



FTV VOD OFFER 2019

HD / UHD
VOD CATALOGUE

FASHIONTV INTRODUCTION

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

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

25fp/10MB
HEVC
3840x2160px

2019

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



**FASHIONTV
VOD LIBRARY**

**HD/UHD
VOD
CATALOGUE**

**UPDATED
MONTHLY**

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 Haute, 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



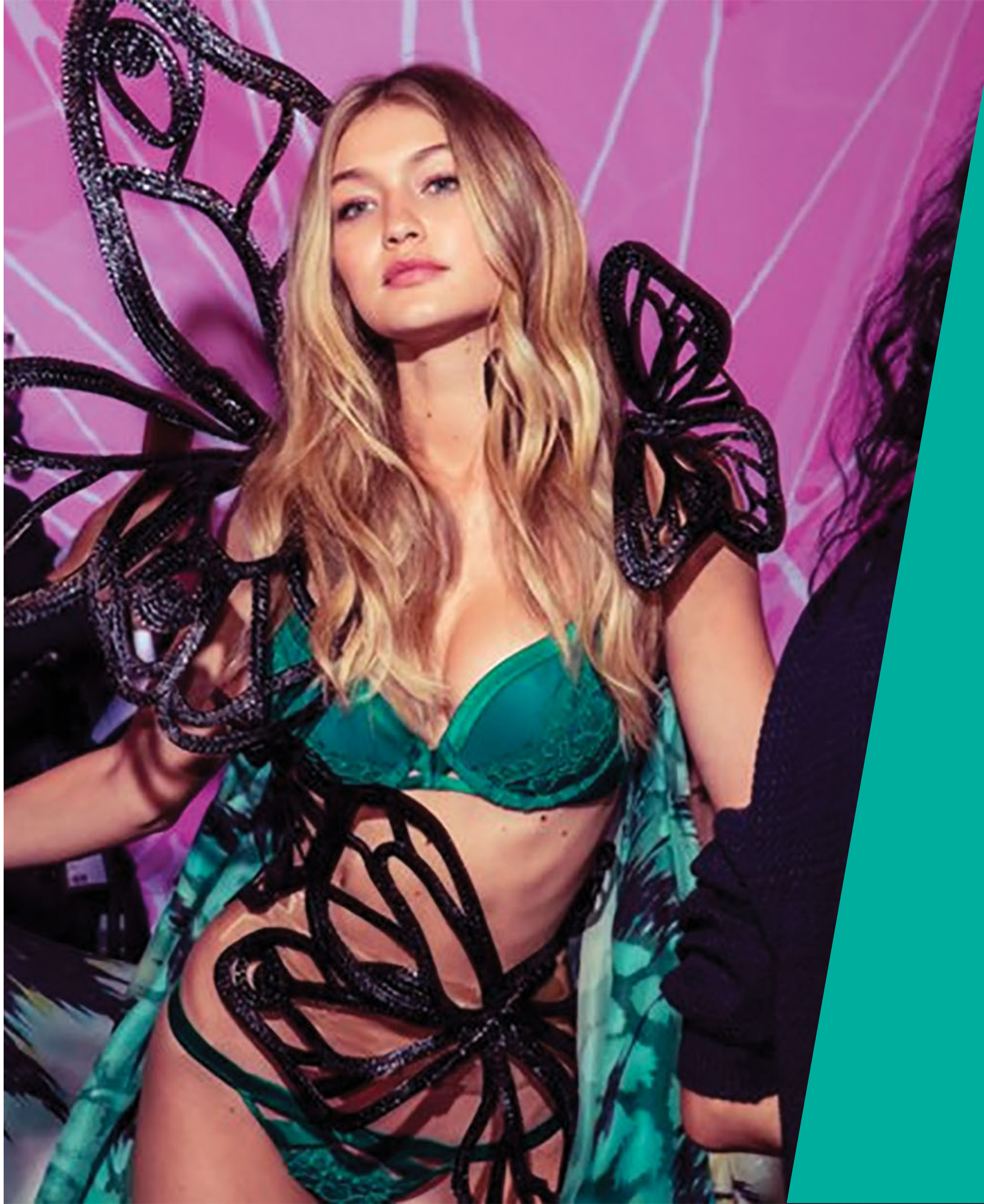
LAUNCH PACKAGE



30 Episodes
~30min long each

+

updated month
15 Episodes
~30min long each



UHD bonus package

6 *Episodes*

~30min long each

+

2 *Episodes*

updated monthly

TECHNICAL DELIVERY



DELIVERY METHOD

FTP

DELIVERY FORMATS

h.264/AVC (MP4), h.265/HEVC (MOV)

VIDEO FORMATS

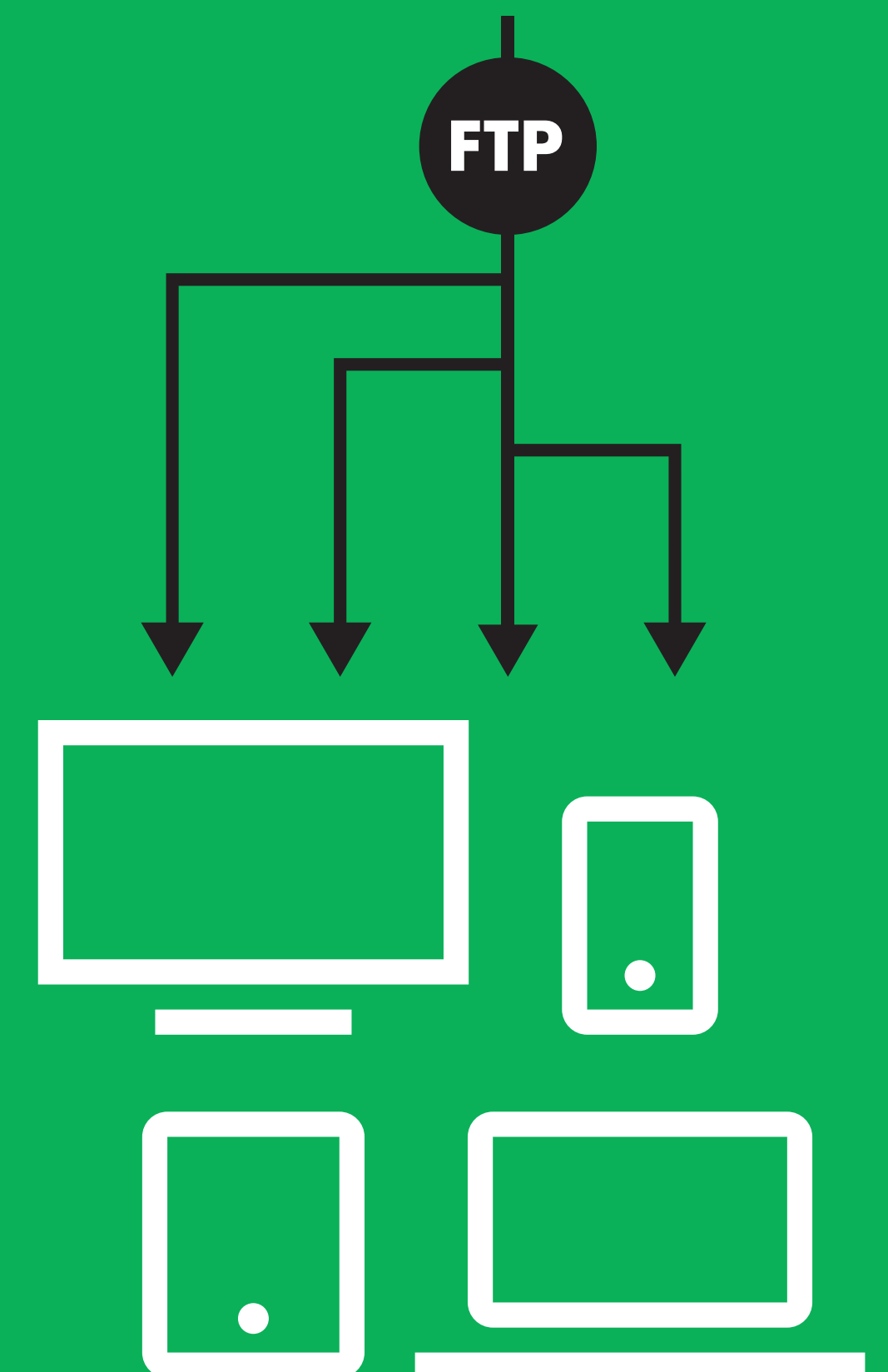
HD 1080i, 25fps / UHD 2160i 25/50fps

BITRATE OPTIONS

HD@10mbps, UHD@10/20mbps

METADATA

Title, Poster, Description, PG rating



ALL CLIENTS


SAMPLE TITLES

click anywhere to view clips



 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

click anywhere to view clips



THE STORY OF ADRIANA LIMA 16+

COME EXPLORE THE LIFE AND WORK OF ADRIANA LIMA, ONE OF THE MOST BREATHTAKINGMODELS IN THE FASHION INDUSTRY. GET AN EXCLUSIVE LOOK INTO HER MOST ICONIC CAMPAIGNS AND INTERVIEWS THROUGHOUT HER CAREER.

LENGHT: 31MIN	CATEGORY: MODELS
BRANDS: VICTORIA'S SECRET VERSACE GUCCI PRADA	MAIN CAST: ADRIANA LIMA
	YEAR: 2019



THE STORY OF CHRISTIAN DIOR 13+

TAKE TIME FOR A LEGEND – ICONIC CHRISTIAN DIOR DESIGNS TRANSCEND TIME REFLECTING EACH WEARER’S STYLE AND IDENTITY AND IRREVOCABLY CHANGING THE WAY THEY MOVE THROUGH THE WORLD.

LENGHT: 29MIN	CATEGORY: BRANDS
BRANDS: DIOR	MAIN CAST: ALESSANDRA EMBROSIO NATASHA POLY
YEAR: 2019	



THE STORY OF SPORTS ILLUSTRATED 18+

ENJOY THE MAKING OF THE MOST EXOTIC CALENDAR SHOOT IN THE WORLD, FEATURING THE WORLD'S MOST BEAUTIFUL MODELS FOR ONE OF THE LEADING SPORTS MAGAZINES IN THE WORLD.

LENGHT: 31MIN	CATEGORY: CALENDARS
BRANDS: SPORTS ILLUSTRATED	MAIN CAST: ADRIANA LIMA
	YEAR: 2019

METADATA

TITLE
POSTER
DESCRIPTION
LENGTH
CATEGORY
AGE MARK
BRANDS
MAIN CAST
YEAR

[click anywhere to view clips](#)

LAUNCH PACKAGE 30 TITLES LIST 1/2

TOP MODELS



THE STORY OF ADRIANA LIMA

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THE STORY OF ANNA EWERS

IF YOU FOLLOW THE WORLD OF HIGH FASHION ANNA EWERS SHOULD BE ON YOUR RADAR. WATCH THE EXCLUSIVE ON HOW SHE MADE HER WAY TO THE TOP.



THE STORY OF BELLA HADID

AMERICAN MODEL, SIGNED TO IMG MODELS IN 2014. IN DECEMBER 2016, THE INDUSTRY VOTED HER "MODEL OF THE YEAR" FOR MODEL.COM'S MODEL OF THE YEAR 2016 AWARDS.



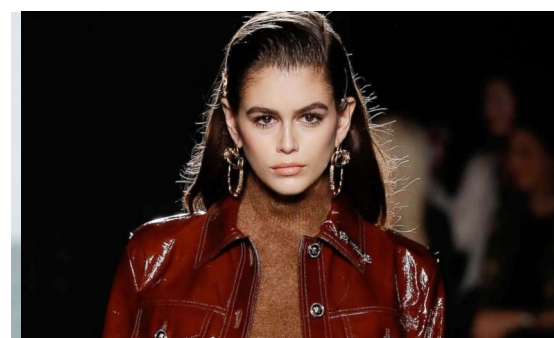
THE STORY OF GIGI HADID

WIDELY REGARDED AS ONE OF THE BEST MODELS OF HER GENERATION, HADID HAS GAINED 35 APPEARANCES ON INTERNATIONAL VOGUE MAGAZINE COVERS OVER ONLY 4 YEARS OF HER PROFESSIONAL CAREER.



THE STORY OF HAILEY BALDWIN

GET AN EXCLUSIVE LOOK INTO MOST ICONIC CAMPAIGNS AND INTERVIEWS THROUGHOUT CAREER OF STEPHEN BALDWIN DAUGHTER.



THE STORY OF KAIA GERBER

SEEMS LIKE CINDY IS PASSING THE BATON TO A WORTHY SUCCESSOR. CHECK FOR THE STORY ON KAIA GERBER TO LEARN ABOUT HER FIRST STEPS TO THE TOP.

TOP BRANDS



THE STORY OF LOUIS VUITTON

LV IS LIKE ABC FOR FASHION LOVERS AROUND THE GLOBE. ARE YOU READY TO PICK UP SOME FABULOUS DETAILS ON THE LIVING AND ONE OF THE MOST SUCCESSFUL BRANDS OF THE WORLD.



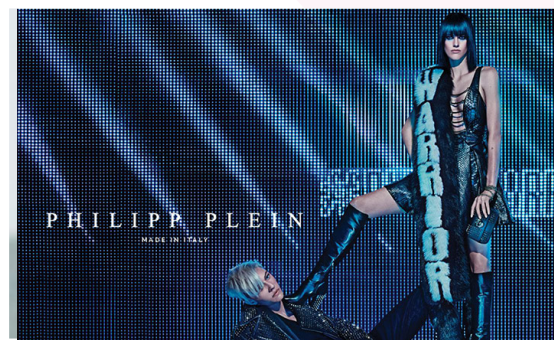
THE STORY OF MARC JACOBS

THE MAN WHO MASTERED THE ART OF LIFESTYLE CAMPAIGNS, BRANDING HIMSELF TO REACH THE TOP 100 MOST INFLUENTIAL PEOPLE IN THE WORLD – MEET MARC JACOBS!



THE STORY OF MISSONI

MEET ONE OF THE GREATEST ITALIAN BRANDS, THE BEST OF KNITWEAR MISSONI WHO TEACH US TO BE FASHIONABLE, BUT NEVER A FASHION VICTIM.



THE STORY OF PHILIPP PLEIN

HE IS FAMOUS FOR HIS UNIQUE BAGS AND ACCESSORIES FROM THE LEFTOVER EXOTIC LEATHERS AND EMBROIDERED SKULLS WITH SWAROVSKI CRYSTALS. SO LUXURY, SO PLEIN!



THE STORY OF PRADA

WHO SETS THE TONE IN MAKING EXQUISITELY BEAUTIFUL GOWNS AND DRESSES FOR SOCIETY LADIES, ACTRESSES, AND POLITICAL WOMEN? MEET PRADA!



THE STORY OF ROBERTO CAVALLI

SPEND YOUR TIME WITH ROBERTO CAVALLI, THE BRIGHTEST ITALIAN FASHION DESIGNER AND INVENTOR BEST KNOWN FOR EXOTIC PRINTS AND FOR CREATING THE SAND-BLASTED LOOK FOR JEANS.

TOP FASHION WEEKS



THE STORY OF MILAN FASHION WEEK

MILAN FASHION WEEK WOULD BE NOTHING WITHOUT THE STYLE AND FASHION OF THE WORLD'S GREATEST DESIGNERS AND FASHION HOUSES. TAKE A LOOK INSIDE.



THE STORY OF PARIS FASHION WEEK

PARIS FASHION WEEK IS WHERE THE MOST ELEGANT OF DESIGNERS PRESENT THEIR COLLECTIONS TO THE WORLD AND IT IS MAGICAL.



THE STORY OF MEN FASHION WEEKS

MEN FASHION WEEKS ARE THE PERFECT WAY TO LEARN A LITTLE BIT ABOUT MEN'S FASHION AND WHAT'S IN STYLE.



THE STORY OF PARIS HAUTE COUTURE

HAUTE COUTURE IS THE HIGHEST FASHION OF ALL FASHION WEEKS AND WE HAVE THE EXCLUSIVE IN ON THE GOLD.



THE STORY OF NEW YORK FASHION WEEK

NEW YORK FASHION WEEK IS A SEMI-ANNUAL SERIES OF EVENTS WHEN INTERNATIONAL FASHION COLLECTIONS ARE SHOWN AND YOU GET AN INSIDE PASS.



THE STORY OF MADRID FASHION WEEK

MADRID FASHION WEEK BRINGS ALL THE PRIM AND PROPER TO FASHION RUNWAY AND THERE'S NOTHING STOPPING US FROM SHOWING UP.

[click anywhere to view clips](#)

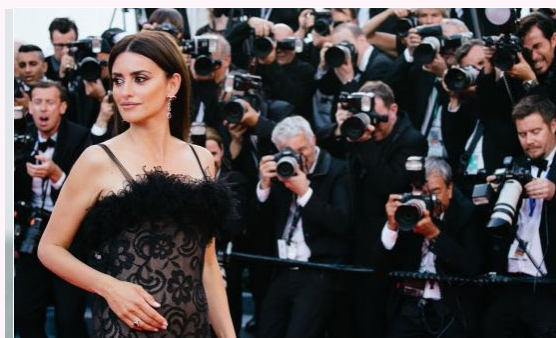
LAUNCH PACKAGE 30 TITLES LIST 2/2

TOP FASHION EVENTS



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.



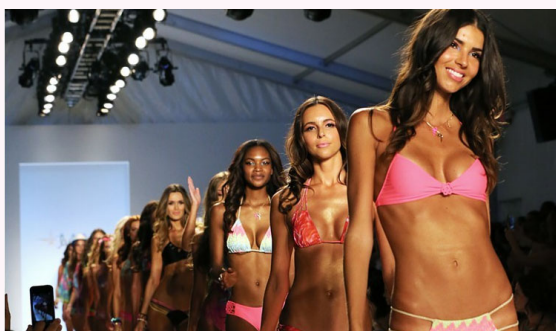
THE STORY OF CANNES FILM FESTIVAL

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 MIAMI SWIMSUITS WEEK

GORGEOUS GIRLS, EXOTIC & TRENDY SWIMWEAR. A GLANCE AT THE HOT & SEXY SWIMWEAR COLLECTIONS - YOUR CHANCE TO SEE WHAT'S HAPPENING IN THE WORLD OF SWIMWEAR!



THE STORY OF F-PARTIES

A UNIQUE CHANCE TO BE PART OF THE WORLD'S GREATEST PARTIES RIGHT FROM YOUR HOME! LISTEN TO WORLD FAMOUS DJ'S, MIXING THE GREATEST TRACKS IN ALL THE FASHION BARS AND HOTTEST CLUBS AROUND THE WORLD.



THE STORY OF DE GRISOGONO

A SWISS LUXURY JEWELLERY THAT IS A REAL PIECE OF ART. TAKE A LOOK AT ONE THE MOST ADORABLE JEWELLERY BRAND IN THE WORLD!

TOP FASHION EDITORIALS



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.



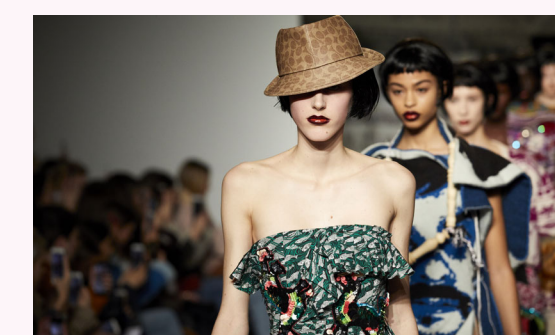
THE STORY OF MODEL TALKS

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.



THE STORY OF LOVE MAGAZINE

YOU'LL BE THRILLED WITH OUR STORY ON LOVE – A COMPENDIUM OF INSPIRATION FOR ANYONE LOOKING VFOR VISUAL IDEAS, FOR ANYONE WHO LOVES FASHION AND DESIGN.



FRESH FACES STORIES

WE TAKE YOU ON A COMPLETE JOURNEY WITH FASHION'S GREATEST FRESH FACES. LOOK INTO THE FUTURE OF MODELING AND SEE THEM NEXT YEAR AT FAMOUS PODIUMS!



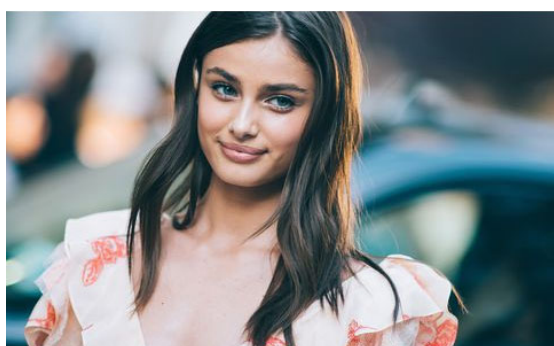
“WHAT IS IN MY BAG?” STORY

DO YOU WANT TO KNOW WHAT IS INSIDE THE BAG OF TAYLOR HILL OR SARA SAMPAIO? THEY'LL SHARE WITH YOU THEIR WOMEN SECRETS THAT THEY CARRY WITH THEM DAILY!

[click anywhere to view clips](#)

MONTHLY UPDATE 15 TITLES EXAMPLE LIST

TOP MODELS



THE STORY OF TAYLOR HILL

SHE IS ONE OF THE HOTTEST MODELS OF AMERICA, A GYMNAST IN HER PAST, VICTORIA'S SECRET ANGEL AND DEFINITELY THE SYMBOL OF THE HIGHEST BRANDS' CATWALKS NOWADAYS.



THE STORY ELITE MODEL LOOK

WORLD'S MOST PRESTIGIOUS INTERNATIONAL MODELLING CONTEST. IT IS CREDITED WITH DISCOVERING SUPER MODELS INCLUDING CINDY CRAWFORD, GISELE BUNDCHEN, LARA STONE AND ALESSANDRA AMBROSIO.



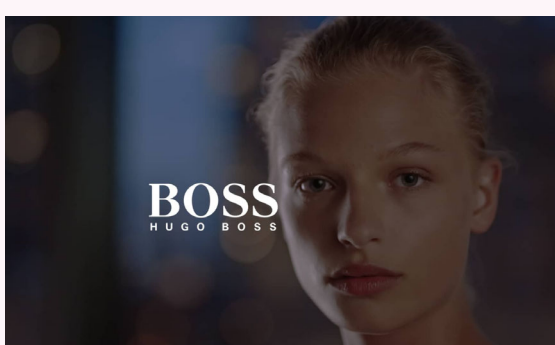
THE STORY NORMAL MAGAZINE

NORMAL MAGAZINE IS A HIGH END PRINT QUARTERLY DEVOTED TO ARTISTIC PHOTOGRAPHY, NUDE AND FASHION ORIENTED. AVAILABLE IN FRANCE AND WORLDWIDE.

TOP BRANDS



THE STORY OF THE STORY OF YVES SAINT LAURENT
YOUR KNOWLEDGE OF FASHION WON'T BE COMPLETE WITHOUT A LEGENDARY BRAND YSL WHOSE FOUNDER STATED THAT IT WAS HE WHO CREATED THE CONTEMPORARY WOMAN'S WARDROBE.



THE STORY OF HUGO BOSS

KNOWN THE WORLD OVER FOR ITS SUITING, A BASTION OF STARK MODERNITY AGAINST TRADITION, NOT A LUXURY BUT FOREVER PREMIUM – MEET HUGO BOSS ON FASHIONTV.



THE STORY OF MIU MIU

JOIN US IN MIU MIU'S WORLD OF UNRESTRAINED CREATIVITY WHICH RESTS BETWEEN NAÏF SPIRIT AND IRIDESCENT SUBVERSION.

TOP FASHION WEEKS



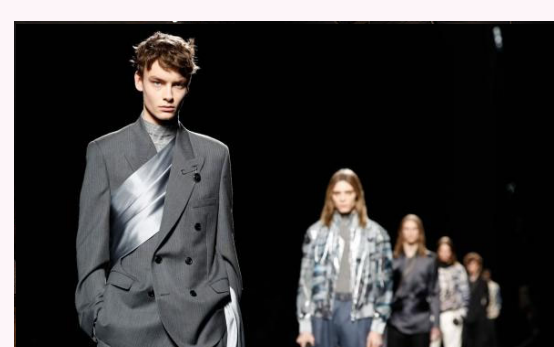
THE STORY OF MOSCOW FASHION WEEK

THE LARGEST FASHION EVENT IN EASTERN EUROPE - MERCEDES-BENZ FASHION WEEK RUSSIA IS ALWAYS HELD ON BEAUTIFUL VENUES AND ATTRACTS CELEBS WHO ARE FAMOUS ALL OVER THE WORLD.



THE STORY OF TOKYO FASHION WEEK

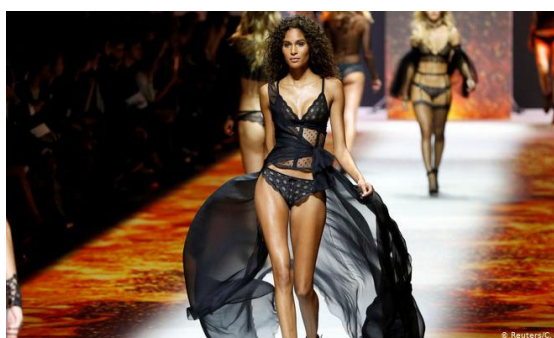
ALL THAT YOU WANT TO TRY AS FASHIONISTA - TO TRY TO LOOK LIKE JAPANESE, BUT IF YOU TAKE A LOOK AT AMAZON FASHION WEEK TOKYO YOU'LL UNDERSTAND THAT YOU CAN'T REPEAT THEIR STYLE AND TALENT.



THE STORY OF BARCELONA FASHION WEEKS

BARCELONA FASHION WEEK IS THE MOST IMPORTANT FASHION RELATED EVENT HELD IN THE CATALAN CAPITAL AND IT HAS BEEN ORGANIZED IN BARCELONA FOR ALMOST 40 YEARS.

TOP FASHION EVENTS



PARIS LINGERIE FASHION WEEK STORY

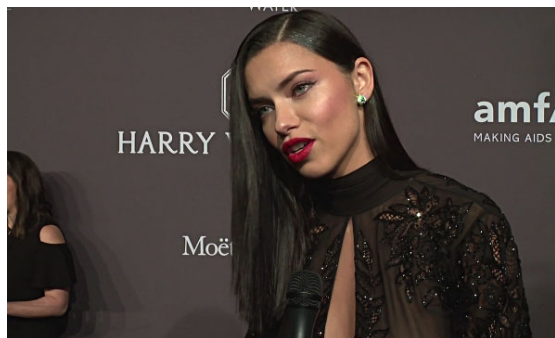
SALON INTERNATIONAL DE LA LINGERIE IS THE LEADING GLOBAL SHOW IN THE INTIMATE APPAREL AND SWIMWEAR MARKET. IT'S THE NOT-TO-BE MISSED EVENT!INDUSTRY.



THE STORY MISS FASHIONTV

ONE OF THE MOST PRESTIGIOUS AND SERIOUS MODELING AND BEAUTY CONTEST ORGANIZED BY THE FASHIONTV CHANNEL THAT IS RESPONSIBLE FOR FASHION MORE THAN 20 YEARS.

TOP FASHION EDITORIALS



THE STORY OF MODEL TALKS

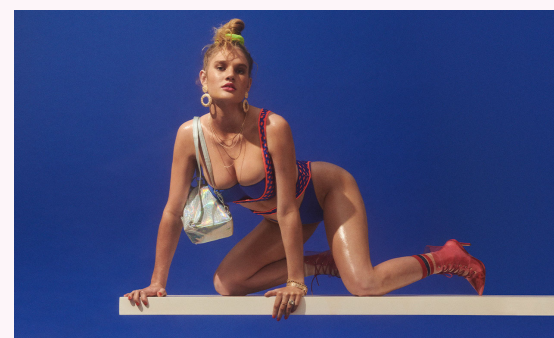
A UNIQUE CHANCE TO GET TO KNOW EVERYTHING YOU'VE EVER WANTED TO KNOW ABOUT THE WORLD'S MOST FAMOUS BEAUTIES. HEAR WHAT THEY HAVE TO SAY ABOUT THE WORLD OF FASHION, MODELING AND WHAT'S ITS LIKE TO BE A RUNWAY MODEL.



“WHAT IS IN MY BAG?” STORY

WANT TO KNOW WHAT IS IN TAYLOR HILL'S PURSE OR SARAH SAMPAYO? THEY WILL SHOW AND TELL WHAT THEY CARRY WITH THEM DAILY!

TOP THEMATIC FASHION



MIDNITE SECRETS STORIES

RATED 18+ FOR NUDITY. THE SEXIEST HOUR ON TELEVISION. SEDUCTIVE AND SULTRY MOMENTS CAUGHT ON FILM; CHECK OUT ALL THE BEST IN SEXY PHOTO SHOOTS, FASHION SHOWS, LINGERIE COLLECTIONS AND MAKING OF CALENDARS.



BRIDAL STORIES

THIS IS AN EXCLUSIVE LOOK INTO THE ENCHANTING WORLD OF BRIDAL. BE THE FIRST TO SEE THE BEST BRIDAL COLLECTIONS, PHOTOSHOOTS AND CAMPAIGNS.

[click anywhere to view clips](#)

UHD BONUS PACKAGE 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.



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WATCH RED CARPET OF THE MAIN GLAMOUR EVENT OF THE YEAR FULL OF MODELS AND ACTRESSES AND MANY OTHER CELEBS.



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UHD UPDATE PACKAGE 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.

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

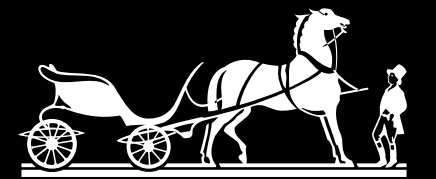
Guy Laroche Paris
Parfums

roberto cavalli

ELIE SAAB

Salvatore Ferragamo

DOLCE & GABBANA



M A R N I

ROCHAS
PARIS

ZUHAIR MURAD

HERMÈS
PARIS

ALEXANDRE VAUTHIER



ERMANNO
SCERVINO

VERSACE

LANCÔME
PARIS

ZM

Chopard
GENÈVE

ROLEX

FENDI

Rock Owens

Cartier

ICEBERG.

BURBERRY®

Ermenegildo
Zegna

LANVIN

BVLGARI

John
Galliano

GUCCI

ETRO
Milano

TIFFANY & CO.

MOSCHINO

MONCLER



emanuel ungaro

MISSONI

Blumarine
Eyewear

Jean Paul
GAULTIER

ISSEY MIYAKE