

zoom tv



**CHANNEL
PRESENTATION**

January 2017

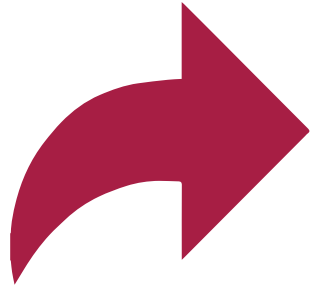
A large, glossy red sphere is the central focus, reflecting light and showing a grid pattern. It is surrounded by several smaller, white, glossy spheres of varying sizes, some of which are also reflecting light. The background is a light, neutral color with a subtle gradient.

Zoom TV was launched
on **25 OCTOBER 2016**

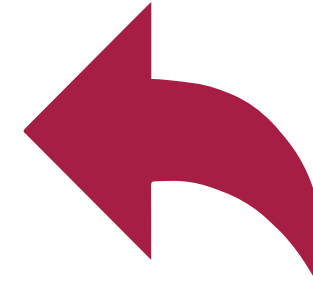
new DVB-T channel
channel in Poland

CHANNEL ORIGIN

zoom^{tv}



zoom^{tv}



By combining the respective competencies
of **PIKE** i **KINO POLSKA TV**
Zoom TV becomes **truly unique:**



- Support granted by local cable operators' and televisions' from **various regions** of Poland
- Best content from **local TVs** in Zoom TV
- PIKE integrates broadcaster creating programs for **local communities**
- experience and international **know-how** in creating television channels
- **adapting TV channels** to the local viewer needs
- provides Zoom TV with **programming and technical support**, including content



Focuses on each **region's life**

- Various dimensions of localness – me and my neighbor/me and my family/me and my town (HUMAN STORY)
- Establishment of the viewer's bond with all the regions presented on Zoom TV



Inspires **to action**

- Fosters initiative
- Everyone can be an explorer and has an interesting story to tell



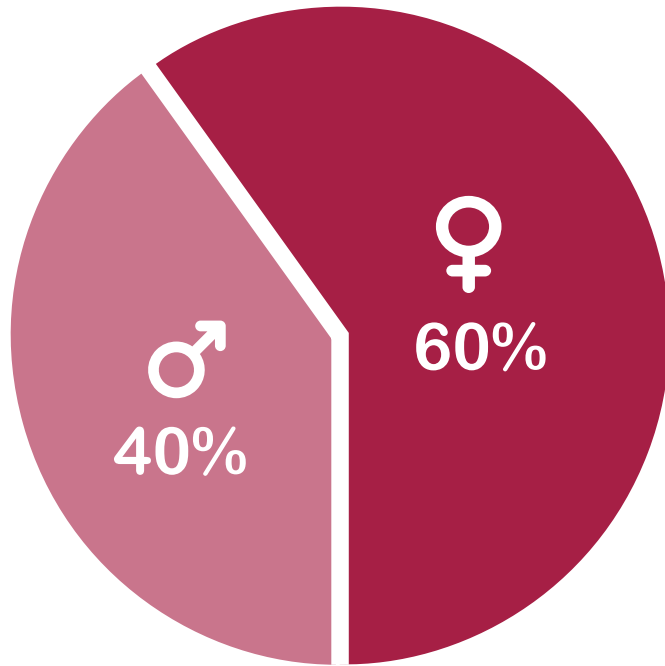
Provides **clear message**

- The most interesting events shown in an easy way as expected by today's viewers
- The world that Zoom TV presents is diverse, interesting and full of inspiring people and ventures

TARGET GROUP

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Zoom TV **does not exclude any viewer.**



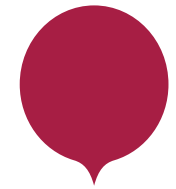
AGE
20-49



EARNINGS
middle



EDUCATION
middle



RESIDENCE
**< 10 k
inhabitants**

Women and men (60/40 %), 20-49 years old, middle income and secondary school education, living in small, medium-sized towns and in rural areas.

- What they mostly expect from television is **news and entertainment** in a simple and easy form
- Interested in what is going on around them **locally**, they want to stay up to date

PROGRAMMING FILTERS

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LOCALNESS
neighbourhood

familiarity
solidarity

FAMILY
HOME

POLISHNESS
TRADITION

PRACTICALITY
USEFULNESS

curiosity
adventure

entertainment
relaxation & sports

COOPERATION WITH **LOCAL TELEVISIONS**

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Bliżej! MR (45')
Current affairs program (infotainment)
Kalejdoskop Polski (22')
Local news review
Msze Święte (45')



Bliżej! MR (45')
Current affairs program (infotainment)



Auto motowizja (22')
Msze Święte (45')
Dzieciaki talenciaki (45')



We love Poland (12')
Moje miejsce, moje pasje (22')
Msze Święte (45')
Zoom przy kawie Barbórka (2x40')



Tajemnice Dolnego Śląska (22')



Profesjoniści (5')

COOPERATION WITH **onet.**

Onet is the biggest portal in Poland

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MIŁO/ŚĆ

Zoom TV program
produced by Onet

Host: Piotr Najstüb
45', Sunday

NA CZASIE

Host: **Łukasz Grass**
12'

Other programs from Onet

Na drogach – 12'

Zdrowie na talerzu – 12'

Other joint non-standard projects

ŚWIAT WEDŁUG JACHIMKA

Host: **Tomasz Jachimek**
12'

GWIAZDY CEJROWSKIEGO

Host: **Marcin Cejrowski**
12'



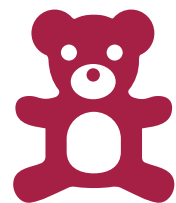
OBYWATEL KUŹNIAR

Host: **Jarosław Kuźniar**
2x22"
Mon-Fri



Movies and series

- Szeptunka (The Blind)
- Wiedźmy (The Fortune Teller)
- Movies (Dějà vu, Bernie)
- Kids movies (Król Maciuś I, Pippi (Pippi Longstocking))
- Series (Ezel, Trawka (Weeds), Zabójcy (Those Who Kill))



Animated Movies

- Wojownicze Żółwie Ninja (Teenage Mutant Ninja Turtles)
- Avatar (Avatar: The Last Airbender)
- Legenda Korry (The Legend of Korra)



Factual

- Kosmos (Cosmos: A Space Time Odyssey)
- Cesar Millan na ratunek (Cesar To The Rescue)
- Zwierzaki w amoku (Animals gone wild)
- Planeta XXL (Planet XXL)



Lifestyle

- Mania chomikowania (Hoarders)
- Bitwa na suknie ślubne (Best in Bridal)
- Teściowie na głowie (Monster In-Laws)
- Kocha, lubi, prześladowuje (My Crazy Ex)
- Nowy uśmiech, nowe życie (Smile)
- Moje nawiedzone dziecko (The Ghost Inside My Child)



**THANK
YOU**