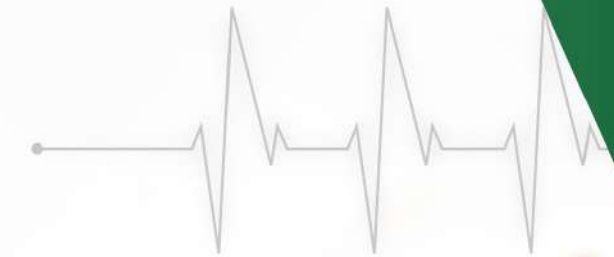




ACTIVE  
LIFE

**TV channel  
for active longevity**



# FEATURES OF THE TV CHANNEL

Live Active HD helps people of mature age to fill their life with movement, cheerfulness and new discoveries in the world of a healthy lifestyle. Our trainers have got many years of experience, own teaching methods and the desire to make the mature age a beautiful age.







Audience - people aged 50+,  
“our parents”. Mainly women. Facing health  
limitations due to their age, with strong  
desire to live an active and long life.  
People actively watching TV.



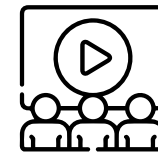
**24** hours  
broadcast



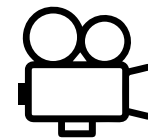
**HD**  
format



**Unique**  
content



**50+**  
audience

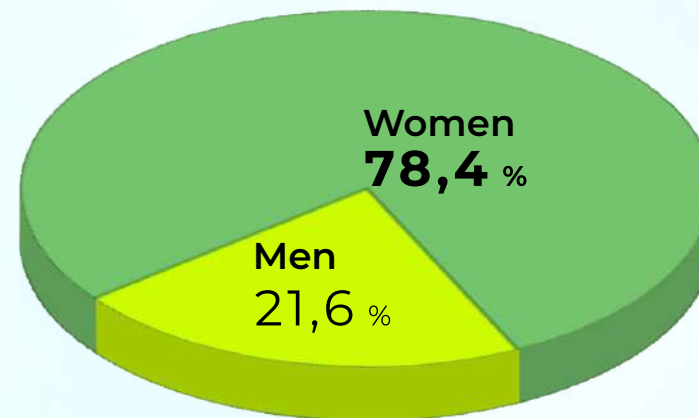


**100 %**  
own production

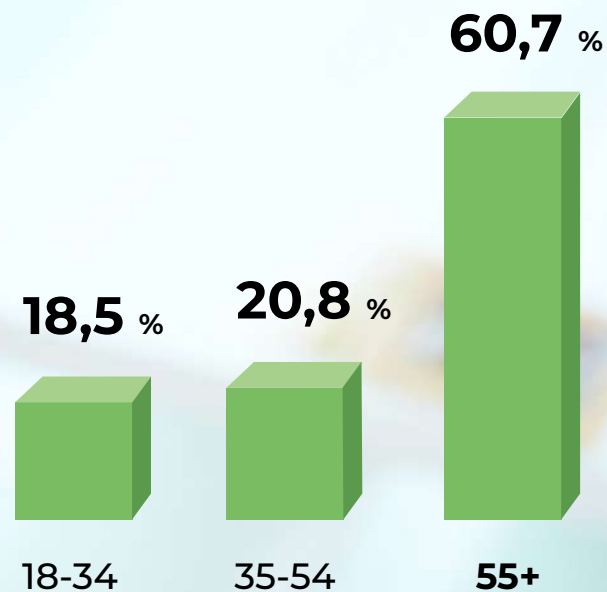


**350**  
hours of content

# TV channel audience

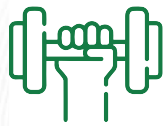


Age, years





# About content



## Sports (adapted for age 50+)

Joint gymnastics, dancing classes, exercises for a healthy back, face fitness, wushu and qigong, breathing exercises, review of the exercises in a fitness club and much more.



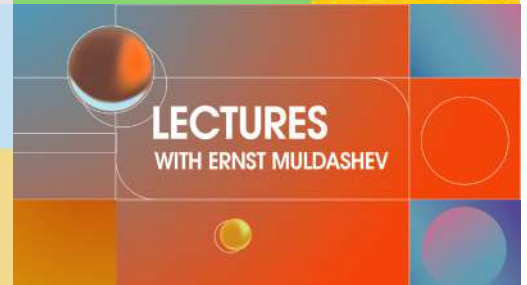
## Meditation

Relaxing trainings, as well as meditations from experienced psychologists.



## Doctor's advice

Interviews with physicians from various fields of medicine, live broadcasts, lectures by famous doctors.



# Programs and authors



45 min

[Watch](#)

## “Qigong for active longevity”

The program will introduce you to basic training adapted for mature Wushu and Qigong audiences.

**Shamil Gaisin**, *Wushu and Qigong instructor*



20 min

[Watch](#)

## “Remedial gymnastics”

Physical therapy exercises at home. A set of exercises for joints and muscles.

**Tatyana Novikova**, *physical therapy exercises instructor*



30 min

[Watch](#)

## “Nordic Walking”

Nordic walking is a sport for people of all ages and activity levels. Tatyana Novikova will talk about the benefits of this type of physical activity and teach you how to walk correctly.

**Tatyana Novikova**, *physical therapy exercises instructor*



# Programs and authors



20 min

[Watch](#)

## “Face gymnastics”

The presenter will teach you how to preserve beauty and fight the signs of face and body skin aging with the help of massage, without injections and drugs.

**Gulnaz Galimova**, *natural rejuvenation expert, beauty coach, naturopath*



30 min

[Watch](#)

## “Active longevity”

Workouts with cardio load, elements of strength exercises and stretching. Classes are aimed at improving the general state of health: strengthening the work of the heart, increasing muscle tone, working out the joints.

**Elvira Melkumyan**, *fitness doctor, personal trainer, handball candidate master of sports*



10 min

[Watch](#)

## “Tales of Wild nature”

Fairy tales are a great way to relax, unwind and look into your inner world. Tune in to a series of fairy tales from the psychologist Gulnara Timerbulatova on the Live Active channel, close your eyes and let yourself disconnect from everyday hustle and bustle, because this time is just for you.

**Gulnara Timerbulatova**, *clinical psychologist*

# Programs and authors



60 min

[▶ Watch](#)

## “Questions”

Interviews with doctors on the hottest topics. About the prevention of diseases, valuable advice and recommendations for the older generation from our doctors.

**Adel Khairullina**, *author, presenter*



10 min

[▶ Watch](#)

## “What do we eat?”

An educational project for those who want to know what the foods we eat consist of, how to learn to understand the food composition, and what to look for when choosing products, with recommendations from a gastroenterologist.

**Zulfiya Zagitova**, *specialist of the metrology center / dietitian / nutritionist*



20 min

[▶ Watch](#)

## “In the country”

All about the garden and boundless love for plants. Gulnur Nigmanova shares the secrets of excellent harvests and good mood. She, like no one else, knows the health benefits of working with the earth.

**Gulnur Nigmanova**, *doctor of the highest category of palliative care, oncologist (mammologist), surgeon*



# Uniqueness. Why does the viewer need our TV channel?

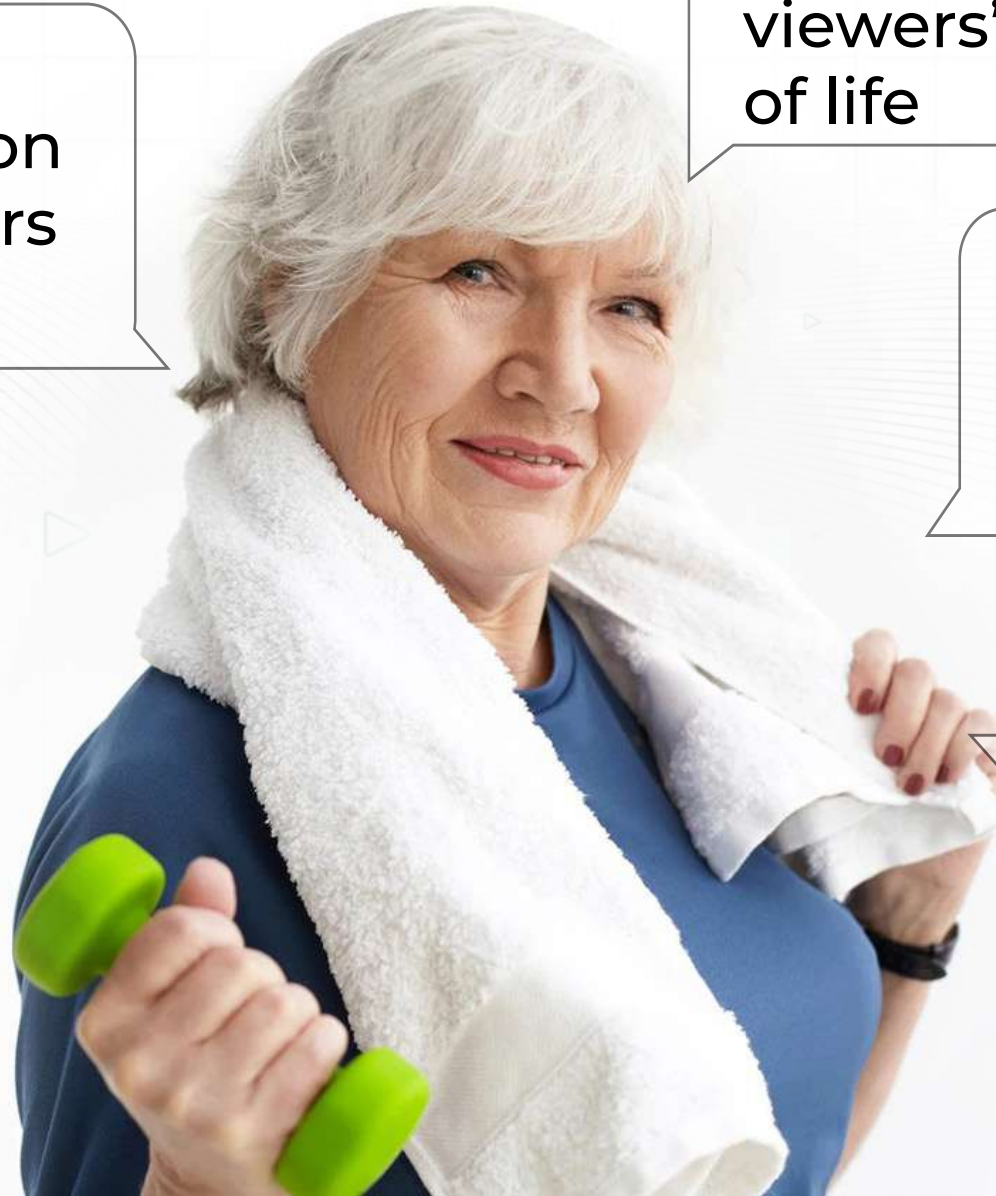
Chats and communication with the editors and authors

Answers to questions from experienced doctors

Content for the viewers' rhythm of life

TV channel for training, not for watching only

Trainers aged 45+



# Technical specifications



One audio track



Title language -  
Russian



Soundtrack  
format - stereo



Audio codec sound  
track -MPEG-1



No subtitles



No teletext

16:9

Broadcast  
format -16:9



HD resolution, 1080i

24/7

Broadcast time  
around the clock



Format  
of the selected signal

15

Transfer rate



AVC (h264)  
compression standard

digital signal with a resolution  
of at least 1920\*1080 pixels in  
accordance with ISO/IEC 13818

no more than  
15 Mbps on HQTV





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