



Carousel TV channel  
an efficient platform  
for brand promotion



KARUSEL-TV.RU



# The leading Russian-language TV channel for kids



- «Carousel» channel is created by the decree of the President of the Russian Federation. The launch date for 24/7 broadcasting is December 27th, 2010
- Included in the mandatory list of channels for free airing on digital TV networks, cable and satellite networks in Russia

Carousel's audience is more than 55 million people:

- available in three time-zone versions in Russia: Central Russia (0), Siberia (+3), Far East (+7)
- international version: the CIS and the Baltic States, the USA, Canada, Israel and Europe



# MISSION and FUNCTIONS



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## MISSION:

The mission of the channel - formation of moral principles , improving education , promotion of healthy lifestyle , patriotic education , promotion of family values

Quality

Security

Modernity

Interactivity

Basic functions are the implementation of every child's potential and the development of unique individual abilities

educational  
function

unifying  
function

cognitive  
function

entertaining  
function

# CHANNEL CONTENT

Classic domestic animation and new  
Russian cartoons



Best animated projects of  
Russian producers.  
Legendary characters.



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# CHANNEL CONTENT

International animation and popular programs



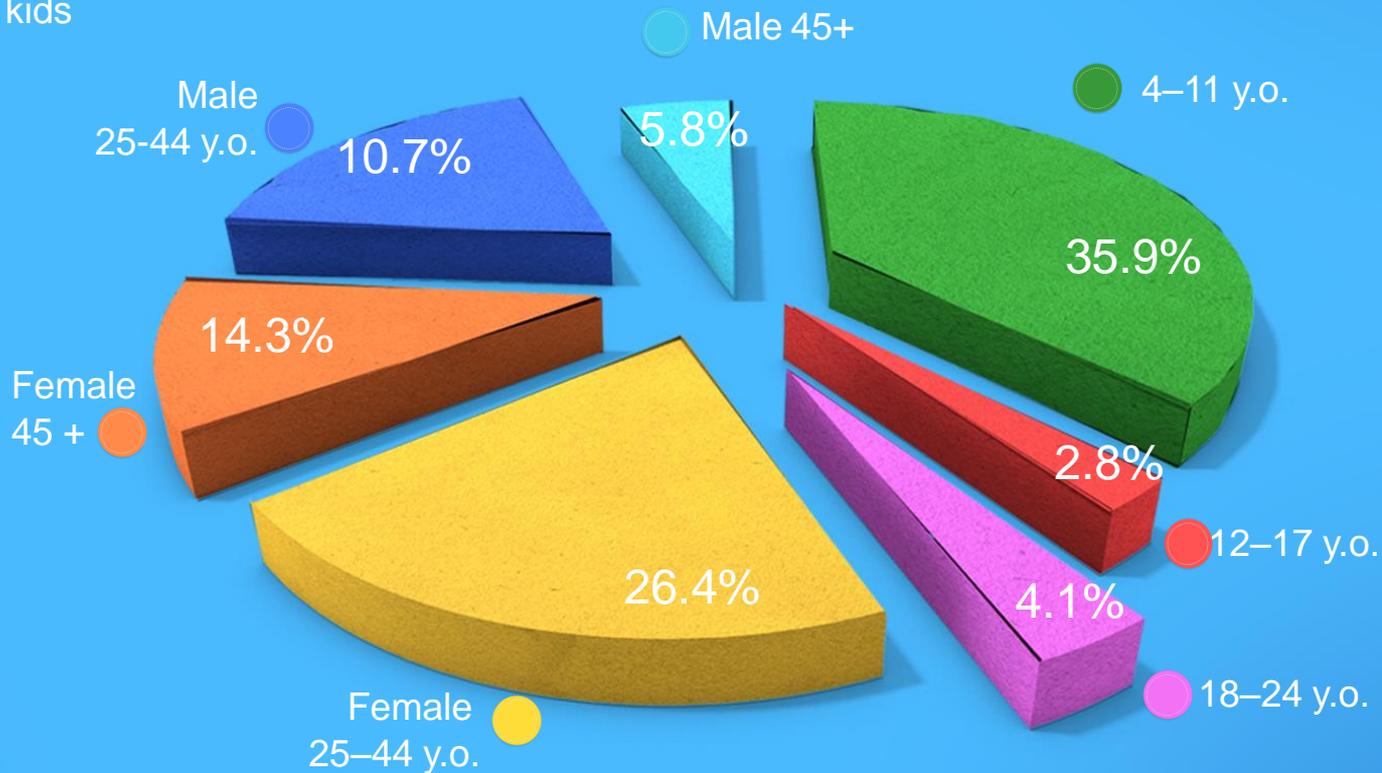
Purchased content from the world's top producers



# CAROUSEL'S AUDIENCE



The core audience - moms with kids

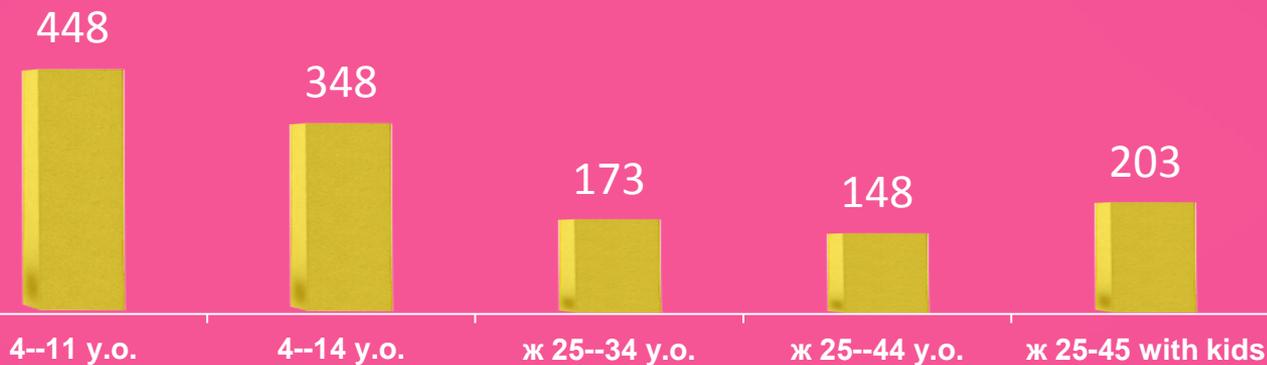


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# CAROUSEL'S AUDIENCE



Affinity, %



Affinity Index - shows how a target audience is typical for the channel



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TV viewing

# AUDIENCE 4–45 y.o.



TV watching rating during the day, %



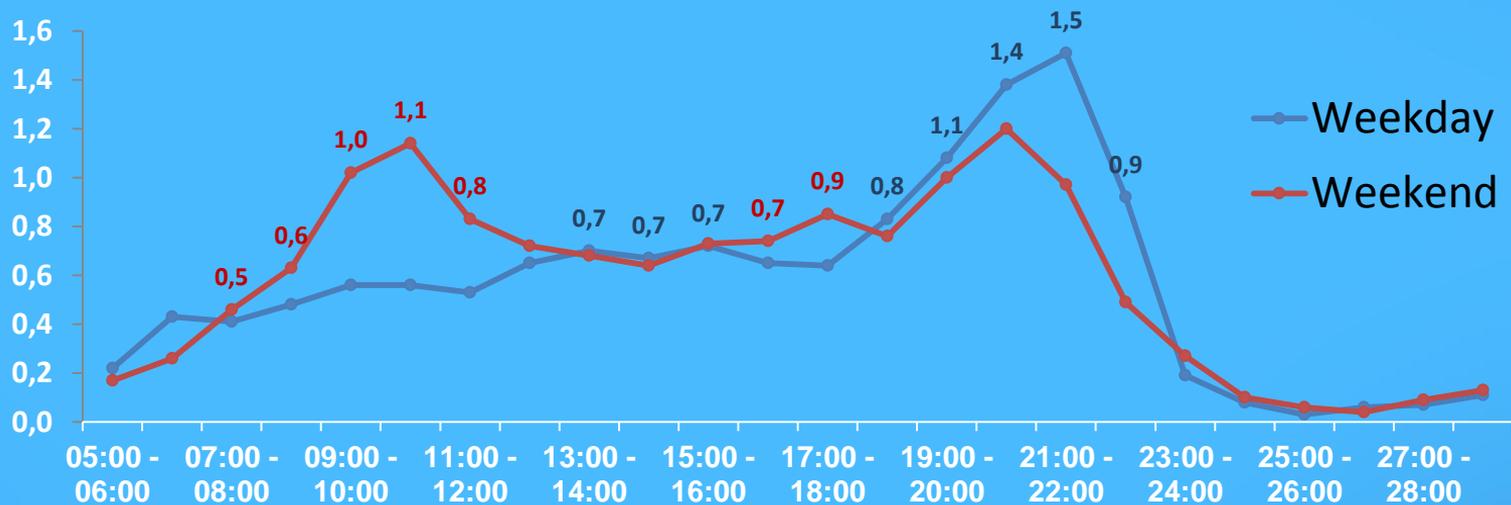
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TV viewing

# Audience women 25-45 with children!



TV watching rating during the day, %



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The share of TV viewing

First place among all channels by audience 4-10 years!



Share of the channel, %



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Karusel online

# Audience of the web-site www.karusel-tv.ru



## SEX

68%

32%



female

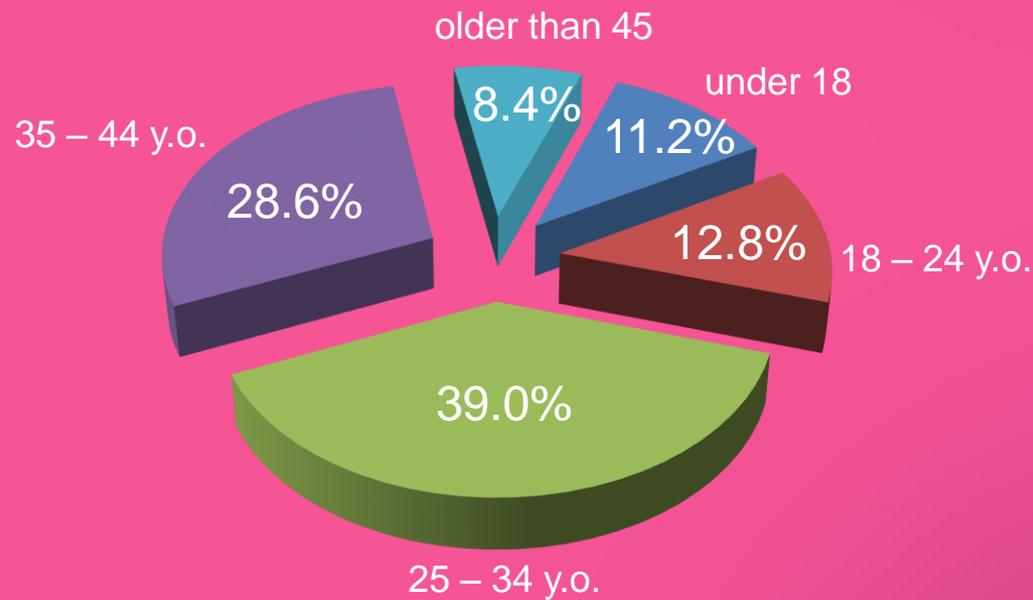


male



**KARUSEL-TV.RU**

## AGE



\* metrika.yandex, May 2015

Karusel online

# Audience of the web-site www.karusel-tv.ru

page views per month	3 532
Visitors (unique users)	330 887
Forum posts	580 000
video views per month	213 000
Depth of the view	5.8
time on the site - min	06:31



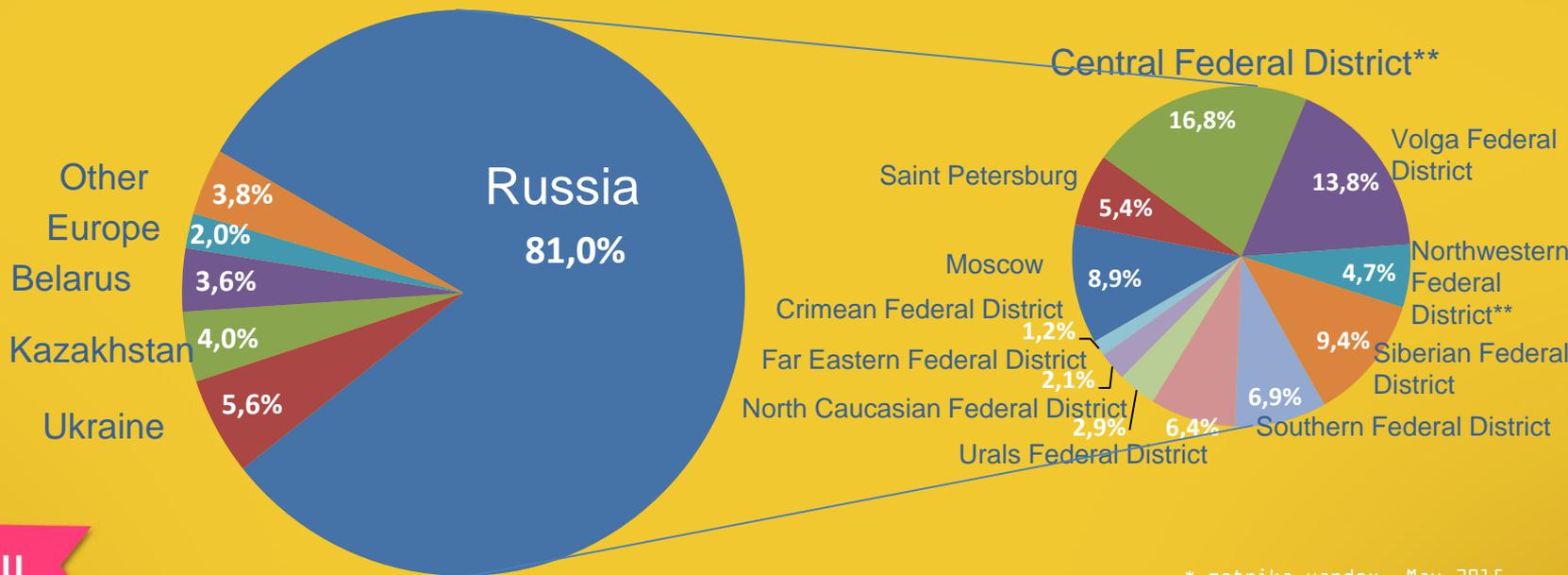
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Karusel online

Audience of the web-site  
www.karusel-tv.ru



## Geography



KARUSEL-TV.RU

\* metrika.yandex, May 2015

\*\* Excluding Moscow and St. Petersburg

# WWW.KARUSEL-TV.RU

## Examples of competition



Title "Draw summer"

Participants 6 900

Date May 2014

Specification Participants should draw on the pavement with crayons drawing on the theme of " My Summer " and the logo of the channel "Karusel"

Title "Get closer to the stars"

Participants 3 000

Date April 2014

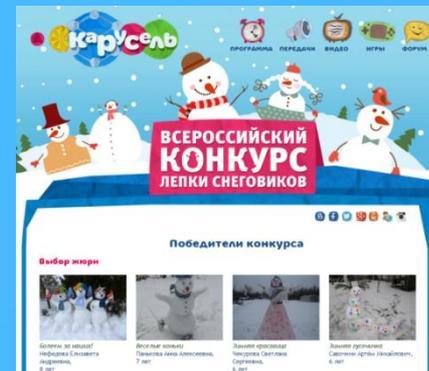
Specification Participants should pass an intelligence test by filling in the form on the website of the channel "Karusel"

Title "Snowmen"

Participants 4 500

Date February 2014

Specification Participants should come up with idea and sculpt an original snowman with a minimum height of 1 m



# CLIENTS



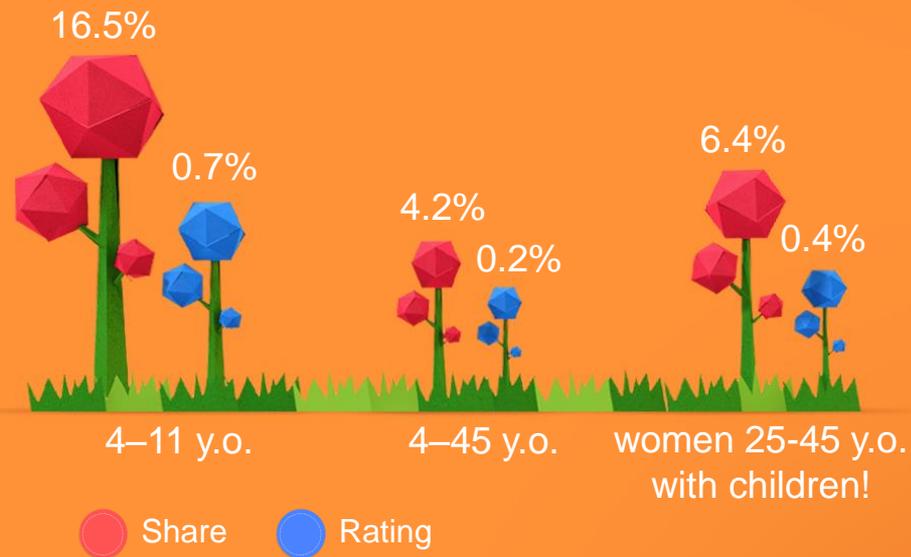
KARUSEL-TV.RU



# THE MOST INTERESTING PROJECTS

Cartoons

Mon-Fri 06.00 am-07.00 am

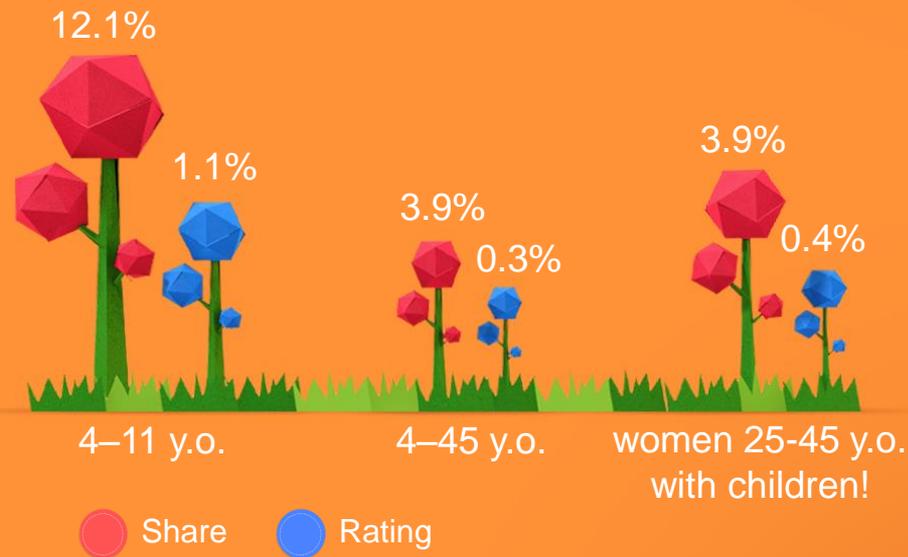


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# THE MOST INTERESTING PROJECTS

Cartoons

Mon-Fri 07.00 am-08.00 am

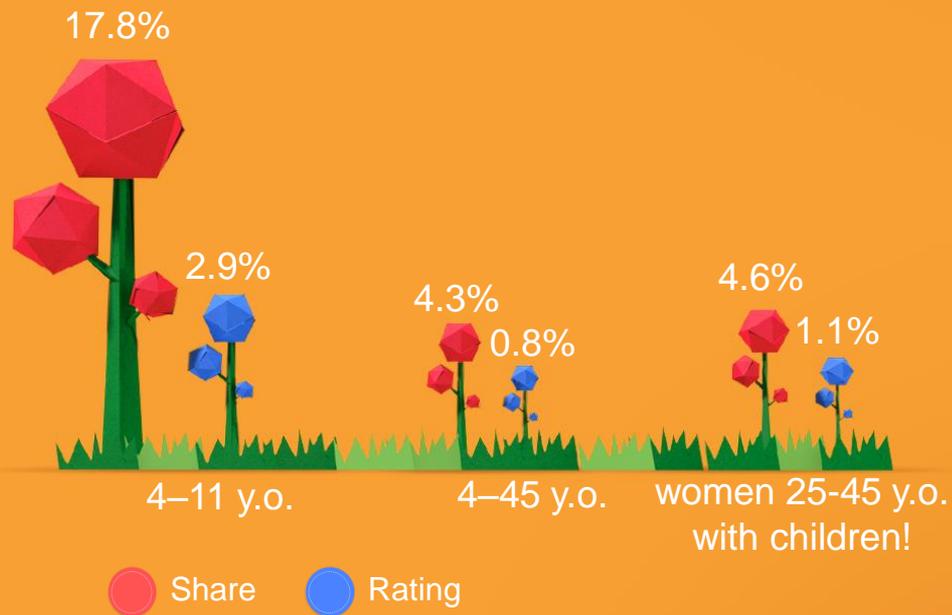


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# THE MOST INTERESTING PROJECTS

Cartoons

Mon-Fri 07.00 pm-08.00 pm

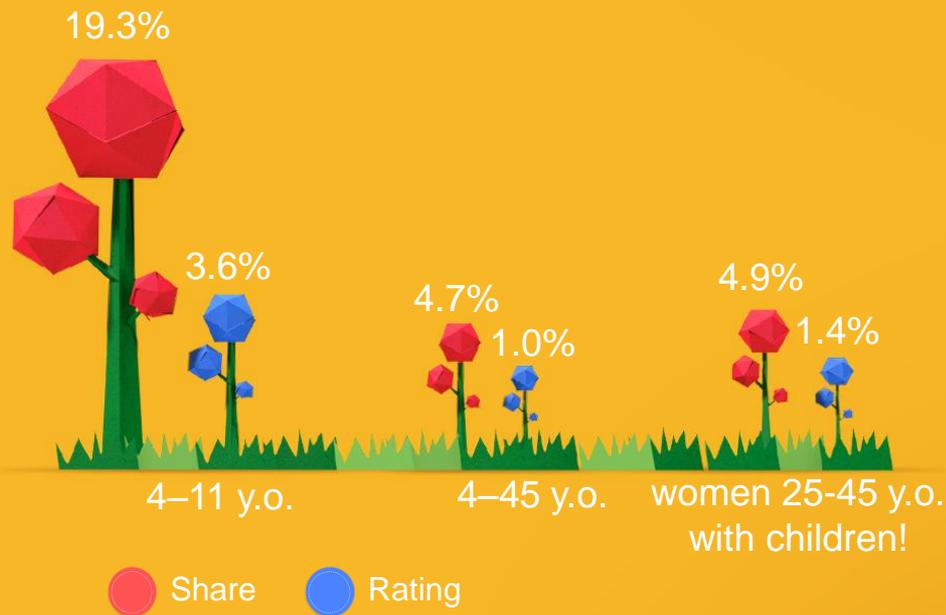


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# THE MOST INTERESTING PROJECTS

Cartoons

Mon-Fri 08.00 pm-09.00 pm



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# CHANNEL'S AWARDS



## HOT BIRD TV AWARDS'11

The best children's channel



## BIG DIGIT'13

For contribution to the development of social responsible children's TV



## STAR BRIDGE'13

The best channel



RF Government Award in the field of  
For the creation of Karusel channel

