



ONE WORLD, ONE NETWORK

Launched in April 2010, Fashion One is distributing to over 120 countries.

A 24/7 channel broadcasting across multiple platforms:

- Satellite Television
- Cable Television
- IPTV
- Mobile
- VOD/Ott
- Smart TV

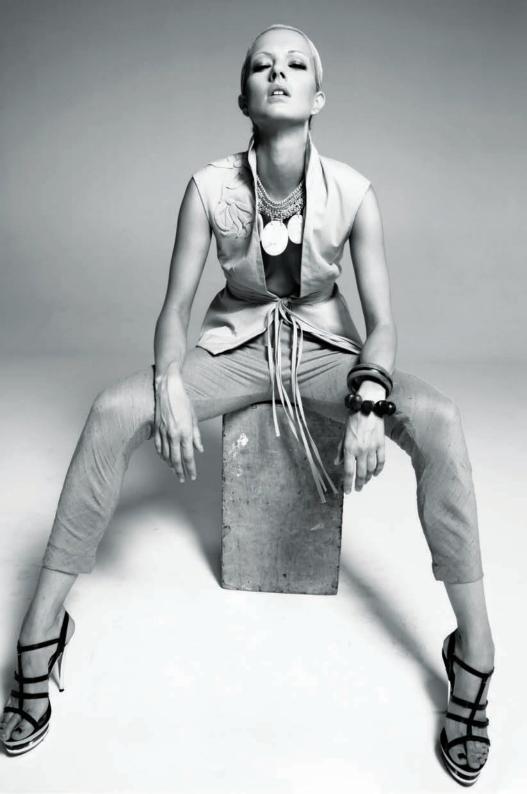












# REVEAL FASHION IN EVERY ASPECT OF LIFE FOR MONGOLIA



## FASHION ONE HAVE A REACH OVER 60 MILLION WORLDWIDE







- So how can marketers reach busy women? Television was the primary means that women discovered new products.\*
- Women control \$12 trillion of the world's \$18.4 trillion in annual consumer spending\*\*

Nielsen: Women of Tomorrow Report (Nov 28, 2011)

\*\* The Boston Consulting Group, New Book Reveals How Companies Can Capture Their Share of The World's Largest, Fastest-Growing Market (Sep 8, 2009)

#### PRODUCT PLACEMENT PACKAGE











## PRODUCT PLACEMENT PACKAGE 1

FASHION one

- \* Media: Fashion One
- \* Package nature: Product
  Placement
- \* Campaign Period: Oct 1 – Nov 30, 2012
- \* Package includes
  - Video with logo and product placement in a fashion party in London as exclusive alcohol sponsor
  - Video length: approx. 180 seconds
  - Total number of spots: 120
  - FaceBook, Fashion On Website mentioning
  - Product sampling opportunity:
     Free sample to 200 VIPs as souvenir

Discount Rate: US\$30K

## PRODUCT PLACEMENT PACKAGE 2



- \* Media: Fashion One
- \* Package nature: Product Placement
- \* Campaign Period: Oct 1 – Dec 30, 2012
- \* Package includes
  - Video with logo and product placement in a fashion party in London as exclusive alcohol sponsor
  - Video length: approx. 180 seconds
  - Total number of spots: 240
  - FaceBook, Fashion On Website mentioning
  - Product sampling opportunity:
     Free sample to 200 VIPs as souvenir

Discount Rate: US\$42K



#### ABOUT FASHIONONE





## CORE PROGRAMMING

- Fashion Weeks
- Backstage
- Fashion Documentary
- Events
- Celeb on File
- Travel in Style



Fashion News Correspondent Search

### ORIGINAL

**Underwater Action** 

Fashion in

Motion









Eco Fashion







## PROGRAMMING



Design Genius



#### BRANDS ON THE CHANNEL





Dior



Salvatore Ferragamo





**GUCCI** 

























LA PERLA



#### BRANDS ON THE CHANNEL







































**BOTTEGA VENETA** 

