

FASHIONTV MEDIA

facebook



VOD - VIDEO ON DEMAND



fashiontvcafé
VIENNA • OPERA



fashiontv
TOURISM



fashiontv
FASHIONFILMS



Google+



24/7 TELEVISION NETWORK

FashionTV

TV: 7 MILLION PUBLIC PLACES

TV: 500 MILLION HOUSEHOLDS

BIGGEST FASHION LIFESTYLE PROGRAM

FOCUSED EXCLUSIVELY ON FASHION,
BEAUTY, TRENDS

INSTAGRAM: 273K FOLLOWERS


YOUTUBE: 1M FOLLOWERS

GOOGLE+: 3.8 MILLION LIKES

FACEBOOK: 4.2+ MILLION LIKES



 fashiontv

 FashionTV LIVE Stream 24/7

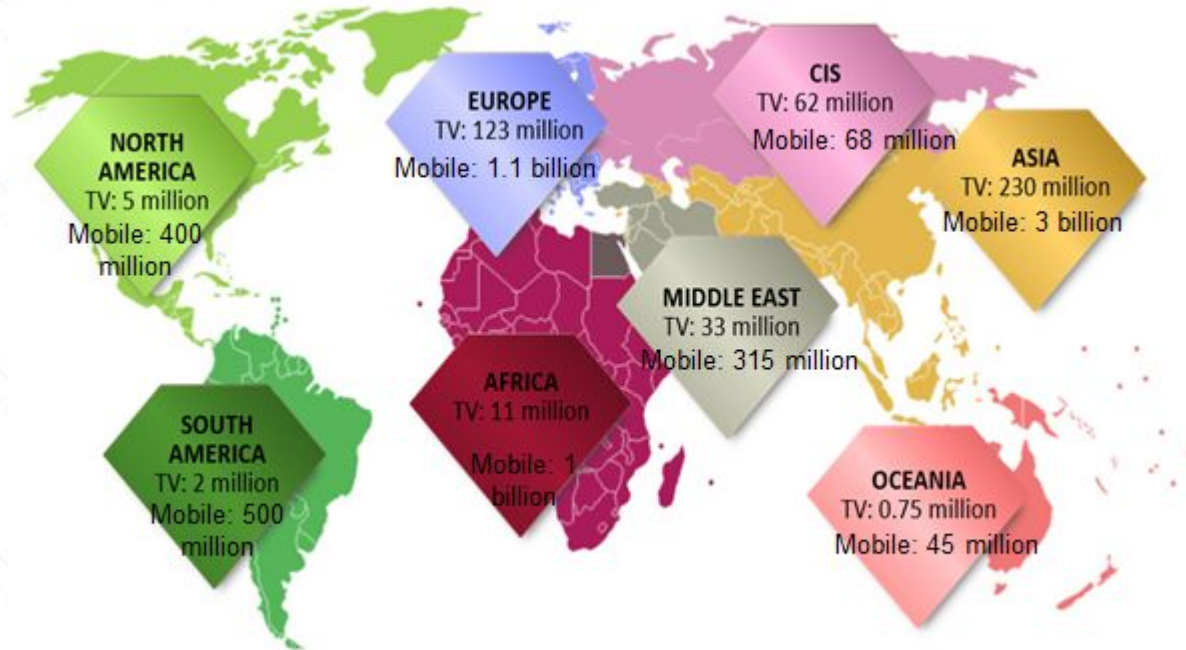


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©&® fashiontv

2

FashionTV TV Distribution number of Households



FashionTV Demographics

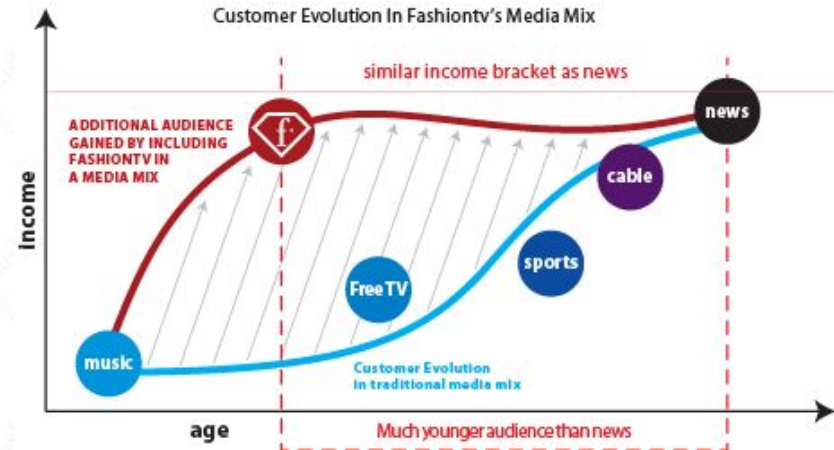
Sex / Age Demographics

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

FashionTV New Media

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

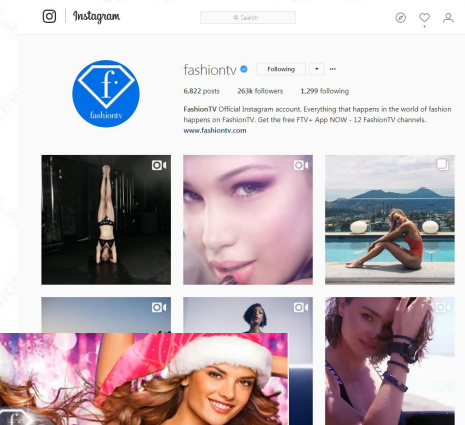
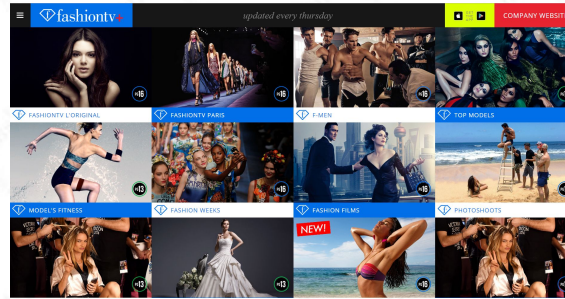
Facebook - 4.2+ million fans

Instagram - 273K followers

Google+ - 3.8+ million fans

YouTube - 1M subscribers

VK.com - 161K followers





CURRENT TOTAL LIKES: **4,147,910** (Lifetime Likes)

CURRENT TOTAL VIEWS: **53,918,530** (2014-2018)

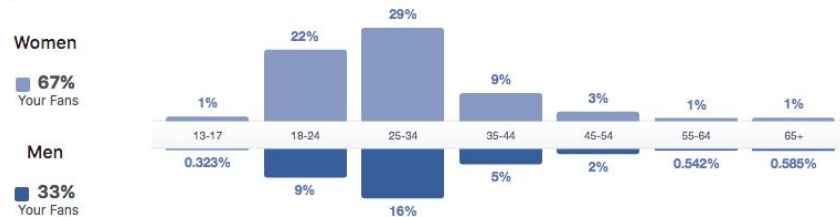
ABOUT THE FOLLOWERS

4.2+ Million likes on Facebook - Facebook shows more female likes in which women make up 67% of likes and male 33% of likes

The graph shows that women are mostly aged from 18-24 and 25-34

Men are in the similar age group

<http://www.facebook.com/FTV>



Country	Your Fans	City	Your Fans	Language	Your Fans
India	448,204	Tbilisi, Georgia	82,182	English (US)	1,666,086
Philippines	206,246	Tehran, Tehran Provinc...	63,830	English (UK)	516,741
United States of America	184,268	Cairo, Cairo Governora...	60,037	French (France)	246,366
Indonesia	160,386	Yangon, Myanmar	57,921	Spanish	203,872
Pakistan	142,776	Bangkok, Thailand	47,658	Arabic	173,774
Egypt	128,804	Ulaanbaatar, Ulan Bato...	46,349	Indonesian	127,116
Iran	123,443	Lahore, Punjab, Pakistan	41,572	Vietnamese	97,428
Georgia	108,563	Dhaka, Dhaka Division,...	40,277	Romanian	94,761
Vietnam	107,290	Ho Chi Minh City, Vietn...	38,472	Russian	79,940
Romania	105,573	Jakarta, Indonesia	37,021	Polish	69,170

FashionTV on Facebook

Performance Overview of Facebook Followers

LAST 28 DAYS PERFORMANCE

PAGE VIEWS

44,142

Total Page Views ▲31%



This number displays the overview of PAGE VIEWS from FashionTV Videos on Facebook for the period of the LAST 28 DAYS

The number shows an **INCREASE in 31%**

PAGE LIKES

14,153

Page Likes ▲20%



This number displays the overview of PAGE LIKES from FashionTV Page on Facebook for the period of the LAST 28 DAYS

The number shows an **INCREASE in 20%**

REACH

1,629,815

People Reached ▲71%



This number displays the overview of REACH from FashionTV Page on Facebook for the period of the LAST 28 DAYS

The number shows an **INCREASE in 71%**

POST ENGAGEMENTS

2,178,893

Post Engagement ▲118%

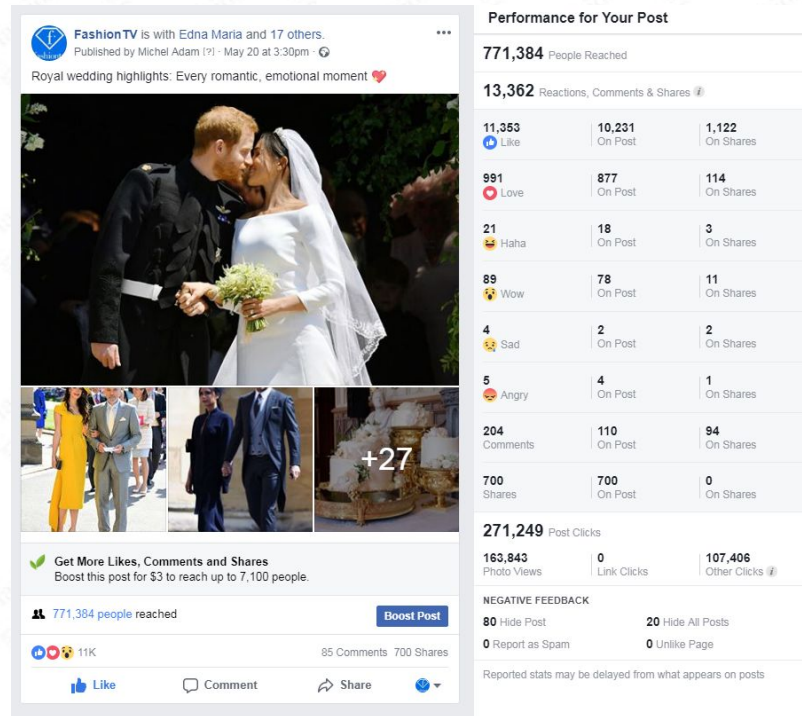
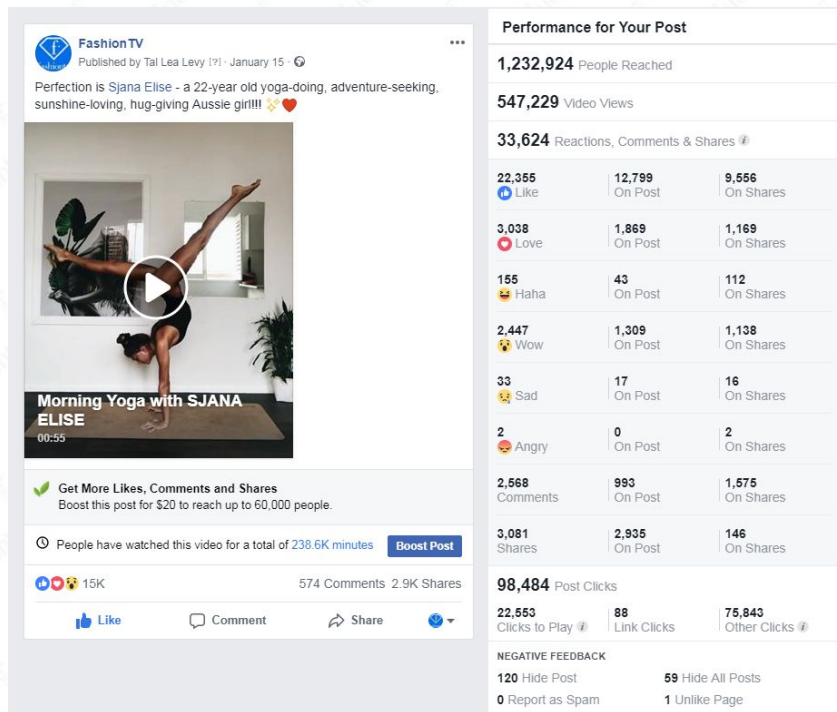


This number displays the overview of POST ENGAGEMENTS from FashionTV Page on Facebook for the period of the LAST 28 DAYS

The number shows an **INCREASE OF 118%**

FashionTV on Facebook

Performance Overview of Facebook Followers




FashionTV on Facebook

Performance Overview of Facebook Followers

FashionTV is with Jesse Salazar and 10 others.
Published by Michel Adam [?] · May 8 at 9:00am · 🌐

Met Gala 2018 💖 "Heavenly Bodies: Fashion and the Catholic Imagination" by Kendall Jenner, Rihanna, Katy Perry, Gigi Hadid, Olivia Munn, Jasmine Sanders, Rita Ora, Lily Collins, Bella Hadid, Rosie Huntington-Whiteley, Amber Valletta, Karlie Kloss... 🌸



+33

👍 Get More Likes, Comments and Shares
Boost this post for \$3 to reach up to 7,100 people.

👤 565,270 people reached

👍 4.8K 131 Comments 1.4K Shares

👍 Like 💬 Comment ➦ Share 🌐


Performance for Your Post			
565,270 People Reached			
8,654 Reactions, Comments & Shares 🌐			
5,496 Like	4,192 On Post	1,304 On Shares	
841 Love	569 On Post	272 On Shares	
74 Haha	28 On Post	46 On Shares	
201 Wow	136 On Post	65 On Shares	
11 Sad	3 On Post	8 On Shares	
23 Angry	13 On Post	10 On Shares	
603 Comments	160 On Post	443 On Shares	
1,421 Shares	1,421 On Post	0 On Shares	
151,380 Post Clicks			
75,257 Photo Views	11 Link Clicks	76,112 Other Clicks 🌐	

NEGATIVE FEEDBACK			
25 Hide Post	22 Hide All Posts		
0 Report as Spam	0 Unlike Page		

Reported stats may be delayed from what appears on posts

FashionTV
Published by Tal Lea Levy [?] · December 7, 2017 · 🌐

Billboard's "Woman of the Year" is the breathtaking and courageous Selena Gomez!



Billboard's "Woman of the Year"
01:00

👍 Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 60,000 people.

👤 548,307 people reached

👍 3.2K 36 Comments 146 Shares

👍 Like 💬 Comment ➦ Share 🌐

Performance for Your Post			
548,307 People Reached			
178,586 Video Views			
3,656 Reactions, Comments & Shares 🌐			
2,990 Like	2,889 On Post	101 On Shares	
427 Love	410 On Post	17 On Shares	
6 Haha	6 On Post	0 On Shares	
23 Wow	19 On Post	4 On Shares	
6 Sad	4 On Post	2 On Shares	
4 Angry	4 On Post	0 On Shares	
47 Comments	39 On Post	8 On Shares	
157 Shares	146 On Post	11 On Shares	
40,226 Post Clicks			
5,672 Clicks to Play 🌐	0 Link Clicks	34,554 Other Clicks 🌐	

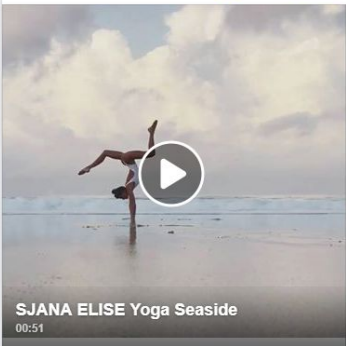
NEGATIVE FEEDBACK			
32 Hide Post	18 Hide All Posts		
0 Report as Spam	0 Unlike Page		

FashionTV on Facebook

Performance Overview of Facebook Followers

FashionTV
Published by Michel Adam (?) · January 20 · 🌐

Morning free flows by the seaside 🧡🧡 with Sjana Elise



SJANA ELISE Yoga Seaside
00:51

✔️ **Get More Likes, Comments and Shares**
Boost this post for \$20 to reach up to 60,000 people.

👤 Your video is popular with **women between the ages 25-34** **Boost Post**

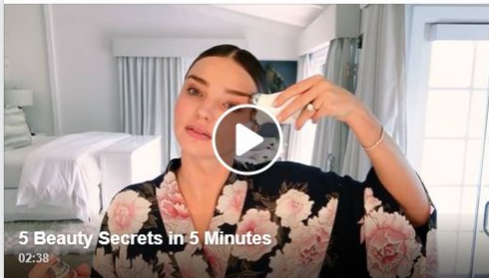
👍❤️🧡 6.7K 206 Comments 947 Shares

👍 Like 💬 Comment ➦ Share 🌐

Performance for Your Post			
513,065 People Reached			
140,156 Video Views			
10,858 Reactions, Comments & Shares 📊			
7,520 👍 Like	5,601 On Post	1,919 On Shares	
1,204 ❤️ Love	917 On Post	287 On Shares	
43 😂 Haha	15 On Post	28 On Shares	
519 🧡 Wow	373 On Post	146 On Shares	
6 😞 Sad	3 On Post	3 On Shares	
599 Comments	332 On Post	267 On Shares	
980 Shares	947 On Post	33 On Shares	
21,209 Post Clicks			
5,239 Clicks to Play 📊	4 Link Clicks	15,966 Other Clicks 📊	
NEGATIVE FEEDBACK			
23 Hide Post		19 Hide All Posts	
0 Report as Spam		0 Unlike Page	

FashionTV
Published by Tal Lea Levy (?) · January 6 · 🌐

5 Beauty Secrets in 5 Minutes from your favorite top models and celebrities!
What could be better?
<http://on.ftv.com/2qljQMR>



5 Beauty Secrets in 5 Minutes
02:38

✔️ **Get More Likes, Comments and Shares**
Boost this post for \$20 to reach up to 60,000 people.

👤 **409,502** people reached **Boost Post**

👍❤️🧡 909 7 Comments 86 Shares

👍 Like 💬 Comment ➦ Share 🌐

Performance for Your Post		
409,502 People Reached		
111,555 Video Views		
1,090 Reactions, Comments & Shares 📊		
886 👍 Like	858 On Post	28 On Shares
83 ❤️ Love	80 On Post	3 On Shares
10 😂 Haha	9 On Post	1 On Shares
5 🧡 Wow	5 On Post	0 On Shares
10 Comments	7 On Post	3 On Shares
96 Shares	86 On Post	10 On Shares
14,040 Post Clicks		
2,522 Clicks to Play 📊	171 Link Clicks	11,347 Other Clicks 📊
NEGATIVE FEEDBACK		
24 Hide Post	17 Hide All Posts	
0 Report as Spam	0 Unlike Page	



CURRENT TOTAL VIEWS: **1,445,509,433** (lifetime views)

CURRENT TOTAL SUBSCRIBERS: **1,043,445**

ABOUT THE FOLLOWERS

United States is 13% of the top countries that watch FashionTV YouTube

Men are 79% of the gender population that watch FashionTV YouTube

Top geographies

Watch time

United States (13%)
Mexico (4.9%)
India (4.7%)
Brazil (4.4%)
Germany (4.0%)



Gender

Views

Male (79%)
Female (21%)



Traffic sources

Watch time

Suggested videos (40%)
Direct or unknown (20%)
YouTube search (20%)
Other (20%)



Playback locations

Watch time

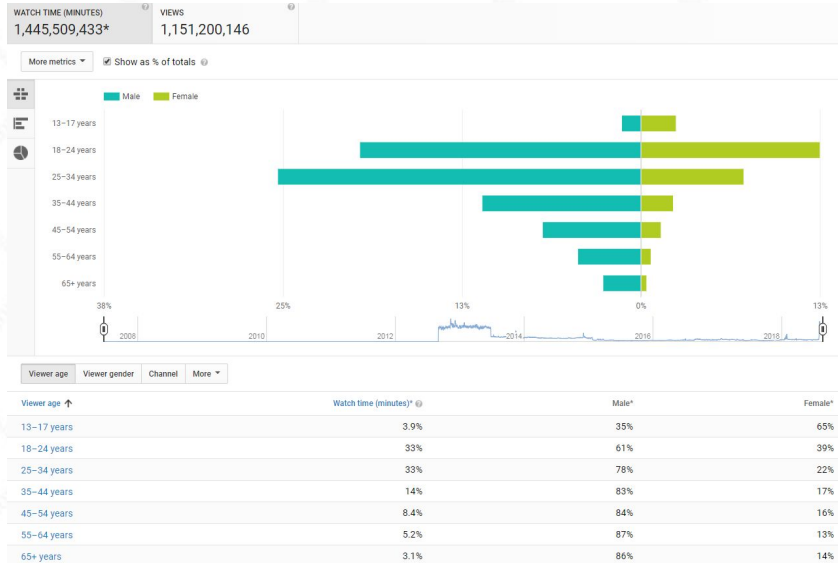
YouTube watch page (84%)
Mobile devices (11%)
Embedded in external websites and apps (4.5%)
Other (0.5%)



<https://www.youtube.com/ftvchannel>



WATCH TIME & VIEWS



Lifetime VIEWS: **1,151,200,146**

Lifetime WATCH TIME: **1,445,509,433**

The graph shows that the watch time for both men and women between the ages of 25-34 makes up 33% of the total watch time. with 78% of the 33% being men and 22% being women.

<https://www.youtube.com/ftvchannel>



MOST VIEWED CLIPS



FTV - Bali | Bikini Party @ Ku De Ta Beach Club ft Michel Adam | FashionTV - FTV.com

11,930,925 views

7.5K 915 SHARE 3%



FashionTV

Published on Sep 5, 2010

Get FTV Coin Deluxe NOW: <https://ftv.com/c/>

SUBSCRIBE 430K



Hot Super Models Backstage @ Sexy Designer Lingerie Photo Shoot Perlea | FashionTV (2003-2004)

10,445,509 views

3.3K 614 SHARE 3%

<https://www.youtube.com/ftvchannel>

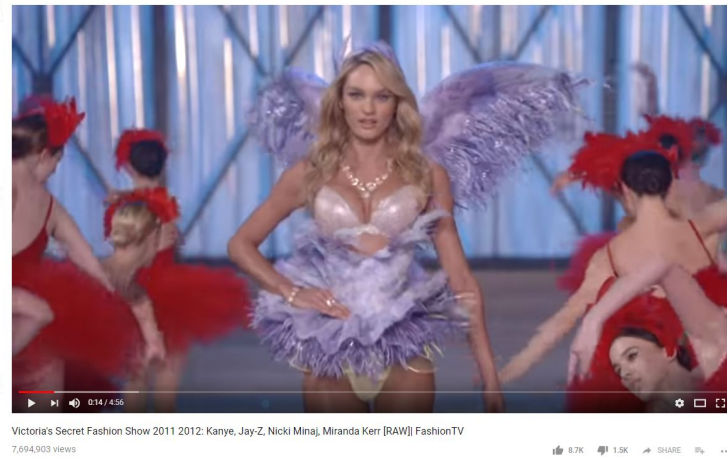
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©&® fashiontv

13



MOST VIEWED CLIPS



<https://www.youtube.com/ftvchannel>



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Profile

FashionTV - Official Instagram account. Everything that happens in the world of fashion happens on #FashionTV. Get your FTV Coin now!

Business account

Instagram: www.instagram.com/fashiontv/

Website: <http://www.ftvcoin.io/>

Statistics

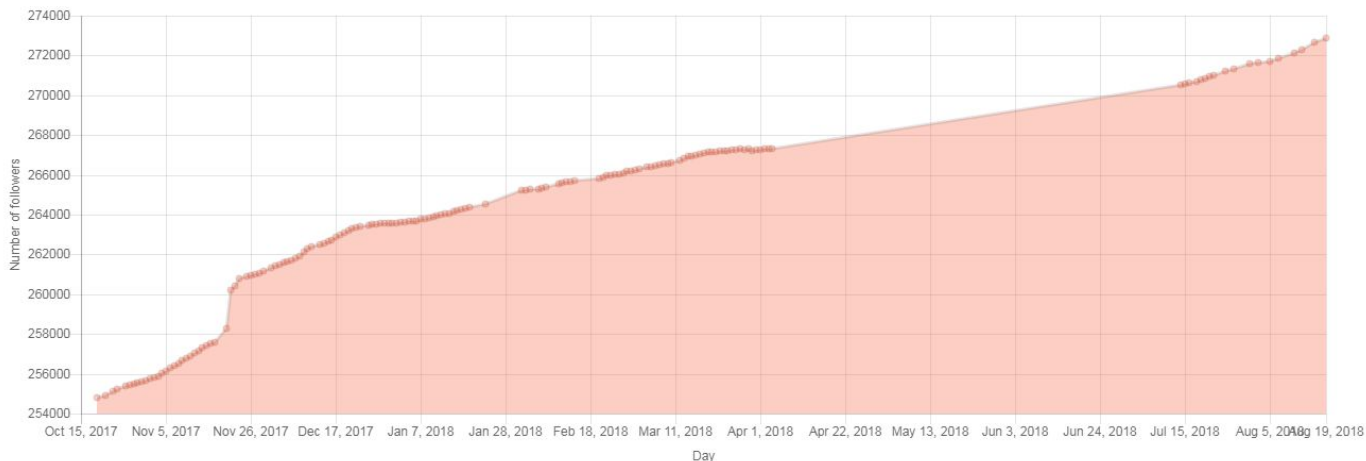
Number of followers:	272,893
Number following:	1,756
Number of posts:	7,800
Average likes per post:	609.5
Average likes to followers:	0.22%
Language:	English

FOLLOWERS

The graph shows the increase in followers From 2017 - current.

<https://www.instagram.com/fashiontv/>

Followers over time





CURRENT TOTAL LIKES: **273,109** (Lifetime Likes)
CURRENT MONTHLY AVERAGE INCREASE: **4,177** followers

273,109 followers
+698 vs. Aug 08 - Aug 14

ABOUT THE FOLLOWERS

273K+ followers on Instagram - Instagram shows only 7 days of insights at a time

Insights show more female likes women 68% male 32% between the ages of 13-65+

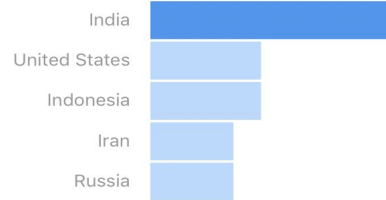
The graph shows that the average follower age is between the ages of 25-34

<https://www.instagram.com/fashiontv/>

Top Locations

Cities

Countries



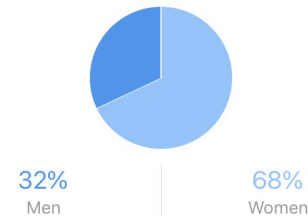
Top Locations

Cities

Countries

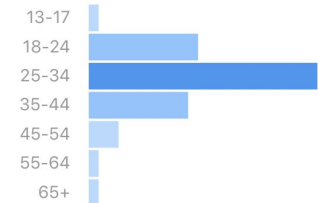


Gender



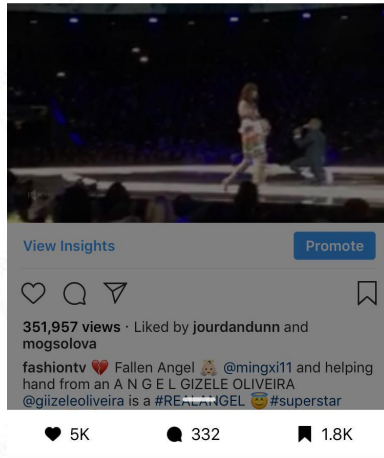
Age Range

All Men Women



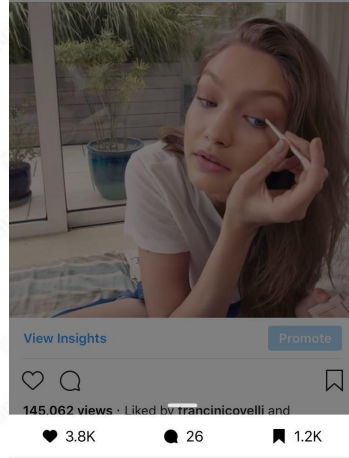
FashionTV on Instagram

Performance Overview of Instagram Followers



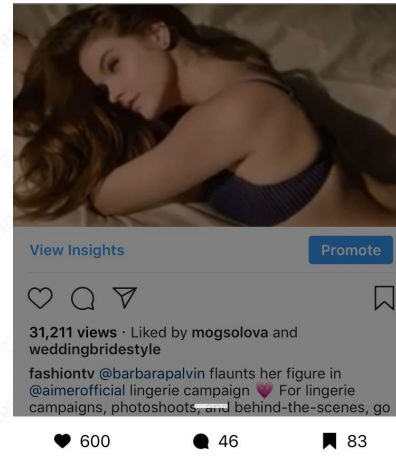
1,156
Profile Visits

343,269
Reach



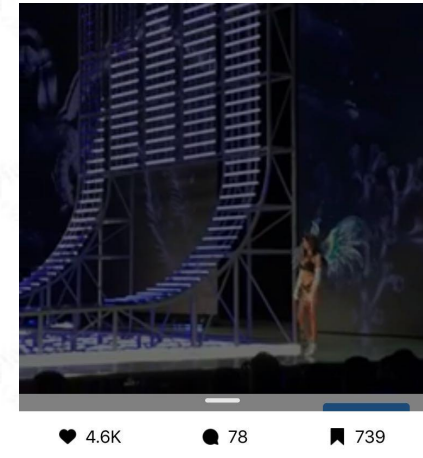
911
Profile Visits

178,507
Reach



671
Profile Visits

125,269
Reach



1,283
Profile Visits

128,898
Reach





MORE FASHIONTV PRODUCTS



