



 **fashiontv**

ADVERTISING ON FASHIONTV

2020

MONTHLY AD PACKAGES

50% PRIME / 50% OFF PRIME

30' seconds advertising video spots

WORLDWIDE

5 spots per day / 150 spots per month

€ 60,000

€ 400/30' spot

EU

5 spots per day / 150 spots per month

€ 30,000

€ 200/30' spot



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
TOTAL	470 million	400 million	15.040.000	33.088.000	65.800.000

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

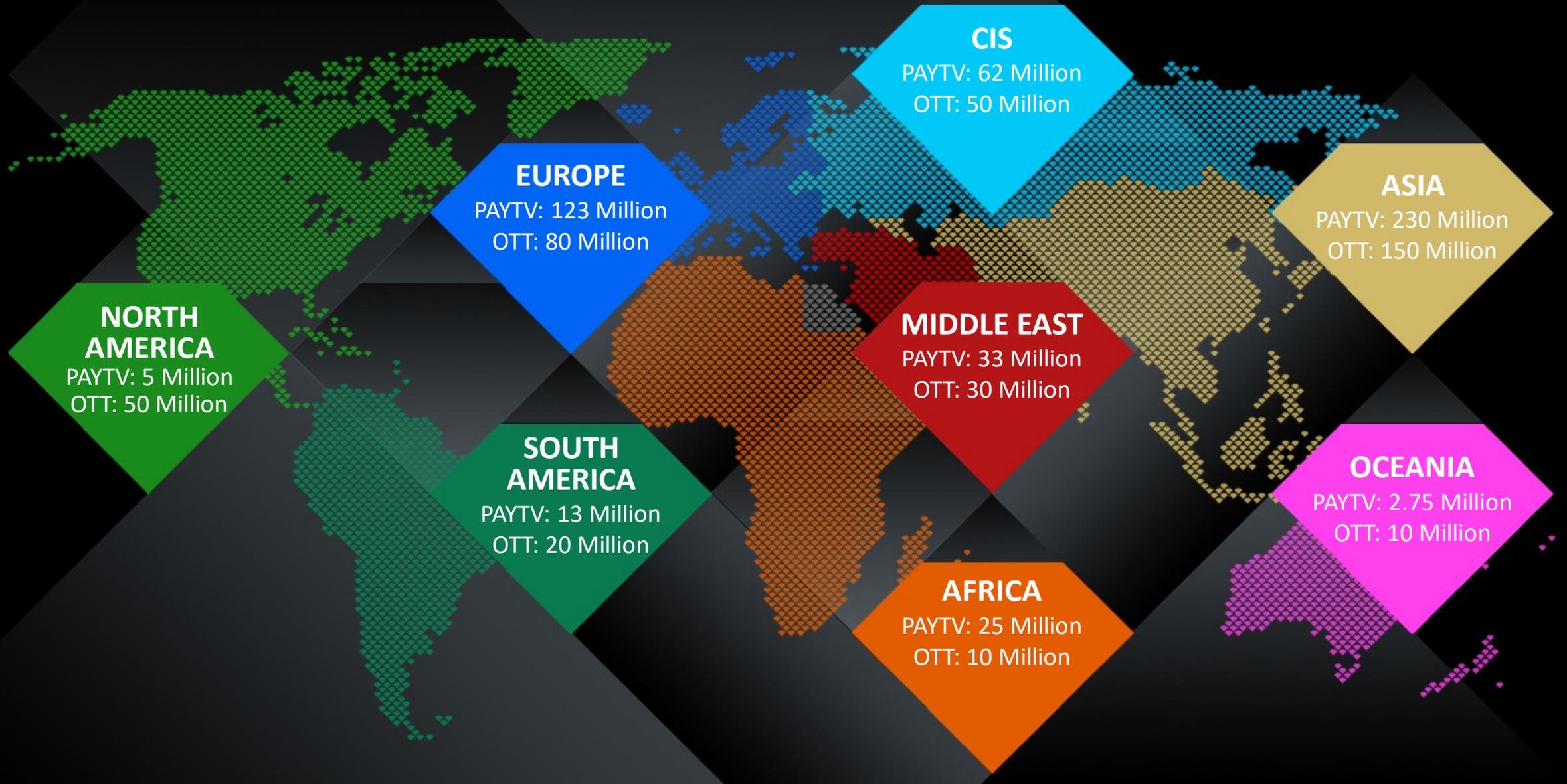
MORE THAN
10 MILLION
PUBLIC
PLACES

PAYTV:
500 MILLION
households

OTT:
500 MILLION
households

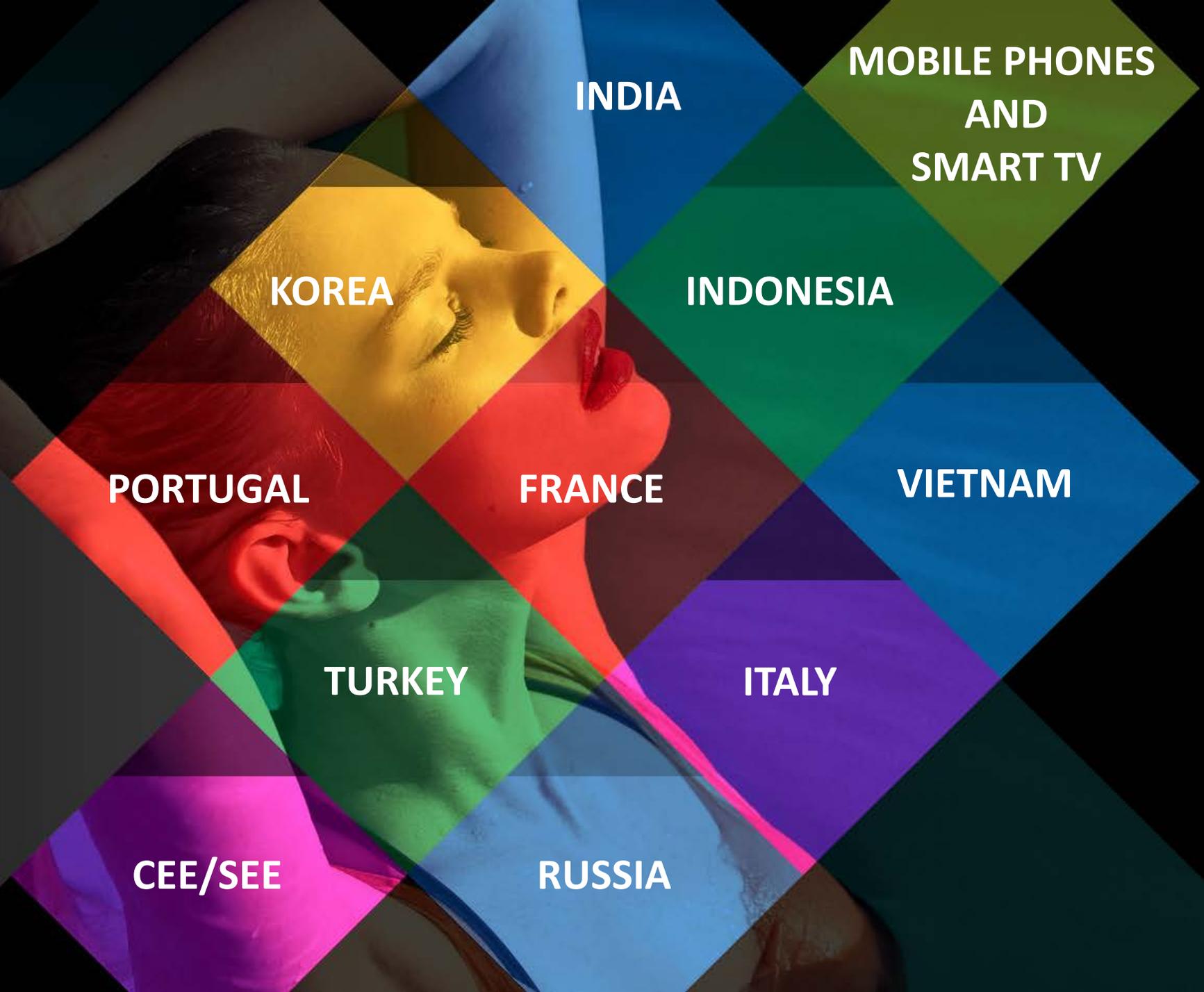
Focused
EXCLUSIVELY
on fashion,
beauty,
trends

FASHIONTV TV DISTRIBUTION NUMBER OF HOUSEHOLDS





FASHIONTV
DISTRIBUTION
TOP 10 MARKETS

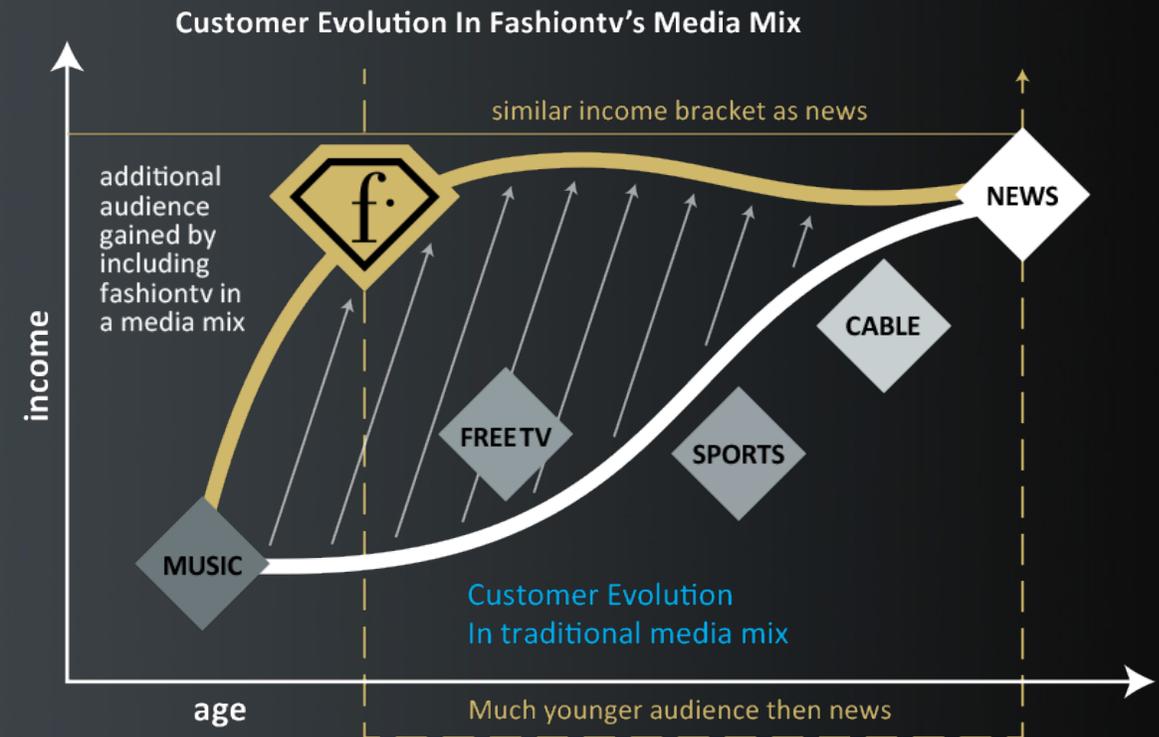


FASHIONTV DEMOGRAPHICS

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		

Income Demographics

FashionTV audience



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

Taux moyen d'usages

FASHIONTV

TV Ratings increase due to change of programming
MORE:

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

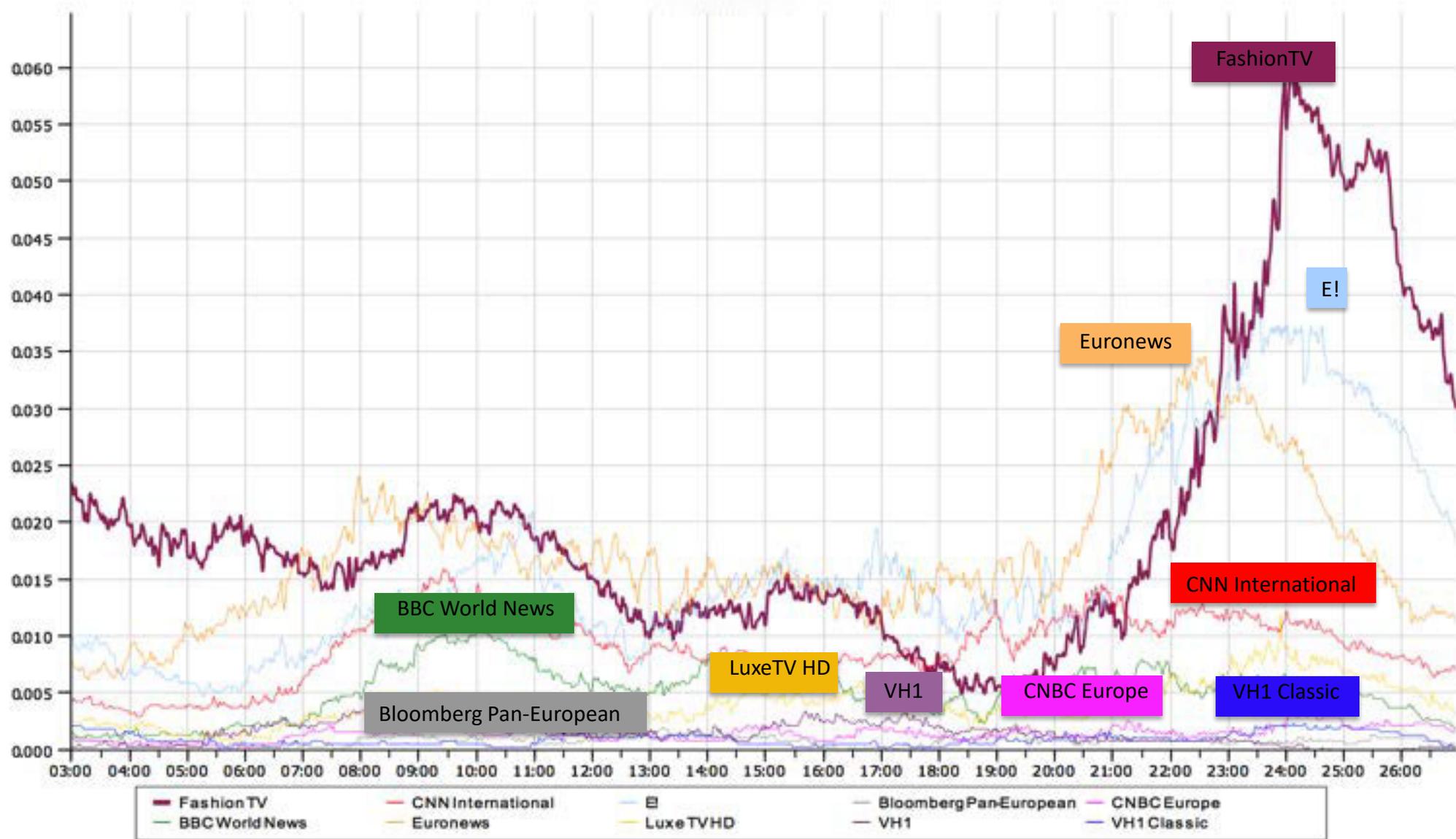
50% to 100% increased ratings comparing to the last year



Taux moyen d'usages

FASHIONTV

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



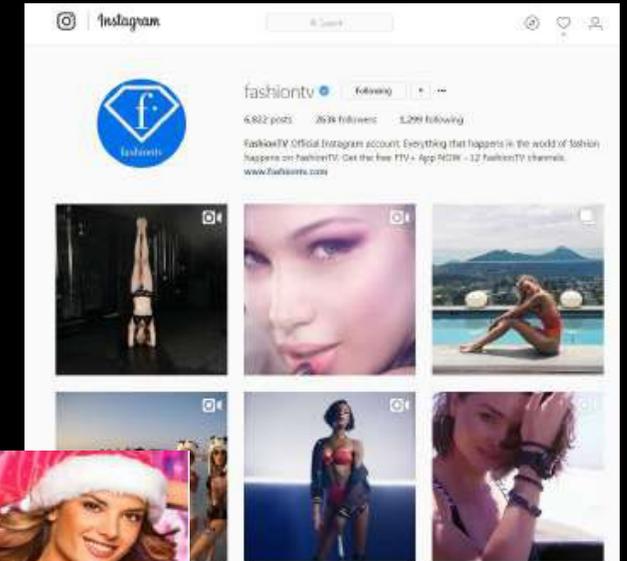
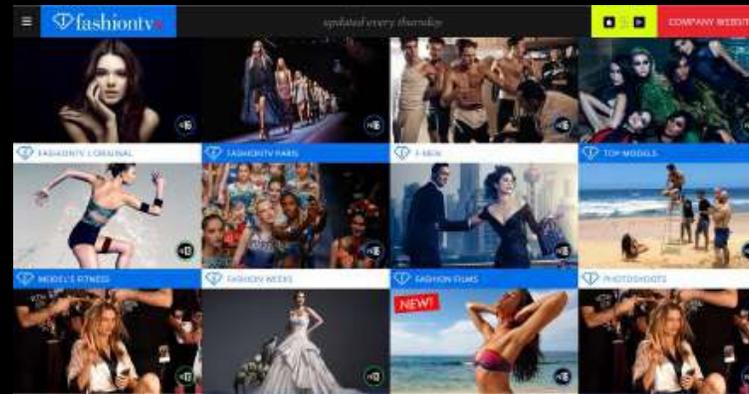


- FashionTV+ application available to every smartphone in the world Every day Fashion News of up to 24 updated clips
- VR: Virtual Reality from fashion capitals of the World Paris, NY, London and backstage of top designers
- 4K: Daily, Weekly, Monthly and Seasonal updated 4K content
- HD: More than 20.000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

FashionTV New Media

FashionTV is a New Media leader, with a highly trafficked and expansive digital reach that includes:

- Facebook - 4.2+ million fans
- Instagram - 275K followers
- Google+ - 3.8+ million fans
- YouTube - 1M subscribers
- VK.com - 161K followers



FashionTV Facebook Page

Your brand's sponsored content will be promoted in three ways:
A link from our Facebook post to your homepage, a gallery post and an embedded video post



FashionTV
19 hours ago

Rachel Zoe's Safari Chic Trend for Spring/Summer 2014
Going on Safari? Or do you just love looking effortlessly cool and confident? Rachel Zoe's Safari Chic is the #SS14 trend for you! <http://on.ftv.com/1bH4JA>

I ♥ #FashionTV — with Rachel Zoe and Carolina Thaler.

fashiontv

RACHEL ZOE
WOMEN'S SS 2014 NEW YORK
DESIGNER TRENDS

Like · Comment · Share 185



FashionTV
Yesterday

Happy Birthday, Sasha Pivovarov! (9 photos)
COMMENT with your birthday wishes for oob-eyed Sasha Pivovarov!

WATCH: <http://on.ftv.com/1d1mkqV> I ♥ #FashionTV #HBD

Numero

3

Wild

Unlike · Comment · Share 64



FashionTV
January 9, 2014

Likened to Cindy Crawford & Alessandra Ambrosio, but model Julija Nydal, has the got a case of the "Street Style" Fever! <http://on.ftv.com/19VsIA8>

Do you follow street style trends? I #FashionTV

She's Got the Fever by Richard Gustaf ft. Julija Nydal
www.fashiontv.com

CLICK TO WATCH: She's Got the Fever by Richard Gustaf ft. Julija Nydal only on fashiontv.com

Unlike · Comment · Share 27

FashionTV and 1,129 others like this.

View 15 more comments

Mochoo BEST
January 11 at 9:19pm · Like

Write a comment...

194,176 people saw this post Boost Post

LINKS

FashionTV has a growing scale of online activities :

Facebook (4+ million fans): <http://www.facebook.com/>

FashionTV Google Plus (3.9+ million fans): <https://plus.google.com/+FashionTV/posts>

Twitter: <http://twitter.com/#!/fashiontv>

Vk.com: <http://vk.com/fashiontv>

Website: 1 million monthly users <http://www.fashiontv.com>

With many mobile, tablets and Smart TV applications.

CONTACT

For more information, please

contact: Alona Fischbein

alona@ftv.com