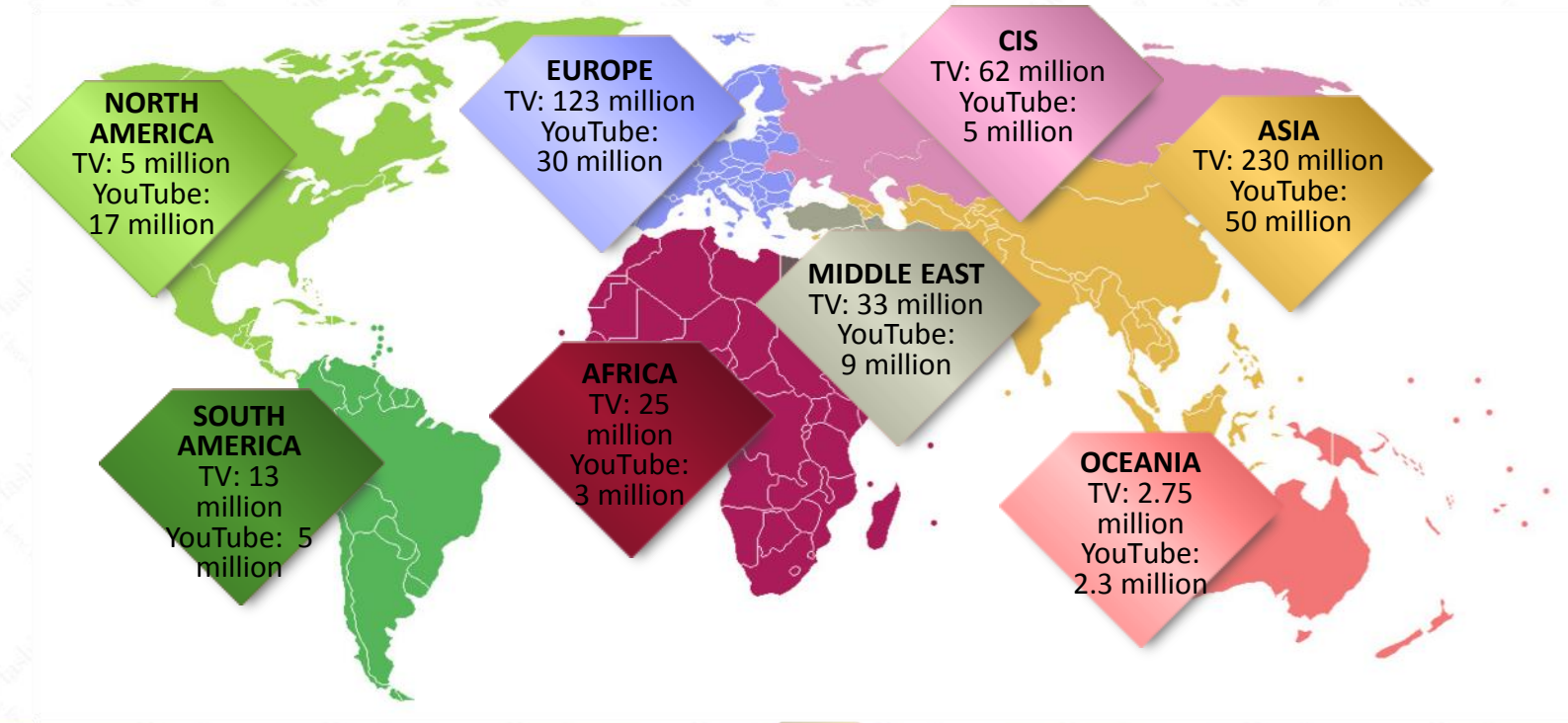


# AIRLINES & MEDIA

*fashionable*  
AIRLINES



# FashionTV TV Distribution number of Households vs YouTube Annual Views



# FashionTV

24/7 TELEVISION NETWORK

TV: 7 MILLION PUBLIC PLACES

TV: 470 MILLION HOUSEHOLDS

FOCUSED EXCLUSIVELY ON FASHION,  
BEAUTY, TRENDS

BIGGEST FASHION LIFESTYLE PROGRAM

YOUTUBE: 15 MILLION MONTHLY VIEWS

FACEBOOK: 4+ MILLION LIKES

GOOGLE+: 3.9 MILLION LIKES



 fashiontv

 FashionTV LIVE Stream 24/7



11/06/2017

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# FashionTV Demographics

## Quality upmarket audience

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

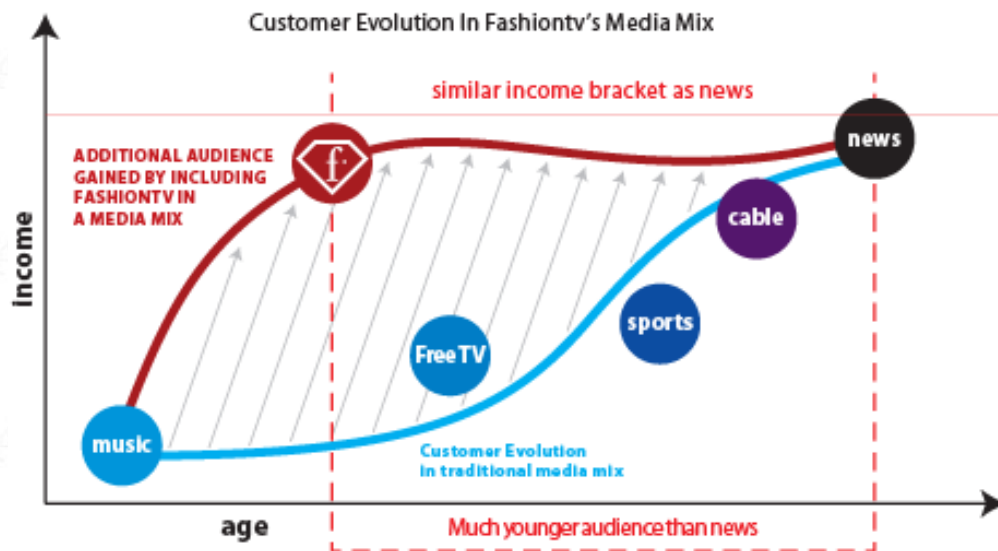
In comparison to other TV channels, FTV viewers are:

More affluent, older and of higher-education than music channel viewers

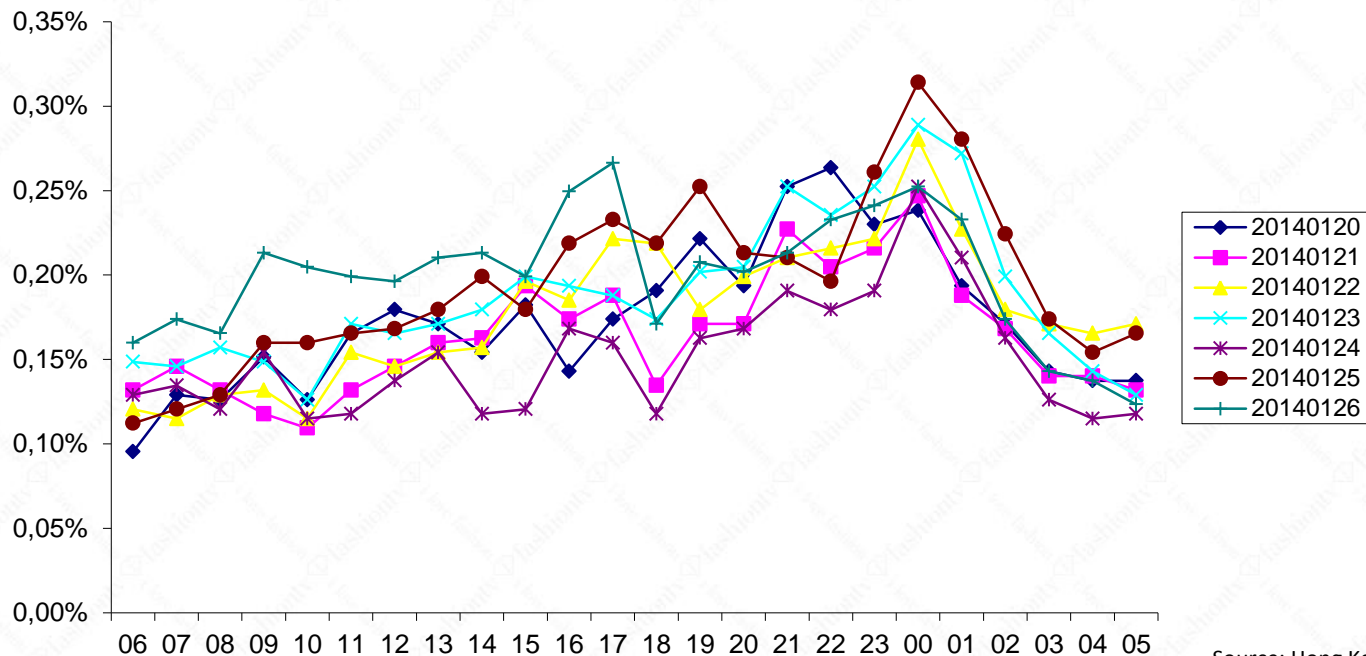
Younger than news channel viewers but fall into a similarly high income bracket

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

## fashiontv audience

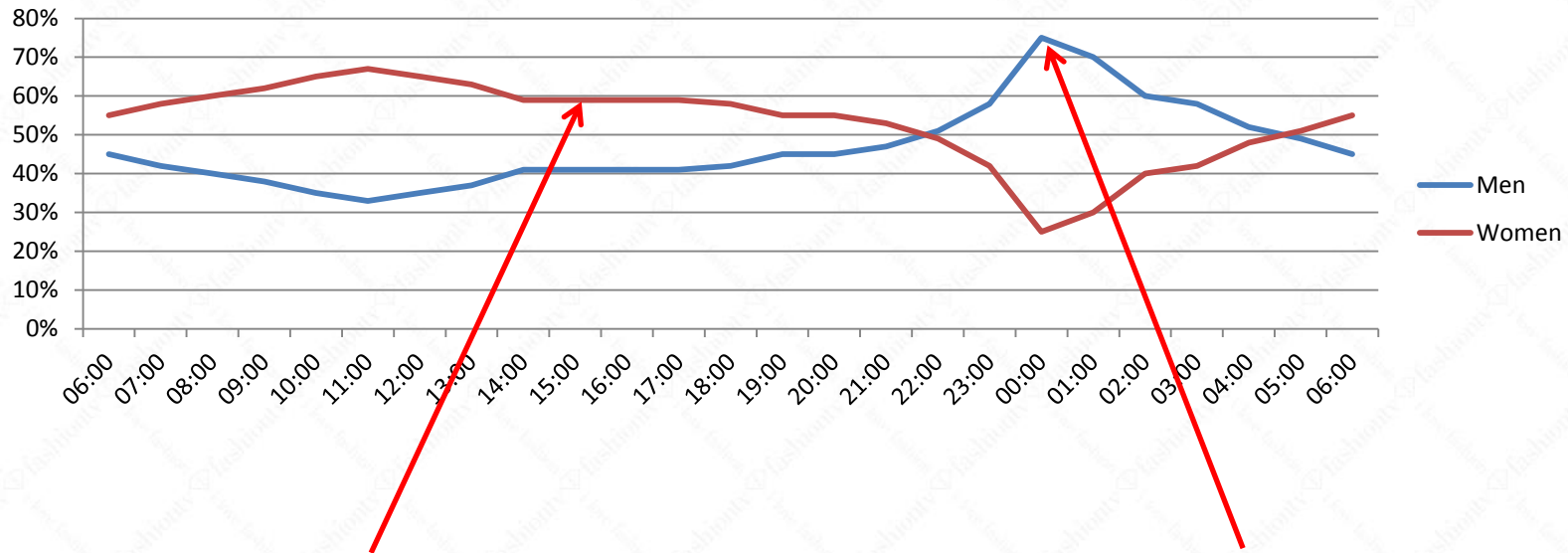


# Viewership Distribution by hours of the day and days of the week



Source: Hong Kong NOW TV

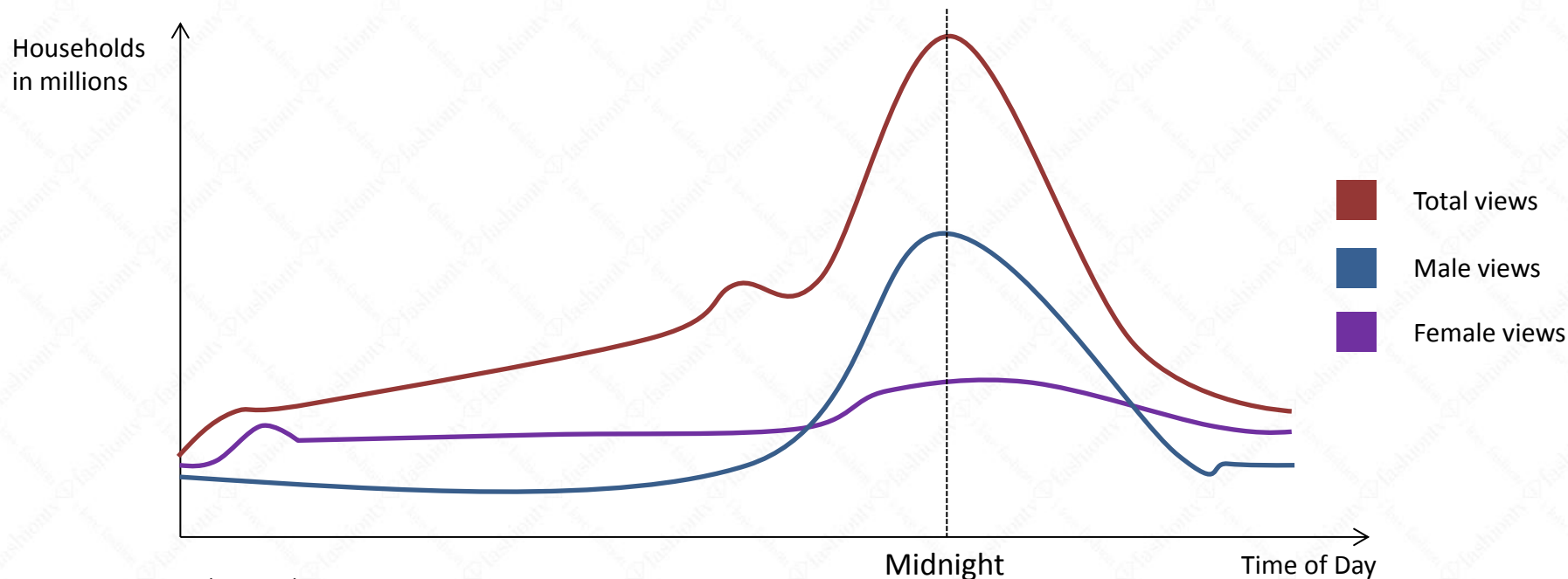
# FashionTV Audience Structure



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.

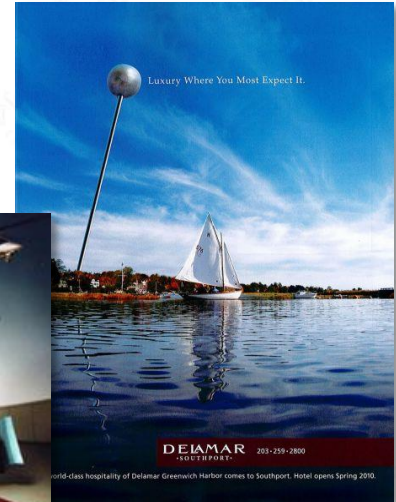
# Tourism Promotion Option

Countries, Cities, Hotels and Resorts have the option to advertise themselves via FashionTV

FashionTV enables the promotion to reach over 4+ million Facebook Fans and be visible on the most frequently watched fashion related YouTube Channel (over 300 million views)

The promotion can be personalized and chosen with different formats to best fit the clients wishes

Promotion will help countries and hospitalities to promote themselves and gain tourism numbers and support the local economy





## 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



# 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

# Rate Card for 30 Seconds

Rate Card for 30 Seconds	Prime Time (6pm-2am)	Off Prime (2am-6pm)
Europe/CIS/Middle-East/Africa	€600	€400
North/South America	€400	€300
Asia	€800	€600
Global Total	€1800	€1300
Discount if global	€900	€650

# FashionTV New Media

FashionTV is a New Media leader, with a highly trafficked and expansive digital reach that includes YouTube channels (15 million views per month), FTV.com (1 mil visitors per month), a Facebook page (4+ million fans), Google+ (3.9+ million fans) and more. In the top 300 media online.





# New Media Demographics

On both YouTube and Facebook, consumers can be targeted on a segmented basis

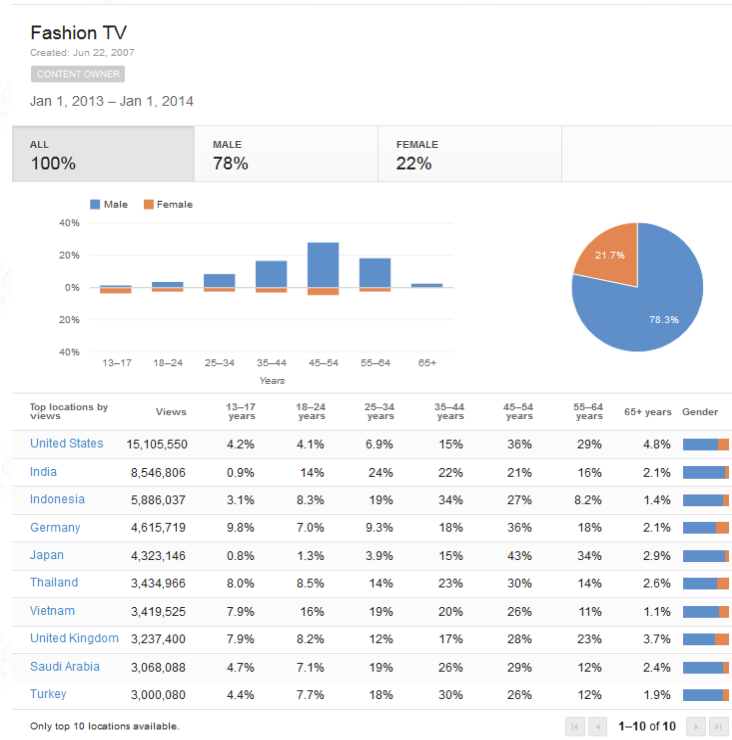
Out of the 15 million views every month, 2.4 million (23.6%) views are generated by women

- They can be targeted separately to women or men for certain commercials that are targeted at genders (gender segmentation)
- 49% of the female audience are aged 25-54 which can additionally be targeted separately

Additionally different countries can be targeted separately from each other, allowing for adjustments of the advertisements and messages to local consumers

These strategies are not available via TV as consumer segmentation is not controllable BUT via the vast New Media possibilities of FashionTV this is viable and tremendously effective

# YouTube Demographics of FashionTV



January 2013 – January 2014



## FashionTV YouTube Annual (Jan13-14) Video Views Top Countries

Country	Annual Views
United States	15,105,550
India	8,546,806
Indonesia	5,886,037
Germany	4,615,719
Japan	4,323,146
Thailand	3,434,966
Vietnam	3,419,525
United Kingdom	3,237,400
Saudi Arabia	3,068,088
Turkey	3,000,080
Mexico	2,913,450
Taiwan	2,912,790
Russia	2,787,907
Malaysia	2,486,653
Italy	2,369,967
Canada	2,300,896
France	2,059,129
Spain	1,802,706
Australia	1,759,027
Brazil	1,734,464
Hong Kong	1.384.097
United Arab Emirates	1.381.599
Singapore	1.158.816

# Campaign on YouTube – Up to 15million unique visits monthly



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



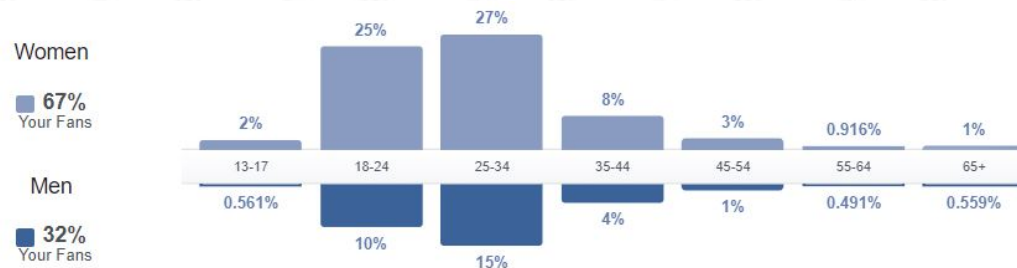




1 post onto  
FashionTV Facebook  
brings 500.000  
impressions

4+ Million likes on Facebook

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



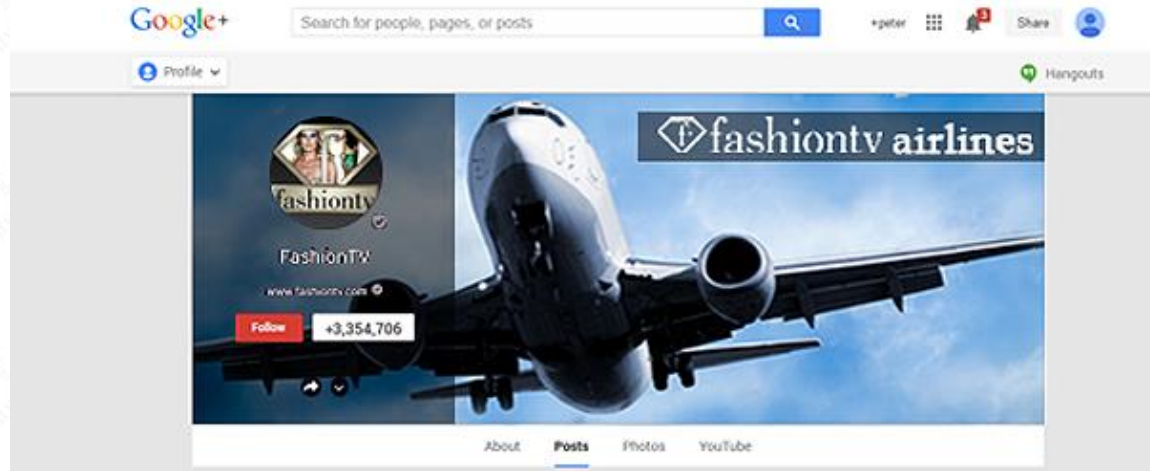
# Campaign on Facebook – 3million + Fans



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



# Google+ 1 post on FashionTV Google+ brings 500.000 impressions



FTV Google+ page has been joined by more than **3,9+ 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+ 3.3+ million fans



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





# Media Rate Card

TV Prime time (6pm-2am) €800 // Off Prime €400

Facebook 1x post a day €1000 (500.000 impressions)

Google+ 1x post a day €1000 (500.000 impressions)

YouTube:

Pre-rolls per 1 million impressions €30.000

(availability of geo-targeting and demographic targeting)

Overlay per 1 million impressions €15.000

(availability of geo-targeting and demographic targeting)



# Media Package

## 2 Month Campaign - €500.000

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

1 million YouTube 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 YouTube 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

More Options such as Parties at the FashionTV Café Vienna, Fashion Shows and Model awards are available upon request



# Why Advertise on FashionTV New Media

FashionTV has a growing scale of online activities :

Youtube channel (15 million views a month): <http://www.youtube.com/>

fashiontv 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.fashiontv.com/>

With many mobile, tablets and smart TV applications.

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



# Tourism already promoted on FashionTV



fashiontv | FTV.com - Israel Go Wild Ad



fashiontv | FTV.com - Israel Let Go Ad

## Produced by FashionTV Israel's tourism board:

<http://www.youtube.com/watch?v=cLVgneK-PEU>  
<http://www.youtube.com/watch?v=64j9NSXqHGY>  
<http://www.youtube.com/watch?v=czpVB8ad480>  
<http://www.youtube.com/watch?v=RfEZOHhnJlM>  
<http://www.youtube.com/watch?v=hz8YkzN7u-k>

## Produced by FashionTV Editorials:

<http://www.youtube.com/watch?v=FIIGGrXQMeU>  
<http://www.youtube.com/watch?v=tQcOwQQhfB4>  
<http://www.youtube.com/watch?v=2tjsumue5AQ>  
<http://www.youtube.com/watch?v=DOFKHiZu8Ng>  
<http://www.youtube.com/watch?v=1C9Q-2j7jtA>  
[http://www.youtube.com/watch?v=np8\\_WtxoY0w](http://www.youtube.com/watch?v=np8_WtxoY0w)  
[http://www.youtube.com/watch?v=np8\\_WtxoY0w](http://www.youtube.com/watch?v=np8_WtxoY0w)  
<http://www.youtube.com/watch?v=betZuE1PL1g>  
<http://www.youtube.com/watch?v=AUqDufAROLw>  
<http://www.youtube.com/watch?v=vduHKeQ9EWA>  
<http://www.youtube.com/watch?v=OHPFBjVH4I4>

## Others

Malaysia - <http://youtu.be/MNA9BXrOWcU>  
Indonesia - <http://youtu.be/Kb5oU4o-ECE>  
Montenegro - <http://youtu.be/q4h4XvNsJyw>  
Prague, Czech Republic -  
<http://youtu.be/rNKUczch3Z4>  
Tirol, Austria - <http://youtu.be/BL60ScNrecw>  
Turkey - <http://youtu.be/gcVkBWT6zEc>  
Turkey - <http://youtu.be/oYkbaKrTa3E>  
Vienna, Austria - <http://youtu.be/hVWp4BwolKQ>  
Greece - <http://youtu.be/SsQcVa0SBpc>  
Greece - <http://youtu.be/8qAjr7E4IE>

# CONTACT

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