



*amoreyo*  
music & inspiration

The TV Channel for Love Music and Inspiration  
General Presentation



## This is Amoreyo!

We are pleased to introduce Amoreyo – the TV Channel for Love Music and Inspiration.

Amoreyo arranges tender and positive music videos into thematic programmes. All videos are arranged according to the theme, emotional state and lyrics of the songs.

Each thematic programme contains a video message from book authors and artists, sharing their personal experience and messages. That's how we help viewers to connect the beautiful songs and lyrics to the thoughts interesting people share.

**That's how we create inspiration!**

Amoreyo works directly with the emotions and attitudes of our audience. By providing positively charged songs and messages, we create Amoreyo as a beneficial channel for the viewers. We suggest solutions for their personal quests and inner conflicts. Amoreyo gives new perspectives to common everyday situations. We provide our viewers with intimate life stories told by various charismatic personalities.

**Amoreyo is a shared inspiration!**

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## Music...

Amoreyo's music playlist invites every talented musician, singer or group who carries the inspiration of their inner fire! Their style, genre and ethnicity are irrelevant to us, because Music is the universal language of our emotions and mind. Everybody can feel if a song or a musician has that je ne sais quoi, the odd little sparkle called charisma.

Everybody knows well when a musician or a singer has captured us forever with their music. Only then does the thirst for more inside of us awake!

In short, we follow the emotional mood of every song or composition and connect it with the next one in one music programme.

The second important criterion is the message in the lyrics of the song. Every song in our programmes is connected textually with the next one and all of the songs in the programme are united by a theme. Every music programme ends with a video message of an inspiring book author or artist, who shares a personal experience connected to the main theme of the programme.

We create a helpful music channel for everybody.

That's how we bring back the main purpose of music - to help people be better creators of their own life!

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## ...and Love!

So much has been said and written about love, yet we never cease to talk and write about it...

Are we missing something?

Something that always remains untold. Something we cannot express with words, yet close to us and always in touch with our soul.

Sharing our personal experience is something everybody needs to do. We always seek advice from friends with various experiences. The power of sharing motivates and inspires people on their quest to personal happiness.

To motivate people to improve is the highest Act of Love.

Amoreyo's programme is the meeting place for our viewers with inspirational people sharing their experiences and their path to personal growth. Those people are bestselling authors for self-help, artists, business consultants and leaders.

They give hope and new perspectives on life. They help us fight our fears and prejudices.

Their messages are powerful and direct, showing us that one should never stop learning. They remind us that there's always more than one viewpoint on problems. They help everybody take responsibility for their own life.

They help us accept and love ourselves.

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## The Meaning of Amoreyo

The name Amoreyo is the essence of our mission.

**Amore** is the Italian word for Love...

- Love towards people
- Love towards nature
- Love towards dreams
- Love towards everything with or without form....

Amoreyo awakens a smile, tenderness and a twinkle in the eyes of every human being!

Yo is an ancient word, coming from the enigmatic Atlanteans. It brings the meaning of the "I" – the raging Fire, burning inside our hearts, keeping our emotions alive, inspiring us, and lighting the flame of Love inside us!

Amoreyo – a fragment from the Universe deposited inside every one of us!

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## The Bases of Amoreyo

We have built Amoreyo on the eternal axioms of Music, Love and Inspiration!

**Music** – is the most delicate human creation, coming from the depths of body and soul. The gift of Music elevates the soul and fills our body with blissful joy.

**Love** – is the only way of existence. Life without Love is just a waste of energy! Love guides us through the paths of life.

**Inspiration** – is the most precious gift for every person. It makes every cell in our body vibrate as one. Inspiration is the lantern carrying the light inside everyone of us. If the lantern stops shining – the soul dies!

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## Amoreyo Programmes

### Croissant & Amoreccino

What a better way to start the day than with a bite of freshly baked croissant and a cup of Amoreccino, while being hugged in the embrace of your beloved? What a better way to do all this, than in the company of the most inspiring performances ever created? Each song brings the scent of a new beginning and charges us for a beautiful new day!

Airing time: Mon. – Fri. at 06h00

Duration: 180 min.

### Soundtrack of My Life

In the office, at home or outside, it's time to tune yourself into the challenges of everyday life. The upbeat songs are specially selected to increase our energy, creativity and vitality. Everybody will find favorite tracks that make them feel free and start dancing, and dreaming. That's how daily work can turn into real fun and Amoreyo's music and messages - into the soundtrack of an amazing life.

Airing time: Mon. – Fri. at 09h00

Duration: 180 min.

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## Amoreyo Programmes

### Secret Garden

Everybody has a "secret garden" - a place in our soul, where we cherish our deepest dreams and savour our most intimate moments. This programme helps us learn how to take care of our secret garden and make it happen.

Airing time: Sat. - Sun. at 10h00

Duration: 270 min.

### Amoreyo Hotel Presents...

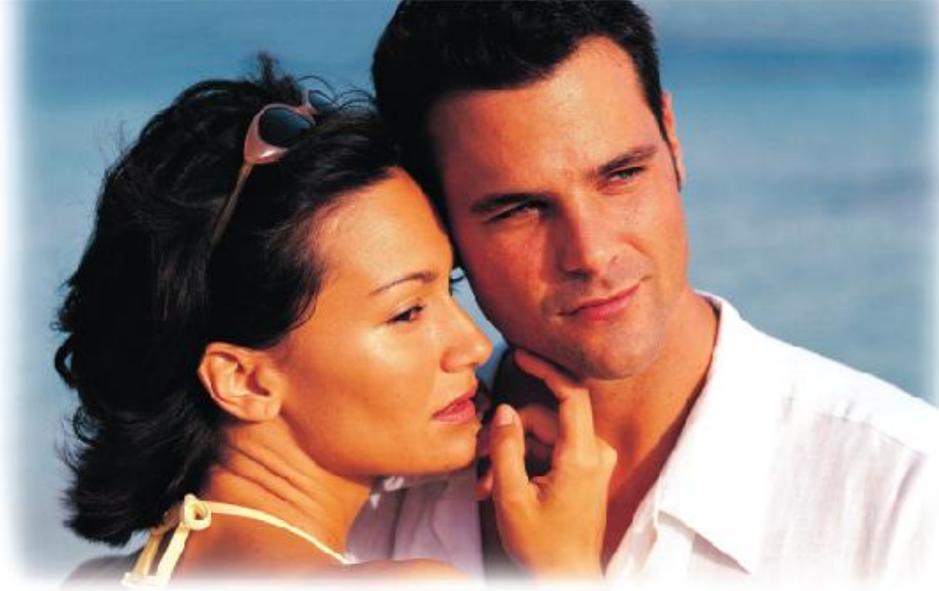
#### The White Suite

Welcome to Amoreyo Hotel! We kindly invite you to the White Suite! As you have probably guessed the interior is all in white. The white orchids on the table create a sense of purity and exquisity. The numerous white candles bring a scent of vanilla in the air. Take off your clothes and put on a fluffy white robe... Lay down and relax on the white satin bed and have a sip of cooled champagne, waiting for you on the night table. Just reach out to the full bowl of fresh strawberries next to it. Lure one into the mouth of your beloved. Especially for you, we have prepared an exclusive collection of tender and lyrical classic, jazz, chillout and operatic pop songs.

Airing time: Mon. at 20h00, Wed. at 15h00, Sat. at 00h00

Duration: 120 min.

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## Amoreyo Programmes

### Amoreyo Hotel Presents... The Red Suite

Welcome to Amoreyo Hotel! We kindly invite you to the Red Suite! As you have probably guessed the interior is all in red. The silver bath tub in the center of the room, full of bubbling hot water, is covered in rose petals. The air brings a scent of aromatic oils. Old cognac and two glasses along with a plateau of mango, watermelon and pineapple are awaiting you. The light comes from the big copper candlestick on the table and from the huge gold-rimmed plasma TV on the wall. From there Amoreyo invites you into an unforgettable night with your beloved, with the sounds of Spanish Bolero, Portuguese Fado, French Chanson, Argentinean Tango, Brazilian Bossa Nova and Canzone Napoletana.

Airing time: Fri. at 20h00. Sun. at 17h30. Wed. at 00h00  
Duration: 120 min.

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## Amoreyo Programmes

### Amoreyo Hotel Presents... The Blue Suite

Welcome to Amoreyo Hotel! We kindly invite you to the Blue Suite! As you have probably guessed the interior is all in blue. Well, not quite. This is our collector's suite. Each guest in our hotel leaves something special behind. There are dreamcatchers hanging on the ceiling. African landscapes and street Latino musicians' portraits are hanging on the walls. On the night table, there are little figurines of Indian deities and colorful little Polynesian corals and stones. The couch is old and uncomfortable and the cover is all worn out. The big box in front of it is actually the TV set. There is half a bottle of brandy and a piece of dark chocolate on the bar. But even in this vintage kingdom, Amoreyo has a great treasury of jazz, world, reggae, dancehall, electro, blues, soul, R'n'B and gospel masterpieces for you.

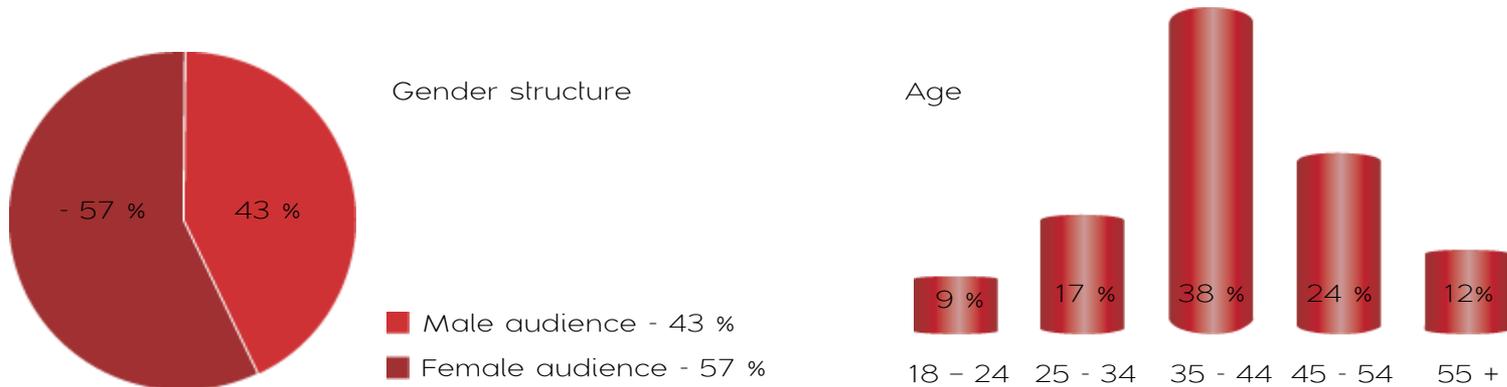
Airing time: Wed. at 20h00, Fri. at 15h00, Mon. at 00h00  
Duration: 120 min.

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## Audience profile

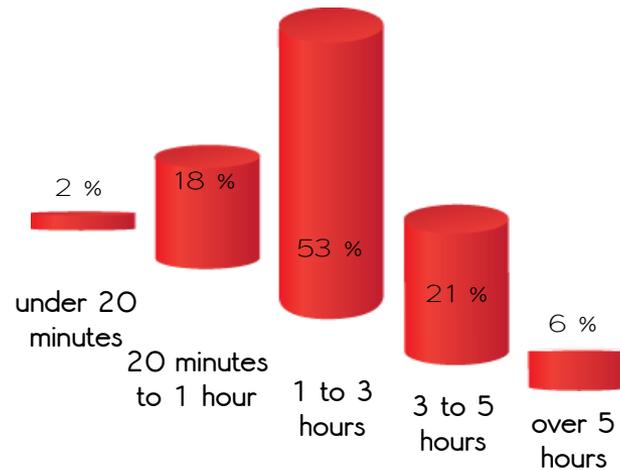
The main part of potential Amoreyo viewers is over 30 years of age with a prevalence of the female audience. That group consists of the most active work force.





## Audience profile

On average people spend up to 3 hours in front of the TV, usually in the evening.  
The quality of the programmes is crucial for the respondents.



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## Distribution

Broadcasting in FULL HD (1920 /1080i ) and Dolby Digital

Feel the Amoreyo emotions at home (Cable, Satellite or IPTV), on the go (Mobile TV) or online (Web TV).

### Cable, Satellite and IPTV

- Amoreyo is a 24/7 TV channel for love music and inspiration.
- The channel plays only high quality video clips.
- The impeccable sound quality is ensured by Dolby Digital audio system.

### Web

- You can watch Amoreyo on the Internet through our website.
- You can also share your thoughts, emotions, and impressions in our forums.
- You can enjoy exquisite sceneries from all over the world in our endless picture galleries.

### Mobile

- You can also enjoy Amoreyo on your mobile phone.
- You can have a 24/7 access to Amoreyo and watch your favourite video clips, using 3G, DVB-H or DMB technology.

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We will be happy to work with you and introduce you to the magical world of

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