UKRAINIAN TV-CHANNELS FOR UKRAINIANS AROUND THE WORLD
SUCCESS IN UKRAINIAN NATIONAL TV-VIEWING
Invests into development and promotion of existing business areas and technologies and into new, prospective projects, such as:

- BRAND NEW INTERNATIONAL TV CHANNELS
  - NLO TV 1
  - NLO TV 2

- Top national FTA TV channel
- For a young audience
- Women TV channel
- Sport TV channels
- Satellite TV operator
- Newspaper & site
- Regional TV channels
- Multimedia project
- Interactive OTT-platform
- Full-service media agency
- Prodcos
TV CHANNEL "UKRAINE" IS THE LEADING NATIONAL TV CHANNEL OF THE COUNTRY

TOP-15 TV channels in Ukraine (2019*)

AL 18-54 50K+, shr %

* - Data for 2018 - to 31.04.2019 inclusive
Dynamics of the average annual share of the TOP-6 TV channels in Ukraine (2015-2018)

Among main six Ukrainian channels TV Channel “Ukraine” is the only one which shows stable growth in share from year to year.
TV CHANNEL “NLO TV” - A YOUNG AUDIENCE CHANNEL BROADCASTING HUMORISTIC PROGRAMS

Experiments
Sharp humor
Extraordinary people

Launched in 2012 NLO TV reached TOP 10 in first 3 years.
It is niche youth channel (13-35+) which fights for the audience on a par with Nationwide channels (18-56+)

TOP-10 TV channels in Ukraine, youth audience (2019*)
All 14-35 50K+, shr %
* - Data for 2019 - to 31.04.2019 inclusive
International license-cleared versions of:

CELEBRITIES BEAUTY COOLINARY TALK SHOW MUSIC

EXPERIMENTS TRAVELLING CRASH TESTS UNUSUAL PROFESSIONS HOBBIES

TV SERIES FEATURE FILMS DOCUMENTARIES MELODRAMAS DRAMAS DETECTIVE STORIES UNSOLVED CRIMES MYSTICAL RIDDLES

SKETCHCOMS SITCOMS ANIMATION COMEDIC LIFE STORIES PLOT TWISTS.
WHY DO WE GO INTERNATIONAL?

MIGRATION OF UKRAINIANS ACROSS THE WORLD

Ukraine is one of the top ten countries with the highest emigration levels

- 8 000 000 +
- 5 000 000 +
- 3 000 000 +

Expanding the range of vacancies for Ukrainians working abroad - doctors, teachers, IT developers, managers, arts, sports, beauty care, politics, financial and insurance businesses

Outward tourism development – EU visa cancelation for Ukrainian travelers

Expanding

Increasing range of diasporas with strong cultural connections
BESTSELLERS

SINGER
100 series.
Adventurous melodrama. 2016

SASHKA
100 series.
Melodrama. 2014

NEVER SAY NEVER
100 series.
Action melodrama. 2016

LYALYA
3 parts, 95 series.
Saga. 2014

KATYA’S LOVE
2 parts, 180 series.
Melodrama. 2011-2012

THE JEWELLERS CLAN
95 series.
Saga. 2015

DZHAMAYKA
90 series.
Melodrama. 2014

KISS!
2 parts, 145 series.
Melodrama. 2017
BESTSELLERS AUDIENCE OF ONE EPISODE REACHES 12 000 000 PEOPLE

**LIFE ON THE LINE**

**TRIPLE PROTECTION**

**STEPS TO HEAVEN**

**REAL MYSTICISM**
3 parts. Scripted-reality. 2015-2017

**SAVE BOSS**
24 series.
Comedy melodrama. 2016

**SAFEGUARD**
2 parts, 24 series.
Adventure detective. 2007-2011
BEST SHOWES

WORLD TO TASTE
14 episodes. Cooking Show

THE CLEVEREST
15 episodes. Erudite show

STAR WAY / STAR WAY. DIGEST
391 episodes.
The show about the life of stars.

WELCOME
86/23 episodes.
Documentary series about celebrities.

THE VIEWER AS A WITNESS
Criminal talk show.

UKRAINE TALKS
Social weekdays talk show launched in 2011

CULINARY ACADEMY
OF A. SUKHANOV
24 episodes.
Cooking Show. 2016-2017

THE BEST COOK IN THE COUNTRYSIDE
2 parts, 29 episodes.
Cooking Show

FRANKLY WITH MASHA YEFROSININA
2 parts, 27 episodes.
Interviews with the stars.
BESTSELLERS

TROLOLO ON NLO
60 episodes.
Comedy show

MAMAREGOTALA
9 parts, still in production
Comedy show

SYSHYSHSHOW
2 parts, 50 series.
Comedy sketchcom

SUPERCOPS
4 parts, still in production
Humorous series

HOW THE STYLE HARDENED
2 parts, 48 series.
Youth series

Speed ON!
20 episodes. Quest show
200 HOURS OF NEW HUMOR & EXTRAORDINARY KNOWLEDGE DURING THE YEAR

EUROCHECKIN
20 episodes. Travel show

CHECK-IN
37 episodes. Travel show

FASTIDIOUS
20 episodes. Extraordinary professions

GOOFS
20 episodes. Experiments show

MY FIRST WHEELS
20 episodes. Show
THANK YOU!

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