



## **O2TV Channel makes foray into Georgia's pay TV market**

Moscow, February 20, 2013. O2TV Channel (hereafter – O2TV or “the Company”) hereby announces having entered the pay TV market of Georgia. O2TV will be available to Georgian viewers under the terms of an agreement with the country's distribution company Eurocontent.

Georgia's pay TV market arose quite recently. In 2012 the market had 120,000-200,000 subscribers, which is a strong indicator for developing markets.

According to expert estimates, Georgia has the most rapidly expanding pay TV market in the Caucasus region and one of the most rapidly growing markets in former-FSU countries.

O2TV Channel has already gained valuable experience in foreign broadcasting. The channel currently makes broadcasts to Kazakhstan and Kyrgyzstan. O2TV's technical coverage in Kazakhstan stood at 70,000 subscribers in 2012, while the channel's share of the pay TV market in the country reached 13% in 2012.

### ***Anna Ivanova, head of O2TV's department of regional development commented:***

*"Nowadays it's important for young people to stay abreast of events in neighboring countries so that they will become more tolerant. This is why we're rolling out broadcasting in Russia's neighboring states. Right now we're entering the Georgian market. Let me note, parenthetically, that despite the tense political relations between our countries over the last few years, cultural ties between Georgia and Russia were never severed. Nothing brings people together from different countries more than music, so we feel confident that our television channel will strike a positive note among the young people of Georgia".*

### **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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