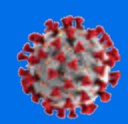




**FASHIONTV  
ADVERTISING &  
SOCIAL MEDIA KIT**

**2021**



## SOCIAL MEDIA PACKAGES

STANDARD

€10.000

FASHIONTV  
price per post  
on Social Media  
Channels

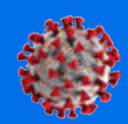


COVID-19 SPECIAL PACKAGE

**70% DISCOUNT**

Bundle of 3 MEDIA CHANNELS  
for the same price





## SPECIAL BUNDLES

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 PUBLICATION  
BUNDLE

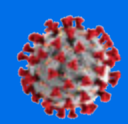
€30.000  
additional 40% discount

5 Post on  
3 MEDIA CHANNELS

Regular Price:  
€90.000



BEST PRICE



## MONTHLY SPECAIL AD PACKAGES ON AIR

WORLDWIDE

MONTHLY WORLDWIDE AD

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

5 spots/day

150 spots/month

€ 400/30' spot

**€60.000**

EUROPEAN UNION

MONTHLY EU AD

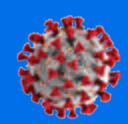
50% PRIME/50% OFF PRIME  
30' seconds advertising video spots

5 spots/day

150 spots/month

€ 200/30' spot

**€30.000**



SPECIAL CORONA PRICE DISCOUNT

## FASHIONTV SOCIAL MEDIA LINKS



FTV FANS/FRIENDS

**4.2 Million**

FTV FACEBOOK



FTV FOLLOWERS

**275K**

FTV INSTAGRAM



FTV SUBSCRIBERS

**1 Million**

FTV YOUTUBE



# ADVERTISING ON FASHIONTV







IPSOS AFFLUENT SURVEY  
**AFFLUENT**



Media and Consumer Insights Survey

IPSOS AFFLUENT SURVEY / FASHIONTV REACH PER COUNTRY



## IPSOS Affluent Survey - Reach per Country in %

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%



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	37.1	9.7	7.1
Melbourne	4.2	16.0	6.9	20.1	6.6	30.8	8.6	5.0

# TV CAMPAIGN REACH ACCORDING TO REACH FIGURES OF FASHIONTV

CONTINENTS	TOTAL REACH PAYTV	TOTAL REACH OTT	CAMPAIGN DURABILITY / 12 SPOTS /DAY / REACH ACCORDING TO EMS		
			1 Week	1 Month	3 Month
Europe	123 million	80 million	3.936.000	8.659.200	17.220.000
CIS	62 million	50 million	1.984.000	4.364.800	8.680.000
Asia	230 million	150 million	7.360.000	16.192.000	32.200.000
Middle East	33 million	30 million	1.056.000	2.323.200	4.620.000
Africa	11 million	10 million	352.000	774.400	1.540.000
Oceania	4 million	10 million	128.000	281.600	560.000
South America	2 million	20 million	64.000	140.800	280.000
North America	5 million	50 million	160.000	352.000	700.000
<b>TOTAL</b>	<b>470 million</b>	<b>400 million</b>	<b>15.040.000</b>	<b>33.088.000</b>	<b>65.800.000</b>

# FashionTV viewers are keen travelers

In the last 12 months, monthly FashionTV viewers made **7** return air trips and they spent **23** nights in hotels on average. **52%** of the FashionTV viewers consider themselves a global citizen

Top 5 hotels visited by monthly FashionTV viewer:

**1. Novotel (24%) 2. Holiday Inn (24%) 3. Best Western (22%) 4. Hilton (19%) 5. Marriott (17%)**





# FashionTV viewers are keen travelers

**77%** of monthly FashionTV viewers enjoy going to new travel destinations and **72%** value exploration and discovery (compared to 73% and 70% of average Affluent)



## The FashionTV audience purchases more luxury items than the average Affluent population

- 270,000 affluent FashionTV viewers bought jewellery (not a watch) over €1,500
- 28% of the affluent viewers bought cosmetics over €75
- 213,000 affluent FashionTV viewers bought a designer suit/dress worth over €1,000
- 11% of the affluent viewers bought a briefcase/handbag over €500
- 301,000 affluent FashionTV viewers bought a pair of shoes over €500

*I prefer to buy well known brands (62% vs. 56%)*



# FashionTV viewers spend more on watches than the average Affluent

FashionTV viewers plan to spend €1,468 on a watch in the next 12 months (€1,085 for average Affluent)

*I tend to go for premium rather than standard goods/services*  
says **54%** of monthly FashionTV viewers

OYSTER PERPETUAL  
GMT-MASTER II



**186,000** FashionTV viewers own a **Rolex**

*Base: Ipsos Affluent Survey, watched FashionTV in last 30 days*

  
**ROLEX**  
ROLEX.COM



# Visa card most popular amongst the FashionTV viewers

€234,717 is the value of private investments (excl. mortgage) of monthly FashionTV viewers

72% personally own a Visa credit card / 60% personally own a Mastercard / 14% personally own a American Express card



Base: Ipsos Affluent Survey, watched FashionTV in last 30 days

## FashionTV viewer intends to spend more on their future car

27% consider an Audi for their next car purchase, 22% a BMW, 28% a Volkswagen

FashionTV viewer spent less on their last car than the average Affluent (€19,858 vs. €20,496)

but is going to spend more on their next car (€24,694 vs. €23,876) compared to the average Affluent







**PLUS:**  
More Than 10 Mio.  
Public Places around  
the world.

Hotels. Bars.  
Restaurants. Shops.  
Beauty and Hairstyle  
Chains and many more.

**24/7**  
TELEVISION  
NETWORK

GOOGLE+:  
**3.8 MILLION**  
likes

FACEBOOK:  
**4+ MILLION**  
likes

TV:  
**7 MILLION**  
public places

MORE THAN  
**10 MILLION**  
PUBLIC  
PLACES

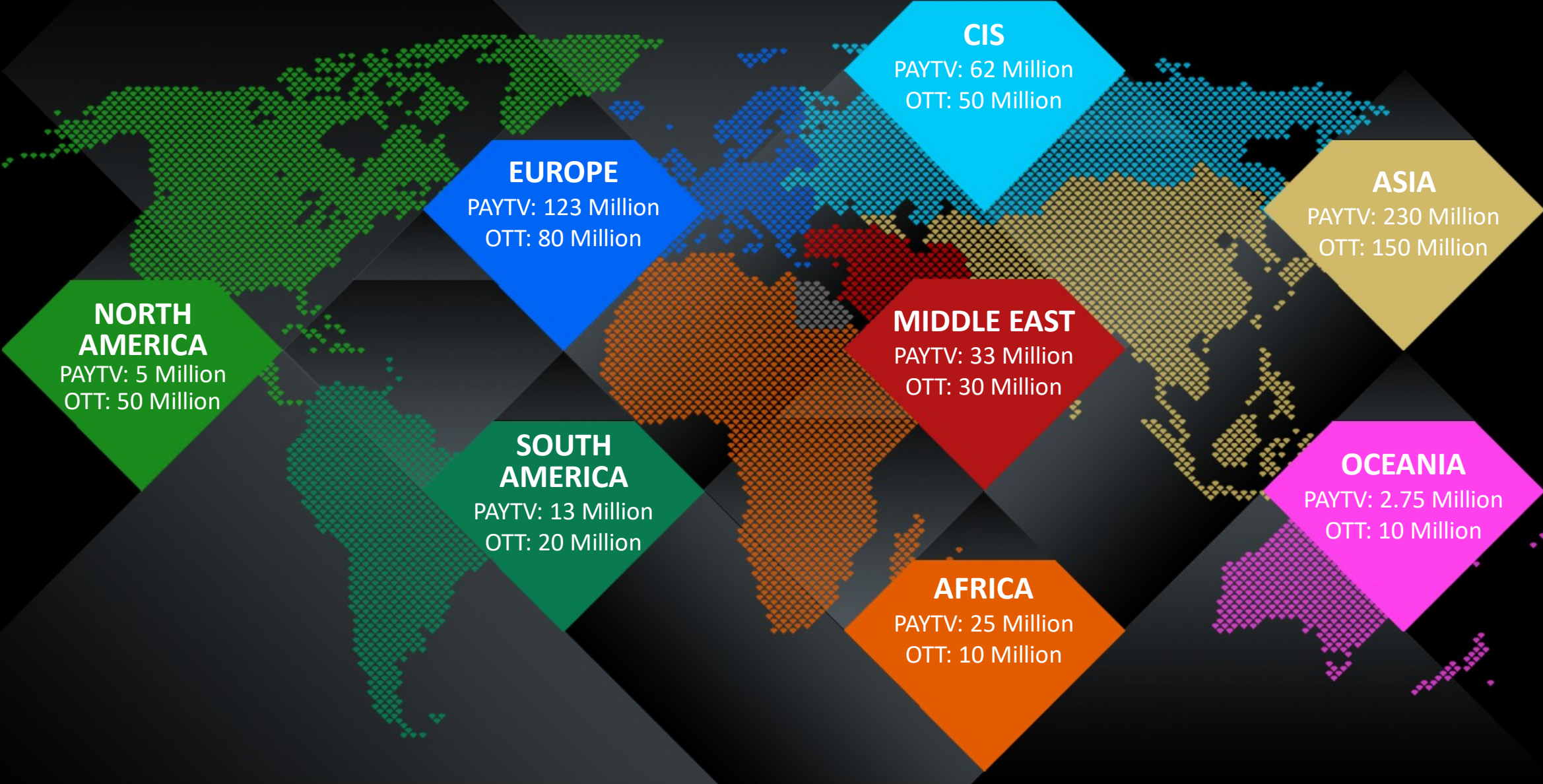
PAYTV:  
**500 MILLION**  
households

OTT:  
**500 MILLION**  
households

Focused  
**EXCLUSIVELY**  
on fashion,  
beauty,  
trends

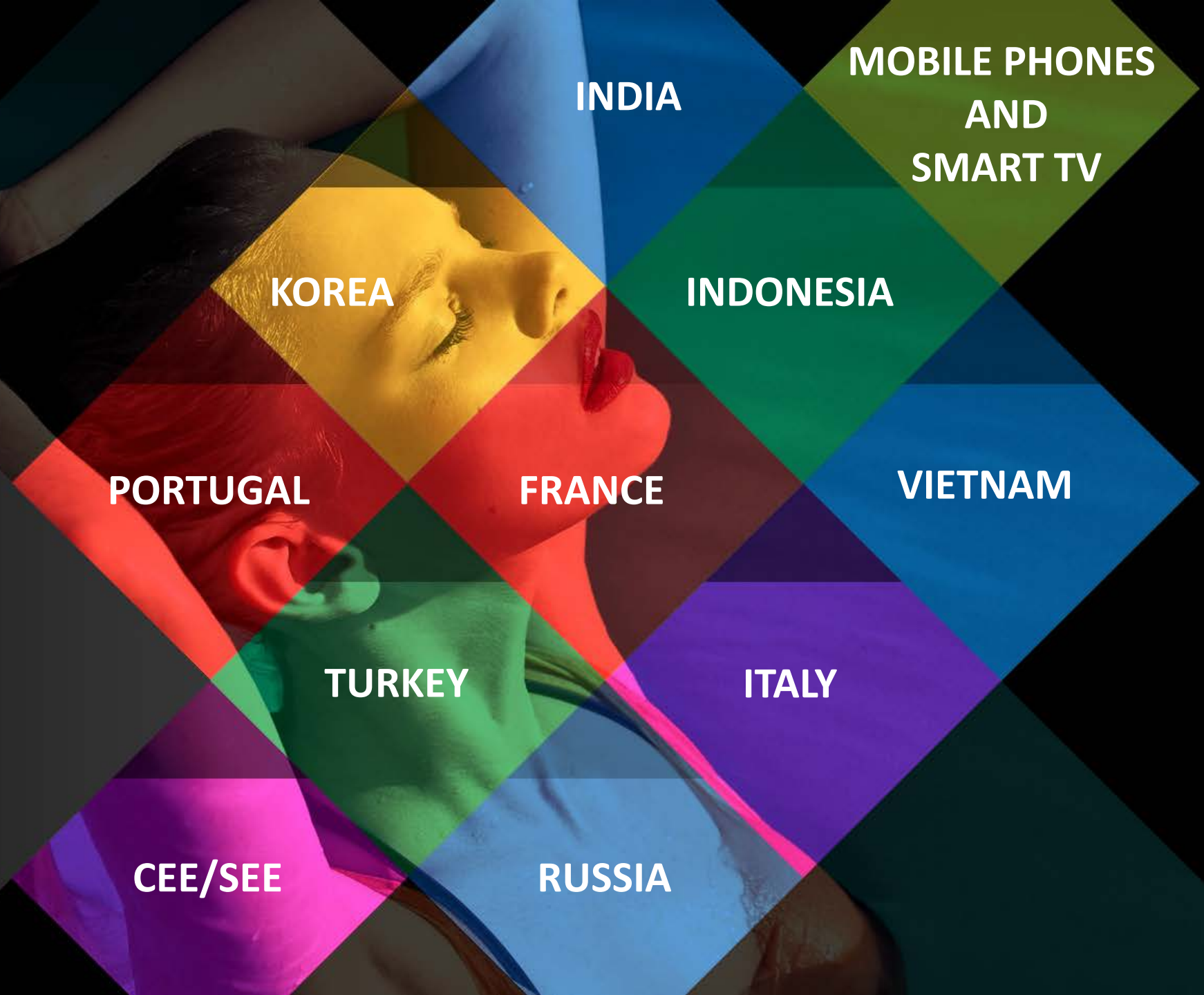


# FASHIONTV TV DISTRIBUTION NUMBER OF HOUSEHOLDS



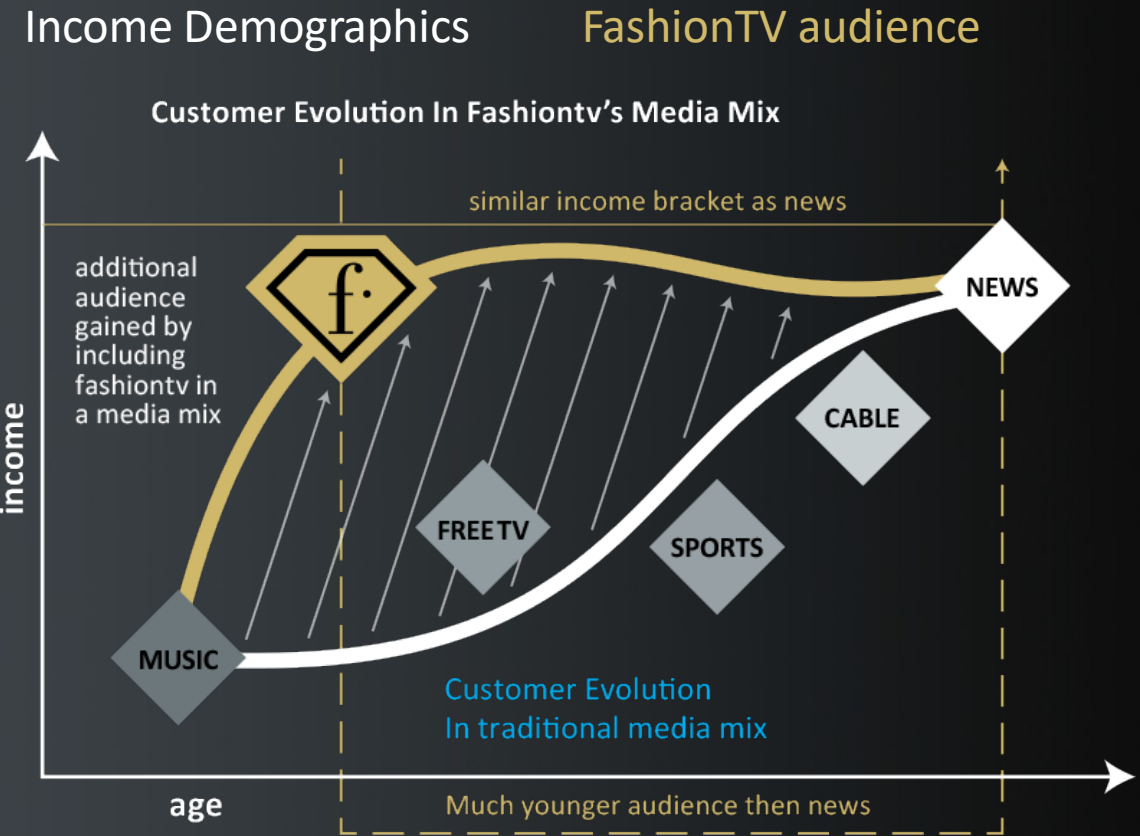


FASHIONTV  
DISTRIBUTION  
TOP 10 MARKETS



# FASHIONTV DEMOGRAPHICS

Sex / Age Demographics		
Age	Female %	Male %
13-17	2.2	1.3
18-24	9.3	20
25-34	5.5	29
35-44	1.8	14
45-54	1	8.8
55-64	N/A	4,7
65+	N/A	2.2
Well-off, technophile, globetrotters, trendy and ad-aware Early adopters, opinion leaders, models, fashion stars and fashion professionals		



In comparison to other TV channels, FTV viewers are:  
 More affluent, older and of higher-education than music channel viewers  
 Younger than news channel viewers but fall into a similarly high income bracket  
 Younger than viewer of sports channels but with a higher disposable income



# Fashion TV vs previous season

Taux moyen d'usages



FashionTV NOW

FashionTV 1 year ago

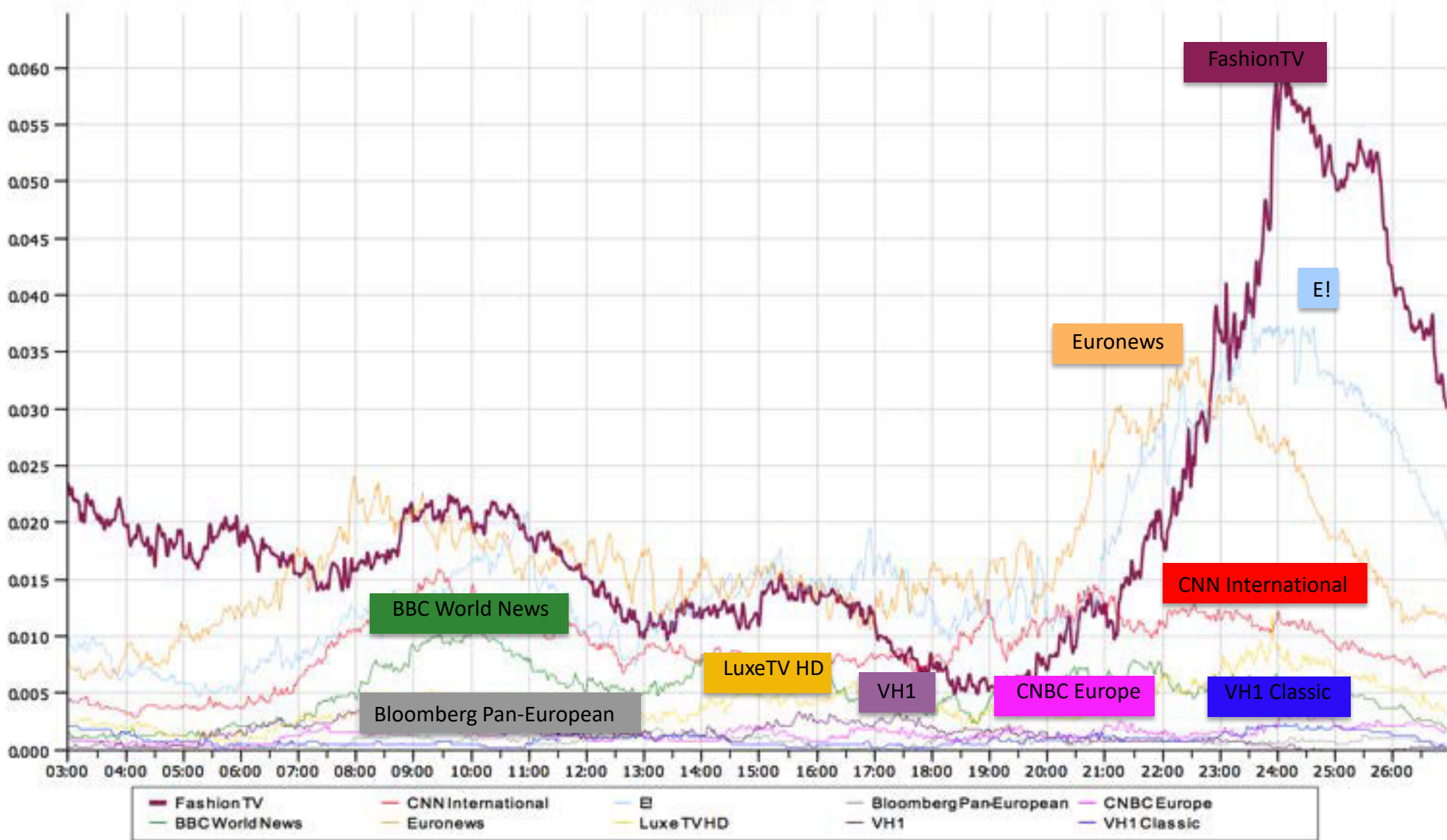
TV Ratings increase due to change of programming  
MORE:

- Photoshoots
- Fashion Films
- Swimwear
- Lingerie
- Only top brands catwalk

50% to 100% increased ratings comparing to the last year

## Taux moyen d'usages

Popularity 22:00-03:00  
The highest among international channels





- FashionTV+ application available to every smartphone in the world Every day Fashion News of up to 24 updated clips
- VR: Virtual Reality from fashion capitals of the World Paris, NY, London and backstage of top designers
- 4K: Daily, Weekly, Monthly and Seasonaly updated 4K content
- HD: More than 20.000 hours of fashion related HD content available
- SHOPS: Fashionable affiliate shops such as NetaPorter, The Outnet, and Yoox available on one click special bonus
- FILMS: Feature films focusing on fashion, modelling and Hollywood Blockbusters available via [fashiontvplus.com](http://fashiontvplus.com)
- LIVE TV Daily updated fashion news in all sections: Fashion Weeks, Fashion Shoots, Lingerie, Models ...