



4K linear feed of MyZen TV is available on HotBird






live better

Gorgeous lifestyle channel for women, produced by women and offering practical advice, inspiring experiences, and entertainment to help them live better lives and be happier people





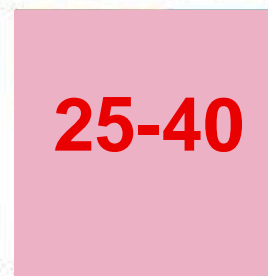
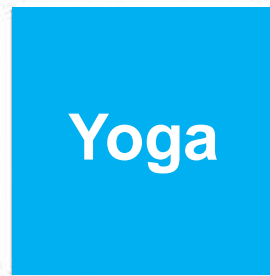
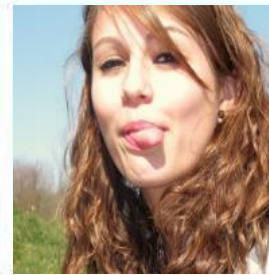
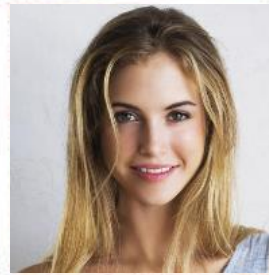
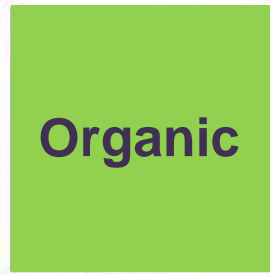
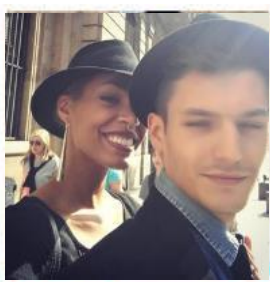


All-in-one lifestyle channel,  
compulsively watchable and  
fun

A fresh mixture of cool  
Californian with a gloss of  
European sophistication

Holistic nature and beautiful  
views are always the  
background of our content





Capturing the elusive, young female demo sought by advertisers because they are forming lifelong purchasing habits, and by distributors because they are the leading edge of “cord-cutting”.





## Content

**Practical:** Tutorials and coaching, exercises, and practical lifestyle tips to help you live better

**Inspiring:** Documentaries and magazine shows that uplift and convey a sense of wonder, featuring people, places, and news that inspire us to live a life that is richer, happier and more zen

**Entertaining:** Reality shows and fiction, stories and real experiences of people who have chosen to improve their lives, or to change them completely

**Benefits:** Enjoy yourself, have fun, grow, discover, escape





The plan of 4K programmes MyZen TV  
From July 2019



# Healthy recipes



# Fitness & Yoga





Lifestyle magazines





# Documentaries





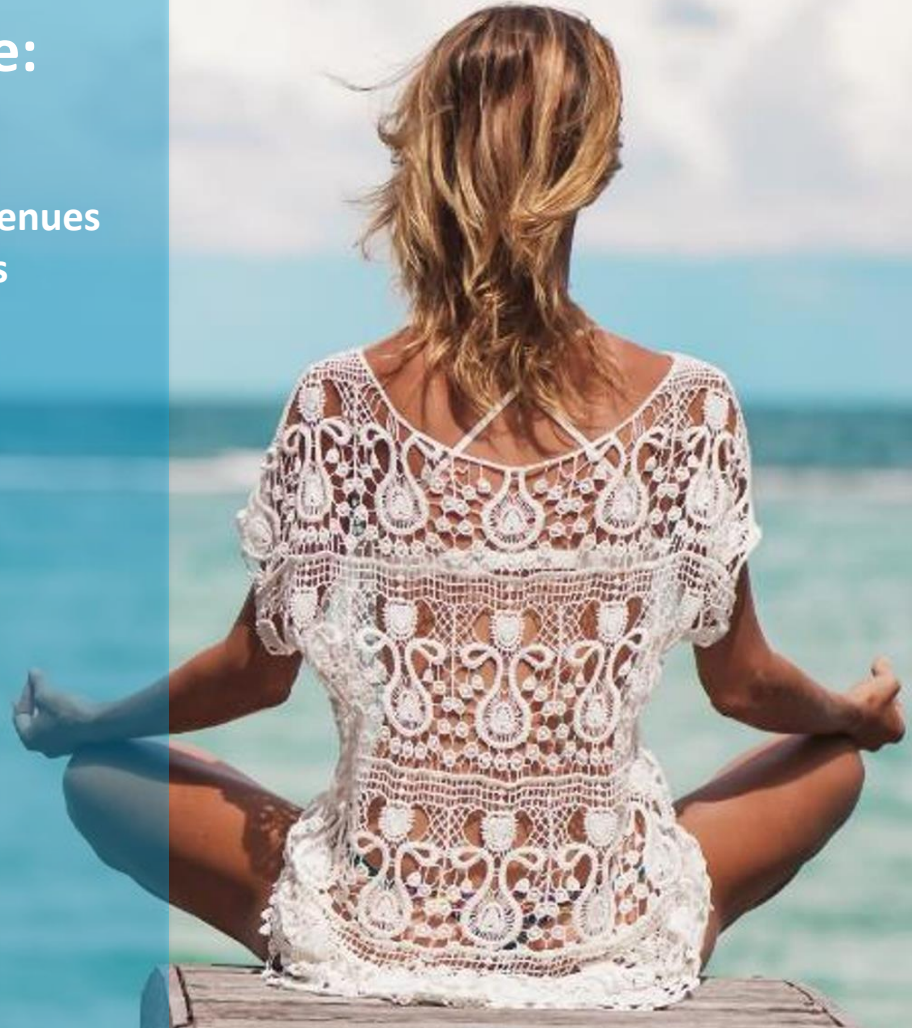
# Travel shows





## Marketing and brand exposure:

- Partnerships with wellness brands
- Channel visibility in spas and well-being venues
- High-profile presence at well-being events
- Regular contests and games
- Press campaigns
- Digital media: web, app, social networks





## Our 4K programmes, the best of from MyZen TV

- All new productions are in 4K since 2 years
- More than 100 hours in 4K
- All 4K programmes available in 5 languages
- Robust 4K VOD catalogue available
- Linear 4K feed is ready to be launched in June 2019: Hot Bird; 15Mbps







Thank you!

Thank you!

Thank you!