

WEEKLY TELEVISION PROJECT «WORLD VOYAGE. NEIGHBOURS»

Commercial offer in filming and TV production for Partners in Finland.

NAME OF THE PROJECT: «WORLD VOYAGE. NEIGHBOURS» (FINLAND)

Air time package: the premier on Tuesdays + 5 repeats

Quantity of programs: 52

Timing of each program: 13 min / package of 26 min

Total timing in week rotation: 13 min X 6 = 78 min

TV Channel: Men's TV and Countryside Life (Russian Television)

Air show period: 2019-2020 (104 weeks)



This project presents the unique platform to promote Partners in Finland with its tourist and business potential, innovations, green-tech and ecological projects for Russian market providing very useful and targeting way to the active auditory of Russian people who has money and travel abroad.

Format of each TV program divides in parts and might be considered as the ready story for the point. Material presented in light and reliable authors's style as the interesting and fresh information for active viewers in Russia in a different segments (history, tourism, business, innovations, startups, events, culture).

Also the project could raise an interest of viewers to concrete Destinations / Cites as well as the neighborhood country Finland in general.

The series of weekly programs about travelling "World Voyage" started in January, 2016 on "Men's TV" channel. Mountain skiing and active vacation, gastronomic routs and car travel remain the main themes. Year series consist of 52 releases with premieres weekly on Tuesdays and Thursdays in the evening prime time (8:20 p.m.). Five replays are distributed at different times on weekdays and on Saturday to achieve maximum audience coverage.

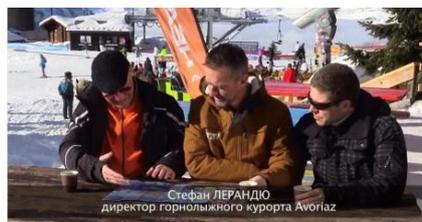
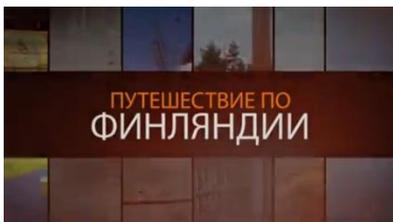
SPONSORSHIP PACKAGE FOR PARTNERS:

This is the special offer for Destinations, who wish an exclusive presentation in video production and placement on TV. Specially planed and realized 13-min full format TV story might be proposed exclusively to demonstrate the Region (business, tourism, innovations). Hosted company provides internal communication during the filming process.

The package includes:

- creation of the story and scenery plan for the TV program «World Voyage» (13 min) based on the Partners demands;
- TV filming by the professional crew (3-4 pers) with own equipment (full HD video);
- cutting, texts, sound and post-production of the ready 13 min story ("World Voyage");
- air time week package as the premier + 5 repeats in a week;
- placement of the advertising materials in each repeat of the program as following: open dynamic billboard - 5 sec, final dynamic billboard - 5 sec, information in the end, totally at least 120 sec product placement (for. ex., titled interviews, logos and names of the restaurants / hotels / boats and other tourist objects).

Thus, partnership gives to the Destination not only advertising placement on TV but professional HD video material for its own marketing purposes.

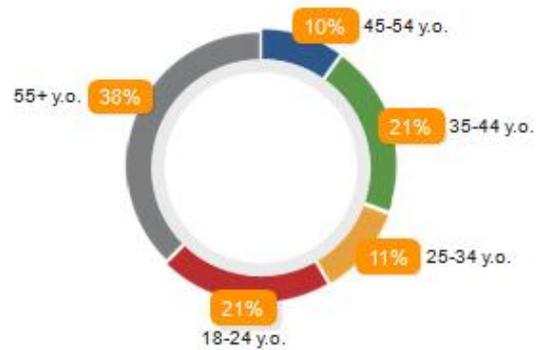
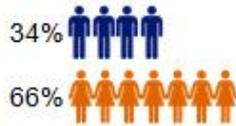


THE PLACEMENT OF INFORMATION FOR PARTNERS AND SPONSORS:

- ready parts of documentary (stories) about Partners product and services;
- open and final dynamic billboard 5-10 sec;
- interview with representatives / specialists with titles, branded by logo and other products;
- information about companies in the end of the program;
- placement of ready ad. video shorts up to 30 sec inside the program;
- possibility to use ready material in own marketing and other demands

COVERAGE and VIEWERSHIP of TV CHANNELS:

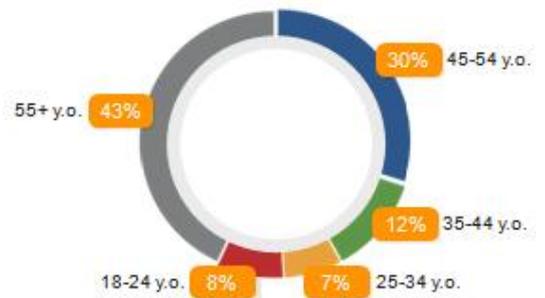
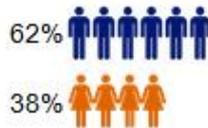
* The data of TNS Russia, the TV Index Plus project, electronic measurements as of 01/31/2018.



Accumulated channel coverage **

Division by sex

Division by age



** Number of people who watched the TV channel at least 3 minutes



YouTube

COUNTRYSIDE LIFE

MEN'S TV



subscribers

164.000+

63.000+



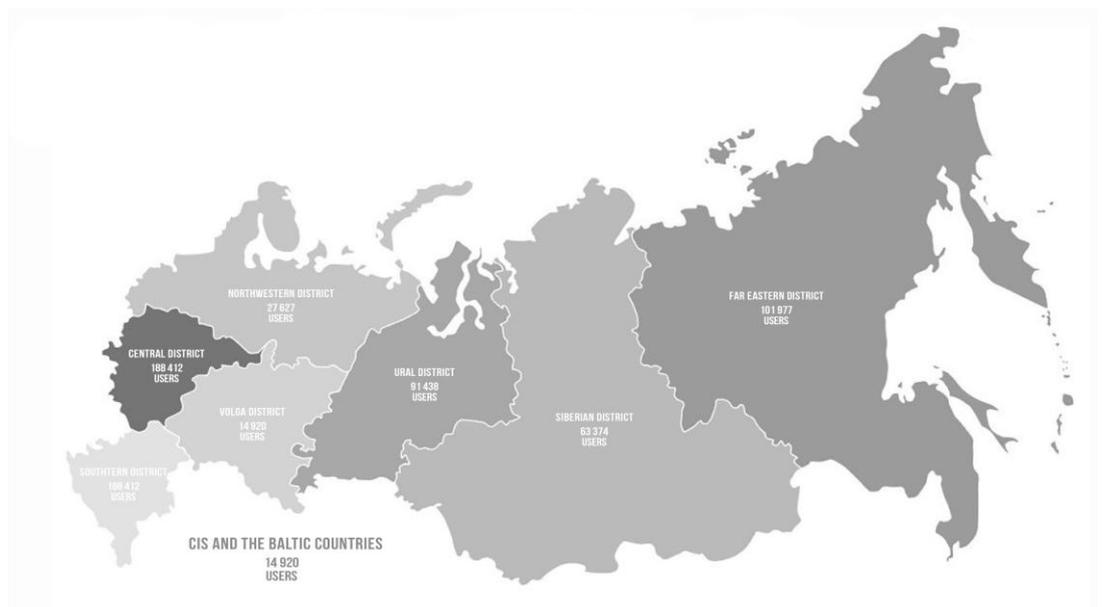
views

69 007 397

32 120 399

DISTRIBUTION:

TV channels are available in packages of the main operators of cable satellite television (more than 80 in total), including AKADO Telecom, MTS, Beeline, MegaFon, NTV+, Telekart. The channels are broadcast throughout Russia from Kamchatka to Kaliningrad, as well as in neighboring countries through the satellite TV operator Orion Express.





Russian TV channel "MEN'S TV" (www.mans-tv.ru) is of interest for those, who are not ignorant to truly men's entertainment, such as fishing, weapons, cars and active vacation. If you are a real man, than you can proudly say that this channel is for you. The main advantage of niche channels is the assurance of stability of 100% target audience. Well-considered choice of the channels, supported by meaningful interest of the audience, guarantee customer's loyalty to the content and

integrated advertisements. Currently the potential audience is estimated to be about 27 million TV viewers, including 4.4 million users of cable television and mobile operators. "MUZHSKOY" Channel has received the "National award " in multichannel digital television field "Big Digit 2012" in the nomination "The best entertainment channel".



Russian TV channel "COUNTRYSIDE LIFE" (www.zagorod-tv.ru) — round-the-clock thematic TV channel, for people constantly living outside the city, and all who seek such a life. We cover the issues of agriculture, animal husbandry, construction, arrangement of a country house and the space around it, we prepare delicious food and create beautiful things with our own hands. We offer interesting activities for all family members, we do not impose their opinions and do not advertise products, we share what we have learned ourselves. TV channel «Countryside Life» —

this is a space where there is no fuss. Here time runs steadily, and every second is filled with meaning and beauty of the surrounding nature and things. Countryside life is a pleasure that becomes a lifestyle.

THE MAIN TOPICS OF THE PROJECT «WORLD VOYAGE. NEIGHBOURS» (FINLAND)

Package 1: Different regions of Finland: Helsinki, Westcoast, Saimaa, Karelia, Lapland.

Package 2: Historical places: Helsinki, Kotka, Porvoo, Imatra, Savonlinna, Aland islands.

Package 3: Innovations and start-ups: Slush, Oulu beach start-up conference, Innovation sauna etc.

Package 4: Fishing: river-, lake-, sea-fishing, rules, traditions, competitions.

Package 5: Seasons: Christmas, Easter, Midsummer, Indian fall, New Year and Russian weeks.

Package 6: Finnish cottages: tradition for vacations and different style (individual and resorts), construction, ideas of wooden houses, material and technologies, building.

Package 7: Children: family parks - Moomi, Angry Birds, waterparks, Zoo, family tickets.

Package 8: Travelling: direct trains Tolstoi and Allegro, polar airports, cruise ferries, by car – infra and rules, border, ideas for routes, with a dog: on the way, hotel stay, cottages, outside, documents.

Package 9: Sauna: traditions, smoke sauna, what to do / not to do, brooms, drinks.

Package 10: Skiing: resorts, snowparks, winter ski weeks, ski-schools.

Package 11: North: Santa, outside activities – reindeers, husky, cota, ice-hotel, Polar Light and Igloos in Rovaniemi.

Package 12: Trade: border shops and shopping tourism Rus-Fin and Fin-Rus, taxfree, transit and logistic, ports.

Package 13: Forest: industry, recultivation, forest tracks, Luosto museum, why no mosquitoes, food and recipes (mushrooms, berries, herbs).

Package 14: Food: traditional food and markets. What do Finns eat? Beverages: water, beer, sider, coffee, berries wine, alko rules.

Package 15: Cuisine: recipes of different regions. Old and new. Traditional food and modern restaurants.

Package 16: Sport: prof, special (ski tunnel and arena), sport as lifestyle (Nordic walk, skiing, bicycles, scating, canoe), alternative: football in the swamp, forest marathon etc.

Package 17: Finnish golf.

Package 18: Nature: ecology and natural lifestyle. Ecology and technology: waste, energy, biodiesel.

Package 19: Hotels: traditional hotels / hotel chains, waterpark hotels, ice Igloo, Rovaniemi Igloos, Finnish manor.

Package 20: Water: 1000 lakes, vacation on water – yachts, boats, Baltic cruises and Saimaa Channel route.

Package 21: Building: roads, houses, fast built apartments and wood cottages.

Package 22: Festivals: strawberry, wine, sport, culture, opera, jazz. Holiday: dance evenings, Friday, rock fest.

Package 23: Finnish business: business ethics, meeting in sauna and bureaucracy, how to start business in Finland, how to find financial assistant, translator, managing director, staff.

Package 24: Big business as neighbors: Nuclear station in Oulu, ice-brackers in Helsinki, cruise ship building.

Package 25: Russian border regions: Leningradsky reg, Karelia, Murmansk reg.

* each package consists of 1-5 full format 13-min independent TV programs.



"SKTS" Company is a production company of the complete cycle. The whole range of works is undertaken to prepare a scenario, offsite shootings, producing and disposition of TV products and sponsor's packages. It has much experience in producing series and standalone TV projects starring sport and film stars. The secret of the success consists of several elements: an original idea, own shootings in Russia and abroad and a creative team of professionals.

YouTube channel: <https://www.youtube.com/user/SKTSLLC/videos>

«**INVEST CONSULT SKTS Oy**» works as the managing company in Finland (Kuopio). This is an ideal decision to provide internal communication within partners in Finland. The company has long-term own experience in similar projects in Finland and Scandinavia.