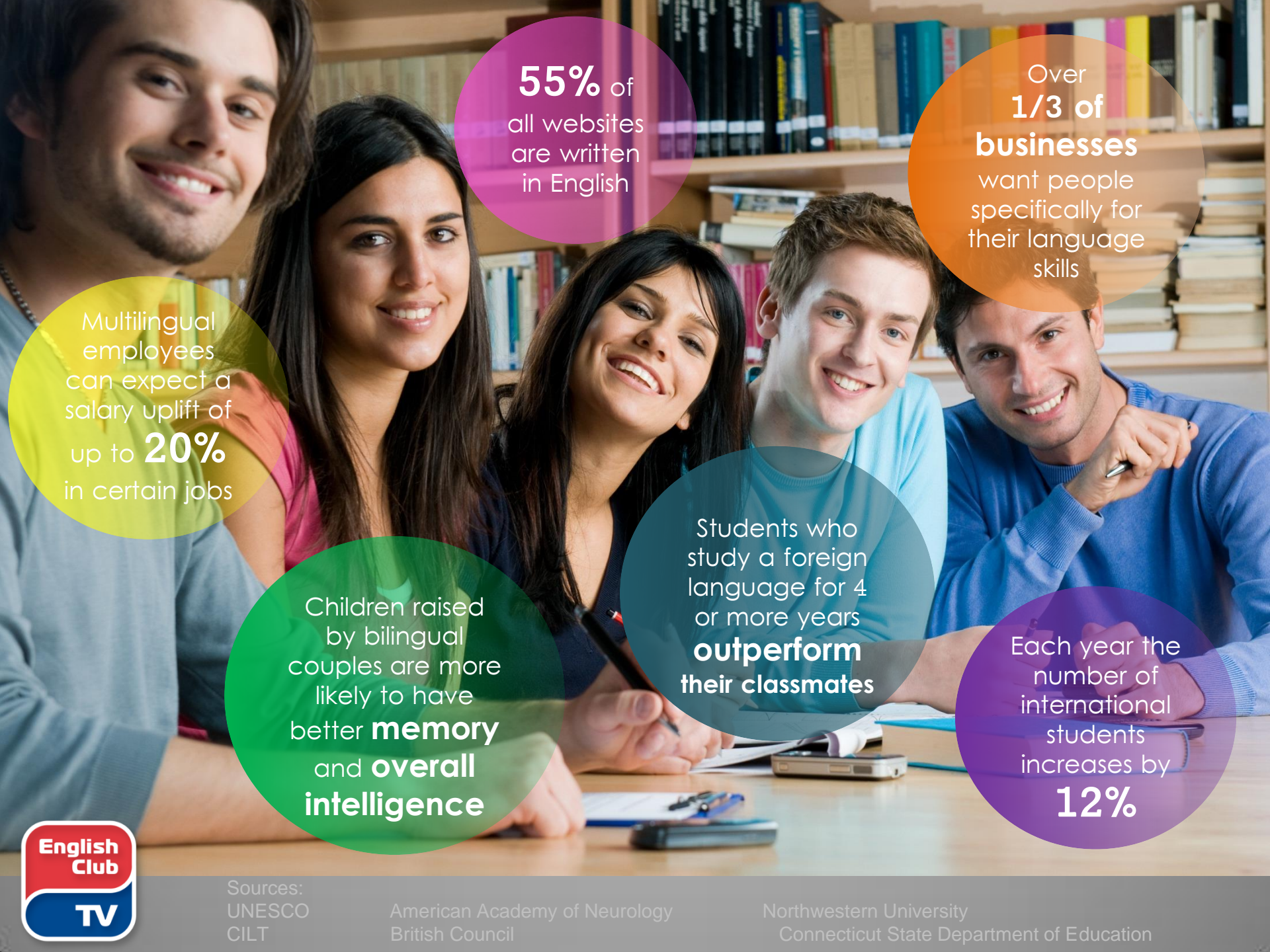




Presentation English Club TV

SUMMER 2015



55% of all websites are written in English

Over **1/3** of **businesses** want people specifically for their language skills

Multilingual employees can expect a salary uplift of up to **20%** in certain jobs

Children raised by bilingual couples are more likely to have better **memory** and **overall intelligence**

Students who study a foreign language for 4 or more years **outperform their classmates**

Each year the number of international students increases by **12%**



Sources:
UNESCO
CILT

American Academy of Neurology
British Council

Northwestern University
Connecticut State Department of Education



About English Club TV Channels



Launch date: August 15, 2008

Satellite: Astra 4A

Genre: language learning, education, entertainment

Core target audience: 18 – 45

Extended target audience: 3+

Hosts: native speakers

Methodology: communicative

Topics: travelling, business, sports, fashion, culture, cookery, show business, daily world news

Levels: elementary – advanced

Media availability: all rights (OTT, Web TV, IPTV, DTH, Mobile TV, Cable TV)

VoD/SVoD/TVoD content: 104 hours available

Website: www.english-club.tv



WE ARE WORLDWIDE



16 000 000 people
all over **the globe**
learn English **watching**
English Club TV

- | | | | | | | | |
|-------------------------|--------------------------|----------------------------------|--------------------|------------|--------------|-------------|--------------------|
| Albania | Cameroun | Democratic Republic of the Congo | Ghana | Liberia | Nigeria | Slovakia | The Czech Republic |
| Angola | Canada | Djibouti | Guinea Bissau | Malawi | Poland | Slovenia | Turkey |
| Austria | Cap Vert | Erythrea | Guinea Conakry | Mali | Romania | Somalie | UAE |
| Benin | Central African Republic | Estonia | Guinea Equatoriale | Madagascar | Russia | Soudan | Uganda |
| Bosnia and Herzegovina | China | Ethiopia | Hungary | Mauritanie | Rwanda | South Korea | Ukraine |
| Botswana | Congo | France | Indonesia | Moldova | Sao Tome | Sud Soudan | Zambie |
| Bulgaria | Côte d'Ivoire | Finland | Italy | Montenegro | Senegal | Swaziland | Zimbabwe |
| Burkina Faso | Croatia | Gabon | Kazakhstan | Morocco | Serbia | Taiwan | |
| Burundi | Cyprus | Gambia | Kenya | Mozambique | Seychelles | Tanzanie | |
| The Republic of Belarus | | Georgia | Latvia | Namibie | Sierra Leone | Tchad | |
| | | | Lebanon | Niger | Singapore | Togo | |

Why ECTV?

1 ECTV helps save money

2 ECTV helps save time

3 Educational

4 Entertaining

5 Innovative

6 Global

7 Mobile



ENGLISH CLUB TV HD

- exclusive educational programs in high definition
- feeling the effect of being present during interactive lessons
- smoother motion, richer and more natural colours
- high definition content immerse viewers in the language environment and help them overcome language barriers



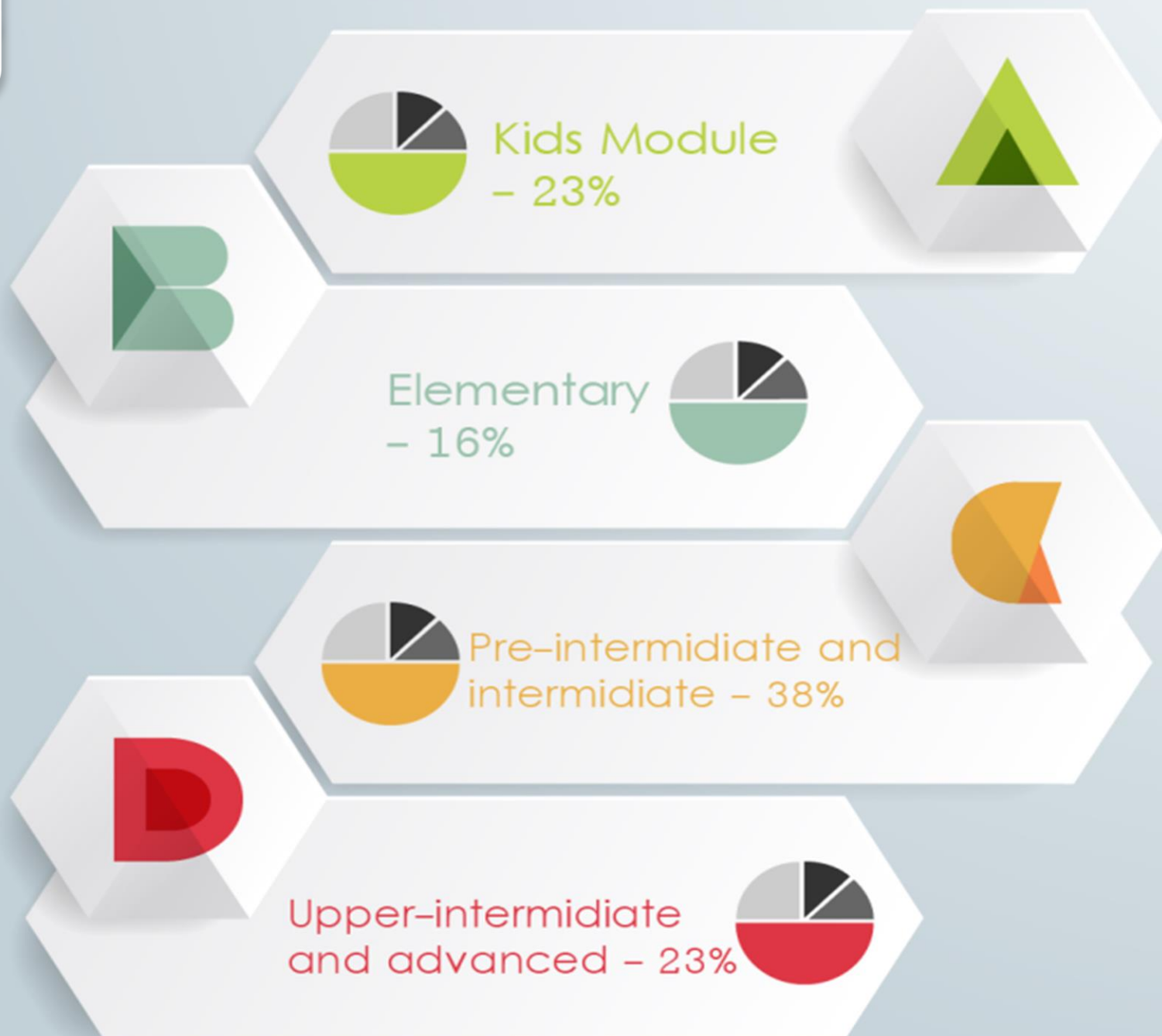
DAILY PROGRAM GRID 24/7

Date	GMT	The 27th of July	Level/Age
27.07.2015	3:00	WORD PARTY	3-6 year olds
27.07.2015	3:05	MY LITTLE WORLD	7-9 year olds
27.07.2015	3:10	WORDS TO GROW	7-10 year olds
27.07.2015	3:15	ART LAND	8-11 year olds
27.07.2015	3:20	A SCHOOL DAY IN THE UK	8-12 year olds
27.07.2015	3:30	KIDS IN ACTION	9-12 year olds
27.07.2015	3:35	CRAFTY HANDS	10-13 year olds
27.07.2015	3:45	MOJO MORNING	B2, C1
27.07.2015	4:00	NEWS AND WEATHER FORECAST	A1, A2, B1
27.07.2015	4:10	SPEAK UP	A2, B1, B2
27.07.2015	4:15	ENGLISH 911	B1, B2
27.07.2015	4:20	CITY GRAMMAR	A2
27.07.2015	4:30	CULINARY TRAVELS	B1, B2, C1
27.07.2015	5:00	NEWS AND WEATHER FORECAST	B2, C1
27.07.2015	5:10	PERFECT ENGLISH	A1, A2, B1
27.07.2015	5:15	WORTH SEEING	B2, C1
27.07.2015	5:25	EVOLUTION	B1, B2
27.07.2015	5:30	PASSPORT TO EXPLORE	B2, C1
27.07.2015	6:00	NEWS AND WEATHER FORECAST	A1, A2, B1
27.07.2015	6:10	SPOT ON THE MAP	B1, B2
27.07.2015	6:20	BASIC LEXIS	A1, A2
27.07.2015	6:30	VISTA POINT	B1, B2, C1
27.07.2015	7:00	NEWS AND WEATHER FORECAST	B2, C1
27.07.2015	7:15	WHAT DID THEY SAY	B1, B2
27.07.2015	7:20	ENGLISH UP	A2, B1
27.07.2015	7:30	LET'S SHOP CITIES	B2, C1
27.07.2015	8:00	NEWS AND WEATHER FORECAST	A1, A2, B1
27.07.2015	8:10	GRAMMAR WISE	B1, B2
27.07.2015	8:35	WHAT DID THEY SAY	B1, B2
27.07.2015	8:40	ENGLISH 911	B1, B2
27.07.2015	8:45	LABOUR OF LOVE	B1, B2, C1
27.07.2015	9:00	WORD PARTY	3-6 year olds
27.07.2015	9:05	MY LITTLE WORLD	7-9 year olds
27.07.2015	9:10	WORDS TO GROW	7-10 year olds
27.07.2015	9:15	ART LAND	8-11 year olds
27.07.2015	9:25	A SCHOOL DAY IN THE UK	8-12 year olds

Date	GMT	The 27th of July	Level/Age
27.07.2015	9:35	KIDS IN ACTION	9-12 year olds
27.07.2015	9:40	CRAFTY HANDS	10-13 year olds
27.07.2015	9:45	NATIONAL PARKS	B2, C1
27.07.2015	10:00	NEWS AND WEATHER FORECAST	B2, C1
27.07.2015	10:10	SPEAK UP	A2, B1, B2
27.07.2015	10:15	ENGLISH 911	B1, B2
27.07.2015	10:20	CITY GRAMMAR	A2
27.07.2015	10:30	CULINARY TRAVELS	B1, B2, C1
27.07.2015	11:00	NEWS AND WEATHER FORECAST	A1, A2, B1
27.07.2015	11:10	PERFECT ENGLISH	A1, A2, B1
27.07.2015	11:15	WORTH SEEING	B2, C1
27.07.2015	11:25	EVOLUTION	B1, B2
27.07.2015	11:30	PASSPORT TO EXPLORE	B2, C1
27.07.2015	12:00	NEWS AND WEATHER FORECAST	B2, C1
27.07.2015	12:10	SPOT ON THE MAP	B1, B2
27.07.2015	12:20	BASIC LEXIS	A1, A2
27.07.2015	12:30	VISTA POINT	B1, B2, C1
27.07.2015	13:00	NEWS AND WEATHER FORECAST	A1, A2, B1
27.07.2015	13:15	WHAT DID THEY SAY	B1, B2
27.07.2015	13:20	ENGLISH UP	A2, B1
27.07.2015	13:30	LET'S SHOP CITIES	B2, C1
27.07.2015	14:00	NEWS AND WEATHER FORECAST	B2, C1
27.07.2015	14:10	GRAMMAR WISE	B1, B2
27.07.2015	14:35	WHAT DID THEY SAY	B1, B2
27.07.2015	14:40	ENGLISH 911	B1, B2
27.07.2015	14:45	LABOUR OF LOVE	B1, B2, C1
27.07.2015	15:00	WORD PARTY	3-6 year olds
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27.07.2015	15:35	KIDS IN ACTION	9-12 year olds
27.07.2015	15:40	CRAFTY HANDS	10-13 year olds
27.07.2015	15:45	NATIONAL PARKS	B2, C1
27.07.2015	16:00	NEWS AND WEATHER FORECAST	A1, A2, B1
27.07.2015	16:10	SPEAK UP	A2, B1, B2
27.07.2015	16:15	ENGLISH 911	B1, B2

	Programs for kids
	Programs for all
	Documentaries
	World News

A1 Elementary	B2 Upper-intermediate
A2 Pre-intermediate	C1 Advanced
B1 Intermediate	C2 Proficiency



PROGRAM STRUCTURE



METHODOLOGY

SKILLS



reading

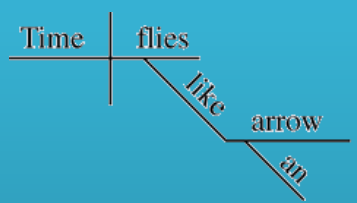


listening

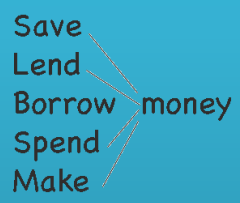


speaking

KNOWLEDGES



grammar



vocabulary


pronunciation

ADVANTAGES



save money



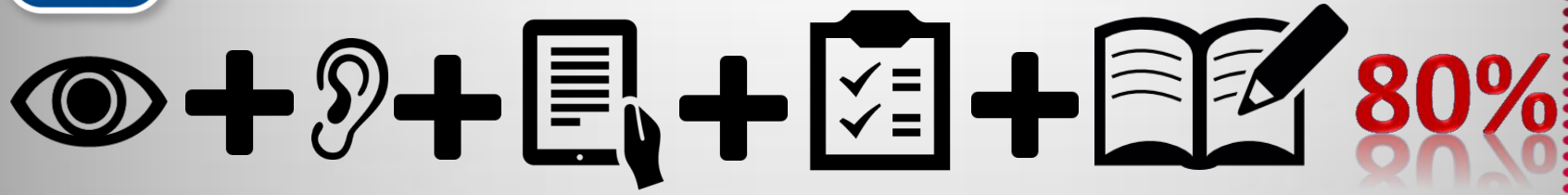
save time



high definition




native speakers



 watch

 make tasks

 listen

 read subtitles

 write down rules



More than 250 episodes of educational programs for kids



What we offer:

- English language learning with fun
- the latest educational techniques
- interactive programs

Why it is important for children:

- development of attentiveness and abstract thinking
- learning of active vocabulary
- development of basic skills : speaking, reading, listening



The 'Kids in Action' programme is developed with the aim of enlarging vocabulary and improving basic grammar skills of children. During each episode children will improve their vocabulary by watching their age mates from Great Britain performing familiar and enjoyable activities.



The 'Word Party' programme helps develop all types of memory. Each episode is separated into three parts. In the first part of the programme, young viewers can watch a nice picture. In the second part, each item in the picture is shown separately and its name is spelled in English. In the third part, young viewers are able to check their knowledge using a video test.



'A School Day in the UK' is a programme based on authentic lessons in a British school. By watching 'A School Day in the UK' on a regular basis, viewers will be able to learn useful material in school subjects and enrich their vocabulary.



The 'Yummy for Mummy' programme is based on British culinary classes for children. In each episode children cook a new dish, supervised by their teacher. The original material is adapted for viewers with the help of subtitles and narratives.



'Art Land' is the programme that helps supply basic English vocabulary. In each episode a professional artist teaches children how to draw birds, animals, fish, flowers, butterflies etc. with the aid of unusual materials. Every step of the artist is dubbed with the English language.



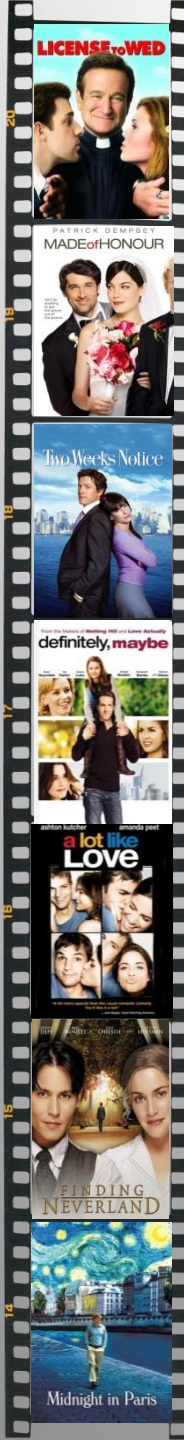
'Crafty Hands' is a programme which helps young viewers learn the English language and teaches them to care about the natural environment. During the programme the host will create small items by himself, spelling the names of their details and components in English.



'My Little World' is a programme developed in a new format of live dialogue between native speakers. Your children will easily understand how to use English in daily conversations and will learn more about the interests and lives of their counterparts in English-speaking countries.



The 'Words to Grow' programme is intended to help grow children's English vocabulary. In each episode children learn six new English words on a specific topic. The words are used in simple sentences to make the learning process fun and easy. There are also simple tests which are fun to take.



2007

2008

2002

2008

2005

2004

2011



2010

2003

2013

2010

2009

2005

2011



2007

2009

2010

2010

2009

2011

2012

... and more



Anne Hathaway



Eva Mendes

Julia Roberts



Kate Winslet



Jennifer Aniston



Sandra Bullock



Drew Barrymore



Meg Ryan





Leonardo DiCaprio



Ashton Kutcher



Johnny Depp



Adam Sandler



Will Smith



Hugh Grant



Ryan Reynolds



Patrick Dempsey



Tom Hanks





VOD/SVOD/TVOD CONTENT

CITY GRAMMAR IS ALL AROUND



Content: 104 hours
Language: English
Level: elementary-advanced

Advantages :

- programs immerse viewers in the language environment and help them overcome language barriers
- educational content is adapted for learning English
- there is an opportunity to create lessons using our educational content
- there is edutainment material for children
- programs are suitable for TV broadcasting, Internet, mobile devices and language courses
- programs can be used as content for educational libraries
- content is updated 4 hours a month



True
or
False

- Durham cathedral is the finest building in England.
- Durham cathedral is longer than Notre Dame.



Marketing
and PR
support

The Marketing and Public Relations (PR) department is responsible for:

- advertising, publicity, promotional events and marketing efforts for English Club TV and English Club TV HD
- keeping in close contact with viewers and the media
- strengthening the clients loyalty towards providers
- promoting English Club TV and English Club TV HD in the local markets



1 6 0 0 0 0 0 0 subscribers worldwide



Slovak Telekom

Bouygues Telecom

Telefonica

VIASAT

upc

SPB TV media solutions

TOYA

CANAL+ CATV ARR

TELECOM ITALIA

numericable THD

ANVIA

telecom

Telekom Srbija

Pr

T2

Közelebb a világhoz, közelebb egymáshoz...



SD

Satellite: Astra 4A

Transponder: B36

Frequency: 12399 MHz

Polarization: V

Modulation: 27.5 Msymb/s

FEC: 3/4

Encryption: Viaccess 4.0

SID: 7380

VPID: 7381

APID: 7383

Satellite: MEASAT 3A

Transponder: 17C

Downlink frequency: 4040 MHz

Polarity: H

Modulation: 28,600 Msymb/s

FEC: 5/6

SID: 12

VPID: 2012

APID: 4012

Encryption: Viaccess 4.0

HD

Satellite: Astra 4A

Transponder: B36

Frequency: 12399 MHz

Polarization: V

Modulation: 27.5 Msymb/s

FEC: 3/4

Encryption: Viaccess 4.0

SID: 7390

VPID: 7391

APID: 7393

TECHNICAL DETAILS



THANK

YOU!