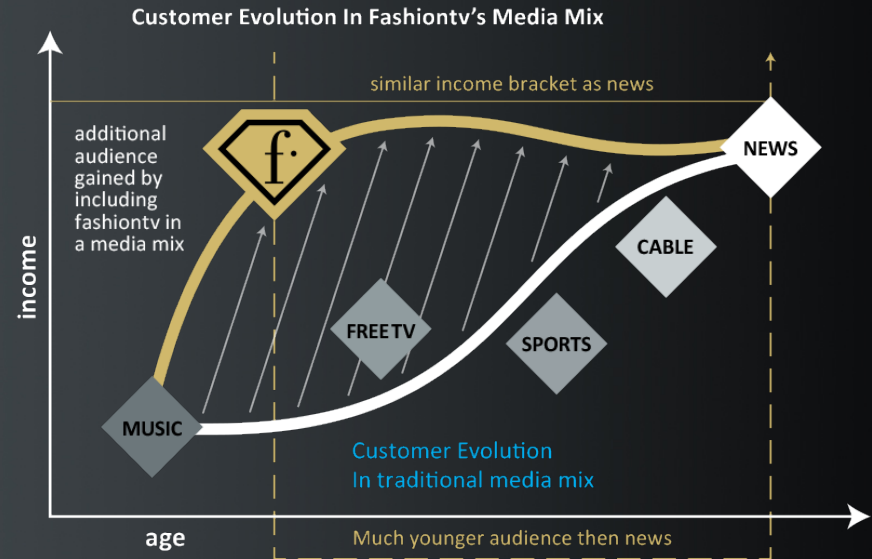
Focused  
**EXCLUSIVELY**  
on fashion,  
beauty,  
trends

# 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

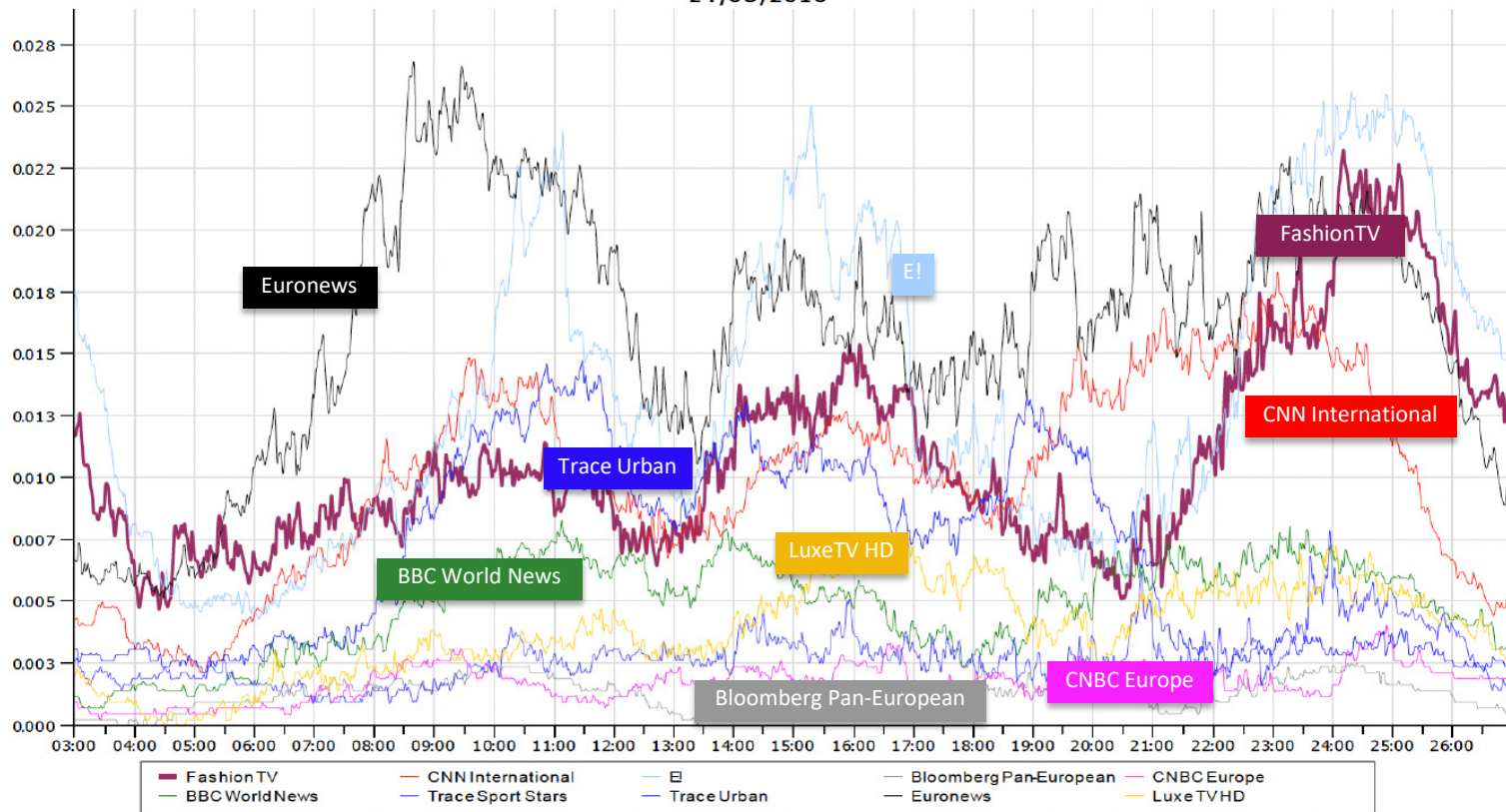
Younger than viewer of sports channels but with a higher disposable income



**FASHIONTV**  
has higher views  
comparing to  
CNN int.  
Between the  
22pm-3am

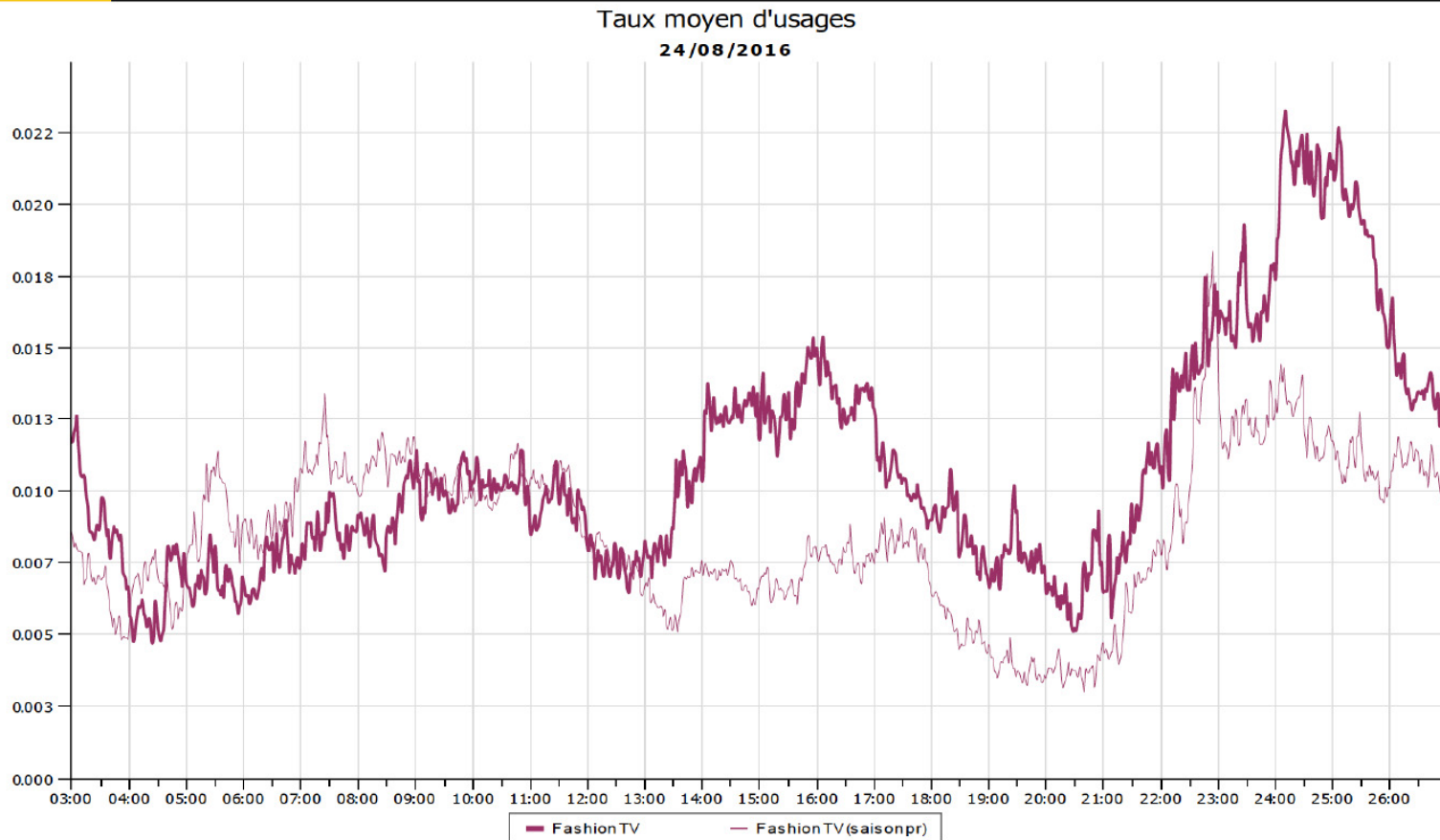
Taux moyen d'usages

24/08/2016



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

**FASHIONTV**  
with new  
programming  
has increased  
its ratings  
by 50%,  
surpassing  
major  
international  
channels



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

CHANNEL LIVE



FASHION NEWS



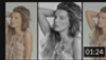
SEXY LINGERIE



SWIMWEAR



FASHION NEWS / UPDATED DAILY



BEHIND THE SCENES:  
HARPER'S BAZAAR WITH  
2018-04-20



KATE MIDDLETON VISITS  
INDIA ON THE ROYAL TOUR |  
2018-04-20



BEHIND THE SCENES: GIGI &  
ZAYN IN LOVE  
2018-04-20



BEHIND THE SCENES:  
PRONOVIAS BRIDAL  
2018-04-20



ENTERINDIA BY ELLE SAAB  
HAUTE COUTURE SS16  
2018-04-20



LEO'S MODEL FILLED LOVE  
LIFE - A HISTORY BY ELLE  
2018-04-20

4K VIDEOS



ELIE SAAB



ALESSANDRA AMBROSIO



STEPHANIE ROLLAND



JEAN PAUL GAULTIER



ALEXANDRE VAUTHIER

VIRTUAL REALITY



CECILE BENZ FASHION  
WEEK: HARBINGER TO THE  
2018-03-13



FERRAGAMO -  
FASHION WEEK  
2018-03-13



EMMANUEL UNGARO FALL  
2018/17 BACKSTAGE  
2018-03-13



MARCO DE VINCENZO  
READY TO WEAR  
2018-03-13



GINA TRICOT PRESENTS SAY  
LOU LOU - BLUE ON BLUE  
2018-02-22



BACKSTAGE WITH AN ELITE  
BALLERINA (360 VIDEO)  
2018-02-22



- FashionTV+ application available to every smartphone in the world  
Every day Fashion News of up to 24 updated clips
- VR: Virtual Reality from fashion capitals of the World Paris, NY, London and backstage of top designers
- 4K: Daily, Weekly, Monthly and Seasonally updated 4K content
- HD: More than 20.000 hours of fashion related HD content available
- SHOPS: Fashionable affiliate shops such as NetaPorter, The Outnet, and Yoox available on one click special bonus
- FILMS: Feature films focusing on fashion, modelling and Hollywood Blockbusters available via [fashiontvplus.com](http://fashiontvplus.com)
- LIVE TV Daily updated fashion news in all sections: Fashion Weeks, Fashion Shoots, Lingerie, Models ...

# LINKS

FashionTV has a growing scale of online activities :

Facebook (4+ million fans): <http://www.facebook.com/FashionTV>

Google Plus (3.9+ million fans): <https://plus.google.com/+FashionTV/posts>

Twitter: <http://twitter.com/#!/fashiontv>

Vk.com: <http://vk.com/fashiontv>

Website: 1 million monthly users <http://www.fashiontvplus.com/>

Fashiontv+ Platform: <http://www.fashiontvplus.com/>

With many mobile, tablets and smart TV applications.

For more information: <http://www.fashiontv.com/>



# CONTACT

For more information and other opportunities please contact:

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