



## **O2TV sees share in Kazakhstan market go up in 2012**

Moscow, February 11, 2013. O2TV Channel (hereafter, "O2TV" or the Television Channel), hereby announces its main operating results in CIS countries.

Since 2010 O2TV has been broadcasting to Kazakhstan in digital and analog format. The channel is represented in networks of cable TV operators of Kazakhstan in the cities of Almaty and Astana.

As of December 31, 2012 O2TV's technical coverage in Kazakhstan stood at 70,000 subscribers, which is equal to about 280,000 television viewers. As a result, as of year-end 2012 the share of O2TV on the pay TV market of this country by the number of subscribers stood at about 13% compared to 3% in 2011. In 2012 the number of TV subscribers in Kazakhstan increased 4.3-fold.

The pay TV market of Kazakhstan is regarded by the television channel as highly promising. According to estimates by consulting company J'son & Partners Consulting, the penetration rate of cable and satellite television in Kazakhstan reached 25% in 2012, where this metric stood at about 56% in Russia.

In the second half of 2012 O2TV began making broadcasts in digital format to the Republic of Kyrgyzstan.

Earlier, **project director of O2TV Channel Alexander Morozov** said that it is important for the channel to monetize its audience in CIS countries in connection with which the channel plans to expand its technical coverage in these countries, work on content and sign contracts with advertising vendors in the mid-term.

Over the next few years O2TV intends to commence broadcasting to a number of other CIS countries, including Ukraine and Belarus.

### **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 30 million viewers in 78 regions and 3,000 cities and towns across Russia. Total penetration in Moscow accounts for 11 mn viewers. The channel broadcasts in NCN's Moscow cable TV network. The TV channel also broadcasts on the networks of Rostelecom, AKADO, QWERTY, BeeLine-TV etc. Online broadcasts of the channel are also made on Russia's largest portals, video hostings and from the TV channel's official website. O2TV Channel is owned by OAO Mediaholding, which has had its shares listed on Russian stock exchange MICEX since 2008. For more details on the television channel and its parent company, see the website [www.o2tv.biz/en](http://www.o2tv.biz/en) .

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