

**ТВЦ**

The image features the Cyrillic letters 'ТВЦ' in a bold, white, sans-serif font. The letter 'Ц' is partially enclosed by a glossy, red, three-dimensional sphere. The background consists of several red, angular shapes that appear to be beams of light or architectural elements, radiating from the center. A bright blue-white glow emanates from the base of the sphere, creating a lens flare effect.

## TVCI

**TVC** is one of the most popular Russian must carry TV channels which started broadcasting in 1997. Today **TVC** is broadcasting in all 87 regions of Russian Federation and the number of its potential audience in Russian Federation is approximately 120 mln.

Its international version (**TVC-International**) is broadcasting to a huge Russian diaspora in CIS and Baltic, countries of Western and Eastern Europe, Canada, USA, Israel, Middle East and Northern Africa – this is the audience of approximately 32 mln. and this audience is increasing daily.

**TVCI** shows wide diversity of Russian life and its intellectual, social, scientific, political, financial and economic variety. Its programmes attract all Russian compatriots who live abroad.

**TVCI** is the leader among social and political programmes in the international television space among all Russian international versions.

# TV Programme Concept



**TVCI**

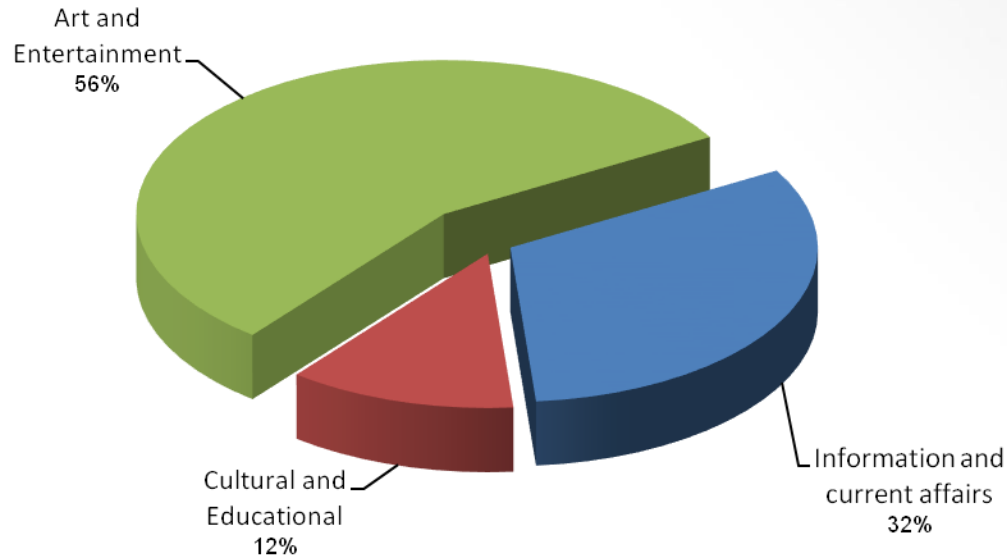
- Socially-oriented channel with a universal concept of broadcasting.

**TVCI**

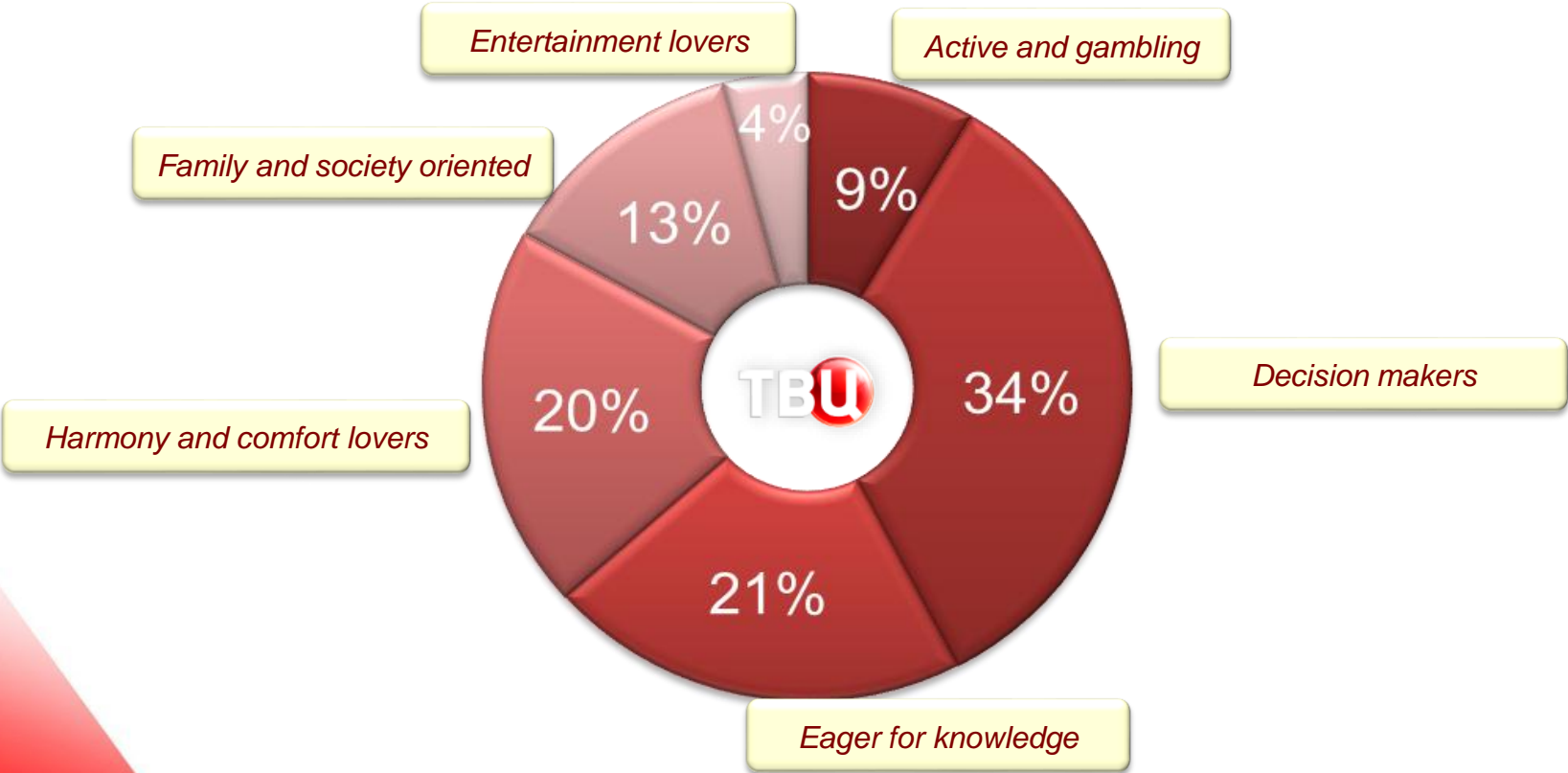
- Constantly refers to the problems faced by society as a whole and each individual person.

**TVCI**

- Provides daily 24 hours broadcasting in accordance with the programme concept.



# TVCI Viewers Psychological Profile



According to the results of research in methodology psychographic characteristics of viewers watching TVCI **34 %** of spectators - are most related to the «**decision makers**» category, **21%** of spectators are «**eager for knowledge**» category



# TVCI Channel Response



## How We are Acquired by Our Viewers

- Informational
- Mostly calm
- Versatile
- Intellectual

## TV Channel Response

- Serious
- Calm
- Thinking
- Curious
- Passionate, Committed

## Presenters

- Serious
- Credible

# Channel Faces



Irina  
Sashina



Irina Pershina



Aleksey  
Pushkov



Aleksander  
Serebrennikov



Olga  
Kokorekina



Anna  
Prokhorova



Roman  
Demchenko



Mikhail  
Plotnikov



Kira  
Proshutinskaya



Aleksandra  
Glotova



Tatiana  
Ustinova



Dmitry Kulikov



Kirill Radzig



Roman  
Babayan



Artem  
Konstantinov

# Information and Current Affairs Programmes



A huge variety of socially oriented programmes is daily broadcasted on weekdays:

- **Events (Sobytiya)** and **Events. 25th Hour (Sobytiya. 25 Chas)**,
- Information and daily entertainment morning programme - **The Mood (Nastroyeniye)**,
- Weekly Information and Analytical programmes **Postscriptum** and **In the Centre of Events (V Centre Sobytiy)**





## The News Of The City (Gorod Novostey)

- The aim of this project is to tell our viewers **about the main events and news**, which are happening in the capital of Russia – Moscow.
- This project touches **different spheres of Moscow life** – economics, urban economy, social sphere, culture, sports and weather.



## Events (Sobitiya)

- The channel **daily newscast**, dedicated to the most important social, political, economic and cultural events of the day in Moscow, in Russia and abroad.



## Events. 25 th Hour (Sobitiya. 25 Chas)

- The purpose of this daily programme is to give **a complete picture of the last days**.
- The programme main presenter **Aleksey Frolov** together with invited experts sums up and analyzes all the day events



## Postscriptum



- Weekly analytical programme dedicated to the **most important events** taking place in Russia and abroad.
- Guests of the author and presenter **Alexey Pushkov** programme become prominent Russian and foreign politicians, public figures, representatives of science and culture. The programme is distinguished by balanced evaluation and conclusions of experts competence.
- Each Saturday **millions of Russian compatriots all over the world** cast their preferences to Postscriptum.



## In The Centre of Events (V Centre Sobitiy) with Anna Prokhorova

- Every week in the world happens a lot of events and not only in the high spheres of politics and business.
- «We are making this programme for those who are interested in a fresh look at what is happening around», - says the main presenter **Anna Prokhorova**.



## The Right to Know (Pravo Znat)

- Each Saturday **the channel main public-political talk show** "The right to know!" takes place. This project is faced with different points of view on the most pressing question of the week.
- The programme presenter - **Dmitry Kulikov**.



## The Right to Vote (Pravo Golosa)

- "The Right to Vote" is a main place for discussion and **an arena for political battles**. We ask relevant questions and are not limited to simple answers.
- We want to hear **all points of view** and we need to know where does the country go and what is mostly needed to its citizens. Our programme has always included a microphone for those who do not want to remain silent, because everyone has "the right to vote".
- The programme presenter - **Roman Babayan**.

# Cultural and Educational Programmes



- A fundamentally important area of TVCI are **cultural and educational programmes** represented in different formats: a historical documentary, game show, "City Day", "Orthodox Encyclopedia", interviews with famous persons, films, portraits of Russian culture, film classic, and the film adaptation of literary works, as well as documentaries cognitive orientation .





## The Wife (Zhena)

- The presenter of the show **Kira Proshutinskaya** meets **one to one with famous women** who talk on their experience, what it means to be the wife nowadays.
- **All women are different:** wives who are famous because of themselves; wives of the celebrities who are in the shadow of their husbands; famous women who are not so well known to the general public; the widows of the great men, women, legends, behind which several marriages; young stars that have just started a family life.



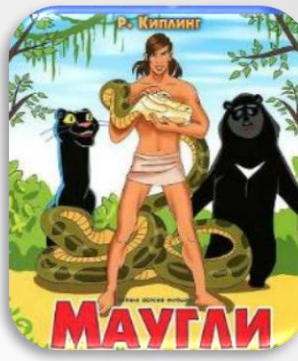
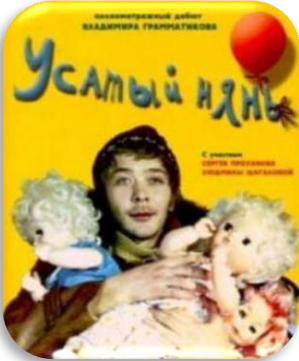
## My Hero (Moy Geroy) with Tatiana Ustinova

- Famous writer **Tatiana Ustinova** programme is an exciting interview with invited Russian celebrity one to one.
- It seems like **the presenter is writing a book about the person she is talking to** – pulls different insignificant events that suddenly become important during the interview. As a result, the man about whom you think you know a lot - opens again for you from different sides.

# Feature Films and Cartoons



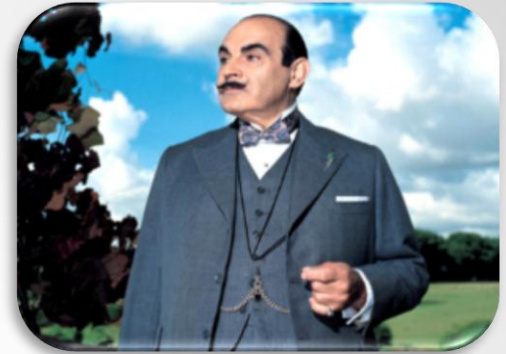
- Every day in the project "Native Speech" TVCI offers its viewers the best films from the collection of **"Golden Fund" of Soviet cinema** which are so much beloved by all former Soviet people.
- TVCI presents a huge variety of **domestic films and TV series, classic and contemporary foreign films** and a large selection of kids favorite cartoons.



# Movies and TV Series



- One of the most recognizable TVCI projects is the range of **feature films and TV series**, which are being broadcasted in the All-Russian premiere format.





## ABVGDeyka

- "ABVGDeyka" is a very popular **entertaining and educational programme for kids** which has been broadcasted for more than thirty years.
- All lessons in "ABVGDeyka" take the form of **a fun game play**. Permanent funny characters - clowns Klepa, Roma Romachkin and teacher Xenia S. – **help small kids to learn to read, write and speak**, how to ride safely and many other tricks.

## Films and Fairy-Tales for Kids

- Every weekend on TVCI you can watch a Film **fairy-tale for Kids**. There is also a large selection of kids favourite cartoons and films daily on TVCI.

# Live Broadcasts from Festivals an Concerts



- Among TVCI main priorities are special projects - **exclusive live broadcastings of important Moscow and Russian events**, gala concerts and other major events nationwide scale with great public interest (Parade on The Victory Day on May the 9th, the International Festival of military orchestras "Spasskaya Tower", broadcast live from the Poklonnaya Hill in Victory Day, broadcast Easter vespers from Christ the Savior Church, and many others.).
- One of the TV channel priorities is the **preparation of the television versions of concerts and performances**, and special cultural events.
- Projects of this kind emphasize TVCI from the other channels and attract **much more audience**.



# We Help you Wake Up in The Mornings



## The Mood (Nastroyeniye)



- Every morning **from 6 to 8 AM on weekdays** - informational and educational programme - «The Mood». (Nastroyeniye).
- Day after day, the presenters **Alexander Glotov, Roman Demchenko, Irina Sashina and Alexander Serebrennikov** make you forget the humorous saying "Good morning never happens".
- «The Mood» presenters daily offer our viewers a lot of **miscellaneous and useful information**. And all this - in an **accessible, entertaining** and concise form.





- TVCI cycle entertainment programmes, such as **«Home Delivery Laughing» (Smekh s Dostavkoy na Dom)** and **«Comedians' Shelter» (Priyut Comediantov)** – are not only famous entertainment shows but are sweet albums of old and native friends, who are very famous Russian actors and singers.
- A popular **cooking show «The Young Lady and The Cook» (Baryshnya i Kulinar)** attracts many of our viewers because of the humor of presenters and funny small talks and simple recipes





## Chronicles of Moscow Life (Khroniki Moskovskogo Byta)

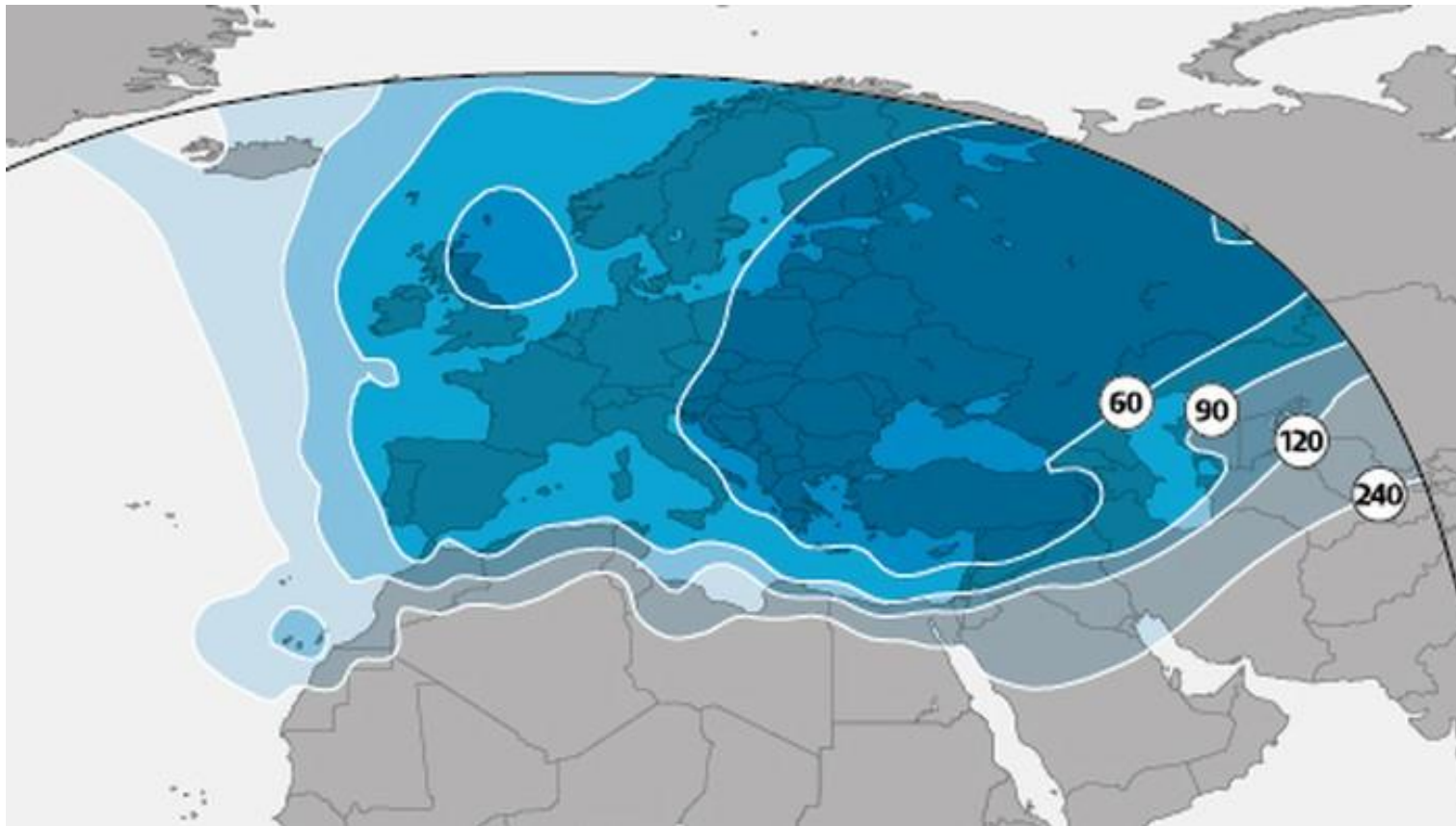
- For **Alexey Mitrofanov**, writer and presenter of our **popular documentary series, history of Moscow** - is not only revolutions, wars, regime changes and leaders. It is cultural, social, everyday life that determined people's privacy.



## Mysteries of Our Cinema (Tayni Nashego Kino)

- **Favourite movies** can be reviewed many times and they never make bored. You want to know more details: what is left behind the scenes, who tried for the main role, where the shooting took place.
- The series of «Mysteries of our cinema» (Tayni Nashego Kino) includes programmes about such **prominent Russian movies** as "Operation "Y" and other adventures of Shurik", "White Sun of the Desert", "Old Hottabych", "Pirates of the XX century".

# TVCI Space Segment Capacity



**TBU**

TVCI is available to the population of the countries, which cover The Astra 4A satellite (4.8° e.l) in a real time



**Thank you !**