

FASHIONTV MEDIA

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VOD - VIDEO ON DEMAND



fashiontvcafé
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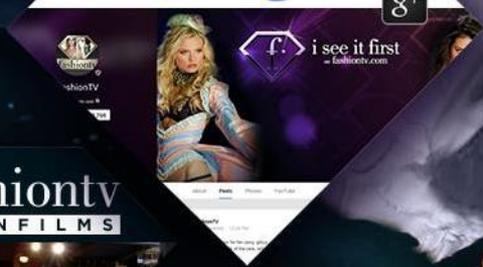
fashiontv
TOURISM



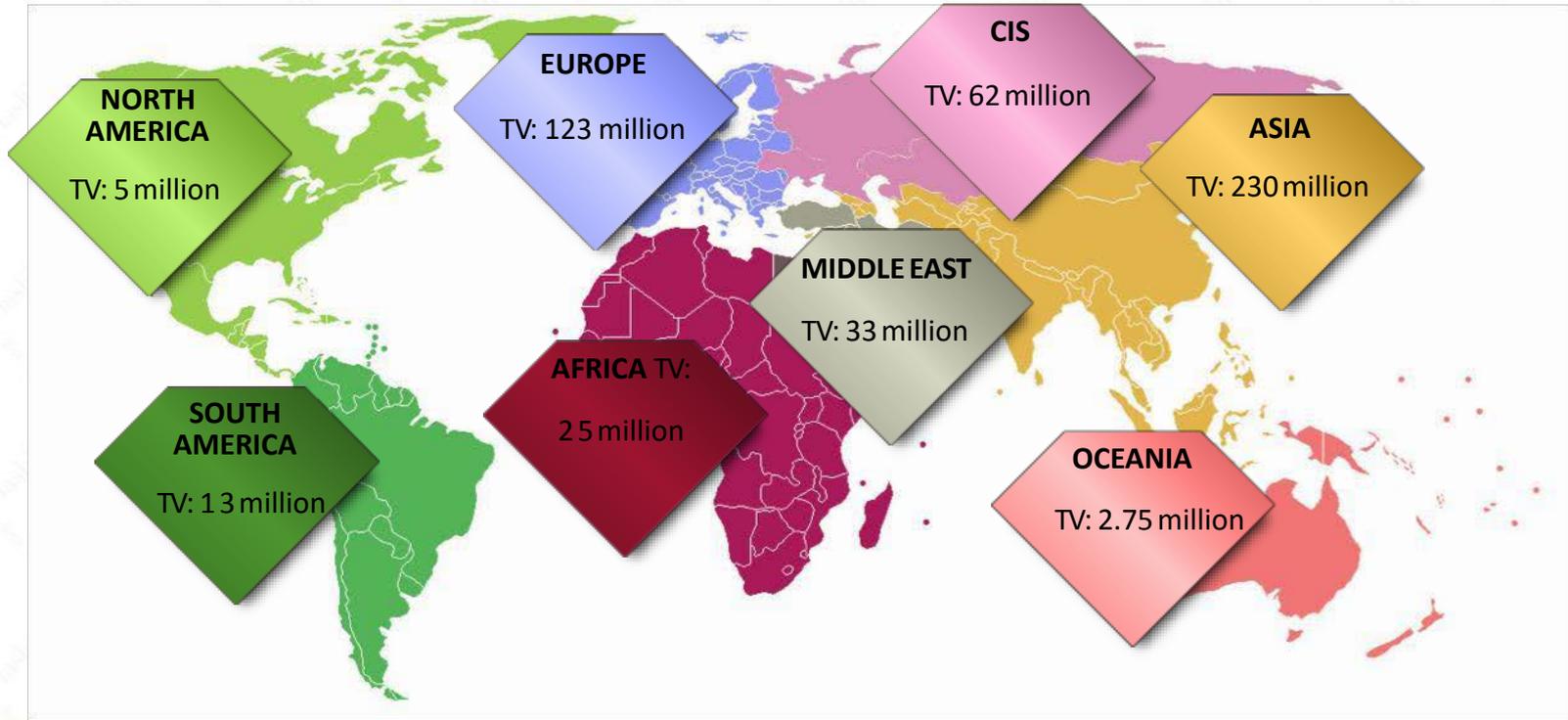
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FashionTV TV Distribution number of Households



24/7 TELEVISION NETWORK

FashionTV

TV: 7 MILLION PUBLIC PLACES

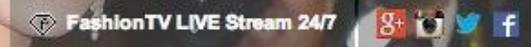
TV: 500 MILLION HOUSEHOLDS

BIGGEST FASHION LIFESTYLE PROGRAM

FOCUSED EXCLUSIVELY ON FASHION,
BEAUTY, TRENDS

GOOGLE+: 3.8 MILLION LIKES

FACEBOOK: 4+ MILLION LIKES

A large version of the FashionTV logo, featuring a diamond-shaped frame with a stylized 'f' inside, followed by the text 'fashiontv' in a serif font.

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FashionTV Demographics

Sex / Age Demographics

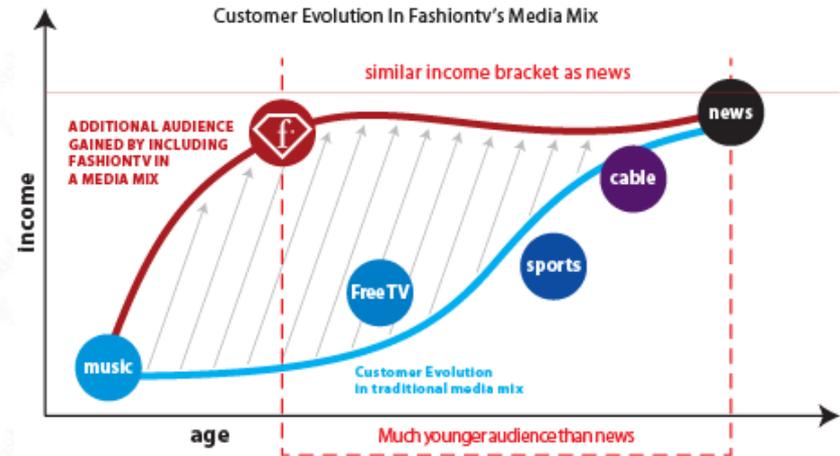
Age	Female%	Male%
13-17	2.2	1.3
18-24	9.3	20
25-34	5.5	29
35-44	1.8	14
45-54	1	8.8
55-64	N/A	4.7
65+	N/A	2.2

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

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

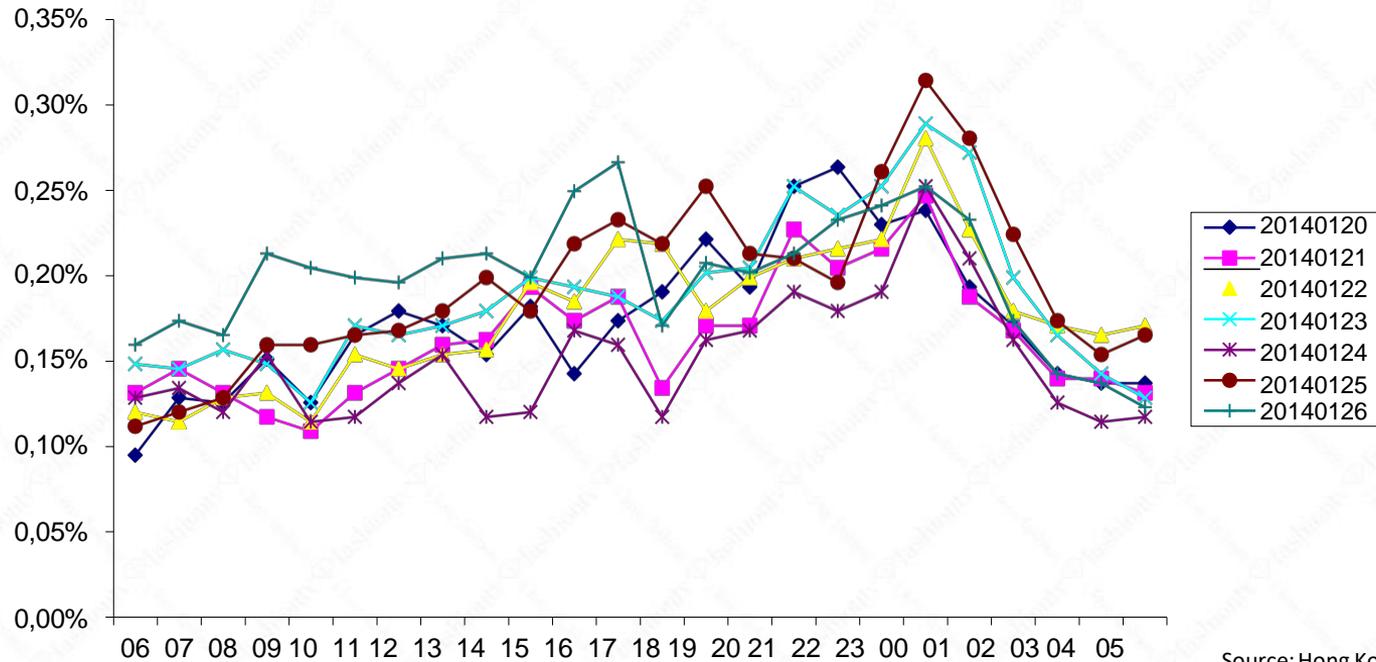
Income Demographics

fashiontv audience



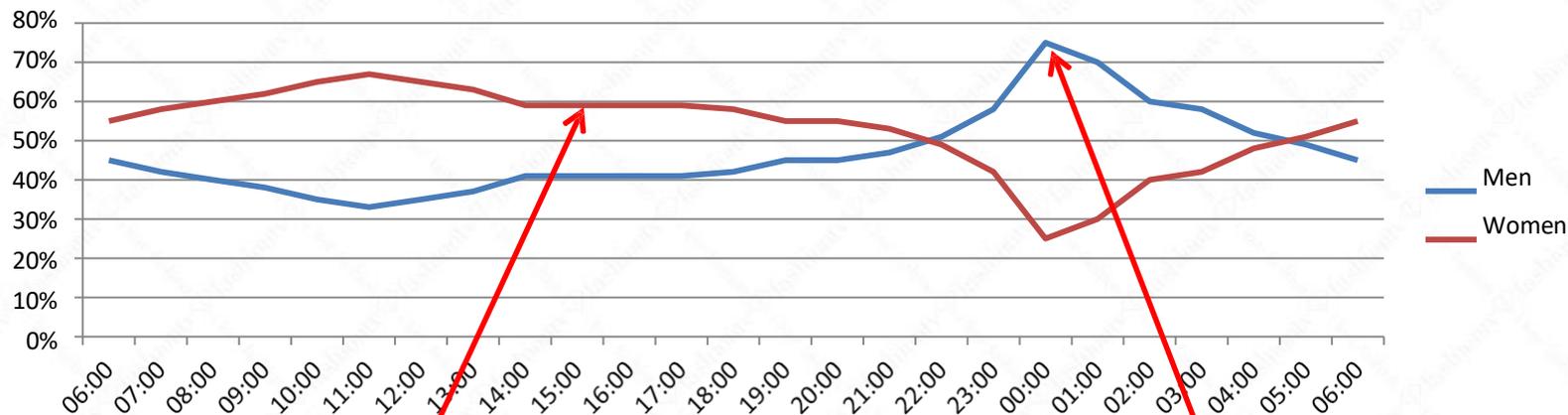
In comparison to other TV channels, FTV viewers are:
 More affluent, older and of higher-education than music channel viewers
 Younger than news channel viewers but fall into a similarly high income bracket
 Younger than viewer of sports channels but with a higher disposable income

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



Source: Hong Kong NOWTV

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.

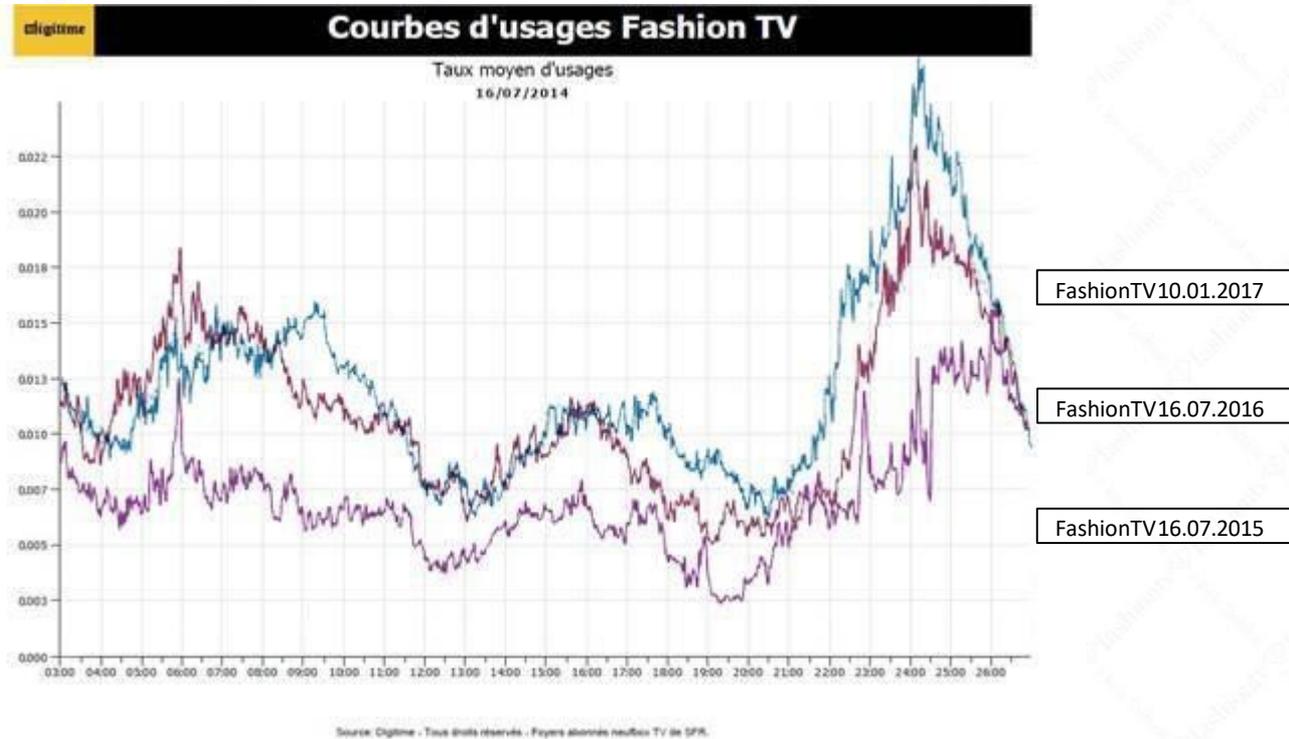
Number of men viewing FashionTV increases from 9pm, reaching peak at midnight.

Two prime times 7-9am and 10pm – 2am



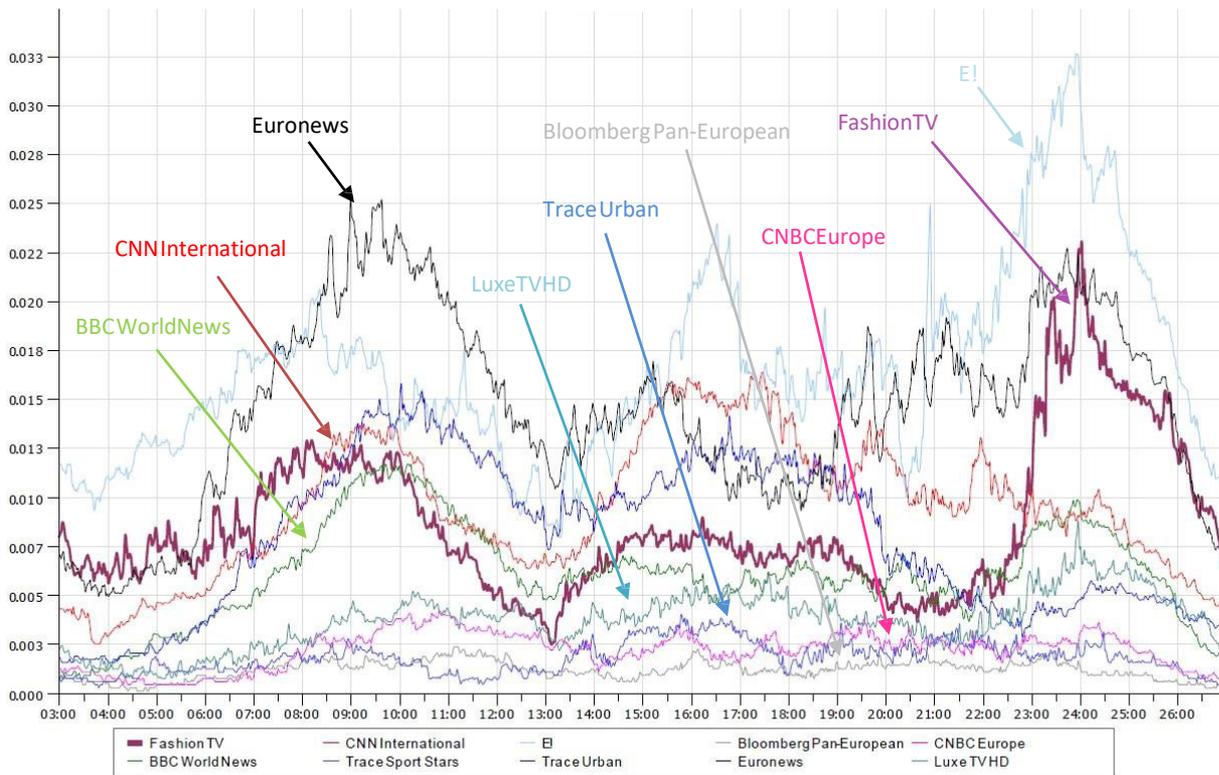
SFR Graph showing FashionTV on 16.07.2015, on 16.07.2016 and on 10.01.2017

FashionTV Ratings have increased by over 30% since 2015, 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.



SFR Graph showing Average Viewing Rate of FashionTV compared to other Top European Channels 23/03/2017

Taux moyen d'usages



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

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Digitime FashionTV Summary



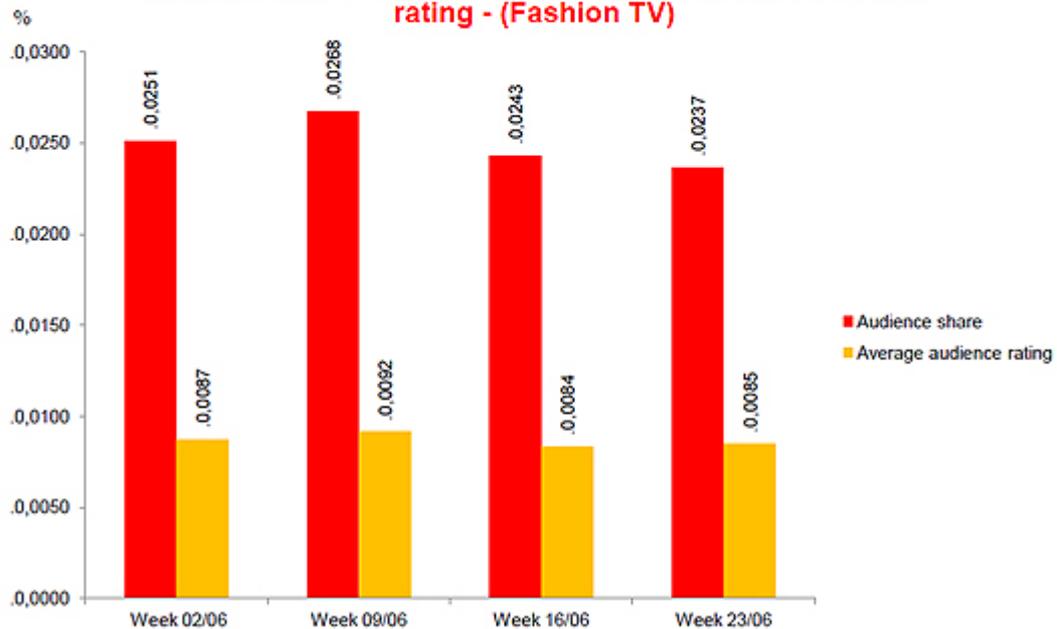
Summary

Indicators of performances

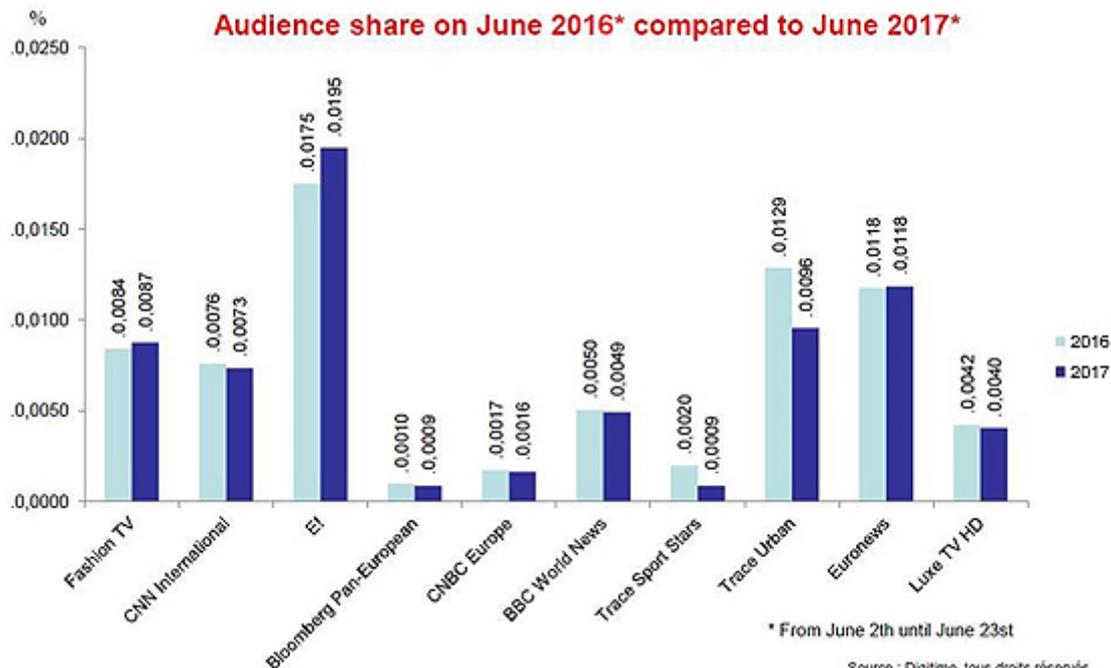
- Result in average per weeks.
 - Result in audience share and audience rating of Fashion TV during June 2016 and June 2017 compared its competitors.
 - Evolution of results of Fashion TV on average of June 2017 compared to its competitors.
 - Evolution of results on average time spent (ATS).
-
- **A. 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 2017. The maximal audience share occurred on week 09/06.

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

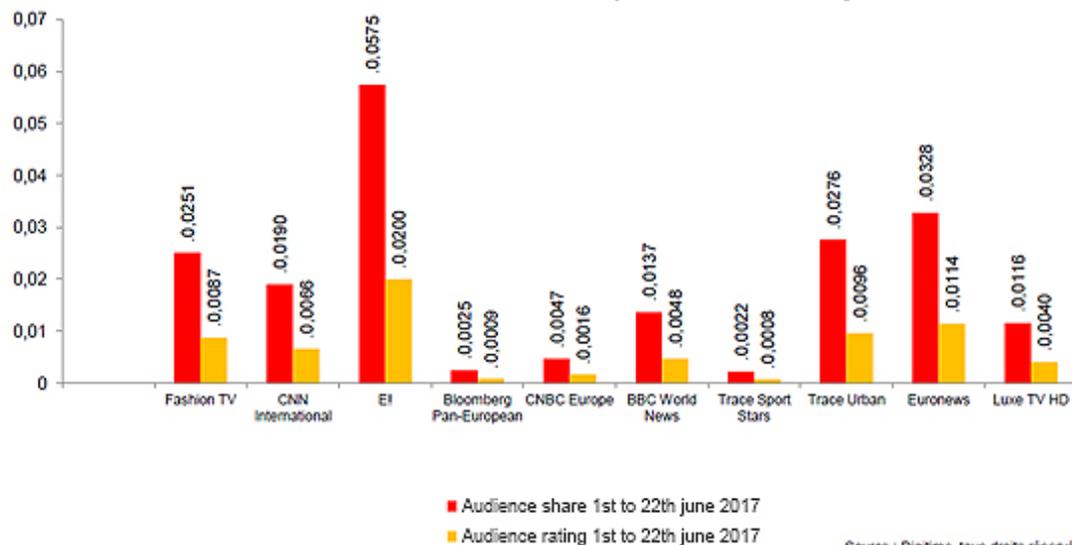


Fashion TV is one of the two channel in progression between 2016 and 2017. Fashion TV has the fourth best record viewer for June 2017. The channel E! distances itself from one's other competitors for this month.



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

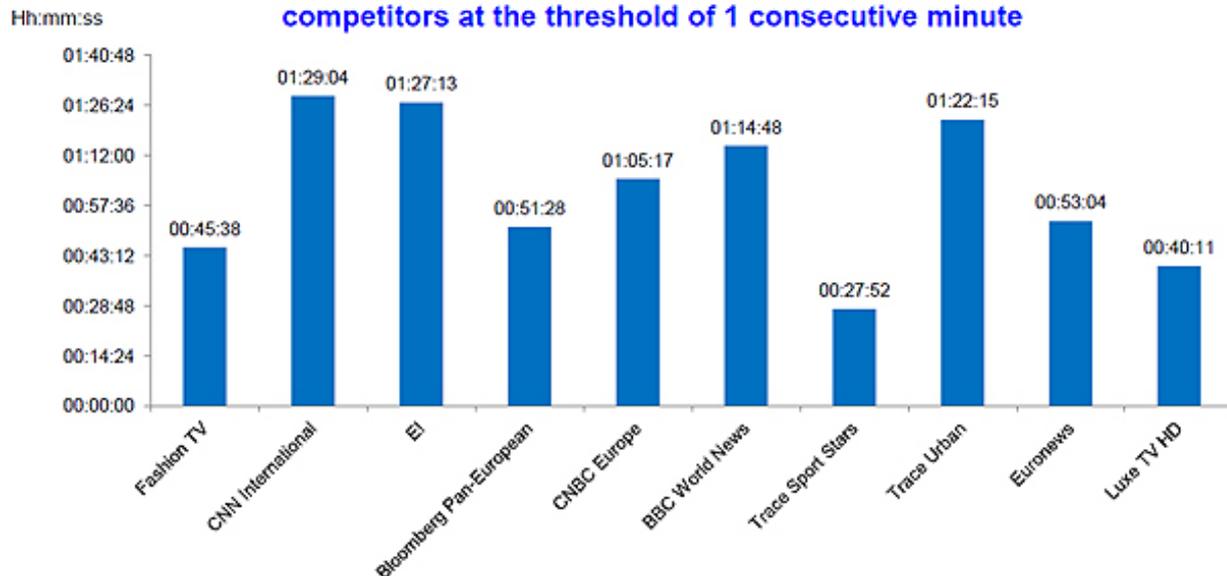
% Performances of Fashion TV and her competitors on average of June, 2017



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.

Average time spent on June, 2017 for Fashion TV compared to its competitors at the threshold of 1 consecutive minute



The occasional and the regular viewers of Fashion TV have a grater 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!. This confirms that higher socio professional category is watching Fashion TV.

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 19th.

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
↳-TELE	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+ a 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 occasionnal)/ Audience share of all Neufbox TV

Period = Week 25
from June 19th till
June 25th - 2017

Regulars: TV viewers of Fashion TV who has been watching between once time the channel from June 19th till June 26th , for 10 consecutive minutes

Occasionals: TV viewers of Fashion TV who has been watching between 1 and 6 times the channel from June 19th till June 26th, 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 19th.

Sport channels

Affinités	Sport channels	
	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
Grandins TV	0,08	3,62
Pass cinéma	0,00	0,00
Paramount	1,66	1,76
TCM ch101	1,90	1,38
Eurochannel	5,16	4,94
Sundance	3,87	3,62
Ciné Fantz	1,52	2,16
Ciné Classico+	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
Y&K TV SHOP	4,39	5,01
Best of Shopping	4,04	2,61

Youth & music channels

Affinités	Youth & music channels	
	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
NFU 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
CFive.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 Classico	24,50	0,00

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

Period = Week 25 from June 19th till June 25th - 2017

Réguliers : TV viewers of Fashion TV who has been watching between once time the channel from June 18th till June 26th, for 10 consecutive minutes

Occasionnels : TV viewers of Fashion TV who has been watching between 1 and 6 times the channel from June 18th till June 26th, 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 particular Luxe TV HD.

Ranking of the Art de vivre et Découverte channels the most considered by the various targets the week of June 19th

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 19th till June 25th - 2017

Regulars: TV viewers of Fashion TV who has been watching between once time the channel from June 19th till June 25th, for 10 consecutive minutes

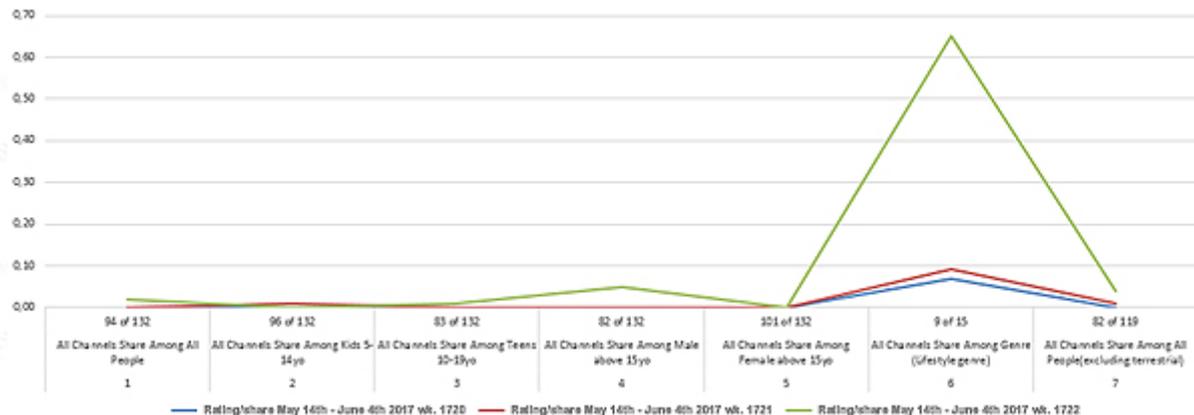
Occasionals: TV viewers of Fashion TV who has been watching between 1 and 6 times the channel from June 19th till June 25th, for 10 consecutive minutes

Channel Rating FashionTV Sky Vision

TOP 10 PROGRAM WEEK 1722

No	Description (grouped)	Average Number of Audience	(r)TVR	Share
1	FASHION4NIGHT	36	0,01	0,11
2	FASHIONBREAKFAST	12	0	0,04
3	SPECIALWEEKEND	6	0	0,01
4	FASHIONREVIEW	8	0	0,01
5	TOPPHOTOSHOOTS	4	0	0,01
6	FASHIONNEWS	2	0	0
7	BESTOFFASHION	2	0	0
8	SWIMWEAR	0	0	0

CHANNEL SHARE SUMMARY



« Zoom Thématiques » STUDY

Canalsat and Cable Viewers as well as individuals connected by ADSL - FashionTV

Key figures



Notoriety

29% of interviewed individuals know Fashion TV
Vs 71% for CNN, 20% for Bloomberg et 17% for Luxe TV.

50% notoriety: men 25-49 years old

Viewing

Among them, **21%** TV-viewers
Of which 6% regular and 15% occasional viewers.

Of Fashion TV mainly between 18h30 and 22h45

Satisfaction

Average satisfaction score 6/10.

47% of viewers give fashion TV a rating between 7 and 10.

Themes

Viewers who particularly enjoy Fashion and Fashion Shows on the Network



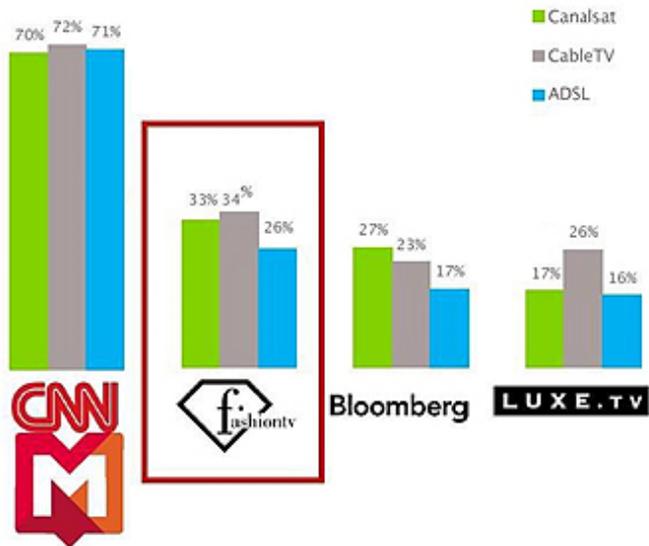


Notoriety of TV-Channels

Fashion TV is the second best known of tested Channels



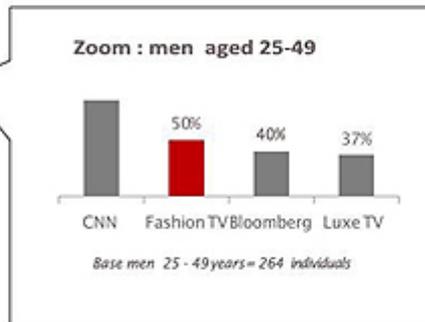
Do you know the following TV-Channels, if only by name, even if you never watched them?



Based on a total of 1 800 individuals



Do you know Fashion TV, if only by name, even if you never watched it?



A TV Channel mostly known by men, in the age of 25-49 by the active, by people living in the Paris area and by subscribers of Canalsat.

Des hommes 25-49 ans connaissent la chaîne Fashion TV.

Médiamétrie - Etude Zoom Thématiques Novembre 2018 - confidential results for Fashion TV

Base	Base total	Know CNN	know FashionTV	know Bloomberg	know Luxe TV
Base	1 800 ind.				
gender		1 265 ind.	544 ind.	395 ind.	336 ind.
men	46%	↑ 50%	↑ 57%	↑ 68%	↑ 65%
women	54%	↓ 50%	↓ 43%	↓ 32%	↓ 35%
Age					
15-24	20%				
25-34	12%	↓ 16%	22%	↓ 12%	21%
35-49	27%	13%	↑ 17%	15%	14%
50 and +	41%	↑ 31%	↑ 33%	↑ 34%	↑ 39%
Socio-professional category		40%	↓ 29%	39%	↓ 27%
CSP+	29%				
CSP-	30%	↑ 35%	33%	↑ 49%	↑ 41%
Non active	41%	30%	↑ 35%	↓ 22%	27%
Region		↓ 35%	↓ 32%	↓ 29%	↓ 32%
Paris area	21%				
North	43%	↑ 24%	↑ 28%	↑ 33%	↑ 27%
South	36%	40%	40%	↓ 32%	↓ 38%
Size of agglomeration		36%	32%	35%	35%
Less than 100 000 inhabitants	47%				
More than 100 000 inhabitants	53%	44%	↓ 41%	↓ 35%	↓ 38%
Type of subscription/TV connection		56%	↑ 59%	65%	↑ 63%
Canalsat	24%				
Cable TV	9%	24%	27%	↑ 32%	24%
ADSL	67%	9%	11%	10%	↑ 13%
		67%	↓ 62%	↓ 58%	63%

↑↓ significant differences of 95% compared to the total of subscribers 15 years and older interviewed

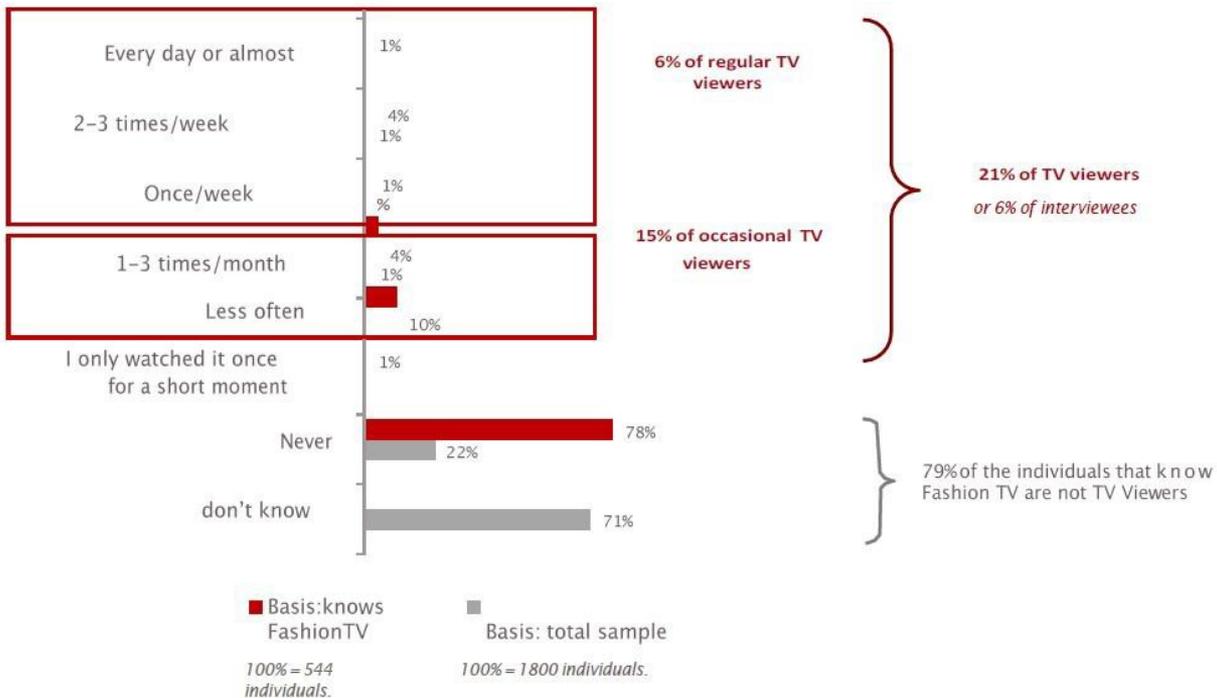


Viewing habits – FashionTV

21% of individuals who know the Channel also watch it

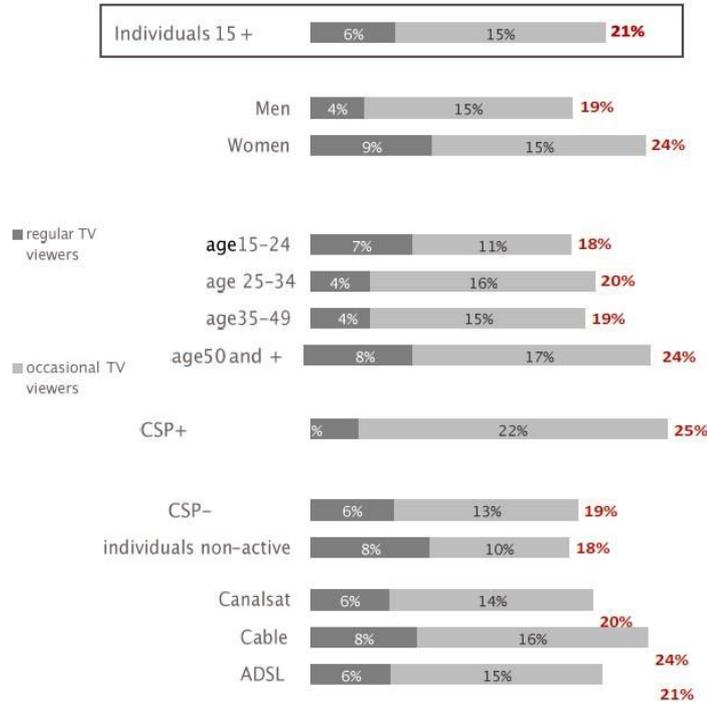


Could you tell me if, personally, you watch Fashion TV?





Could you tell me if, personally, you watch Fashion TV?



21% of individuals who know the Channel also watch it, i.e. 6% of total interviewees.



If the Channel is better known by men, it is, in contrary more consumed by women, based on the number of individuals who know Fashion TV. On the other hand women watch Fashion TV on a more regular basis than men

	Total base 1 800 ind.	know FashionTV 544 ind.	TV Viewers 122 ind.	regular TV viewers (caution: small base,) 39 ind.	occasional TV Viewers 83 ind.
Base	1 800 ind.				
Gender					
men	46%				
Women	54%	↑ 57%	51%	37%	↑ 57%
Age					
15-24	20%	↓ 43%	49%	63%	44%
25-34	12%	22%	20%	27%	17%
35-49	27%	↑ 17%	16%	12%	18%
50 and +	41%	↑ 33%	30%	23%	33%
Socio-professional category					
CSP+	29%	↓ 29%	34%	38%	33%
CSP-	30%	33%	↑ 40%	19%	↑ 48%
Non-active	41%	↑ 35%	32%	35%	30%
Region					
Paris Region	21%	↓ 32%	↓ 29%	46%	↓ 21%
North	43%	↑ 28%	25%	12%	30%
South	36%	40%	44%	↑ 63%	36%
Size of agglomeration					
Less than 100 000 habitants	47%	32%	31%	24%	34%
More than 100 000 habitants	53%	↓ 41%	47%	55%	44%
Type of subscription/ TV connection					
Canalsat	24%	↑ 59%	53%	45%	56%
Cable TV	9%	27%	26%	26%	26%
ADSL	67%	11%	12%	13%	12%
		↓ 62%	62%	61%	62%

↑↓ significant differences of 95% compared to the total of subscribers 15 years and older interviewed

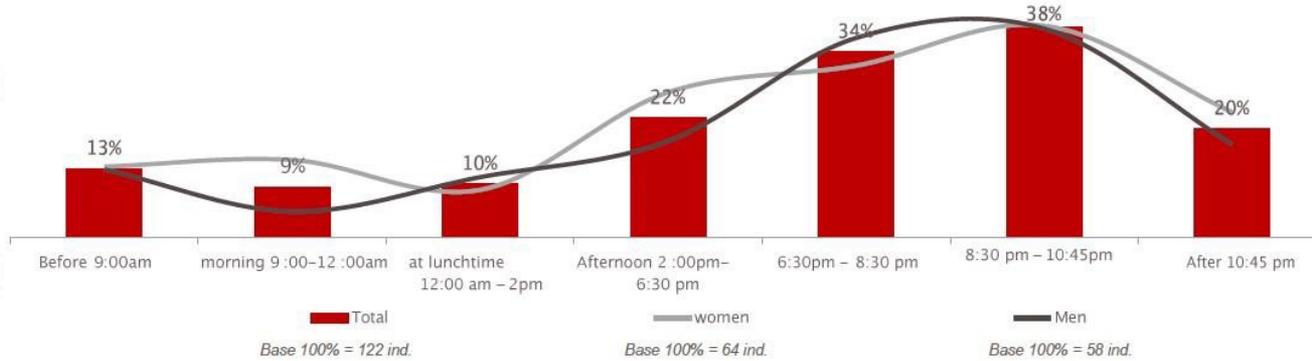


Viewing time

A TV Channel mainly watched between 18h30 and 22h45



Are you watching Fashion TV... ?



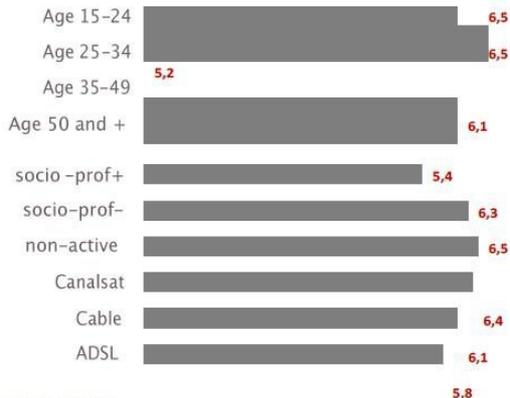
20% of TV Viewers watch the Channel before lunch, 10% watch it between 12:00 am-2:00 pm 52% watch it between 2:00 pm and 8:30 pm and 47% in the evening after 8:30 pm.



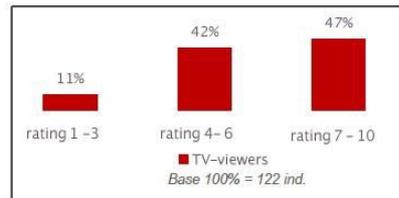
You told me that you watch Fashion TV. Could you give us a satisfaction rating from 1 to 10, 1 being the lowest rating, 10 the highest.

The intermediary ratings allow you to give a more nuanced assessment.

Average rating (out of 10):



viewers base = 122 ind.



An average rating of 6, logically higher by regular viewers (6,8)*.

The rating of the Channel is higher with women than with men, and it is higher among the age group 15-24 and among Canalsat subscribers

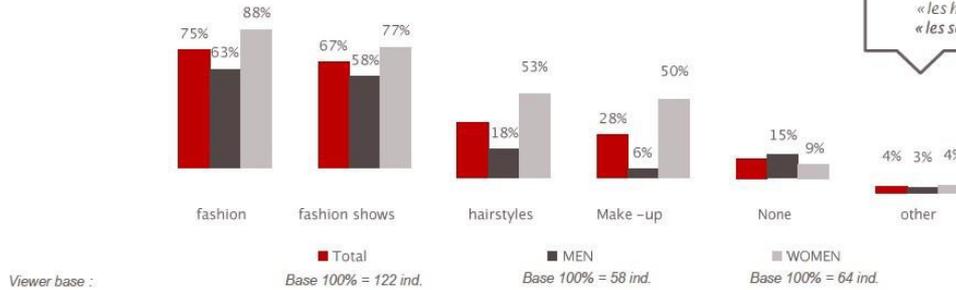
47% of TV Viewers rate Fashion TV between 7 and 10. They are 68%* of regular TV Viewers..

* caution, small base, numbers for reference purposes only.

You told me to watch FASHION TV, what are the channels Themes that you like the most ?

Some verbatim: "the music" "the information" – "the news" – "the reports" "the documentaries" "the hotels" "the events"

Quelques verbatim :
 « la musique »
 « les informations »
 « l'actualité »
 « les reportages »
 « les documentaires »
 « les hôtels »
 « les soirées »



84%

FASHION AND FASHION SHOWS are appreciated by all TV-Viewers.

Hair styles and Make Up are less appreciated by men , but they still remain appreciated by FashionTV viewers.

84% of TV Viewers appreciate at least one of these topics touched by par Fashion TV.

Conclusions

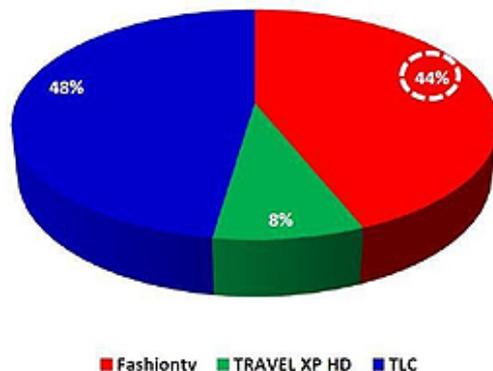


- . **29%** of Cable TV or Canalsat subscribers or viewing TV by ADSL know Fashion TV (vs 71% for CNN, 20% for Bloomberg and 17% for Luxe TV). This notoriety reaches 50% for men aged 25-49, and, more precisely 61% for men aged 25-34.
- . **21%** of individuals who know the Channel also watch it. (among them 6% of regular TV Viewers and 15% occasional TV Viewers).
- . The average satisfaction score of Television Viewers for the TV Channel is **6**.
47% of them give Fashion TV a rating between 7 and 10 ..
- . **84%** of TV viewers appreciate at least one of the topics covered by Fashion TV. « Fashion » is the favorite subject for 75% of TV-Viewers, followed by « Catwalk » for 67% of TV-viewers.

TAM Media Research India

Share of FASHION TV amongst it Genre

Share of Fashion & Lifestyle Channels in India



TG: CS 4+

Market: All India

Month: May '17

Data point: Reach '000s

fueling media insights that drive businesses

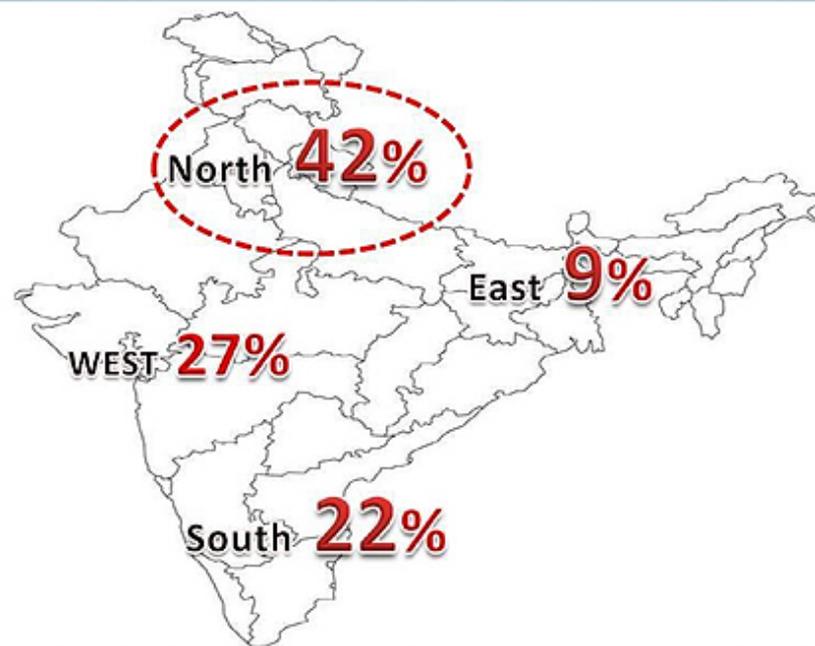
TAM
MEDIA RESEARCH

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Majority of the FASHION TV Viewers are from the North Zone



TG: CS 4+

Market: All India

Month: May '17

Data point: Reach '000s

fueling media insights that drive businesses

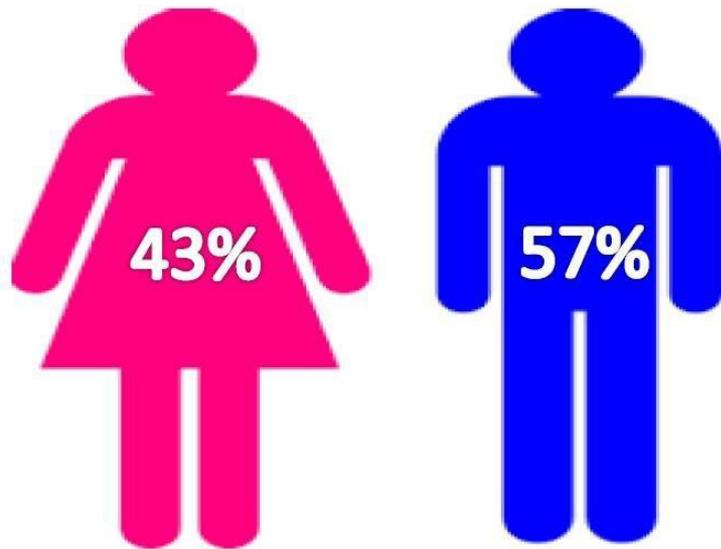
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Males watch more of FASHION TV than Females



TG: CS 4+

Market: All India

Month: May '17

Data point: Reach '000s

fueling media **insights** that **drive** businesses



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Viewers watch FASHION TV more on Weekdays



TG: CS 4+

Market: All India

Month: May '17

Data point: Reach '000s

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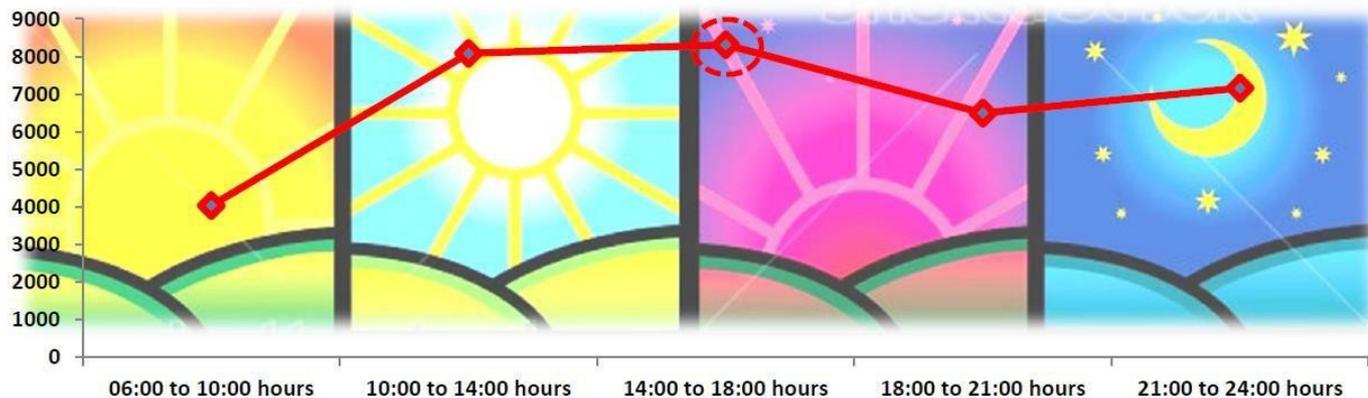
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Afternoon daypart garners more viewers

Daypart Viewership of FASHION TV



TG: CS 4+

Market: All India

Month: May '17

Data point: Reach '000s

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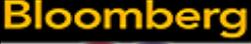
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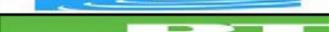
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European Media Survey of reach of top 20 percent income earners – about 45 million homes 2014-2017

European Media Survey (EMS) shows the comparisons study of growth of reach from 2014 to 2017 with growth above 60% in comparison to top other TV Channels.

	2014 Reach		2017 Reach		Total Reach Growth (2014 to 2017)	
	Weekly	Monthly	Weekly	Monthly	Weekly Growth	Monthly Growth
 Pan-European TV						
	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%

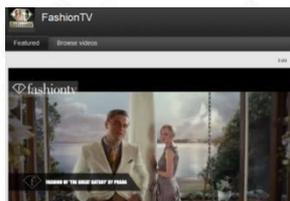
EMS Report – European Media Survey of Top 20% Income earners in West and East Europe (45 million people) 2017

eMS	2017		
	Weekly reach	Monthly reach	3Monthreach
Pan-EuropeanTV			
	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 (4+ million fans), Google+ (3.8+ million fans) and more. In the top 300 media online.





1 post onto FashionTV
Facebook brings 500.000
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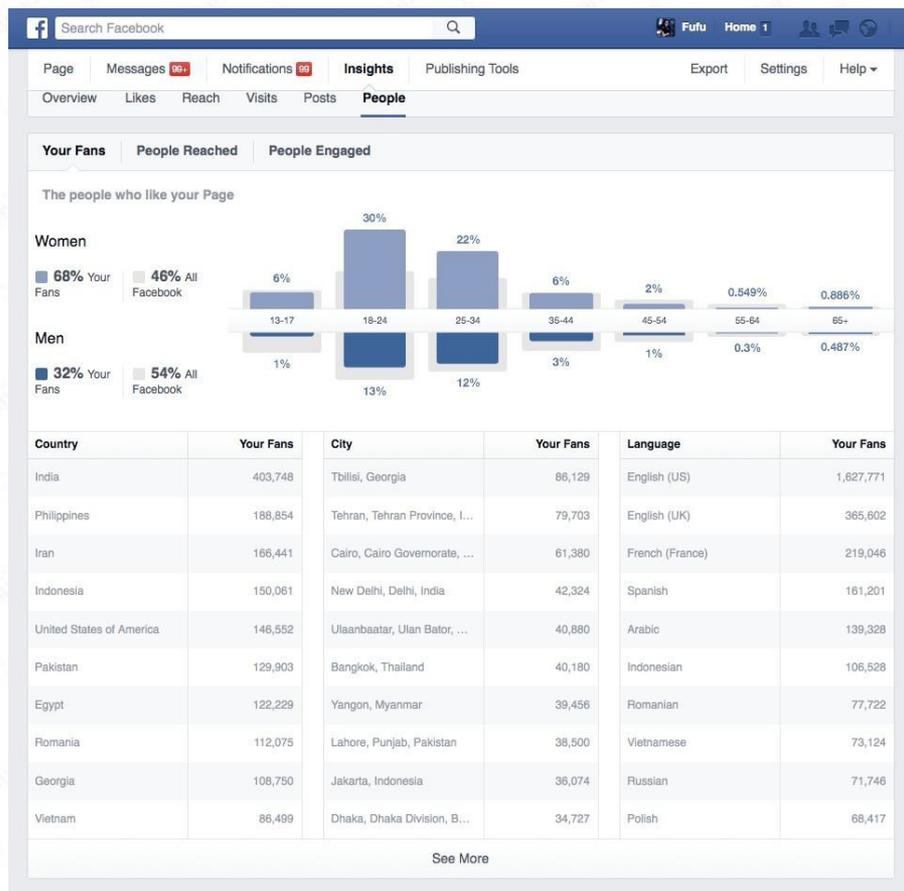
4+ Million likes on Facebook - Facebook shows more female likes (women 68% male 32%)

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>



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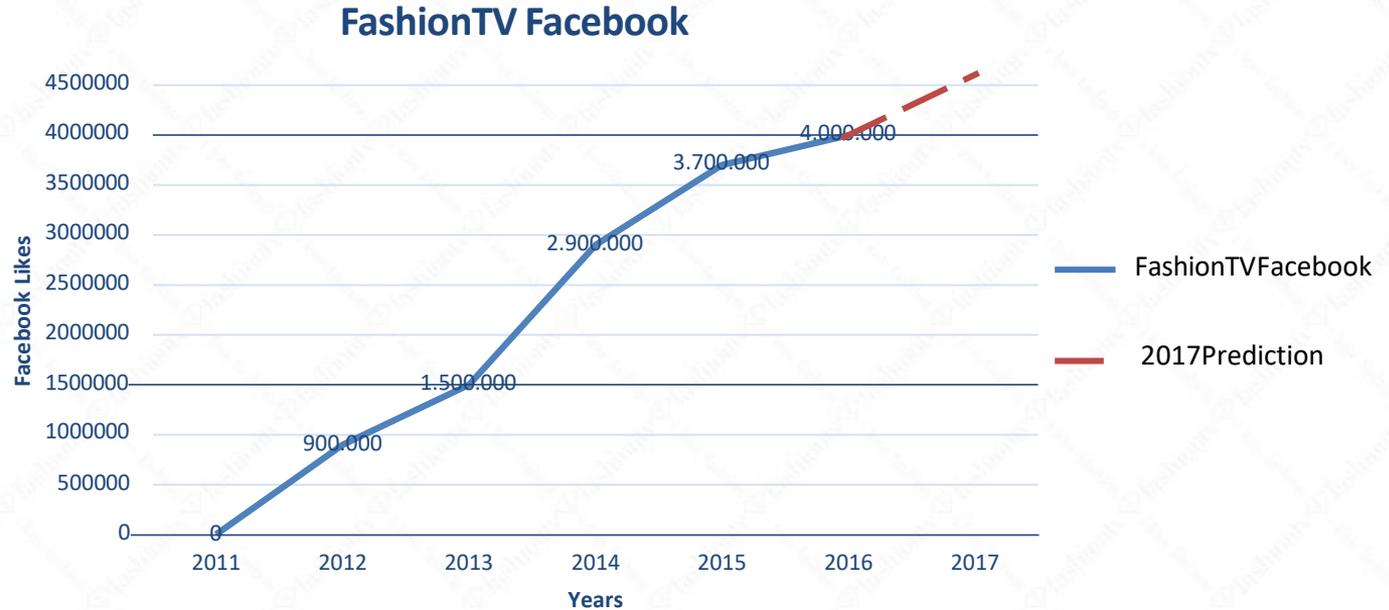
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Did you miss London Fashion Week? Don't fret, as today you can catch up on all the shows; Julien Macdonald, Temperley London, and more! I ❤️ #FashionTV #LFW #FW14

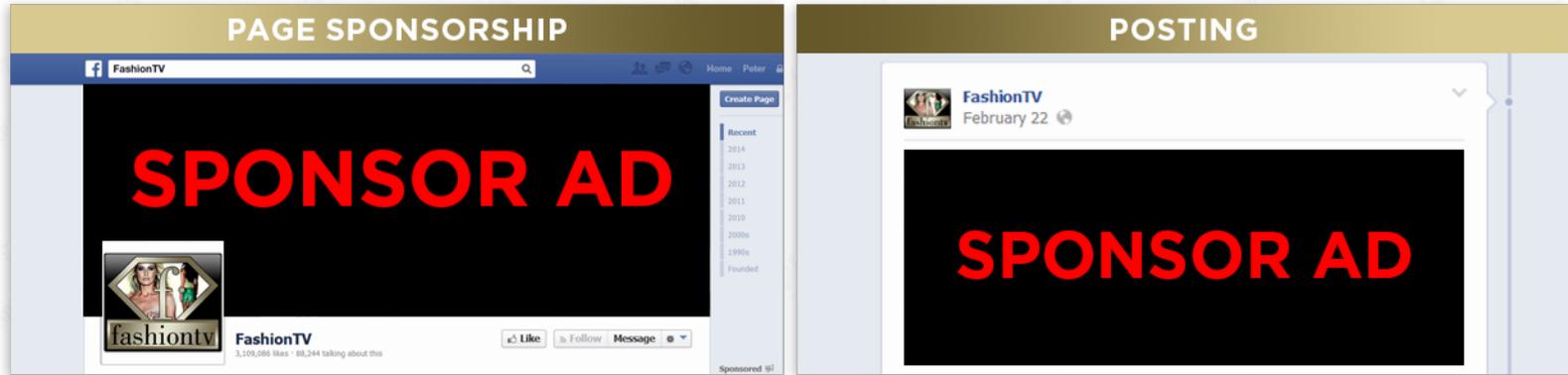
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www.fashiontv.com/live — with Karzan Ahmed and 5 others.




Graph displaying exponential growth on Facebook 2011-2017



Campaign on Facebook – 4 million + Fans



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1 post on FashionTV Google+ brings 500.000 impressions



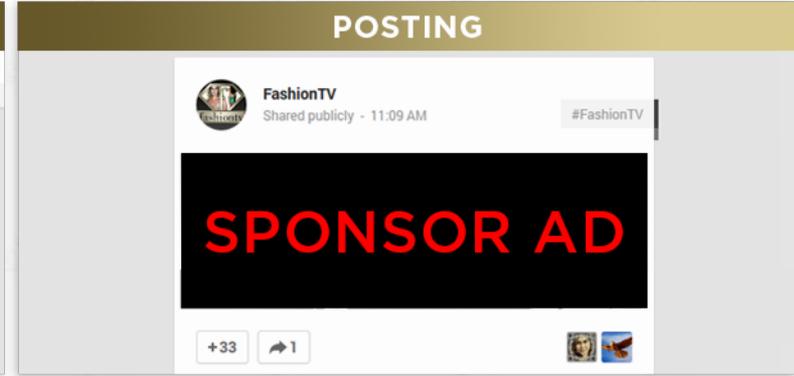
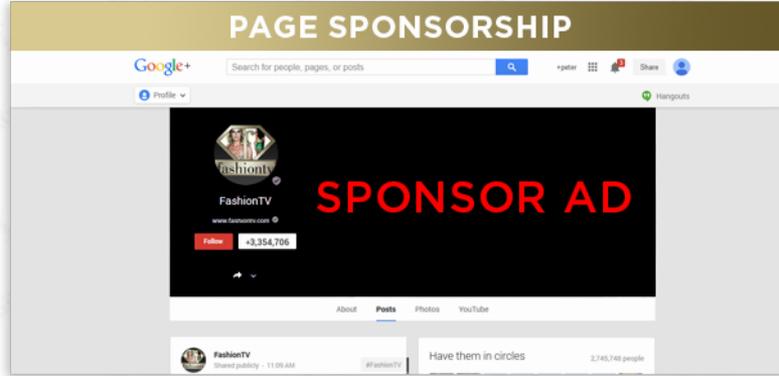
FIV Google+ page has been joined by more than **3.8+ million users**, growing over 100,000 a month.

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+ 3.8 million fans



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



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

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

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With many mobile, tablets and smart TV applications.

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