

O2TV television channel in H1: new image and loyalty to good traditions

Moscow, July 8, 2011. O2TV television channel (O2TV or “the Company”) hereby presents its main results for the first six months of 2011.

H1 2011 was a time of major new developments for the television channel. Although O2TV still is and plans to remain an entertainment channel moving forward, its policy focus is gradually shifting from the word “entertainment” towards the word “young people”. O2TV continues to position itself as the country’s leading young people’s TV channel which targets an audience in the 16-35 age group, while moving away from its focus on “kidults” and positioning itself as a television channel for all of Russia’s young people. In line with this agenda, the format and the names of some of O2TV’s main programs were revised in H1.

At the beginning of the year, O2TV updated the format of its popular talk show “Wassup?”, which was renamed “Hot Talk” as the program became more cutting-edge, socially relevant and committed to hot topics. The hosts and guests of this talk show delve into some of the most current questions which are of interest to young people in Russia. These include gender relations, love and sex, social climbing, rules and regulations in society; these are just a few of the issues addressed as “hot talk” in the TV channel’s studio with the usual involvement of television viewers via the Internet, including social networks.

The morning show “Morgenstern” was also renamed “Jam&Tonic”, although its content remained unchanged: humor, funny news, photos and videos with comments by the hosts, and, of course, music.

O2TV’s “old” team of show hosts, whose average age is not over 28 years, was supplemented by new lineup of hosts for “Hot Talk” and “Jam&Tonic”, including Danzel, Valeria Kivol and Dr. Izvilin, who were a perfect fit on these shows and rapidly won the love and admiration of TV viewers.

In March, O2TV Channel launched a promotional campaign to convey its new concept for the channel’s development as well as its image makeover. Advertising spots were deployed on light-emitting diode screens in the most prestigious areas of Moscow, and also over the Internet on websites having the highest ratings and the largest number of hits.

The startup of the promo event coincided with the remake of the TV channel’s logo and its “air cover” which was redesigned in shades of orange. The channel revamped its logo as well as its corporate colors, thereby taking on sharper and more modern look designed to convey positive, clear, light and sunny emotions. Aside from the new logo, a large part of the channel’s website content was also overhauled.

Along with the revised logo, O2TV channel got a new advertising slogan – “Your Television”. The main idea of this slogan is that O2TV positions itself as the first young people’s channel which youngsters can still trust.

The musical content of O2TV was also given a serious makeover: instead of alternative music, which is of interest only to a narrow segment of the audience, the focus shifted to quality pop music content, including dance and club tunes. The new musical clips are also

being aired continuously on the channel's website. O2TV entered into a contract with Universal and Warner Brothers to provide video clips of foreign performers, and these clips can now be viewed on the channel.

Meanwhile, the program "No Holds Barred" hosted by Ekaterina Tikhomirova has remained loyal to past traditions, such as live talk on the air with guests and viewers about burning political issues with a deep professional vision of the topic under discussion. During the first six months of the year, guests on "No Holds Barred" included journalist and host Vladimir Pozner, journalist Oleg Kashin, many-time winner of mind games, blogger Anatoly Vasserman, president of the Institute of Middle East Countries Evgeny Satanovsky, writer and publicist Sergey Plekhanov, head of the Seliger youth forum Ilya Kostunov and other celebrities.

O2TV television channel continues its collaboration with the Federal Press and Mass Communications Agency, which got under way in 2010, in an effort to provide broadcasts with social and educational content. In June, O2TV received a new Rub 2 m state subsidy to produce a cycle of educational programs entitled "Technopark", which consists of 8 TV broadcasts devoted to professional orientation for young people and the attractiveness of work in the machine engineering industry.

In May, the channel launched an initiative to carry out the All-Russian photo festival "My Country", the purpose of which is to instill a feeling of love into Russian citizens for their Motherland, i.e. the place where we live. The results of the photo festival are to be made public on November 4, 2011 on National Unity Day.

Also in May, innovative center Skolkovo held a press conference with the Russian President Dmitry Medvedev. All in all, 890 members of the media were accredited at the press conference, including O2TV television channel. The channel was represented by its General Director Vladimir Pantserny. Mr. Pantserny had the chance to personally address some questions to the Russian President about the photo festival "My Country" and the outlook for relations between young people's TV channels and the state. The President said that he supports O2TV's initiative and offered organizational assistance for the event.

Overview of O2TV Channel

O2TV is Russia's first young people's television channel which targets an age group ranging from 16 to 35 years. The company commenced broadcasting in 2004. Nowadays, O2TV has the ability to reach 14 million viewers in 73 constituent entities and 247 cities and towns across Russia. Total coverage in Moscow stands at 1.8 million people. In Moscow, the TV channel is broadcast on the networks of AKADO, QWERTY, Vimpelcom, Infokos Plus, Iskratelecom etc. Online broadcasts of the channel are also made on Russia's largest portals, video hostings and from the TV channel's official website. The company possesses its own powerful production base and generates more than 1,000 hours of original content per year. O2TV channel is owned by O2TV open-joint stock company (OJSC), which has had its shares listed on Russian stock exchanges MICEX and RTS since 2008. The charter capital of O2TV OJSC amounts to Rub 140,000 and is divided into 140 m shares. For more details on the television channel and O2TV OJSC, see the website www.o2tv.biz/en.

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