



#### MONTHLY SPECAIL AD PACKAGES ON AIR

RIDWID

# MONTHLY WORLDWIDE AD 50% PRIME/50% OFF PRIME

30' seconds advertising video spots

12 spots/day - 360 spots/month

€ 400/30' spot

€144.000/month

#### MONTHLY SPECAIL AD PACKAGES ON AIR

MONTHLY WORLDWIDE AD

50% PRIME/50% OFF PRIME
30' seconds advertising video spots

5 spots/day 150 spots/month

€ 400/30' spot

**700.000** 

MONTHLY EU AD

50% PRIME/50% OFF PRIME

30' seconds advertising video spots

5 spots/day 150 spots/month

€ 200/30′ spot

€30.000

#### SPECIAL BUNDLES ON SOCAIL MEDIA

1 PUBLICATION BUNDLE €10.000

1 Post on 3 MEDIA CHANNELS

> Regular Price: €30.000



3 PUBLICATION BUNDLE €20.000

additional 35% discount

3 Post on 3 MEDIA CHANNELS

> Regular Price: €60.000

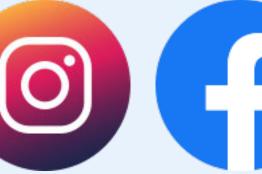


5 PUBLICATIO BUNDLE €30.000 additional 40% discount

5 Post on 3 MEDIA CHANNELS

> Regular Price: €90.000







Subscribers

Reach

4 Million 9,370,427



Subscribers

Total Views

704K

433,899,844



Subscribers

Followers

42/,0/8 315%

RESULTS



Subscribers

4 Million

Reach

9,370,427

CONTENT

TOP PERFORMING POSTS



Av. Reach

1,6 Million 10,2K

Comments

Shares

Likes & Reactions

Clicks

831 181,1 (

RESULTS



CONTENT

Reach

427,078

TOP Post / Av. Reach

75,5K

TOP Post / Likes

3,9K

**TOP Post / Comments** 

73

# FashionTV Technical Reach

Cable & Satellite

500mil 500mil Smart

Smart Phones

HOmi Rooms

+5m Locations

HOmi Media

The FashionTV audience purchases more luxury items than the <u>average affluent population</u>

270

affluent FTV viewers bought jewellery over €1,500

affluent FTV viewers bought a pair of <u>shoes over €500</u>

affluent FTV viewers bought designer clothes worth over €1,000

1 1 %

of the affluent viewers

bought a <u>handbag over €500</u>

28%

of the affluent viewers
bought cosmetics over €75

#### TV CAMPAIGN REACH ACCORDING TO REACH FIGURES OF FASHIONTV

|               | TOTAL REACH<br>PAY TV | TOTAL REACH<br>OTT | CAMPAIGN DUR | RABILITY / 12 SPC | DTS/DAY / REACH |
|---------------|-----------------------|--------------------|--------------|-------------------|-----------------|
|               |                       |                    | 1 WEEK       | 1 MONTH           | 3 MONTHS        |
| Europe        | 123million            | 80 million         | 3.9million   | 8.66million       | 17.2million     |
| CIS           | 62 million            | 50 million         | 2million     | 4.37million       | 8.7million      |
| Asia          | 230million            | 150million         | 7.4million   | 16.2million       | 32.2million     |
| Middle East   | 33 million            | 30 million         | 1million     | 2.3million        | 4.6million      |
| Africa        | 11 million            | 10 million         | 0.35million  | 0.78million       | 1.5million      |
| Oceania       | 4 million             | 10 million         | 0.13million  | 0.28million       | 0.56million     |
| South America | 2 million             | 20 million         | 64.000       | 0.14million       | 0.28million     |
| North America | 5 million             | 50 million         | 0.16million  | 0.35million       | 0.7million      |
| TOTAL         | 470million            | 400million         | 15million    | 33million         | 65.8million     |
|               |                       |                    |              |                   |                 |

### IPSOS AFFLUENT SURVEY / FASHIONTV REACH PER COUNTRY

|                 | sights Survey            |
|-----------------|--------------------------|
| AFFLUENT SURVEY | Media and Consumer Insig |

| Country | FashionTV | E!    | TLC   | CNN   | Bloomberg | Sky News | CNBC  | Euronews |
|---------|-----------|-------|-------|-------|-----------|----------|-------|----------|
| EU 21   | 4.7%      | 5.2%  | 8.8%  | 28.7% | 8.5%      | 24.3%    | 10.7% | 19.2%    |
| EU 17   | 3.7%      | 4.9%  | 6.6%  | 28.5% | 8.6%      | 25.8%    | 10.5% | 18.5%    |
| AT      | 4.4%      | 2.0%  | 2.7%  | 35.1% | 9.1%      | 14.6%    | 11.3% | 22.7%    |
| BE / LU | 3.8%      | 4.1%  | 0.0%  | 23.7% | 4.5%      | 4.4%     | 7.4%  | 19.5%    |
| DK      | 0.1%      | 2.6%  | 16.6% | 35.9% | 4.8%      | 12.6%    | 9.2%  | 10.3%    |
| FI      | 1.7%      | 3.4%  | 1.9%  | 21.1% | 6.3%      | 17.0%    | 10.9% | 14.4%    |
| FR      | 3.4%      | 3.0%  | 0.0%  | 17.1% | 5.7%      | 5.3%     | 5.6%  | 22.5%    |
| DE      | 1.3%      | 2.1%  | 5.7%  | 29.3% | 8.4%      | 16.6%    | 9.5%  | 17.4%    |
| IR      | 6.4%      | 19.0% | 22.8% | 44.7% | 14.7%     | 83.1%    | 25.2% | 34.6%    |
| IT      | 3.8%      | 4.4%  | 0.0%  | 23.8% | 8.9%      | 47.2%    | 9.6%  | 21.0%    |
| NL      | 3.4%      | 4.2%  | 26.4% | 37.9% | 5.8%      | 12.8%    | 9.7%  | 10.5%    |
| NO      | 2.3%      | 3.5%  | 18.8% | 38.2% | 8.5%      | 16.1%    | 10.5% | 9.7%     |
| PT      | 21.1%     | 18.6% | 34.4% | 47.4% | 15.7%     | 42.8%    | 21.7% | 58.1%    |
| SP      | 3.3%      | 1.9%  | 0.0%  | 26.4% | 8.3%      | 9.3%     | 10.4% | 18.7%    |
| SE      | 1.8%      | 4.9%  | 12.3% | 37.0% | 5.3%      | 11.5%    | 8.9%  | 8.8%     |
| CH      | 1.5%      | 3.4%  | 8.0%  | 29.6% | 8.1%      | 12.4%    | 10.5% | 28.2%    |

#### IPSOS AFFLUENT SURVEY / FASHIONTV REACH PER COUNTRY



| TR            | 22.2% | 5.4%  | 0.0%  | 40.0% | 17.3% | 13.5% | 24.1% | 25.9% |
|---------------|-------|-------|-------|-------|-------|-------|-------|-------|
| UK            | 2.4%  | 11.8% | 14.4% | 32.7% | 11.2% | 67.0% | 13.1% | 10.3% |
| CZ            | 10.0% | 0.6%  | 3.9%  | 24.8% | 4.3%  | 6.6%  | 7.7%  | 14.2% |
| HU            | 3.9%  | 1.3%  | 16.3% | 31.0% | 6.2%  | 15.3% | 6.9%  | 17.3% |
| PL            | 12.3% | 10.8% | 34.7% | 33.1% | 10.3% | 15.7% | 16.5% | 18.1% |
| RU            | 13.3% | 6.2%  | 19.4% | 27.3% | 7.0%  | 13.2% | 10.1% | 50.3% |
| APAC excl. CH | 10.5  | 5,6   | 10,9  | 26.4  | 6.0   | 8.4   | 7.4   | 4.0   |
| Bangkok       | 25.2  | 6.1   | 2.2   | 31.7  | 5.6   | 23.4  | 6.1   | 4.8   |
| Hong Kong     | 5.3   | 0.6   | 5.6   | 16.8  | 5.9   | 1.8   | 6.4   | 1.4   |
| Jakarta       | 13.1  | 6.5   | 6.3   | 24.4  | 4.5   | 3.4   | 9.9   | 4.2   |
| Kuala Lumpur  | 12.1  | 10.8  | 21.1  | 42.7  | 17.3  | 0.0   | 20.1  | 8.8   |
| Manila        | 19.7  | 16.0  | 23.0  | 60.7  | 16.3  | 0.0   | 16.7  | 5.5   |
| Singapore     | 11.4  | 11.5  | 15.2  | 37.9  | 15.4  | 6.3   | 21.3  | 7.3   |
| Taipei        | 5.2   | 0.0   | 33.4  | 37.2  | 3.1   | 0.0   | 4.6   | 3.4   |
| India         | 15.7  | 0.0   | 11.1  | 22.1  | 2.9   | 0.0   | 0.0   | 4.6   |
| Seoul         | 4.0   | 0.0   | 0.0   | 9.7   | 1.1   | 1.7   | 3.7   | 0.0   |
| Sydney        | 6.0   | 19.7  | 6.2   | 25.4  | 6.3   | 37.I  | 9.7   | 7.1   |
| Melbourne     | 4.2   | 16.0  | 6.9   | 20.1  | 6.6   | 30.8  | 8.6   | 5.0   |

## CONTACT

Alona Fischbein | FashionTV | Director Fashiontv Ltd.

Skype: alonafischbein | Tel: +46 40 973 098 | Mobile : +46 708 97 71 60

Email: alona@ftv.com | Email: alona.fischbein@telia.com