

TV-channel “Truly Funny TV” (“Nastojashee Smeshnoe Televidenie” – NST)



NST Comic TV-channel

Concept: comic channel

Launch date: November 2004

Broadcasting: basic NTV-Plus package, cable operators of CIS and Baltic States

Programming:

- 24 hours
- A two-hour premiere block is on daily at 20:00

“TRULY FUNNY TV” is the first round-the-clock comic channel in Russia.

NST began broadcasting in 2004 and at once earned one the highest rankings within the NTV-Plus platform.

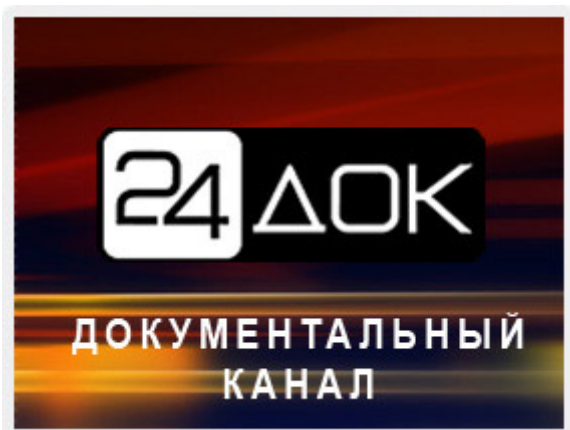
NST presents best programmes of the comic genre produced both in Russia and abroad: sketch-show, sitcom, spycam, home video, anecdote. The classic masters of the comedy genre and young comics.

NTS is included into the basic NTV-Plus package and broadcasted through cable networks of Russia, Ukraine, Belorussia, Moldavia, Armenia, Georgia, Azerbaijan, and also on the territory of Baltic States.

At the moment the amount of NTS subscribers exceeds 2 million people.

EVERYTHING THAT MAKES THE WORLD LAUGH ON OUR CHANNEL!

TV-channel “24-DOC”



“24-DOC” Documentary TV-channel

Concept: documentary channel

Launch date: November 2005

Broadcasting: basic extended NTV-Plus package.

Programming:

- 24 hours
- A two-hour premiere block is on daily at 22:00

24-DOC is the first documentary channel about Russia.

The structure of the channel is built upon the principle of multi-channel television and consists of seven themed sections: “Our Society”, “Our Geography”, “Our Culture”, “Our Science”, “Our Archives”, “Our Documentaries”, and “World about us”.

24-DOC – best films from the terrestrial channels’ libraries.

24-DOC – author movies of contemporary documentarians, festival films.

24-DOC – the classics of Russian documentary genre.

24-DOC – the best foreign documentary films on Russia.

Channel’s content formation:

-85% Russian films, including channel’s own productions.

- 15% foreign productions.

“Chronograph” and “Our Geography” are original formats of 24-DOC channel.

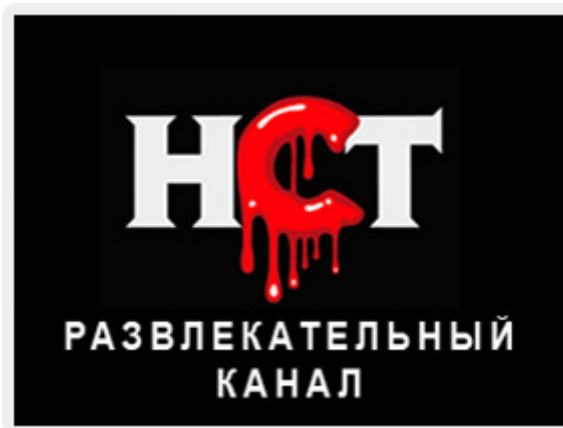
“Chronograph” is a series of short historic sketches developed on the basis of photo-documents and newsreels. “Our Geography” is a series of documentaries about Russia made in High-Definition (HD) format.

24-DOC centers on high-quality films and TV programmes. Our objective is to tell about us, our country, and our history in a simple and accessible way.

24-DOC is included into the basic extended NTV-Plus package – 70 thousand subscribers, and is also broadcasted through cable networks on the territory of Russia, Ukraine, Kazakhstan, Belorussia, Moldavia, Georgia and Baltic states. The number of subscribers exceeds 1 million people.

24-DOC – OUR HISTORY, OUR REALITY!

TV-channel “True Horror TV” (“Nastoyashee Strashnoe Televidenie” – NSTV)



NSTV Entertainment channel

Concept: horror and black humor channel

Launch date: October 2006

Broadcasting: on the territory of Russia, CIS and Baltic States through satellite LM-1

Programming:

- 24 hours
- A two-hour premiere block is on daily at 22:00

Entertainment channel “True Horror TV” (NSTV) is a horror and black humor channel that has no parallels neither in Russia nor in the world.

At the moment there is only one channel topically close to NSTV, this is the American “Horror Channel”. Its main content consists of full-length feature films produced in Hollywood in the last fifty years, which makes the channel rather monotonous.

“True Horror TV” content includes classic horror films, modern thrillers, mystics, science-fiction, trash, anime, documentaries and programmes on related topics, as well as a whole lot of black humor.

The programme content of “True Horror TV” is compiled of various genres, production countries, running times, which allows every viewer discover something interesting for him or her.

The inter-programme broadcasting of “True Horror TV” is based on own-produced animated series “Monsters”. Its main characters are Slasher, Dracula, Mummy, and Zombie. They will horrify, make laugh and entertain viewers during the breaks between the films.

NSTV – THERE IS A THIN LINE BETWEEN FUNNY AND HORRIFYING!

TV-channel 24 Techno



24 TECHNO Educational Channel

Concept: educational channel

Launch date: June 2007

Programming:

- 24 hours
- A two-hour premiere block is on daily at 22:00

24TECHNO – round-the-clock educative channel about science and engineering.

Best popular-science programmes and films produced in Russia and abroad now on one channel. We offer thrilling shows to those who wish to know more about humans and the surrounding world.

Foreign analogue of 24TECHNO is the “Discovery Science” channel. Its area of interest is the whole world. 24TECHNO will primarily tell viewers about the accomplishments of Russian science and engineering.

Every day of the week has its own unique premier theme, which allows developing a convenient viewing timetable.

MON. HUMAN

TUE. EVOLUTION

WED. SCIENCE

THUR. ENGINEERING/TECHNOLOGIES

FRI. SPACE

SAT. X-FILES

SUN. CABINET OF CURIOSITIES

Channel's content formation:

- 50% Russian films and programmes, including channel's own productions.
- 50% films produced abroad.

24TECHNO - best TV productions selected in the terrestrial channels' libraries.

24TECHNO – the classical works of Russian documentary genre. Undeservingly forgotten masterpieces from the funds of “Kievnauchfilm”, “Sverdlovsk Film Studio”, “Russian Central Studio of Documentary Films”, “Archive of Russian Film and Photo Documentarians”.

24TECHNO – author popular-science films.

24TECHNO – present-day foreign productions about science and engineering.

24TECHNO – SCIENTIFIC AND POPULAR!

TV-channel “Mother and Child”



“Mother and Child” – a channel about maternity and childhood.

Concept: educational channel

Launch date: September 2007

Programming:

- 24 hours
- 730 premiere blocks annually

TV-channel “Mother and Child” is the first in Russia round-the-clock TV-channel about maternity and childhood.

The concept of the channel was developed in cooperation with leading experts in medicine and education.

The channel is dedicated to the problems of maternity and childhood. Our daily programmes cover all stages of child’s development within a family, from the moment of birth until reaching the age of ten.

We intend to have two levels of block rotation within studio and programme modules strictly tied down to broadcasting schedule.

Every day of the week has its own premiere theme (studio, programme module) which allows the viewers developing a convenient viewing schedule.

MON. Pregnancy

TUE. Birth

WED. Child from birth to 1 years old

THUR. Child from 1 to 3 years old

FRI. Child from 3 to 5 years old

SAT. Child from 5 to 10 years old

SUN. Digest

A studio programme module implies studio shooting and talks with invited guests: doctors, psychologists, teachers, lawyers, nutritionists, celebrities, regular parents who can share their experience in child upbringing.

A programme module consists of world’s best documentaries on maternity and childhood.

The target group of the channel includes young people who are about to get married, married couples who are planning to have children, pregnant women and future fathers, families with children of different age, grandmothers and grandfathers.

In recent years the birth rate in Russia has increased. For the moment 50% of families in Russia have children. It means that dozens of millions of Russians take time to think about the younger generation. TV-channel “Mother and Child” will help them make the right decision and learn a complicated but interesting profession of a parent!

MOTHER AND CHILD – ALL ABOUT MATERNITY AND CHILDHOOD!

TV-channel Fenix-ART



“F” - TV-series channel

Concept: channel of Russian TV-series

Launch date: August 2007

Programming:

- 24 hours
- A two-hour premiere block is on daily at 20:00

“Fenix-ART” is the channel of premier Russian TV-series.

The basic content of the channel is comprised of the best series produced by “Fenix-Film” which were successfully screened at prime-time on federal terrestrial channels. Most importantly, our viewers will be the first to see the new projects of “Fenix-Film” as the premier screening will take place here on “Fenix-ART”.

“Fenix-ART” is a TV-channel for the whole family. We offer the viewers a genre and theme variety of series productions; everyone will find here something to his or her liking – romance, drama, detective, action, and popular western.

“Fenix-ART” programme content formation:

- First shows of TV-series produced by “Fenix-Film”
- Series from the archives of “Fenix-Film”
- Best Russian series 1991-2007

FENIX-ART – WATCH, BE THE FIRST!