



 fashiontv

**FTVUHD**

**LINEAR**

**VOD**

# FASHIONTV INTRODUCTION

WE CHANGED ALL OUR PRODUCTION FROM CAMERAS TO EDITING TO STORAGE AND BROADCASTING TO 4K COMPATIBLE DEVICES.

FASHIONTV UHD ( 4K+ ) IS BROADCASTED WITH 25FPS WHICH FORMAT WORKS WITH HDMI 1.4.

125 HOURS OF VOD STORIES PER YEAR  
35,000 HOURS OF LINEAR STREAMING (4 channels)  
optional: can be used for catchup tv

## SD

25fp/2MB  
MPEG-4  
720x480px

1997

SD Mpeg4 broadcasting

## HD

25fp/6MB  
MPEG-4  
1920x1080px

2008

started HD adoption transit from SD to HD was slow and driven primarily by distribution of HD television sets.

## 4K

50fp/20MB  
HEVC  
3840x2160px

2015

TV manufacturers started selling 4K ready TV's and slow adaptation due to high costs.

## UHD VOD

25fp/10MB  
HEVC  
3840x2160px

2019

FashionTV UHD is broadcasted with 25fps /10 MB with half the bandwidth, same resolution as 4K.

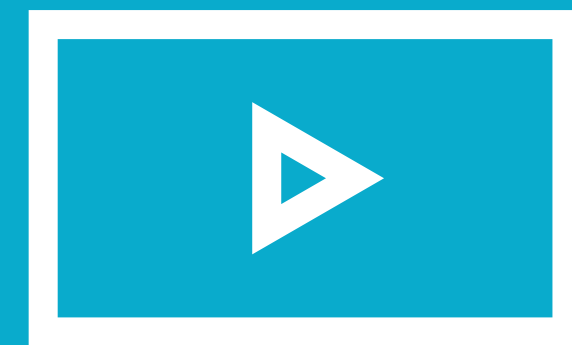
# WORLDWIDE

*Since its inception FashionTV has become a satellite channel with the highest distribution.*



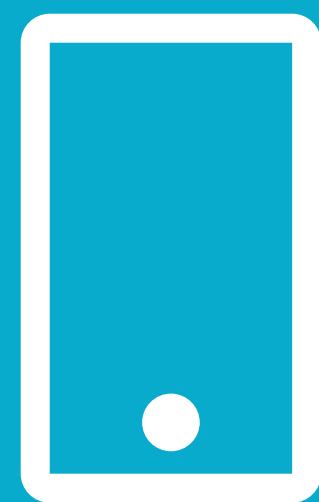
PAY TV'S

**500**  
MILLION REACH



SMART TV'S

**500**  
MILLION REACH



SMARTPHONES

**1,5**  
BILLION REACH



PUBLIC PLACES

**10**  
MILLION REACH





# OUR MISSION

## TO INSPIRE

*FTV provides access to the latest & hottest fashion trends. The globetrotting and international audience associates the channel with luxury locations, hotels & high-class venues. FTV is the only TV equivalent to thousands various fashion magazines and appeals to everyone who is interested in fashion, design, lifestyle & latest beauty trends.*

## TO EMPOWER BEAUTY

*FTV makes you feel loved & confident. We bring everyone together Millennials, music Lovers, beauty lovers, artists & beauty bloggers.*

## TO ENTERTAIN

*FTV's unique mix in production and distribution, innovative technology and distribution gives its viewers a VIP access with the best available quality.*

# TOP PROGRAMMES

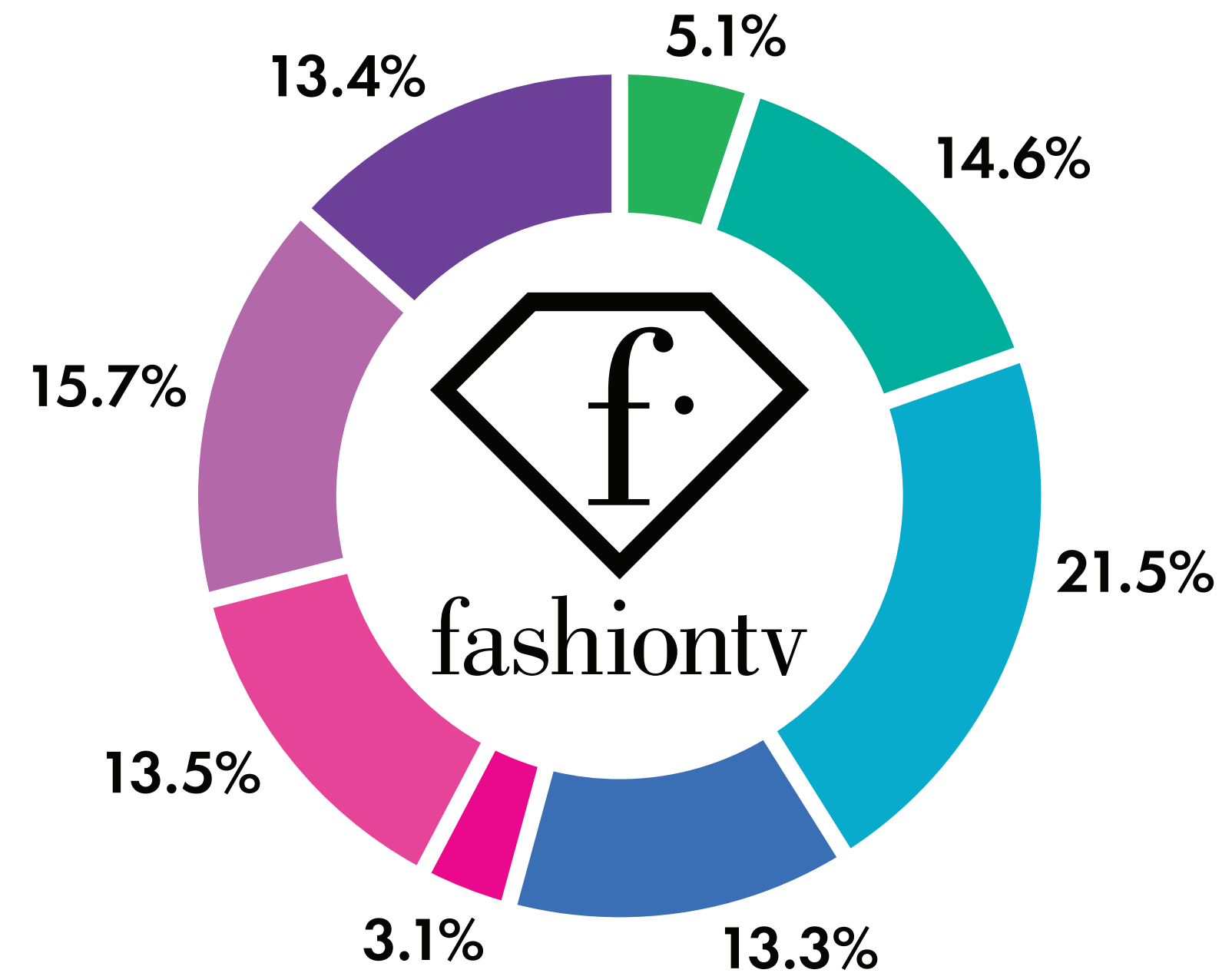
TOP MODELS  
 PHOTOGRAPHERS  
 FASHION WEKS  
 WEEKEND SPECIAL  
 F-PEOPLE  
 F-PARTIES  
 FASHION FILMS  
 DESIGNERS  
 MIDNITE HAUTE  
 HAIRSTYLES  
 BRIDAL

# FTV AUDIENCE

FTV audience are commercially responsive, consisting of models, designers and celebrities. Their purchase decisions are driven by fashion & trends. Therefore advertising guides their buying choices.

## FTV AUDIENCE

MALE 4-17  
 MALE 18-34  
 MALE 35-54  
 MALE 55+  
 FEMALE 4-17  
 FEMALE 18-34  
 FEMALE 35-54  
 FEMALE 55+



# WHY FASHION TV IN UHD?

*The closer you get to beauty the more you appreciate each detail of it! Just as sports viewers want to see the players and movements, FashionTV viewers want to see the models, their faces, the design, the material, the texture, the make up in fine details to have a front row experience in UHD.*

*"UHD ALLOWS THE VIEWER TO BE PART OF THE SHOW!"*

*THIS IS HOW WE STARTED,  
THE DESIGNERS DEMANDED UHD QUALITY:*

*Designers prefer UHD, so they can show their products - on large digital billboards on the city streets, as well as in shop displays, airports, on TVs & in people's homes. Filming in UHD allows to enhance the beauty of fashion in each designer's collection & makes luxury products more desirable.*

*UHD shootings are done in 50 fps with high-end cameras, giving stunning images even with low light.*

*To give it more softer feel, similar to the way movies are broadcasted. We broadcast in 10Mbit/s with 25fps. Which brings substantial savings, more than 50% for the operators and provides stable picture for comfortable viewing.*

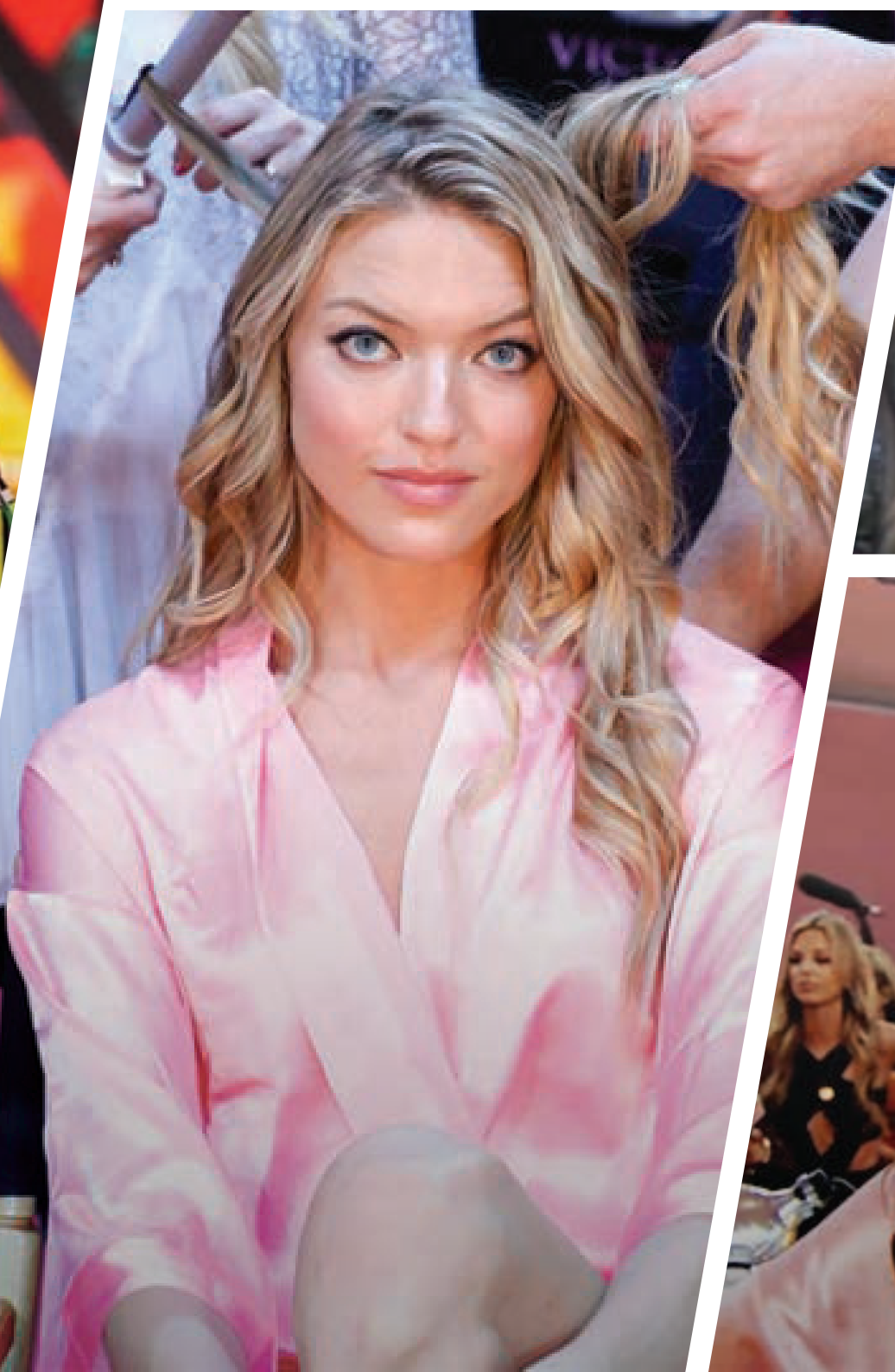


# WE PRODUCE ALL THE MAJOR FASHION SHOWS

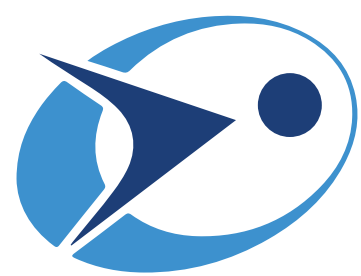
FROM PROGRAMS, INNOVATIVE  
DIGITAL OPPORTUNITIES AND  
INTEGRATED PARTNERSHIPS

- WE'VE GOT IT ALL COVERED.

*Fashion shows, catwalks, backstage, trends of new designs new models ideally show on 4K. We cover all the Major Fashion weeks in Milan, Paris, Moscow, Cannes Film Festival, with the most popular Swimwear & VICTORIA'S SECRET shows. Lingerie, Photoshoots of swimwear in exotic destinations where you feel the sand under your feet etc.*



# FASHIONTV UHD MARKET OVERVIEW



eutelsat

*Eutelsat has been supporting the development of 4K since 2015. FashionTV has been broadcast on Eutelsat Hotbird (13°Est).*

*It is available all over Europe, Middle East, and up to Kazakhstan & Western Russia.*

*In Russia FashionTV is on MTS.*



speedcast

**FOR THE REST OF THE WORLD  
DELIVERY BY ZIXI AND OTT VIDEO**



eutelsat





# WHY WATCH FASHIONTV 4K?

OUR CONTENT IS ALWAYS UP-TO-DATE,  
MEANING LAST 24 HOURS SHOWS.

*FashionTV is the first 24/7 fashion & lifestyle channel known for 20 years in Russia. Our methods & presentation of everything fashion related is not only popular in Russia , but all over the world.*

*Fashion TV UHD goes a step further by offering a full immersion, with stunning images on big TV screens. With this 4K experience, your subscribers will remain loyal customers for years.*



fashionontv

**FTV UHD VOD**

**FASHIONTV  
VOD LIBRARY**

**HD/UHD  
VOD  
CATALOGUE**

**UPDATED  
QUARTERLY**

# *Model Stories*

Adriana Lima, Alessandra Ambrosio, Miranda Kerr, Gigi Hadid, etc

# *Fashion Weeks*

New York, London, Milan, Paris, Haute Couture, Moscow, Tokyo, etc

# *Thematic stories*

Midnite Secrets, Bridal, F-Men, Model Fitness, Photographers, Fashion Films, Hair & Makeup, F Destination, F Teens, F Kids etc


# *Brands Stories*

Dior, Versace, Philipp Plein, Armani, Gucci, DSquared2 etc

# SAMPLE TITLES



 WHO LOVES FASHIONTV?

 THE NEW VICTORIA'S SECRET SHOW


 THE STORY OF PHILIPP PLEIN


 THE STORY OF VICTORIA'S SECRET




 THE STORY OF AGENT PROVOCATEUR


 PIRELLI CALENDAR SPECIAL


 THE STORY OF LA PERLA

 SWIMWEAR | S18 E01 (4K+)



 THE STORY OF VERSACE (4K+)

 THE STORY OF NATASHA POLY

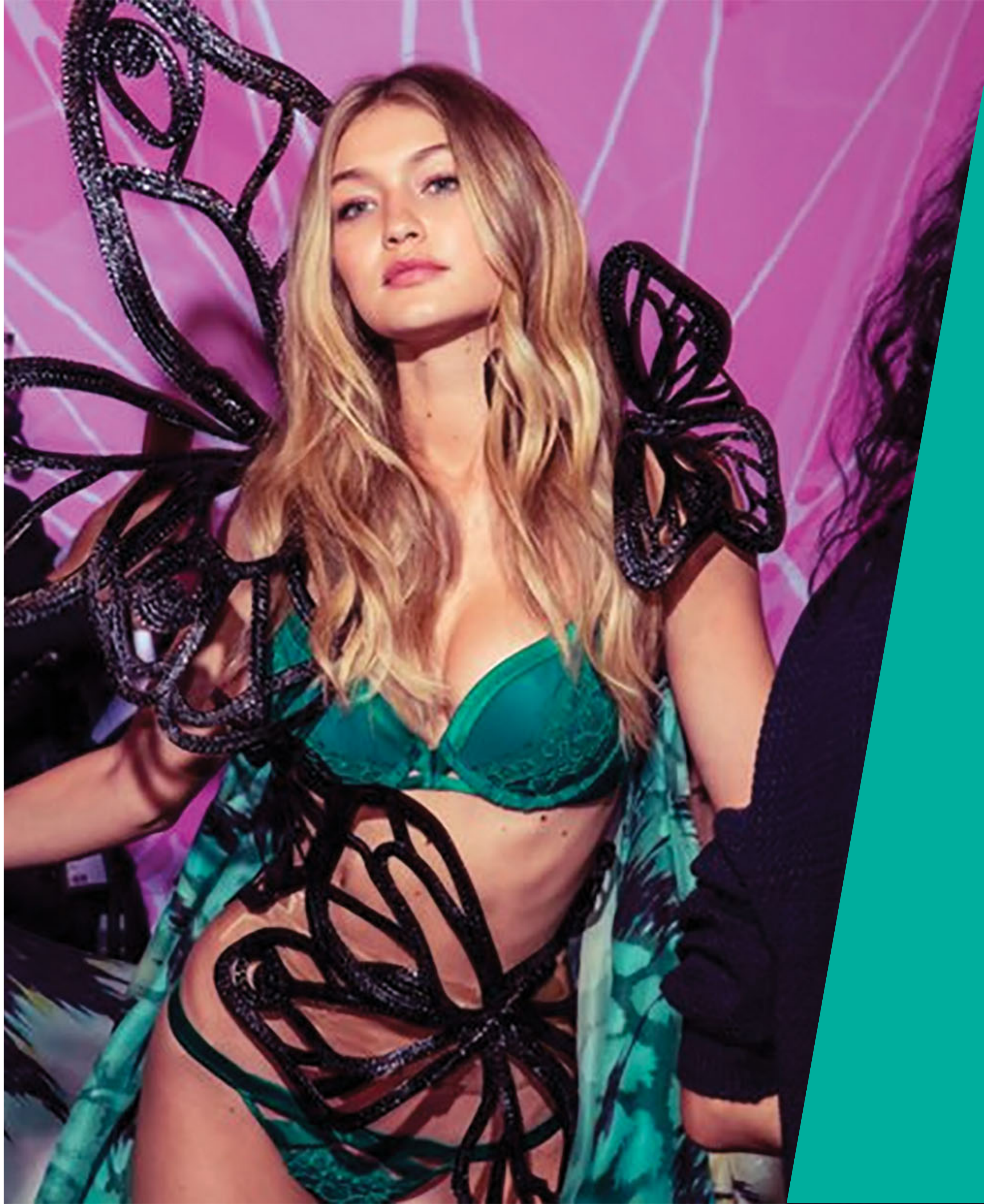
 THE STORY OF MIU MIU

 THE STORY OF MICHAEL KORS



fashiontv

**LAUNCH PACKAGE**



UHD package

**6 Episodes**

~30min long each

+

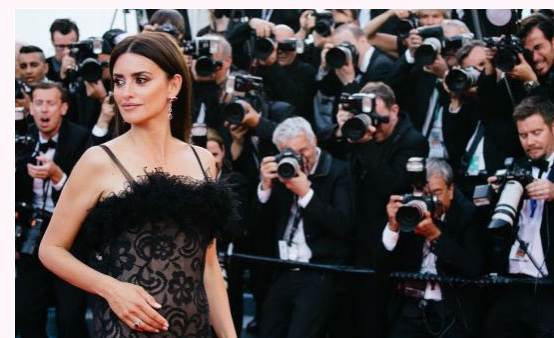
**2 Episodes**

updated month

# FASHIONTV VOD UHD EXAMPLE LIST



**THE STORY OF VICTORIA'S SECRET**  
SET ASIDE ALL YOUR DAILY STUFF! EVERYTHING YOU WANTED TO KNOW ABOUT VICTORIA'S SECRET SHOW AND ITS BACK-STAGE IN OUR RECENT STORY.



**THE STORY OF CANNES FILM FESTIVAL**  
WATCH RED CARPET OF THE MAIN GLAMOUR EVENT OF THE YEAR FULL OF MODELS AND ACTRESSES AND MANY OTHER CELEBS.



**THE STORY OF AMFAR GALA**  
TAKE A LOOK AT ONE OF CANNE'S MOST EXCLUSIVE EVENTS, AMFAR, ORGANIZED BY THIS MOST POPULAR INTERNATIONAL NONPROFIT ORGANIZATION.



**THE STORY OF MAKE-UP TRENDS**  
YOUR BACKSTAGE PASS TO THE WORLD'S GREATEST MAKE-UP GURUS OF FASHION! LEARN THE TRICKS OF THE BEAUTY TIPS TO BE SURE TO GET YOU NOTICED.



**THE STORY OF HAIRSTYLES TRENDS**  
FIND OUT ALL THE LATEST HAIRSTYLE TRENDS; DISCOVER THE SECRETS OF THE MODELS, CHOOSE YOUR STYLE AND BE FASHIONABLE THOROUGH AND THOROUGH.



**THE STORY OF MODEL TALKS**  
A UNIQUE CHANCE TO GET TO KNOW EVERYTHING YOU'VE EVER WANTED TO KNOW ABOUT THE WORLD'S MOST FAMOUS BEAUTIES. HEAR WHAT THEY HAVE TO SAY ABOUT THE WORLD OF FASHION, MODELING AND WHAT'S ITS LIKE TO BE A RUNWAY MODEL.

# UHD MONTHLY UPDATED EXAMPLE LIST



**THE STORY OF SALVATORE FERRAGAMO**  
THE FULL STORY OF THE FOUNDER OF LUXURY-GOODS HIGH-END RETAILER AND VERY FAMOUS ITALIAN SHOES DESIGNER.



**THE STORY OF MAX MARA**  
THE COMPANY REMAINS IN THE HANDS OF THE ITALIAN FAMILY AND PROCEED TO BE AN ICONIC ITALIAN FASHION BRAND.

# TECHNICAL DELIVERY



SATELLITE



HOMES



IP OPERATORS



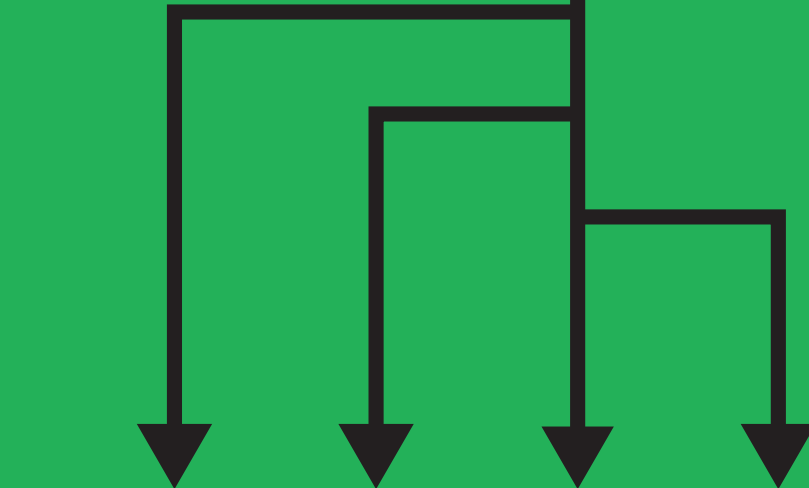
OPERATORS



CABLE OPERATORS



TELCOS



OTT PLATFORMS



# FASHIONTV AVAILABLE & COMING SOON



# WE ARE WHERE THE FASHION IS

Dior

YANINA  
C O U T U R E

GH

ALBERTA FERRETTI

&

CHANEL

MaxMara

PHILIPP PLEIN

RALPH & RUSSO

CHANEL

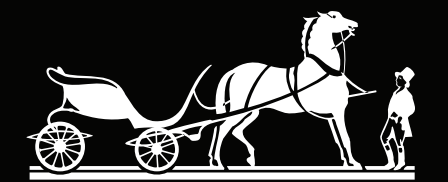
Guy Laroche Paris  
Parfums

roberto cavalli

ELIE SAAB

Salvatore Ferragamo

DOLCE & GABBANA



M A R N I

ROCHAS  
PARIS

ZUHAIR MURAD

HERMÈS  
PARIS

ALEXANDRE VAUTHIER



ERMANNNO  
SCERVINO

VERSACE

LANCÔME  
PARIS

ZM

Chopard  
GENÈVE



ROLEX

F

FENDI

Rock Owens

Cartier

ICEBERG.

John  
Galliano

BURBERRY®

ETRO  
Milano

TIFFANY & Co.

Ermenegildo  
Zegna

LANVIN

BVLGARI

GUCCI

MONCLER



emanuel ungaro

MISSONI

MOSCHINO

Blumarine  
Eyewear

Jean Paul  
GAULTIER

ISSEY MIYAKE