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Dialog between O2TV and the President of Russia

Moscow, May 19, 2011. Television channel O2TV (O2TV or "the Company") hereby announces that for the first time in the channel's history the President of Russia hosted a press conference, in which he was actively involved.

Russian President Dmitry A. Medvedev held a press conference at the Skolkovo Innovation Center on May 18, 2011. All in all, 890 media representatives were accredited for this event, including O2TV television channel. Our TV channel was represented by Chief Executive Officer Vladimir Pantserny. Mr. Pantserny had the chance to pose some questions to the Russian president concerning the photography contest "My Country", which is being run by the Company and the outlook for relations between youth TV channels and the state.

We are pleased to present below some excerpts from the questions which O2TV television channel addressed to Dmitry Medvedev and his replies to them:

Q. [Vladimir Pantserny]: Mr. President, our television channel is perhaps less well-known than some FTA channels, but we have been broadcasting for over seven years to our audience of 13 million young people, mostly in Russia, including webcasts aired on Internet portals. I would like to emphasize that our programs incorporate strong patriotic and moral values which offer guidance to our young viewers.

In line with these principles, we decided to conduct a nationwide photography contest called "My Country". The main idea behind the contest is that any citizen of Russia can take part in it by taking an interest in the homeland, its traditions, culture and rich natural heritage.

Mr. President, since you are known to be an aficionado of photography, and given the country-wide scale of the contest, how do you feel about backing the idea of this contest and heading up the board of trustees of the contest? The plan is to wrap up the contest on November 4th on the Day of National Unity.

Another quick question pertaining to millions of television viewers. You have spoken on numerous occasions about state support for the media, including youth content. Last week, you signed a decree on setting up the first multiplex digital television which broadcasts to the whole country; the second and third multiplexes are currently in the formation process. Our television channel has been assigned to the second multiplex.

So this is what I would like to ask, Mr. President: in the process of rolling out these multiplexes, do you intend to make state support available, first and foremost, to state channels and channels run by entities affiliated with the oligarchs, or perhaps such a television channel as O2TV could also be included, which would broaden the range of our youth audience and also be instrumental in acquainting our youth with state policy. Thank you kindly for your replies.

DMITRY MEDVEDEV: As for the photography contest, yes, we do have a great country which remains largely undiscovered by many of us. I would say that all of the



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photo competitions that not only the people of our country, but others as well take part in are very useful, since when I leaf through some of these albums it gives me great pleasure to see so many amazing snapshots. I don't know whether I necessarily have to be the chairman of the board of trustees, but I am certainly willing to lend a helping hand.

Now I'd like to say a few words about the second and third multiplex. I would like to see variety in our television viewing. You can trust me on this one, because I always strive to obtain my information from a wide variety of sources, as I said before.

The first multiplex, the first slot of channels will consist of free public access channels. This set of channels has already been selected, the presidential decree has been signed and this gives us the assurance of unified and indivisible broadcasting space.

The next two multiplexes, and this is just a guesstimate since this figure is nowhere set in stone and two more or more are on the way, should be formed using other criteria, and these should just be interesting channels. Some of them will be paid content, whereas others should be free, depending on personal preference. There must be some regional channels and definitely some channels for young people. So this is my answer: it should simply be an interesting TV channel. That's my point of view.

CEO of O2TV television Vladimir Pantserny had the following to say about the Russian President's involvement in the press conference:

"We are grateful to Russia's President Dmitry A. Medvedev for supporting our efforts in the all-Russian photography contest "Our Country" and for the assistance he has kindly offered in organizing this competition.

Many Russian people have been vacationing more frequently in Turkey, Egypt and other countries. Meanwhile, our country holds an enormous, inimitable natural and cultural heritage. Every one of Russia's regions has its own rich traditions, history and outstanding architectural monuments. More often than not we have no idea what our country has to offer, where you can take the whole family to explore the heritage of our ancestors and experience the unique beauty of nature.

It is crucial for O2TV channel to see composite photographs come in from every corner of the country, both from professionals and millions of ordinary amateur photographers.

This autumn, in the run-up to the State Duma elections, the mood in society is expected to become increasingly polarized. It is our challenge to unite the citizens of Russia by way of their love for the Motherland, and their attachment to the place where we live. For this reason, we plan to announce the winners of the contest on November 4, 2011 – on National Unity Day. Hopefully, this day will go down in history as one small step on the road towards the unity and solidarity of the Russian people.

We would like to invite a broad range of companies and individuals that care about the history of our country, who share the ideas and goals facing the organizer of the competition to join us and help make the All-Russian photography contest "My Country" a success.



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As for the question I addressed to the Russian President about rolling out multiplexes. I am confident that the state commission tasked with reviewing the applications from television channels that will be assigned to the second and third multiplexes (and digital broadcasting from them will be accessible to the entire population of the country!), will deem it appropriate to include in these multiplexes television channels that cater to youth audiences and those whose editorial policy is geared towards instilling sound moral, cultural, patriotic values in the younger generation, that is, those which embody the guidelines of state youth policy.

It should also be noted that aside from the photography contest "My Country", O2TV television channel in association with state authorities will soon launch a whole range of social projects covering youth educational and professional orientation issues. Part of the program content will address tolerance, a hot topic in a number of the country's regions, and tips conducive to a healthy lifestyle".

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, Vimpelkom, 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 100,000 and is divided into 100 m shares. For more details on the television channel and O2TV OJSC, see the website www.o2tv.biz/en .

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