



mUSEUMTV



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Proposal

Entertainment, stories and information for everyone who has ever been to an exhibition (and liked it)

Benefits

To be entertained, to learn , to discover, to be surprised

Values

Creativity, curiosity, modernity, exclusivity

Tone

Fun, accessible, surprising, edgy



Four Values

Creativity, because it is the least you can do for art programmes.

Curiosity, because our role is to introduce the viewers to all forms of art.

Modernity, because art is more alive than ever and because the channel is designed for 25- 49-year olds (even though it welcomes anyone between the age of 7 and 77).

Exclusivity, because we give access to art as never seen before (backstage, openings, private exhibitions, new programmes filmed in 4K UHD).



Type of Content

Be informed: News, reports and private tours of exhibitions to stay informed of what is happening in the art world.

Discover: Documentaries on the greatest masters and their lives. Interpretation of emblematic works in all fields of art.

Create & Learn: Art history lessons, drawing lessons, games, art for the youngest to create and express themselves in a playful and fun tone.

Entertainment: Reality and fiction TV for entertainment, suspense and excitement in front of the greatest stories in art.



Programmes



Fine Arts



A close-up portrait of Frida Kahlo, looking directly at the viewer. She has dark, wavy hair adorned with red flowers and orange marigolds. She is wearing large, ornate earrings. The background is a textured, teal-blue color. The painting style is visible with thick brushstrokes.

The masters

The greatest painters, their lives and works

A woman with dark hair and bangs, wearing a dark blue sleeveless top, is focused on sculpting a large, dark brown clay bust. She is using her hands to shape the clay, which is mounted on a wooden block. The bust has a textured, almost organic appearance. In the background, another person is visible, working on a similar piece. The workshop is filled with various tools and materials, creating a sense of a busy, creative environment. The lighting is warm and natural, highlighting the textures of the clay and the concentration on the artist's face.

Workshop

Discover the artists at work in their workshops

Private tours of museums and exhibitions



Museums as you've never seen them before



The arty city guide of Museum



Raphael Federici (street artist), Marine Goodmorning (illustrator), Luca Fiore (animation designer) and Harry Boudchicha (drawing teacher) give a daily drawing class on a specific theme





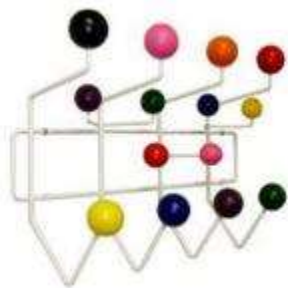
My Little Museum with Alicia Flipo
tells the story of art in a fun way for
the little ones

Archi-Design

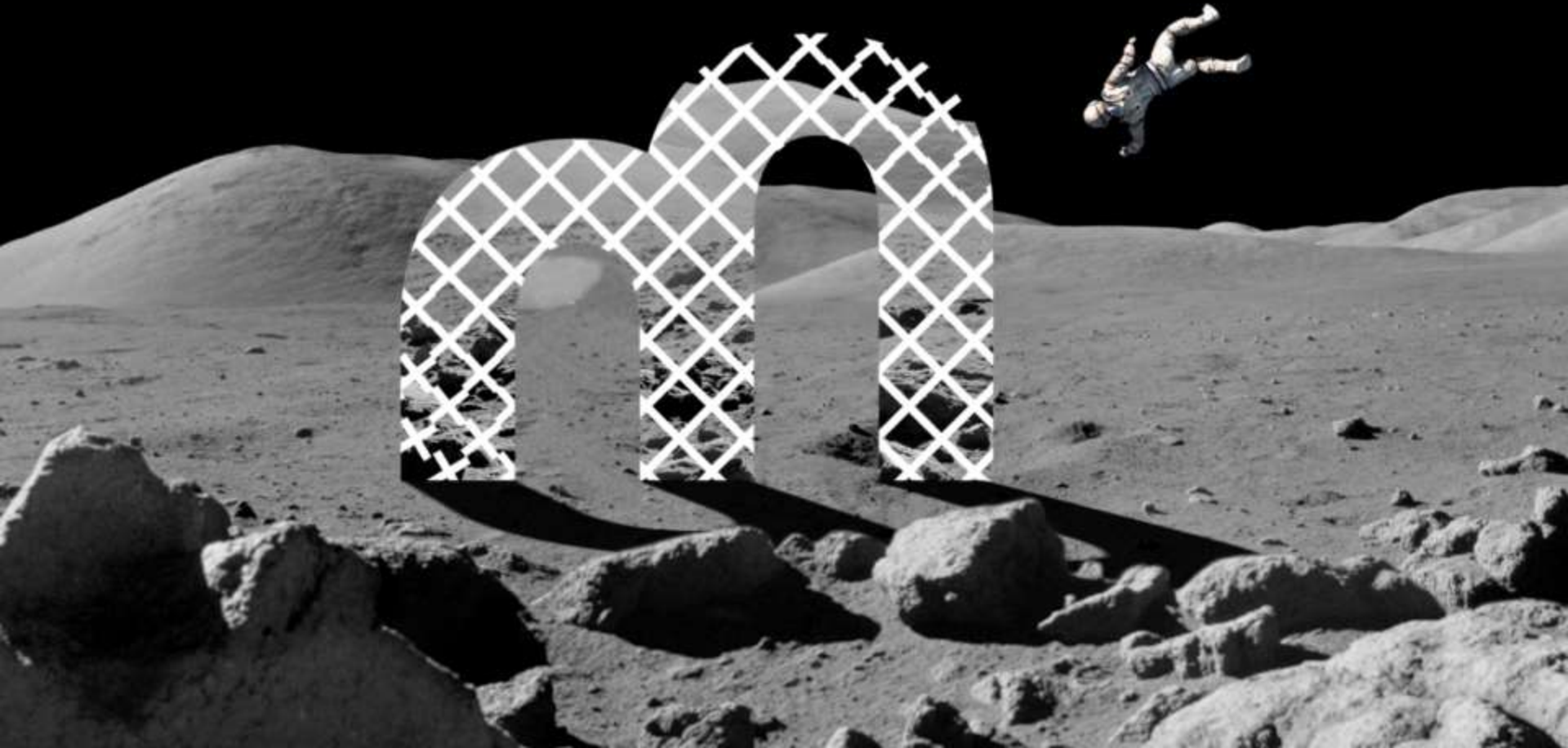




The greatest works of
architecture and their secrets



Images



A young woman with vibrant pink hair and yellow-tinted sunglasses perched on her head is the central figure. She is holding a silver and black vintage camera with both hands, framing it in front of her face as if taking a photograph. She has a joyful expression, with a slight smile and her eyes looking down at the camera. She is wearing a blue denim jacket. The background is a blurred outdoor setting, possibly a street or park, with buildings and other people visible in the distance. The overall lighting is bright and natural, suggesting daytime.

Reality TV about photographers

Photo Contest :

1 theme, 1 location, 2 photographers, 60 minutes to take photos, 30 minutes to select the 5 best and modify them, 15 minutes to debrief with Agnès Grégoire, editor-in-chief of Photo Magazine



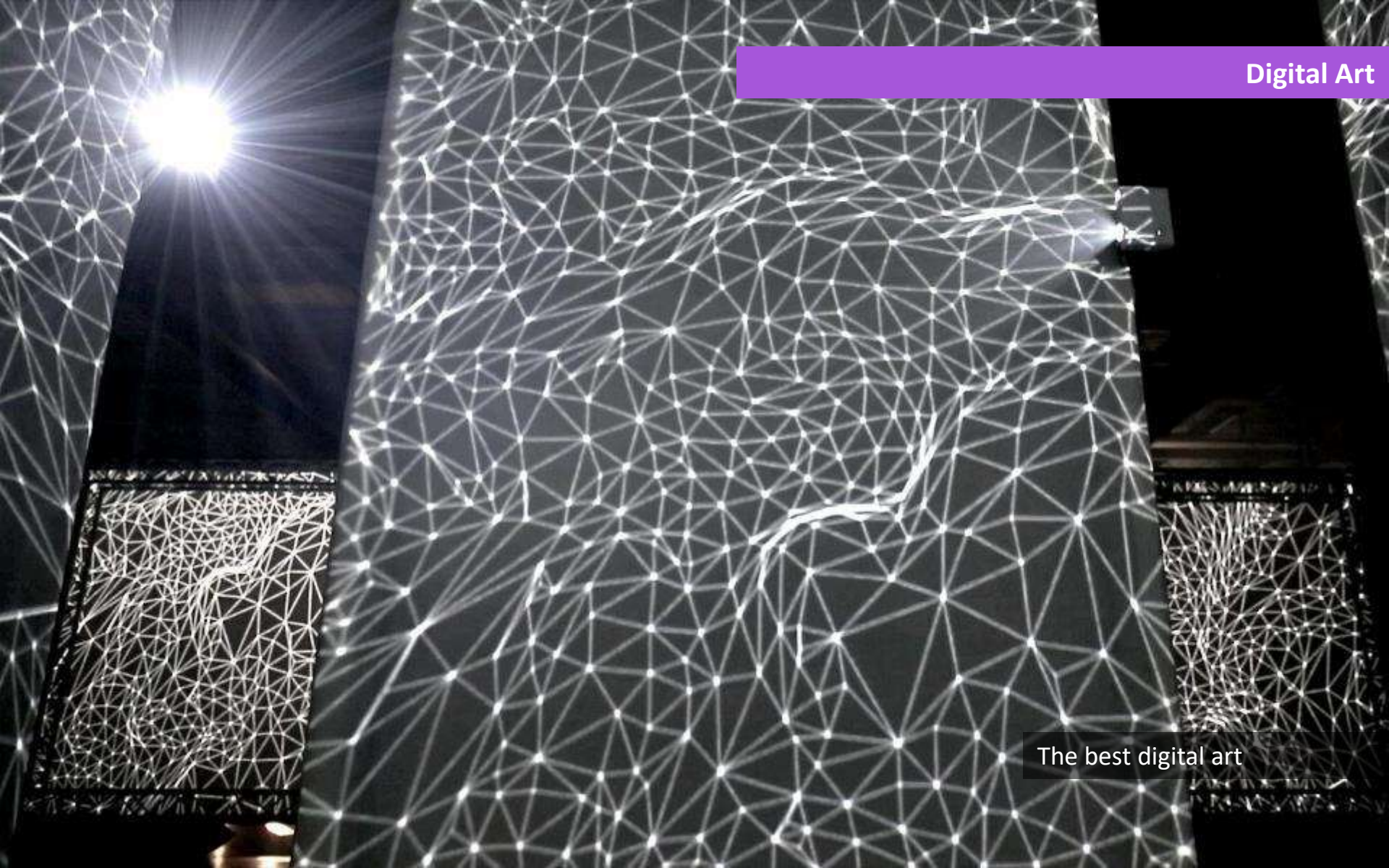
The decisive moment

A photo, its history, its photographer



Photographers

Portraits of the greatest photographers
and their works



The best digital art

Pop Art







MUSEUM follows a street artist and films him in real time performing his work



Features and volumes

Over 400 hours of programs

Over 300 hours of original productions in 4K

60% original production, 40% acquisition

All programs available in replay

Over 300 hours of programs available on VOD

3 signals: France, International and 4K

4 languages: French, English, Russian, Polish



Viewership in France

1.4M viewers in France

40% increase between 2019 and 2020

68.7% women / 31.3% men

Peak audience: prime time 8pm-11pm

The strongest days: Friday and weekends

Museum in the Art world

Partnerships:

Art Museums, Exhibitions, Events, Fairs, Festivals,...

Events with Museum TV:

Museum TV stand at art fairs, art parties, ...

Reports from the events:

FIAC, Art Basel, Art Paris, ...

Regular subscriber competitions:

Exhibition entries , private visits, openings, ...

Communication and PR campaigns:

Press relations, digital marketing, art magazines



WORLD EXCLUSIVE MUSEUM TV-SOTHEBY'S

**MONDAY, 21 OCTOBER 2020
LIVE TRANSMISSION ON MUSEUM TV
OF THE SOTHEBY'S AUCTIONS "MODERNITES", IN PARIS
AND "CONTEMPORARY", IN LONDON.**





International Distribution



50 countries

3 continents

3 signals: France, International, 4K



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Thank you