



# ABOUT FASHIONTV

FashionTV

is the biggest fashion medium in the world

- 💎 **FashionTV** broadcasts the latest news and information to over 350 million households and 7 million public places worldwide. As the only global 24/7 television network focused exclusively on fashion, beauty, trends and style.
- 💎 **FashionTV is a New Media leader**, with a highly trafficked and expansive digital reach that includes YouTube channels (*20,000,000 views in 1 month*), FTV.com (*1 mil visitors per month*), a Facebook page (*1,000,000 fans*) and more. In the top 300 media online.
- 💎 **FashionTV** represents Chic style, dynamic attitude, fresh and hip music, FashionTV symbolizes fashion in its true sense. Celebrities, models, designers fashionistas and trendsetters. We get the first the newest trends and share them with our audience.
- 💎 **FashionTV** viewers are considered the most luxurious, glamorous and fashion-oriented target group among all media consumers, who not only love to watch the fashionable lifestyle on TV, but they also enjoy living it.



Source: EMS 2010 (incl.CEMS)  
Winter release / Channels  
viewed in last 12 months / Index  
base 100 total EMS



# REASONS TO OPEN FTV MODELING SCHOOL

- ✦ FTV is an established and reliable brand with more than 10 years of experience in modeling business.
- ✦ FTV is organizer of the world's most powerful modeling contest
- ✦ Beneficiary connotations of glamour, luxury and desirable lifestyle.
- ✦ Well known name in the fashion industry- big pool of potential clients that be willing to cooperate with YOUR modeling school.
- ✦ Corporate image- FTV is an iconic brand with strong recognition and awareness around the globe.
- ✦ FTV has an exclusive pool of active viewers, strongly associate themselves with the brand. The target audience of FTV is mostly, young wealthy fashion oriented people. Perfect audience for modeling school target group.
- ✦ Potential models are among them, waiting to fulfill the dream of becoming a model!



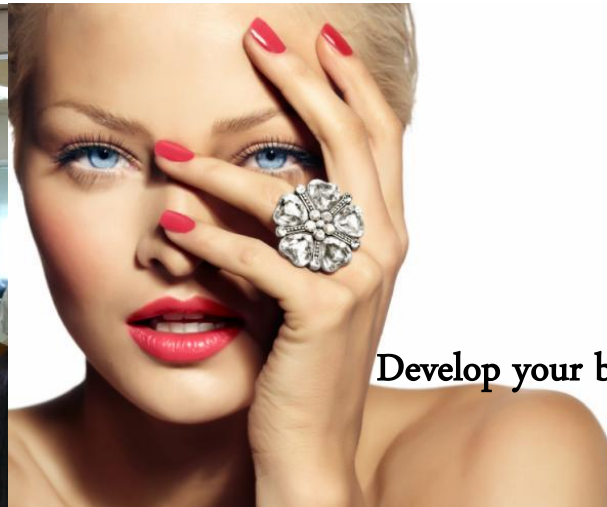
Have you dreamed of being a top commercial or fashion model but don't know where to start?

Or, are you already a model looking to expand your representation FTV Model School is the place to be for you.



# REASONS TO OPEN FTV MODELING SCHOOL

- International network of broadcast and coverage- we do the marketing for you- benefit from our success and cut on promotion expenses
- Business network of designers, photographers and partners interested in cooperation
- Name and reputation mean everything in fashion industry Your future business partners are more likely to hire models from FashionTV Modeling School rather than take a risk with unknown name in the market.
- Enjoy our professional know how in modeling business



Develop your business with FashionTV!



# FTV WILL:

- ✦ Supply Model School each year with FTV branded products ( 2 T-shirts for each student and one other FTV brand accessory, for all students of the Model School.
- ✦ Provide to each student of the Model School at the end of the course a certificate, said certificate is agreed to bear the trade name of the Model School;
- ✦ Post on Fashion TV's website the name, at least three (3) selected photos, CV data and contacts details of the successful students of the Model School for a period of at least two two years following the completion of the course
- ✦ Provide the successful students of the Model School with Fashion TV membership entitling them to the same privileges enjoyed by FTV model schools in other countries, such as invitations to FTV events, discounts at selected service providers and access to FTV sites and locations
- ✦ Provide Place on FTV's website ([www.ftv.com](http://www.ftv.com)) for the banner and a link leading directly to the Model School website
- ✦ Place on FTV's Facebook, YouTube and Twitter sites the announcements for events and activities organized by Model School



# EDUCATION IN MODEL SCHOOL – WAY TO SUCCESS

The Modeling Industry is made up of the Modeling Agencies, The designers, The Advertising Agencies, The Photographers and Magazines, and Catalog houses to the Models with a million people in between from the Stylists and Makeup Artists to Set Designers.

The Modeling Industry sets the careers of many, many people with so much opportunity to be a part of it. The Modeling Industry is a machine! To be successful model needs to have a good knowledge, which FTV Model School will provide:

## **Modeling Training and Instruction**

- Makeup application, hair and skin care
- Television Commercial
- Personal Development
- Nutrition and Exercise
- Effective Speech and Voice Projection
- Talk Show Workshops
- Professional Photo Posing and Movement
- Fashion Workshops
- Runway Modeling Techniques
- Fashion Show Techniques
- Projecting Self Confidence
- Photoshoots
- Wardrobe Planning and Accessorizing
- Product modeling
- TV Presence/ Public Speaking
- Beauty Pageants

## **Personal Development**

- Dressing for Success
- Self-confidence Development
- Interview skills
- Poise and Etiquette
- Effective Speech and Voice Projection

## **Acting Training and Instruction**

- Improvisation
- Monologue
- New Item
- Personalization
- Sense Memory
- Cold Reading
- How to Understand a Scene
- Interviewing Techniques
- Focusing & Connecting to a Character



# Appendix

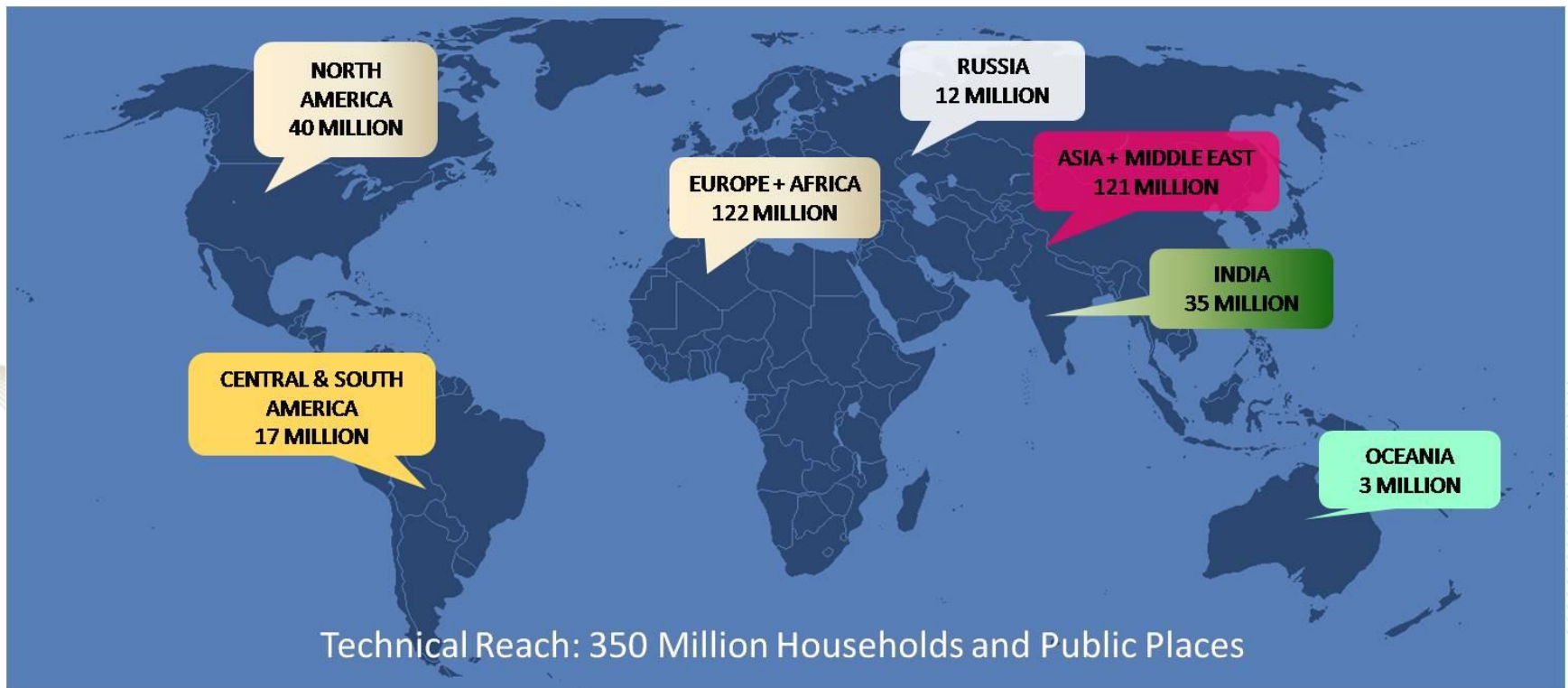
(more info about FashionTV)

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# FASHIONTV DISTRIBUTION

- ◆ Distributed in 197 countries on 5 continents to 350 million households
- ◆ The most popular channel in 7 million public places (e.g. hotels, salons, clubs, bars, gyms)
- ◆ Additional multi-million viewership via new media distribution – IPTV, mobile, VOD, Internet



ONE OF THE BEST DISTRIBUTED CHANNELS IN THE WORLD



# FASHIONTV ON NEW MEDIA

## FashionTV on facebook

- ✦ Fashiontv fan page aimed at direct communication- it **has more than 1million fans** and hundreds of thousands of daily active users.
- ✦ Variety of podcast materials for different target groups
- ✦ Constantly increasing number of subscribers

## FashionTV on YouTube

- ✦ One of the **top 10 biggest** TV channels on YouTube
- ✦ More than **170 millions** upload views
- ✦ More than **100.000 subscribers**
- ✦ 14 branded channels
- ✦ 3D broadcast and Live Stream of FTV USA , Paris, New York, Tokyo, Milan...

## FashionTV on twitter

- ✦ More than **20,000 followers** and growing

ONE OF THE BEST DISTRIBUTED CHANNELS IN THE WORLD



# FASHIONTV ON FTV.COM

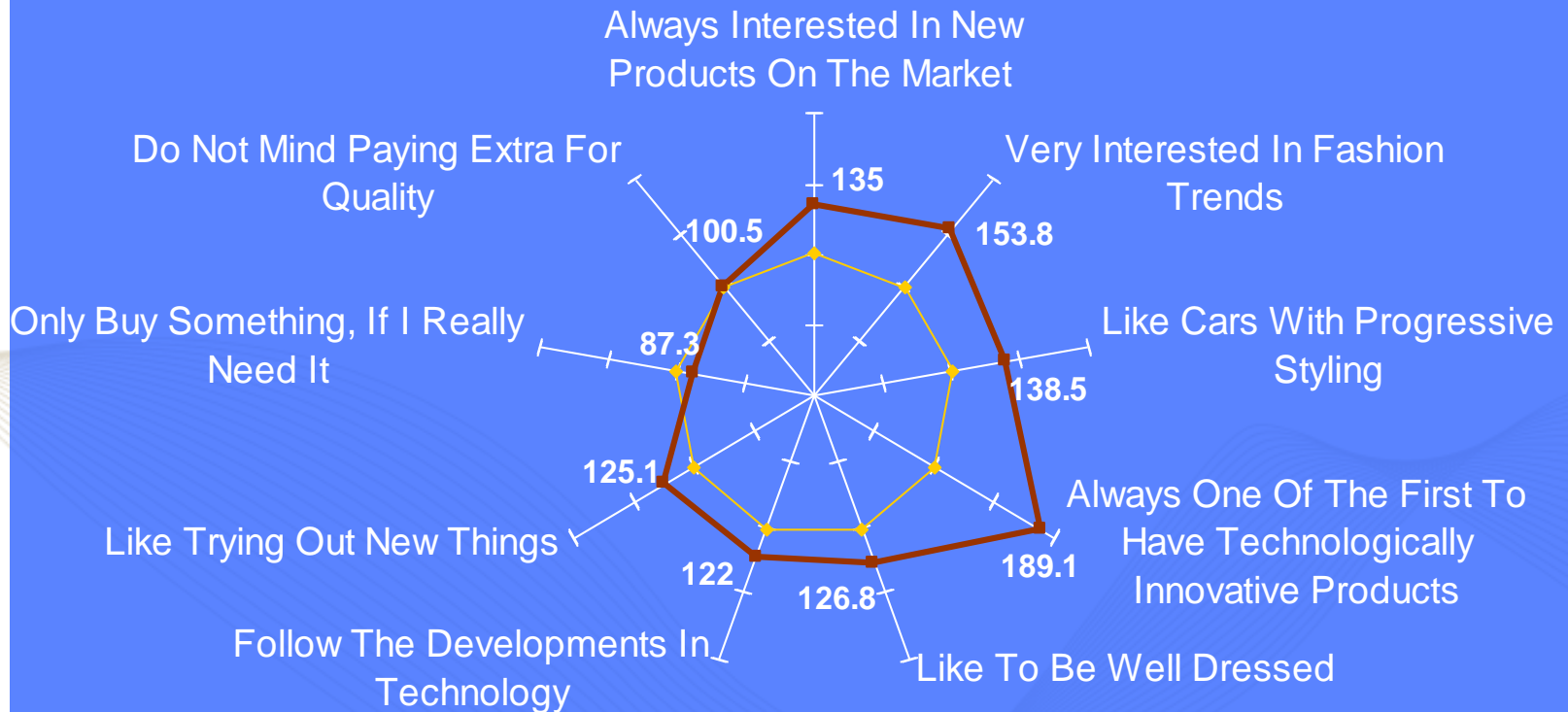
- ✦ FTV.COM is an interactive home page and integral part of fashiontv's multi-media platform
- ✦ Presenting and archiving an exclusive themed content identical to the fashiontv channel, FTV.COM is undoubtedly the most complete source of global fashion on the internet
- ✦ Attracting more than 1 million unique visitors on average per month, FTV.com is a gateway to the interested and passionate audience offering cost-effective targeting opportunities to reach potential Samsung consumers
- ✦ Live stream broadcasting from Paris, London, Milan, New York...
- ✦ Premium content access



# WHO IS WATCHING FASHIONTV

Statements about Trends & Shopping  
Strongly agree – All (12-74 yo)

— Radar 1 — fashiontv total audience

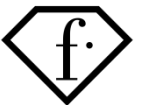


# WHAT CAN YOU SEE ON FTV

**FTV covers the full spectrum of the fashion industry in an original and innovative content:**

- ◆ Fashion shows and program series with a focus on the most famous designers
- ◆ Coverage of Fashion Weeks from over 30 international destinations
- ◆ Professional highlights of fashion models' work and lifestyle
- ◆ Profiles of celebrities, photographers, DJs
- ◆ Travel and lifestyle shows from attractive, fashionable & exotic countries (e.g. Fashionable Destinations)
- ◆ High-profile VIP parties, red carpet events, and "behind-the-scenes footage" from fashion events and much more....

**ALL PROGRAMS ARE ACCOMPANIED WITH A TRENDY MUSIC AND PRESENTED IN A HIGHLY CREDIBLE AND BEAUTIFUL ENVIRONMENT**



# CONTACT

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