



CHANNEL ONE RUSSIA WORLDWIDE

CHANNEL ONE – THE NUMBER ONE CHOICE, WHEREVER YOU ARE!

ПЕРВЫЙ КАНАЛ. ВСЕМИРНАЯ СЕТЬ



Channel One Russia is the leading TV channel in Russia, as well as the most popular and best-loved Russian-language channel in the world.

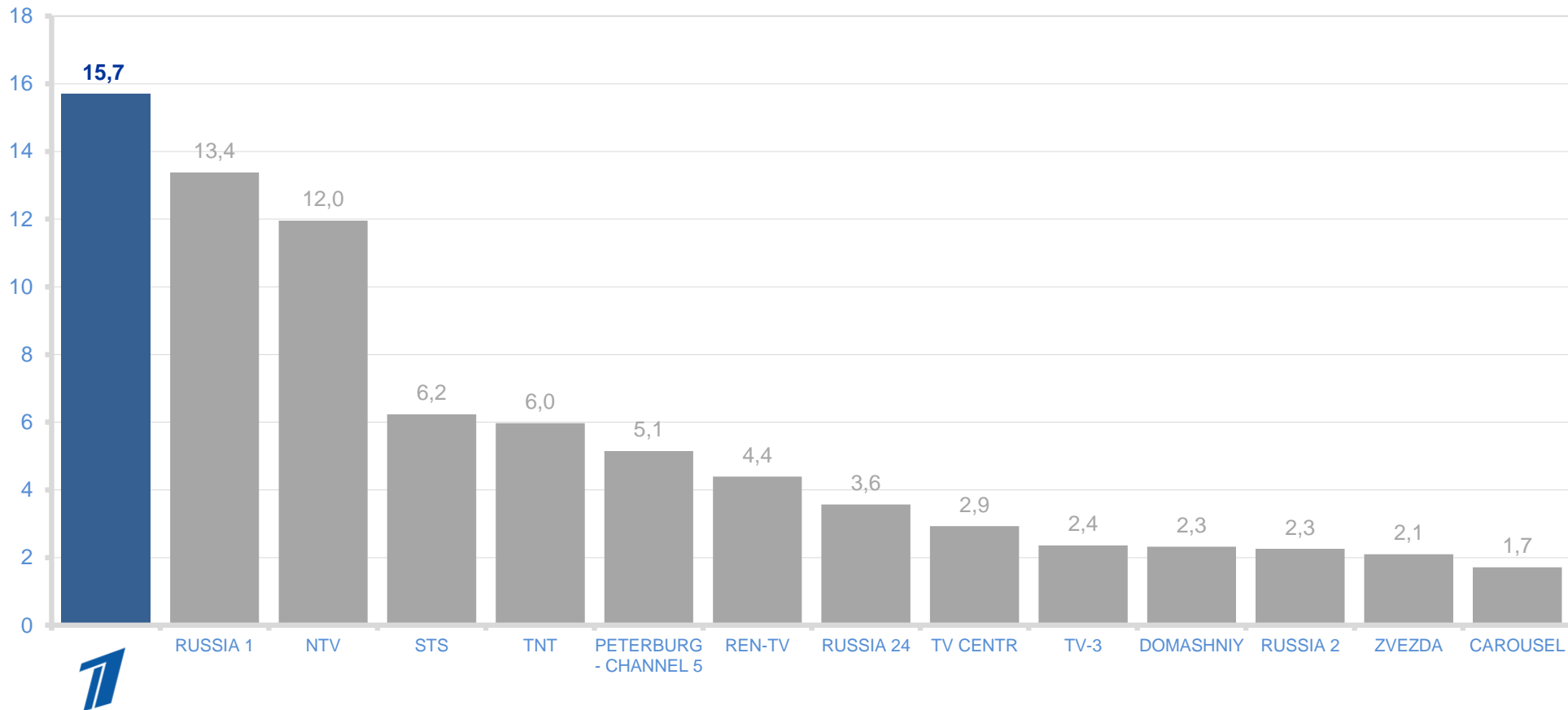
We combine in an exquisite way the innovative new TV concepts with amazingly rich national traditions, staying on the top of the newest global trends. With latest news, ambitious movie projects and original programming, Channel One Russia Worldwide sets the **benchmark for quality television throughout the world**. Thus the channel is admirable and acknowledged among different viewers and advertisers in the world.

CHANNEL ONE IN RUSSIA

ПЕРВЫЙ КАНАЛ. ВСЕМИРНАЯ СЕТЬ



Average daily share, % (5:00-24:00)



Channel One Russia Worldwide historically and nowadays has global penetration in Russia (**98.8%** of the population)



News:

- News blocks throughout the day;
- **Vremya (Time)** – news review at 9:00 pm;
- **Voskresnoe Vremya (Sunday Time)** – A news analytical programme.

Channel One Russia Worldwide – the winner of numerous prestigious Russian and international competitions and awards.

Talk shows on the top hot topics:

- **Dobroe Utro (Good Morning)** – Daily morning program;
- **Drugie Novosti (Alternative News)** – Non-political informative programme;
- **Pust' Govoryat (Let Them Talk) with Andrey Malakhov** – Talk show;
- **Zhit Zdorovo! (Healthy Living!)** – Health and life style show;
- **Modny Prigovor (Fashion Verdict)** – Life style and Fashion show;
- **Kontrolnaya Zakupka (Secret Shopper)** – Product and market review;
- **Davay Pozhenimsya! (Let's Get Married!)** – Entertainment talk show;
- **Vremya Obedat! (Time for Lunch!)** – Cuisine show.



BEST Game Shows:

- ***Chto? Gde? Kogda? (What? Where? When?)*** *Unique* Russian intellectual quiz show;
- ***KVN*** – *Unique* Russian entertaining youth contest
- ***Pole Chudes (Will of Fortune)*** – Entertainment show.

Popular Entertainment:

- ***Vecherny Urgant (Evening Urgant)*** – A late-night entertainment and talk show hosted by Russian top-rating showman Ivan Urgant;
- ***Smak (Relish)*** – Cuisine show;
- ***Toch-v-toch (To a Tee)*** – Celebrity impersonation show;
- ***Ugaday Melodiyu (Name that Tune)*** – Musical game show;
- ***V Nashe Vremya (Back in the Day)*** – Nostalgia show.



Coverage of Exclusive Events:

- Live broadcasts of prestigious club championships and national tournaments;
- The Channel One football and ice hockey cups (held annually since 2005);
- Channel One was an organiser of the ***Eurovision Song Contest 2009***;
- Channel One was an organiser of the opening and closing ceremonies of the **Sochi 2014 Olympic & Paralympic Games**.

Channel One's special programming projects are firmly established leaders in the ratings:

- A star-studded array of hit TV shows: *Lednikovyy Period (Ice Age)*, *Dvye Zvezdy (Two Stars)*, *Minuta Slavy (Minute of Fame)*, *Universalny Artist (The Ultimate Entertainer)*, *Bolshiye Gonky (It's a Knockout)* and *Vishka (The Tower)* among others.

Festive Programming:

- *Noviye Pesni o Glavnom (New Songs about the Big Question)* – A traditional New Year musical;
- Concerts by popular performers.



Channel One Russia Worldwide screens wide range of movies covering every main genre:

- Russian classics,
- Russian and international hit TV series and telenovelas;
- The best animated features;
- Channel One-produced feature films and TV series.
- Investigative journalism;
- Dramatised reconstructions;
- Unique archive footage and film newsreels;
- Declassified materials, and more.

Documentary programmes and series:

Films and TV series produced by Channel One:

Nochnoy Dozor (Night Watch), Dnevnoy Dozor (Day Watch), Chuzhaya (The Alien Girl), Vysotsky. Spasibo, chto Zhivoy (Vysotsky. Thank You For Living), the TV series *Ottepel (The Thaw), MosGaz, Yasmin, Kurazh (Courage), Shkola (The School)* and *Kratky Kurs Schastlivoy Zhizni (A Short Course in How to Lead a Happy Live)*, among others.



Channel One Russia's International output is perfectly tailored to the specific demands of each region's TV audience, taking different time zones into account.

A light gray world map is centered in the background, overlaid with several large, semi-transparent blue circles that create a globe-like effect.

Channel One Russia Worldwide is
the largest and most authoritative
Russian-language channel, and a
reliable source of information for more
than **250 million viewers**
throughout the world.

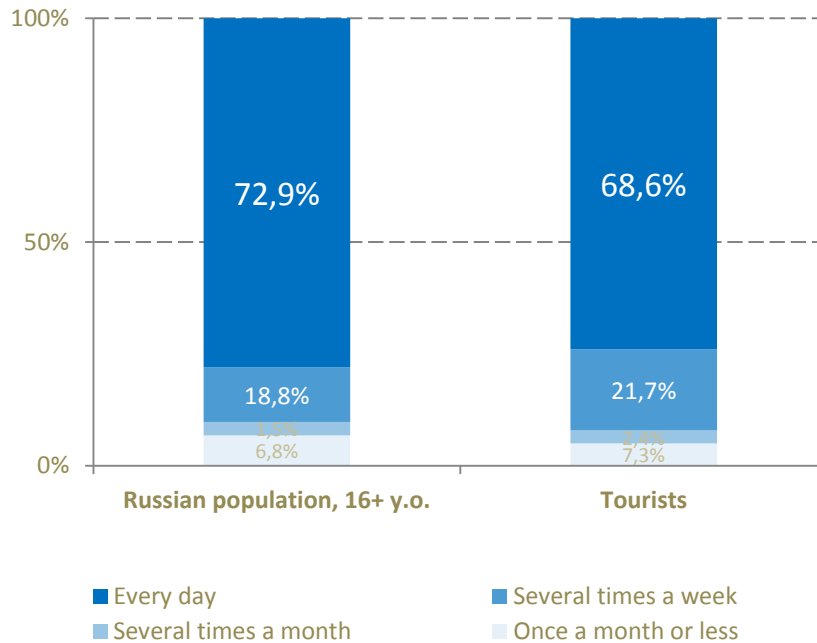
A CROSS-SECTION OF RUSSIAN NATIONALS TRAVELLING ABROAD



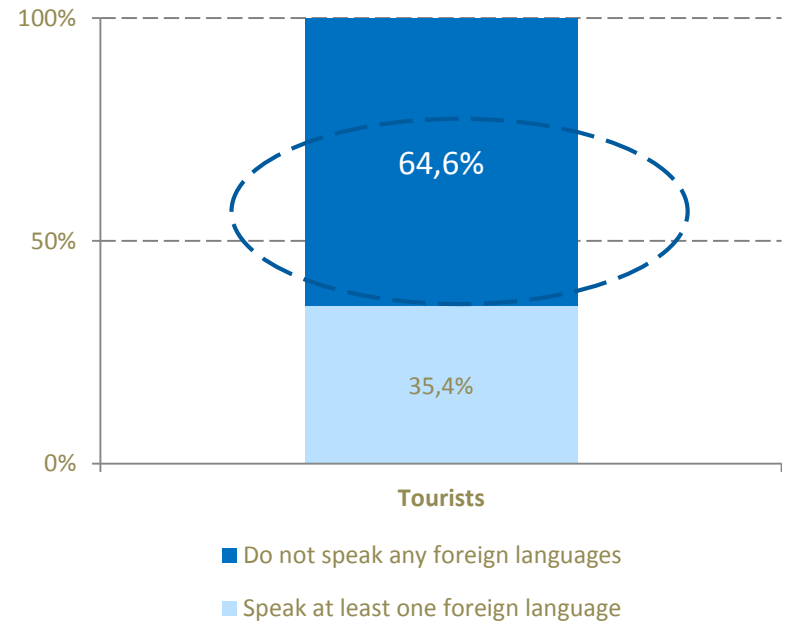
Most Russians are used to watching TV every day!

- ✓ The majority of Russians abroad watch TV every day.
- ✓ More than half of Russians speak solely Russian.

TV program viewership:



Knowledge of foreign languages:



Abroad 74% of Russians watch Russian-language TV.*



THANK YOU!

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