

O2TV Channel in 2H11: poised for reforms

Moscow, January 12, 2012. O2TV Channel (O2TV or “the Company”) hereby reports the main results of its activities in the second half of 2011. For the first time in its history, O2TV did not go off the air for vacation in 2011, as is the case at many non-FTA TV channels. A number of popular TV programs continued to be broadcast live (“No Holds Barred”), and around the end of the year a number of new TV programs, which were announced earlier, went on the air.

The program “No Holds Barred” got a new host in summer 2011. The show is now hosted by Nikolai Serdotetsky, who is widely regarded as the favorite among O2TV viewers. The program format remains unchanged, although it has taken on a more acutely social tone, bowing to the demands of the times. The guests invited to “No Holds Barred” during the second half of the year included well-known musician and leader of rock group DDT Yury Shevchuk, popular writer, reporter and blogger Dmitry Glukhovskiy, politician, co-founder of the Right Cause party Andrey Dunaev, economist and political scientist Evgeny Gontmakher, leading economist and head of the Board of Directors of MDM Bank Oleg Vyugin, and musical producer Alexander Kushnir. Furthermore, “No Holds Barred” aired a special broadcast in October devoted to a convention of the Unified Russia party.

Two new cognitive programs debuted in December 2011, “Your Technopark” and “Point B”.

“Your Technopark” is a cognitive program which is devoted to young people’s professional orientation issues and includes a cycle of documentary films on operations of the machine engineering industry in Russia, executive training in this industry and its status in the employment market. The program is aired on Saturdays and Sundays. This broadcast was designed with support from the Federal Press and Mass Communications Agency.

“Point B” is a program which is a joint project conducted between O2TV Channel and Volga-Dnepr Aviation Company. It not only gives young people tips about where to take interesting trips and spend quality leisure time, but also allows viewers to take a peek into the pilot’s cockpit, a place which is usually off limits, and hear interesting stories from the crew about what happens in the cockpit during takeoff and landing.

In November 2011, O2TV Channel acted as a news sponsor for the First Alternative Rock Music Festival under the name KROK-Rock. The purpose of the festival was to lend support to and give new young talented musicians the chance to emerge in the music world.

O2TV Channel continued to work actively off the air as well. In the second half of the year, the channel took steps to ramp up its footprint on the Internet. O2TV’s employees continuously updated a page on social network Vkontakte, while the channel made inroads into Facebook, opened a Twitter account, and renewed its presence on the pages of Live Journal. This enables O2TV to communicate with its viewers in a format they are accustomed to.

In November, television channel O2TV took part in an exhibition and conference “Roadmap 2011” in Skolkovo. The purpose of the channel’s participation was to draw the attention of business partners to its activities and advance collaboration in the area of innovative projects.



O2TV Channel
24 str.2, Ulitsa Pravdy, 127137 Moscow, Russia
tel./fax: +7 (495) 645 92 95
e-mail: info@o2tv.ru
web: www.o2tvbiz.ru/en

The main event in the life of the TV channel took place in December. At this time, O2TV signed an agreement with National Cable Networks (NCN) on providing access to the company's Moscow cable TV network. Once connectivity is finalized, O2TV will become part of NCN's social TV package and will soon be available to all television viewers in the Russian capital that have access to NCN's cable TV network. Consequently, as 2012 gets under way, the television channel is all set for some sweeping content changes.

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 15.6 million viewers in 73 constituent entities and 250 cities and towns across Russia. Total coverage in Moscow stands approximately at 1.9 million people. In Moscow, the TV channel is broadcast on the networks of Rostelecom, AKADO, QWERTY, BeeLine-TV, 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 (OAO), which has had its shares listed on Russian stock exchanges MICEX and RTS since 2008. The charter capital of OAO O2TV amounts to Rub 140,000 and is divided into 140 m shares. For more details on the television channel and OAO O2TV, see the website www.o2tv.biz/en.

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For further details, please contact
IR Director
Natalia Milchakova
Telephone: + 7 (495) 645-9295 ext. 125
Email: ir@o2tv.ru