



NEW FASHIONTV UHD

INTRODUCING THE BRAND NEW F UHD PROGRAMS

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.



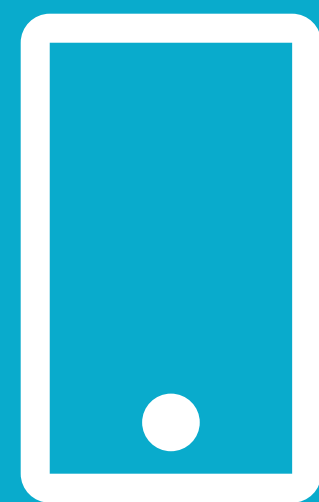
PAY TV'S

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

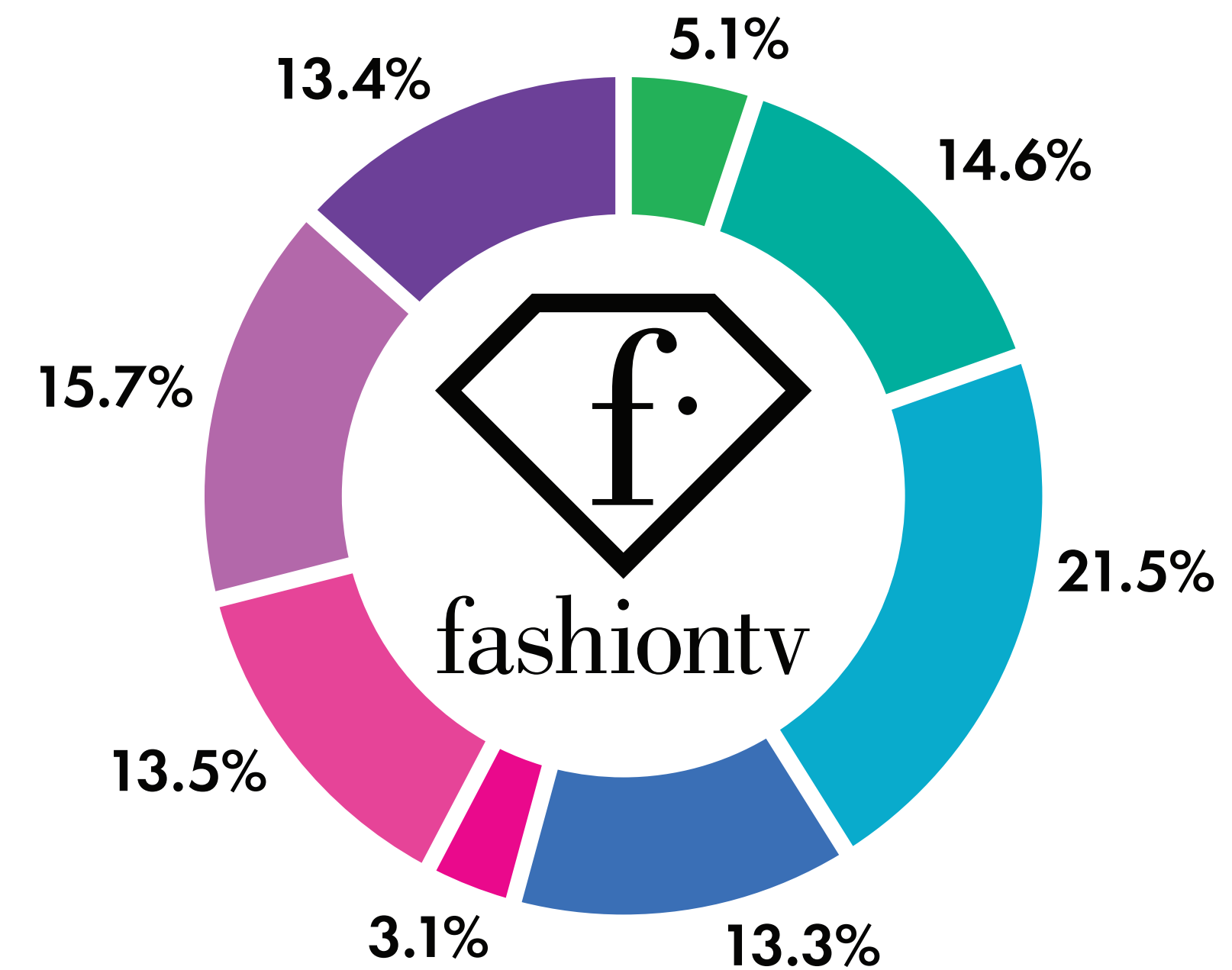
FTV AUDIENCE

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

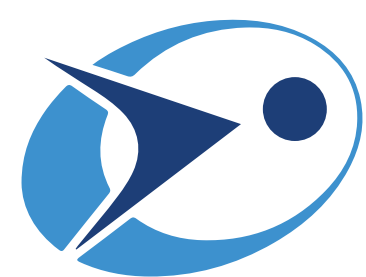
FROM PROGRAMS, INNOVATIVE
DIGITAL OPPORTUNITIES AND
INTEGRATED PARTNERSHIPS

- 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.

Our innovation is to provide at lower bandwidth with good quality for UHD, namely 10Mbit/s 25fps instate of 20Mbit 50fps. The results are 50% saving on the broadcasting costs!

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



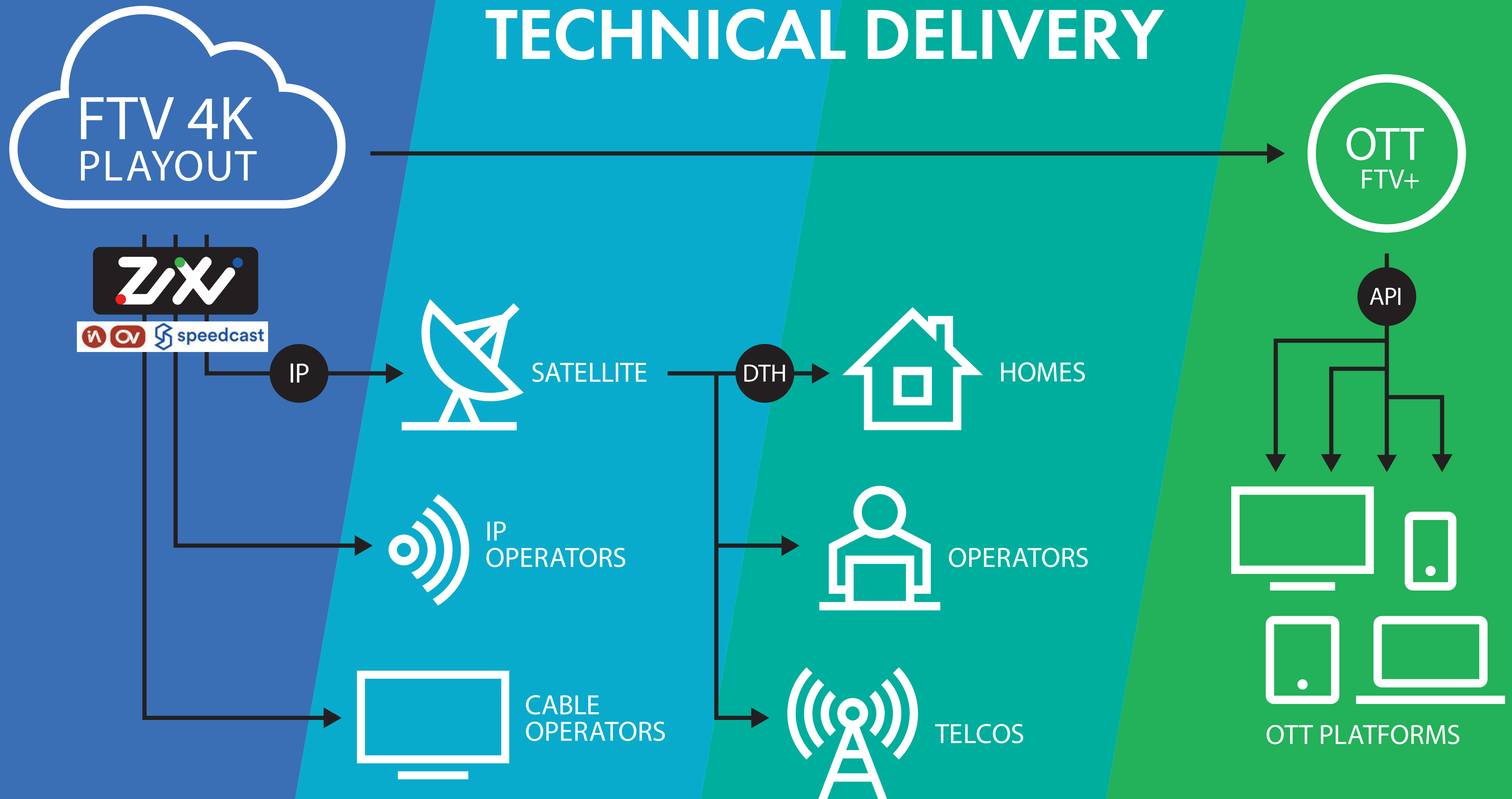
WHY WATCH FASHIONTV 4K?

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

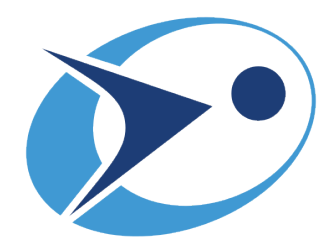
*FashionTV is the first 24/7 fashion & lifestyle
channel known for 20 years in Russia.
Our methods & presentation of everything fashion
related is not only popular in Russia , but all over
the world.*

*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.*

TECHNICAL DELIVERY



FASHIONTV AVAILABLE & COMING SOON

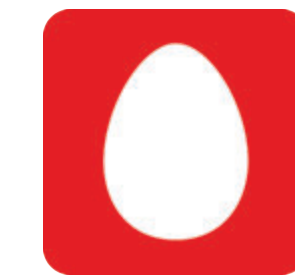


eutelsat

Yandex



орион
Спутниковая
медиаплатформа



MTC

A¹

amazon



中国移动
China Mobile

APSTAR
by APT Satellite

SAMSUNG

ROKU

fireTV



Alibaba Group

NTT
Do Co Mo



CenturyLink™

YOUKU



爱奇艺



Telia

SONY

ERICSSON



LG

androidtv



TELKOMSEL
by Telkom Indonesia



vodafone



airtel



TELEKOM
AUSTRIA



indosat
the future is here

molotov



akado



Beeline™

verizon



upc

etisalat



VEON



НТВ, ПЛЮС



Deutsche
Telekom

PLAY

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

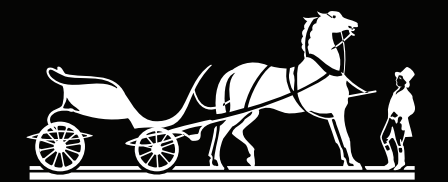
Guy Laroche Paris
Parfums

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

Rick 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