FASHIONTV MEDIA

24/7 TELEVISION NETWORK

FashionTV

TV: 7 MILLION PUBLIC PLACES

TV: 500 MILLION HOUSEHOLDS

FOCUSED EXCLUSIVELY ON FASHION, BEAUTY, TRENDS

BIGGEST FASHION LIFESTYLE PROGRAM

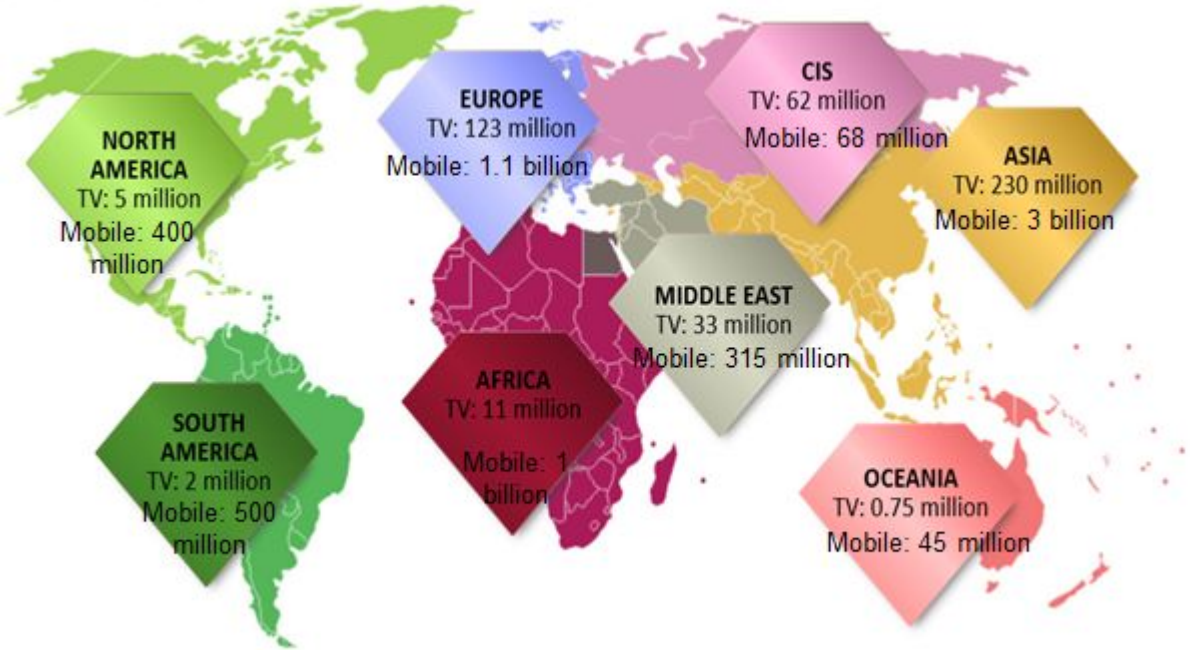
YOUTUBE: 1M FOLLOWERS

INSTAGRAM: 273K FOLLOWERS

FACEBOOK: 4.2+ MILLION LIKES

GOOGLE+: 3.8 MILLION LIKES

FashionTV TV Distribution number of Households



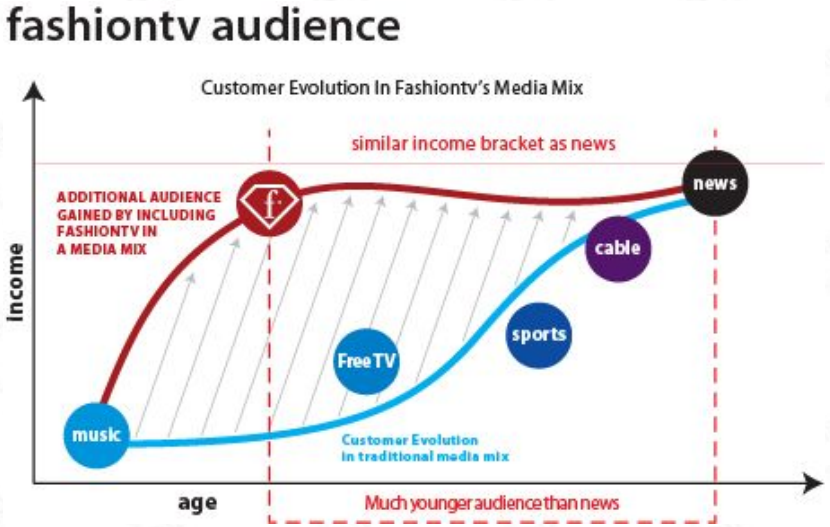
FashionTV Demographics

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



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:

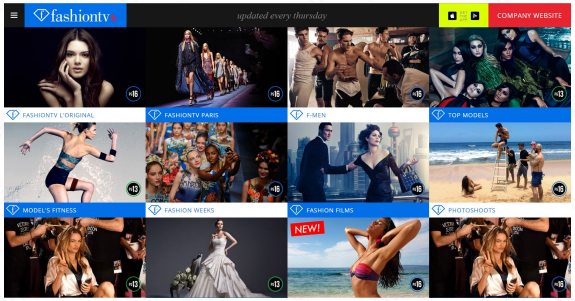
Facebook - 4.2+ million fans

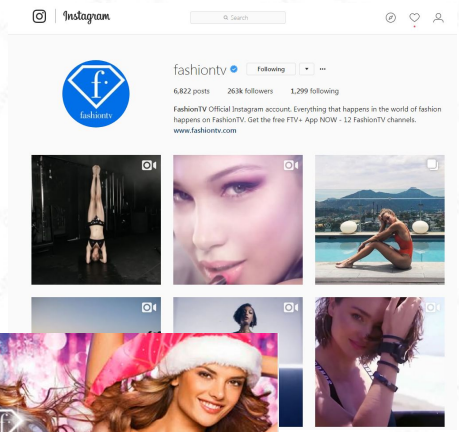
Instagram - 273K followers

Google+ - 3.8+ million fans

YouTube - 1M subscribers

VK.com - 161K followers





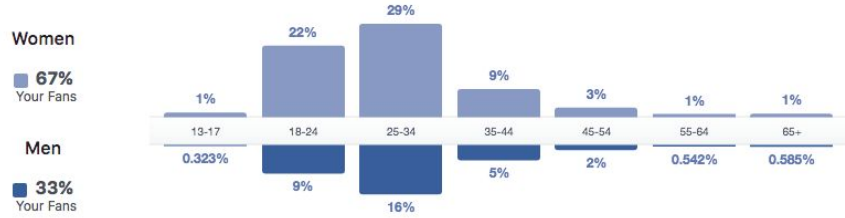
CURRENT TOTAL LIKES: **4,147,910** (Lifetime Likes)
CURRENT TOTAL VIEWS: **53,918,530** (2014-2018)

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



Country	Your Fans
India	448,204
Philippines	206,246
United States of America	184,268
Indonesia	160,386
Pakistan	142,776
Egypt	128,804
Iran	123,443
Georgia	108,563
Vietnam	107,290
Romania	105,573

City	Your Fans
Tbilisi, Georgia	82,182
Tehran, Tehran Provinc...	63,830
Cairo, Cairo Governora...	60,037
Yangon, Myanmar	57,921
Bangkok, Thailand	47,658
Ulaanbaatar, Ulan Bato...	46,349
Lahore, Punjab, Pakistan	41,572
Dhaka, Dhaka Division,...	40,277
Ho Chi Minh City, Vietn...	38,472
Jakarta, Indonesia	37,021

Language	Your Fans
English (US)	1,666,086
English (UK)	516,741
French (France)	246,366
Spanish	203,872
Arabic	173,774
Indonesian	127,116
Vietnamese	97,428
Romanian	94,761
Russian	79,940
Polish	69,170

http://www.facebook.com/FTV

FashionTV on Facebook

Performance Overview of Facebook Followers

LAST 28 DAYS PERFORMANCE

PAGE VIEWS

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

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

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%**

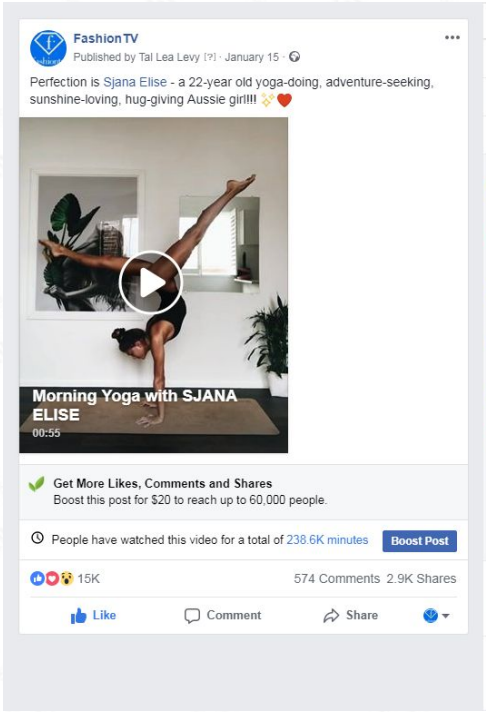
POST ENGAGEMENTS

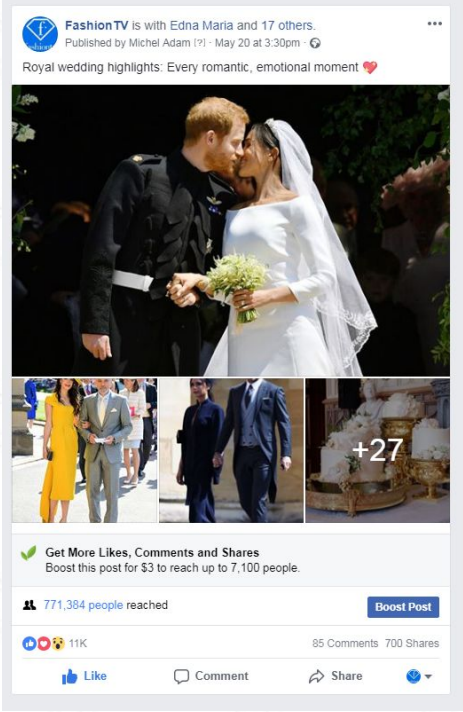
This number displays the overview of POST ENGAGEMENTS from FashionTV Page on Facebook for the period of the LAST 28 DAYS

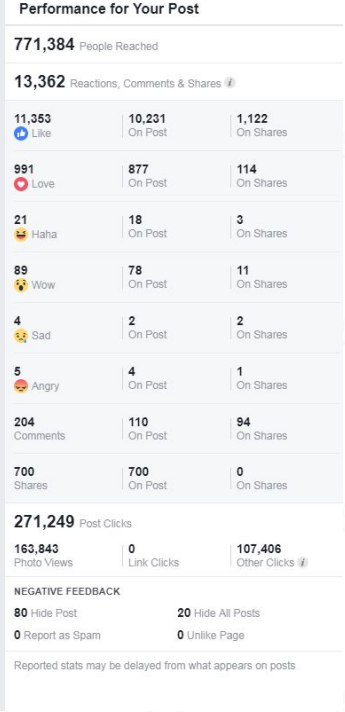
The number shows an **INCREASE OF 118%**

FashionTV on Facebook

Performance Overview of Facebook Followers

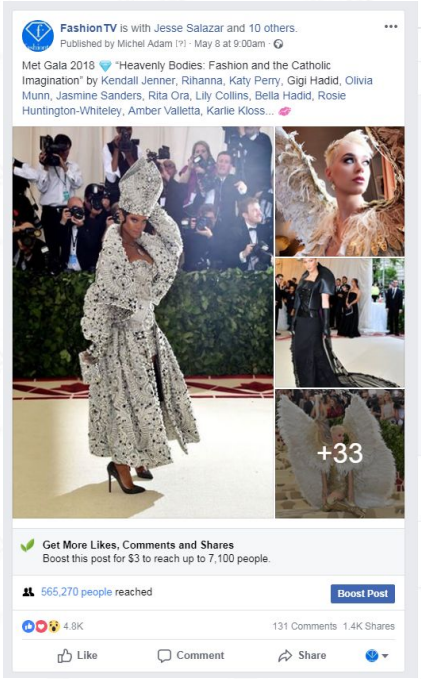






FashionTV on Facebook

Performance Overview of Facebook Followers



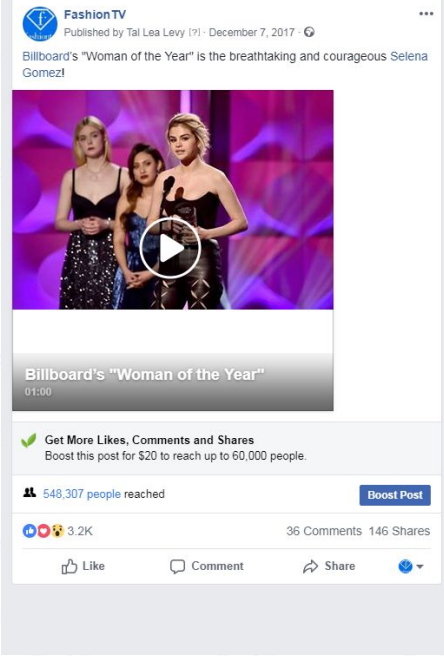
Performance for Your Post

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



Performance for Your Post

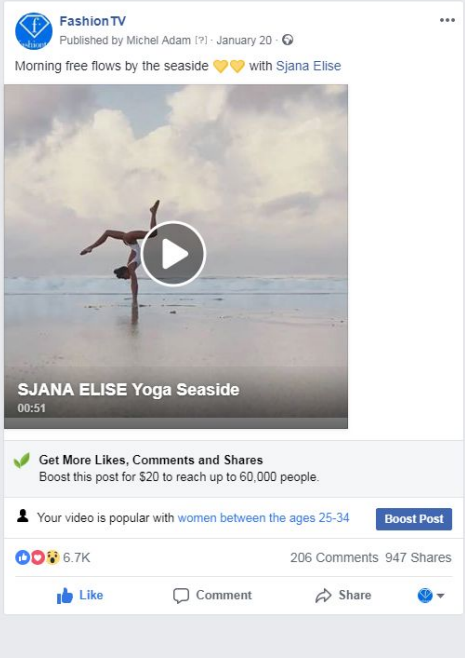
548,307 People Reached		
178,586 Video Views		
3,656 Reactions, Comments & Shares		
2,990 Like	2,889 On Post	101 On Shares
427 Love	410 On Post	17 On Shares
6 Haha	6 On Post	0 On Shares
23 Wow	19 On Post	4 On Shares
6 Sad	4 On Post	2 On Shares
4 Angry	4 On Post	0 On Shares
47 Comments	39 On Post	8 On 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

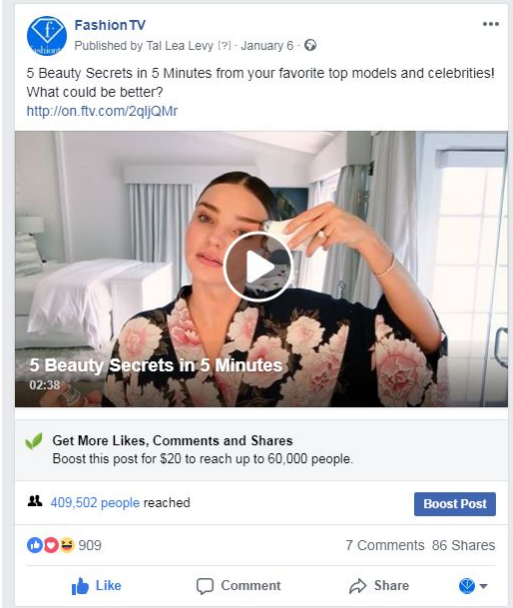
NEGATIVE FEEDBACK

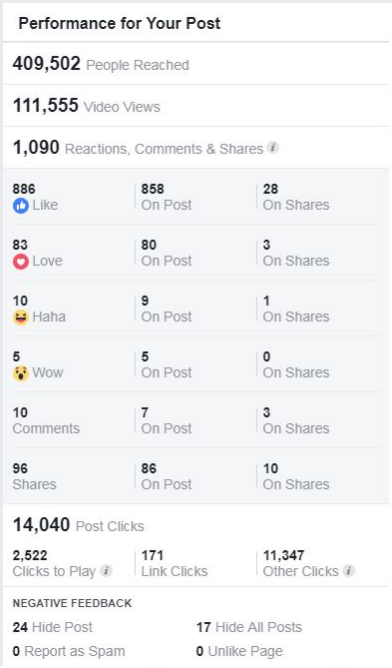
32 Hide Post	18 Hide All Posts
0 Report as Spam	0 Unlike Page

FashionTV on Facebook

Performance Overview of Facebook Followers





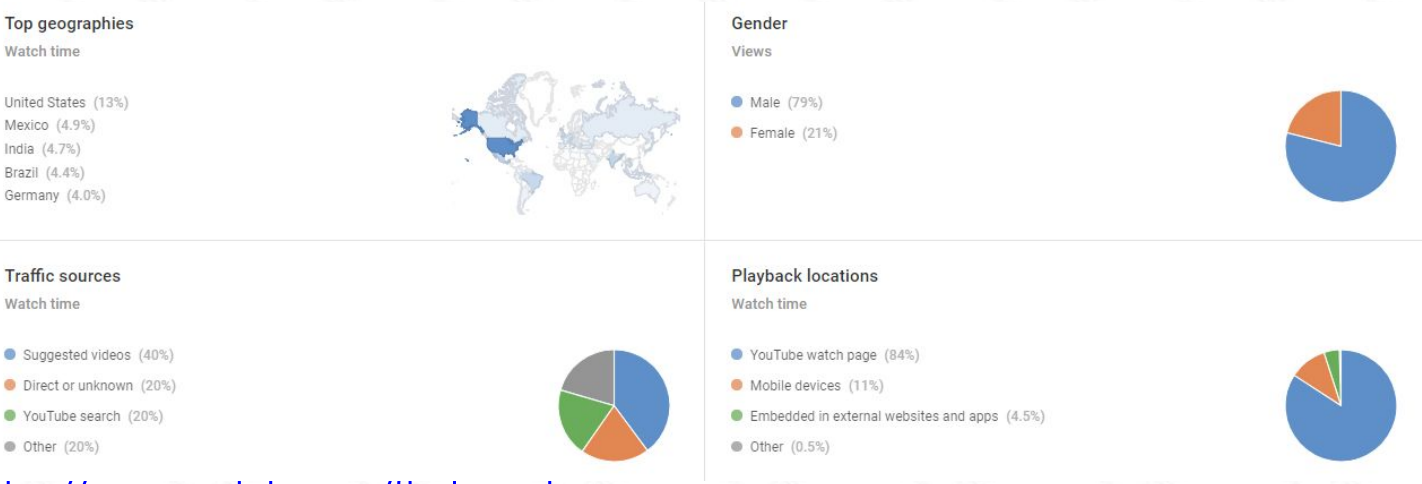


CURRENT TOTAL VIEWS: **1,445,509,433** (lifetime views)
CURRENT TOTAL SUBSCRIBERS: **1,043,445**

ABOUT THE FOLLOWERS

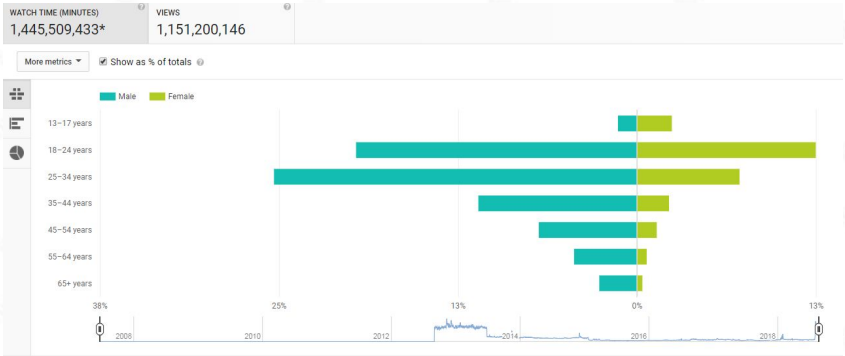
United States is 13% of the top countries that watch FashionTV YouTube

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



https://www.youtube.com/ttvchannel

WATCH TIME & VIEWS



Viewer age	Watch time (minutes)*	Male*	Female*
13–17 years	3.9%	35%	65%
18–24 years	33%	61%	39%
25–34 years	33%	78%	22%
35–44 years	14%	83%	17%
45–54 years	8.4%	84%	16%
55–64 years	5.2%	87%	13%
65+ years	3.1%	86%	14%

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

YouTube

MOST VIEWED CLIPS

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

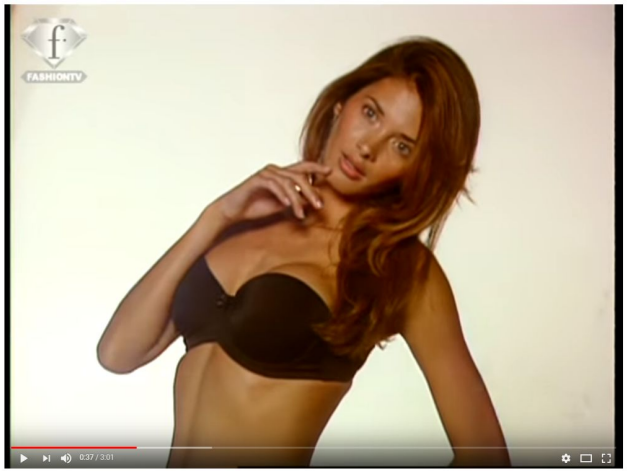
11,930,925 views

7.5K 915 SHARE

FashionTV
Published on Sep 5, 2010

SUBSCRIBE 430K

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



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

10,445,509 views

3.9K 614 SHARE

https://www.youtube.com/ftvchannel

YouTube

MOST VIEWED CLIPS

Midnite Haute #01/2012 || Playboy photoshoot

8,901,564 views

11K 2.4K SHARE

Victoria's Secret Fashion Show 2011 2012: Kanye, Jay-Z, Nicki Minaj, Miranda Kerr [RAW]| FashionTV

7,694,903 views

8.7K 1.5K SHARE

https://www.youtube.com/ftvchannel

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/

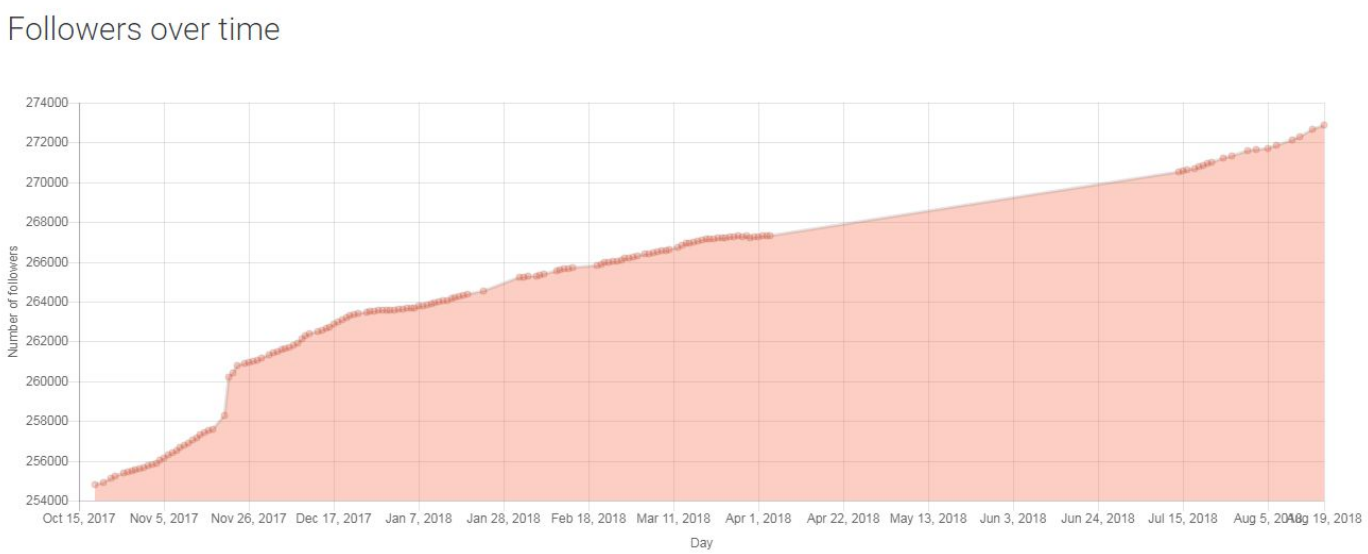
Statistics

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/



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

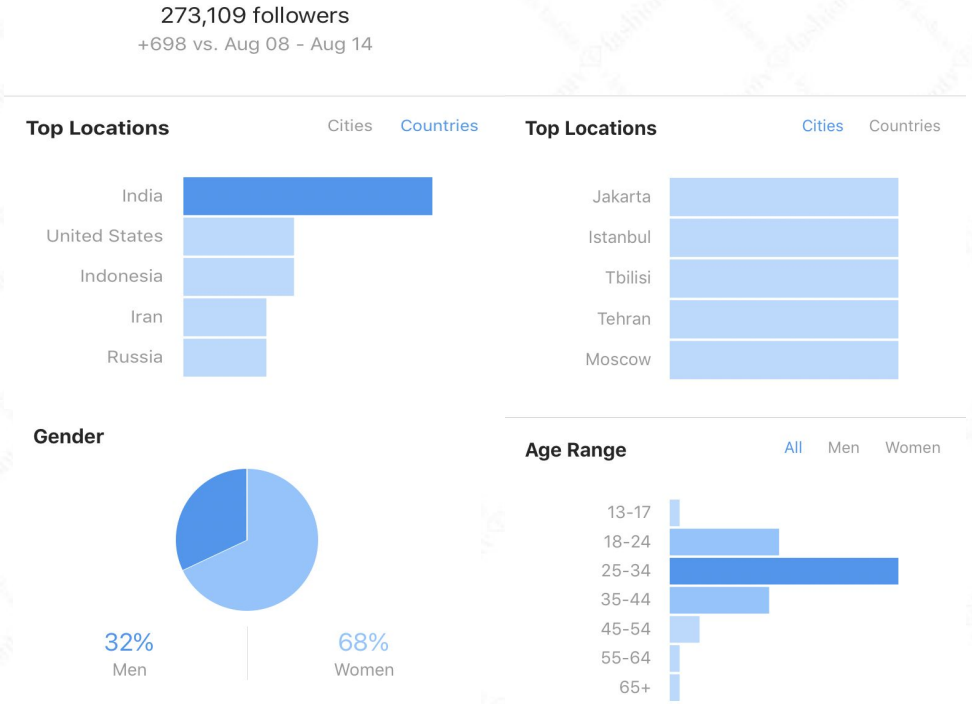
ABOUT THE FOLLOWERS

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+

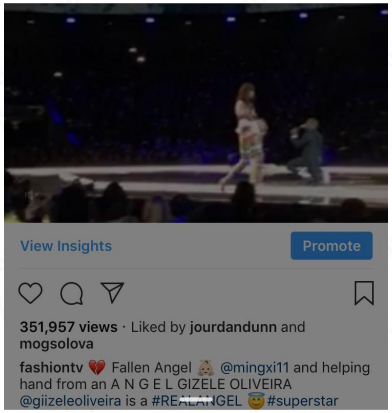
The graph shows that the average follower age is between the ages of 25-34

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



FashionTV on Instagram

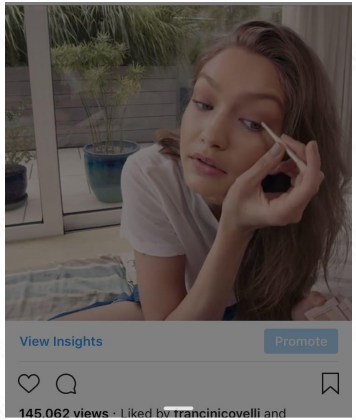
Performance Overview of Instagram Followers



5K 332 1.8K

1,156 Profile Visits

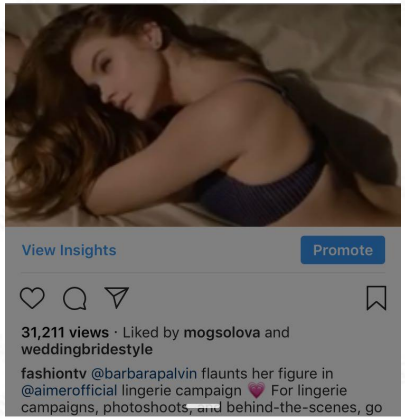
343,269 Reach



3.8K 26 1.2K

911 Profile Visits

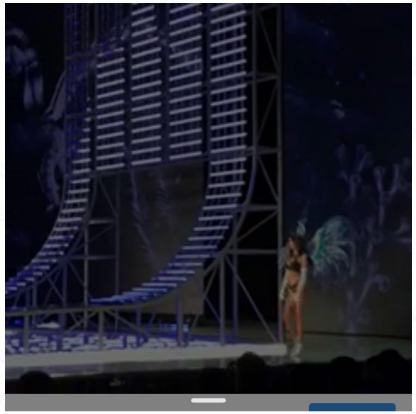
178,507 Reach



600 46 83

671 Profile Visits

125,269 Reach



4.6K 78 739

1,283 Profile Visits

128,898 Reach

MORE FASHIONTV PRODUCTS