



# FTV SMART QR ADVERTISING

INTRODUCING BRAND NEW WAYS TO ADVERTISE AND CONNECT





WIN-A-MILLION, SCAN NOW

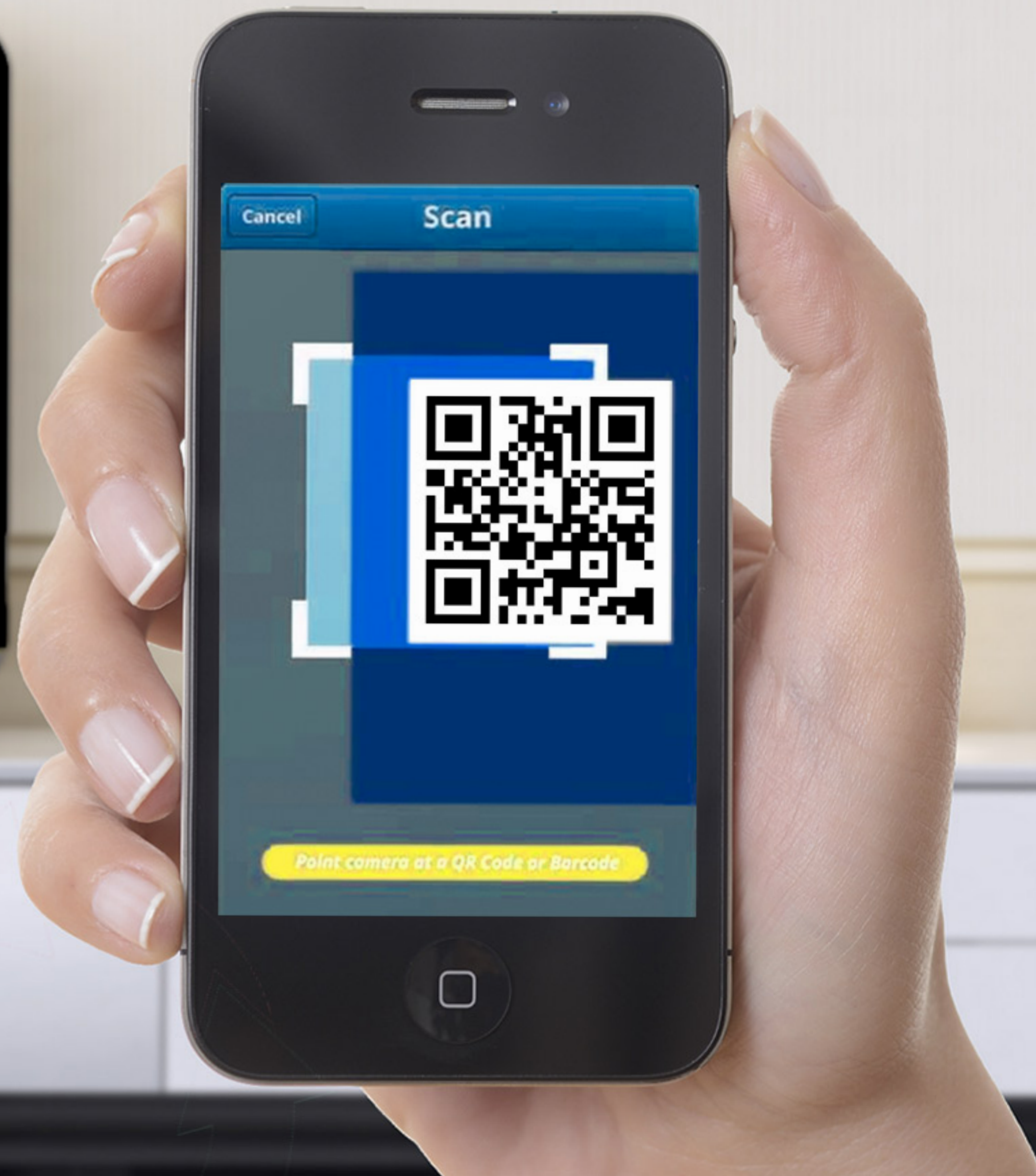




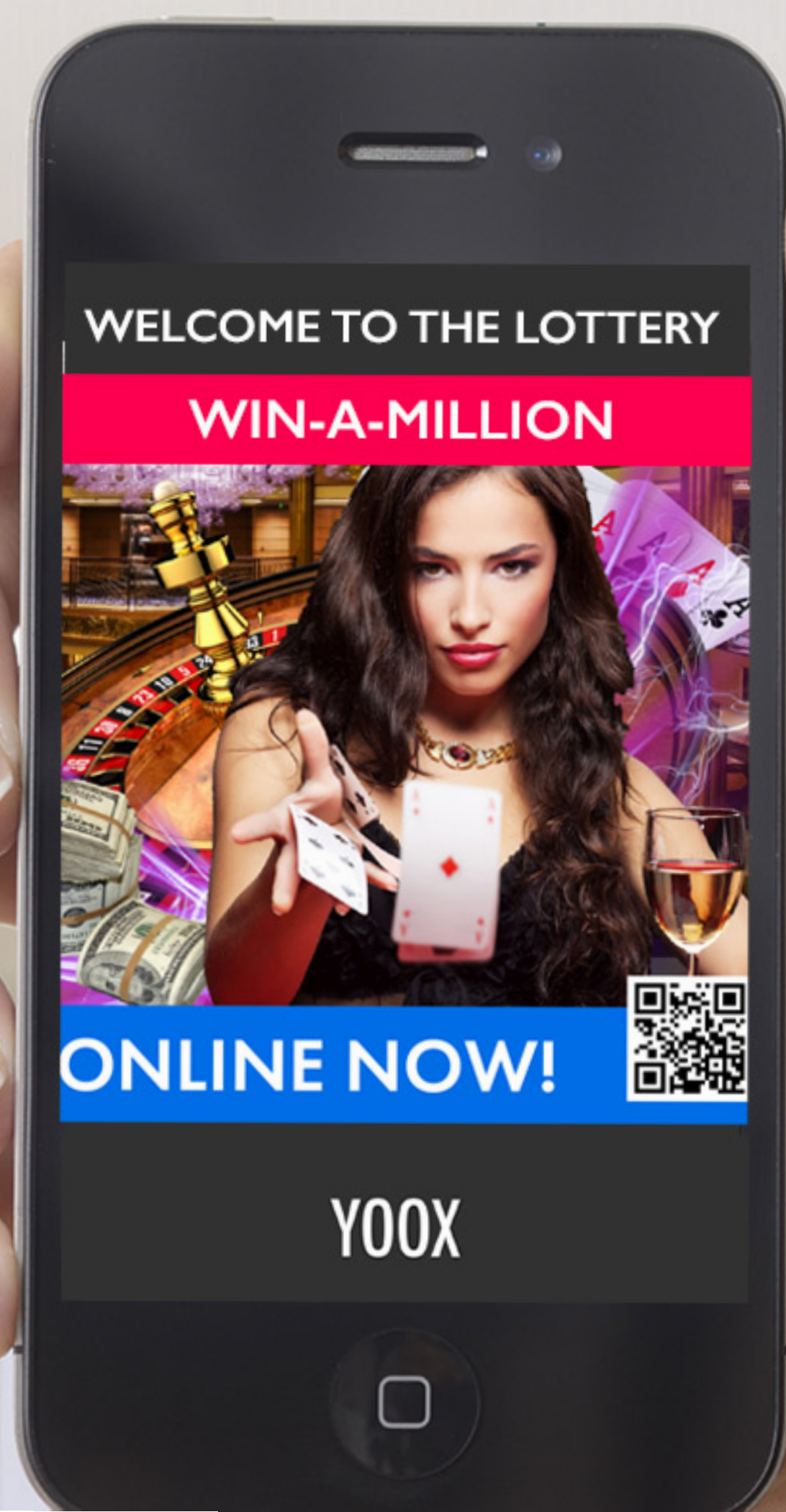
**FASHIONTV INTRODUCES  
THE WORLD OF ONLINE GAMING  
SCAN THE QR CODE**







QR CODE SCANS ARE GROWING  
IDEAL METHOD TO GET VIEWERS INTO YOOX





# Expected minimum number of QR Scans per day per country with QR code being shown 60 percent of the day (16 hours)

## OPTIMIZATION:

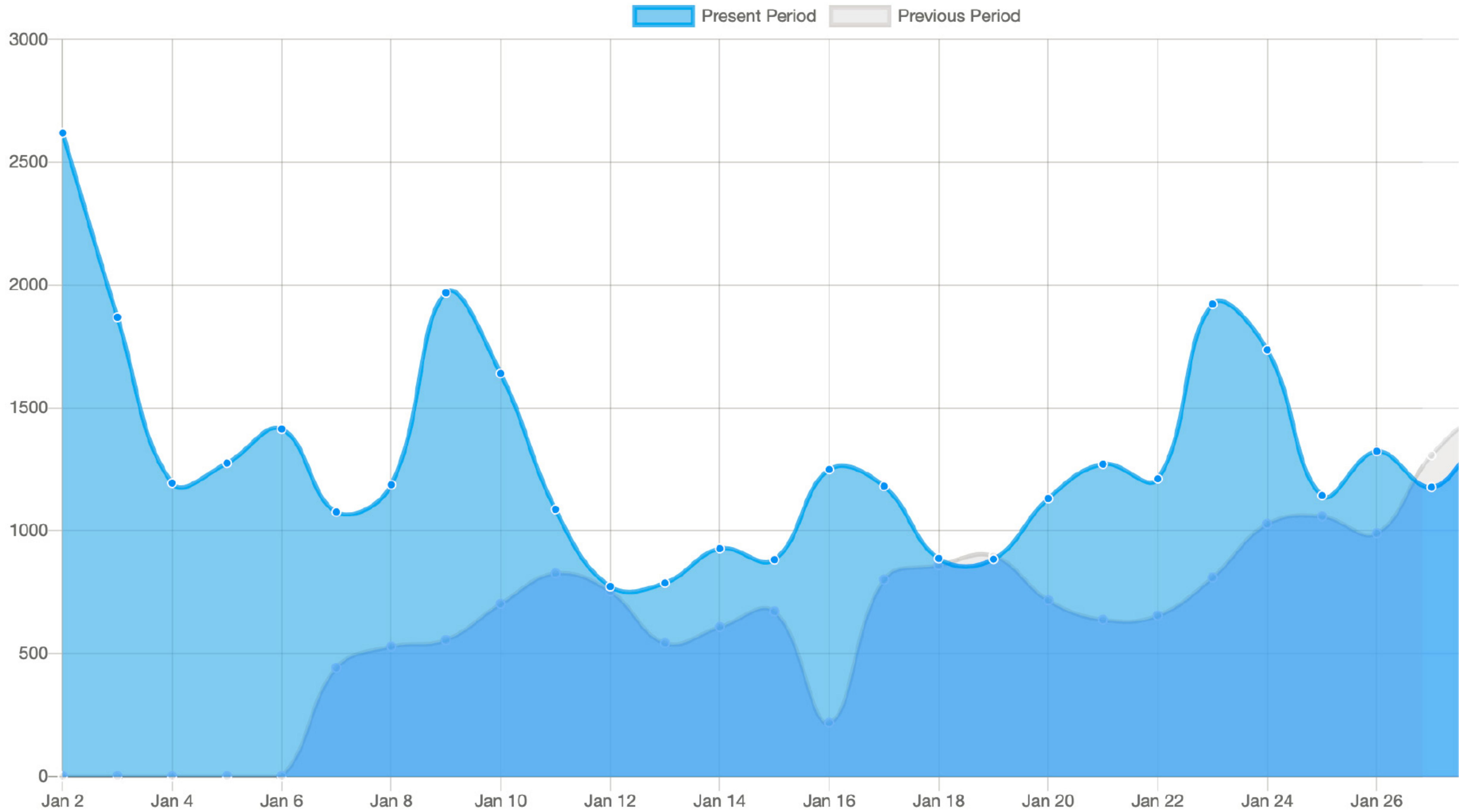
we expect 10,000 or more QR Scans/day & 300,000/month

39,329

Total clicks

Up 79% over previous 30 days

📅 January 2, 2021 - January 31, 2021 ▼



[Country](#)   [Destination](#)   [Platform](#)   [Link](#)   [Referrer](#)   [Search Robots](#)   [ISP](#)   [Click Fraud](#)   [Parameters](#)

[Export Data](#)

Country	Clicks	% Clicks
<a href="#">India</a>	6,193	16 %
<a href="#">Turkey</a>	3,277	8 %
<a href="#">Portugal</a>	2,140	5 %
<a href="#">Russian Federation</a>	2,138	5 %
<a href="#">Romania</a>	1,505	4 %
<a href="#">Indonesia</a>	1,494	4 %
<a href="#">France</a>	1,457	4 %
<a href="#">Philippines</a>	1,423	4 %
<a href="#">China</a>	1,391	4 %
<a href="#">Viet Nam</a>	1,296	3 %
<a href="#">Poland</a>	1,112	3 %
<a href="#">Greece</a>	1,052	3 %
<a href="#">Serbia</a>	941	2 %
<a href="#">Italy</a>	836	2 %
<a href="#">Switzerland</a>	729	2 %



Country	Clicks	% Clicks
<a href="#">Netherlands</a>	675	2 %
<a href="#">Albania</a>	646	2 %
<a href="#">Germany</a>	639	2 %
<a href="#">Ukraine</a>	562	1 %
<a href="#">Lebanon</a>	527	1 %
<a href="#">United Arab Emirates</a>	494	1 %
<a href="#">Israel</a>	456	1 %
<a href="#">USA</a>	418	1 %
<a href="#">Pakistan</a>	416	1 %
<a href="#">Belgium</a>	375	1 %
<a href="#">Taiwan, Province of China</a>	370	1 %
<a href="#">Sri Lanka</a>	366	1 %
<a href="#">Hong Kong</a>	335	1 %
<a href="#">Bulgaria</a>	324	1 %
<a href="#">Thailand</a>	308	1 %
<a href="#">Egypt</a>	270	1 %
<a href="#">Macedonia (the former Yugoslav Republic of)</a>	233	1 %
<a href="#">Armenia</a>	217	1 %
<a href="#">Bosnia and Herzegovina</a>	212	1 %
<a href="#">Slovenia</a>	209	1 %
<a href="#">Austria</a>	206	1 %
<a href="#">Czech Republic</a>	203	1 %
<a href="#">Slovakia</a>	203	1 %
<a href="#">Uzbekistan</a>	199	1 %
<a href="#">Australia</a>	197	1 %
<a href="#">Nepal</a>	182	0 %
<a href="#">Malaysia</a>	170	0 %
<a href="#">Bangladesh</a>	158	0 %
<a href="#">Saudi Arabia</a>	156	0 %
<a href="#">United Kingdom</a>	156	0 %
<a href="#">Croatia</a>	154	0 %
<a href="#">Mongolia</a>	138	0 %
<a href="#">Angola</a>	135	0 %
<a href="#">Montenegro</a>	127	0 %
<a href="#">Azerbaijan</a>	116	0 %
<a href="#">Moldova (Republic of)</a>	109	0 %
<a href="#">Malta</a>	86	0 %
<a href="#">Jordan</a>	81	0 %
<a href="#">Singapore</a>	78	0 %
<a href="#">Norway</a>	72	0 %
<a href="#">Cyprus</a>	69	0 %
<a href="#">Japan</a>	68	0 %

Country	Clicks	% Clicks
<a href="#">Kuwait</a>	67	0 %
<a href="#">Maldives</a>	66	0 %
<a href="#">Sweden</a>	64	0 %
<a href="#">Spain</a>	63	0 %
<a href="#">Hungary</a>	60	0 %
<a href="#">Ireland</a>	60	0 %
<a href="#">Canada</a>	59	0 %
<a href="#">Mozambique</a>	54	0 %
<a href="#">Estonia</a>	48	0 %
<a href="#">Georgia</a>	36	0 %
<a href="#">Kazakhstan</a>	35	0 %
<a href="#">Lithuania</a>	34	0 %
<a href="#">Bahrain</a>	34	0 %
<a href="#">Luxembourg</a>	34	0 %
<a href="#">Not specified</a>	30	0 %
<a href="#">Algeria</a>	30	0 %
<a href="#">Belarus</a>	26	0 %
<a href="#">Mexico</a>	23	0 %
<a href="#">Not specified</a>	22	0 %
<a href="#">Latvia</a>	20	0 %
<a href="#">Qatar</a>	19	0 %
<a href="#">Iraq</a>	19	0 %
<a href="#">Guadeloupe</a>	16	0 %
<a href="#">Réunion</a>	16	0 %
<a href="#">Myanmar</a>	15	0 %
<a href="#">Denmark</a>	15	0 %
<a href="#">Morocco</a>	14	0 %
<a href="#">Korea (Republic of)</a>	13	0 %
<a href="#">Cambodia</a>	13	0 %
<a href="#">Tanzania, United Republic of</a>	12	0 %
<a href="#">Martinique</a>	12	0 %
<a href="#">Cabo Verde</a>	11	0 %
<a href="#">Kyrgyzstan</a>	11	0 %
<a href="#">Jamaica</a>	10	0 %
<a href="#">Colombia</a>	9	0 %
<a href="#">Nigeria</a>	9	0 %
<a href="#">Mauritius</a>	9	0 %
<a href="#">Cameroon</a>	9	0 %
<a href="#">Madagascar</a>	8	0 %
<a href="#">Brazil</a>	7	0 %
<a href="#">Oman</a>	6	0 %
<a href="#">Libya</a>	6	0 %



Country	Clicks	% Clicks
<a href="#">Uganda</a>	6	0 %
<a href="#">Kenya</a>	6	0 %
<a href="#">Senegal</a>	6	0 %
<a href="#">Finland</a>	6	0 %
<a href="#">Chile</a>	6	0 %
<a href="#">Tunisia</a>	6	0 %
<a href="#">French Guiana</a>	5	0 %
<a href="#">Dominican Republic</a>	5	0 %
<a href="#">Peru</a>	5	0 %
<a href="#">Argentina</a>	5	0 %
<a href="#">Lao People's Democratic Republic</a>	4	0 %
<a href="#">Suriname</a>	4	0 %
<a href="#">Gibraltar</a>	3	0 %
<a href="#">Brunei Darussalam</a>	3	0 %
<a href="#">Monaco</a>	3	0 %
<a href="#">Palestine, State of</a>	3	0 %
<a href="#">San Marino</a>	3	0 %
<a href="#">Jersey</a>	2	0 %
<a href="#">Costa Rica</a>	2	0 %
<a href="#">Ecuador</a>	2	0 %
<a href="#">Tajikistan</a>	2	0 %
<a href="#">Congo</a>	2	0 %
<a href="#">South Africa</a>	2	0 %
<a href="#">Bermuda</a>	2	0 %
<a href="#">Panama</a>	2	0 %
<a href="#">Mayotte</a>	1	0 %
<a href="#">Burkina Faso</a>	1	0 %
<a href="#">Liechtenstein</a>	1	0 %
<a href="#">Isle of Man</a>	1	0 %
<a href="#">Congo (Democratic Republic of the)</a>	1	0 %
<a href="#">Zimbabwe</a>	1	0 %
<a href="#">Papua New Guinea</a>	1	0 %
<a href="#">Puerto Rico</a>	1	0 %
<a href="#">Guatemala</a>	1	0 %
<a href="#">Namibia</a>	1	0 %
<a href="#">Bolivia (Plurinational State of)</a>	1	0 %



## WHO IS SCANNING



TV FOR MINIMUM **1.000,-**



MOBILE FOR MINIMUM **1.000,-/PHONE**  
(MOSTLY APPLE)



PAY TV MEMBERSHIP FOR MINIMUM **600,-/YEAR**







# MARKETING OFFER

1

## ADD YOUR SLOGANS

*Play & Win,  
Scan QR Now!*

*Join the Winners,  
Scan QR Now!*

SEE EXAMPLE ON NEXT SLIDE

2

## INCLUDE YOUR COMPANY NAME ON QR BANNER

*Play with xwin,  
Scan to Play!*

*Join xwin now,  
Scan to Play!*

SEE EXAMPLE ON NEXT SLIDE

3

## BECOME A SPONSOR FOR PROGRAMMES

*Midnight Hot  
sponsored by xwin*

*(in banner)  
Play with xwin  
Scan now!*

SEE EXAMPLE ON NEXT SLIDE



1

# ADD YOUR SLOGAN



## WIN-A-MILLION, SCAN QR NOW





2

## INCLUDE YOUR COMPANY NAME ON QR BANNER



WIN-A-MILLION, WITH XWIN, SCAN QR NOW

XWIN





3

## BECOME A SPONSOR FOR PROGRAMS



**MIDNIGHT HOT**  
**SPONSORED BY XWIN**



**XWIN**



**WIN-A-MILLION, WITH XWIN, SCAN QR NOW**



**VIEWERS CAN EASILY SCAN THE QR CODE ON THE TV SCREEN.  
WITHIN SECONDS THE ORDER FORM APPEARS ON THE MOBILE APP.**





ENJOY!

