



# iSRAEL+

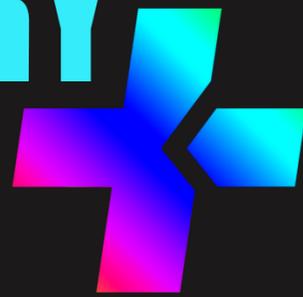
**ISRAELI TV CHANNEL PLUS**

---

Introducing Israel Plus – your gateway to Israel's vibrant culture, tradition, and connectivity! Bringing the heart of Israel to Israelis living and traveling across all five continents, this unique channel keeps you connected to your heritage with daily news and real-time updates on everything happening in Israel.



# OUR STORY

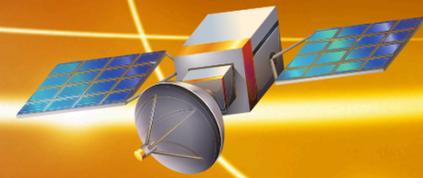


Israel Plus, the only legal channel of its kind, uniquely connects Jews worldwide to their heritage through exclusive Israeli TV programs on satellite and cable. Our diverse content, from daily news and real-time updates to Culinary, real estate, lifestyle, medicine, tourism, high-tech, and original series, brings Israel's vibrant culture to life. We bridge language gaps with English subtitles, helping mixed families and non-Hebrew speakers cherish their roots. Tailored schedules and targeted promotions keep our global audience engaged and linked to their rich heritage.

# OUR GLOBAL REACH

- The Israeli and Jewish community abroad is a high-quality ethnic market with high education levels and above-average income.
- The channel has hundreds of thousands of viewers and subscribers on various platforms worldwide, making it highly relevant to millions of Jews and Israel enthusiasts around the globe.
- This community is highly engaged in society while maintaining its Israeli identity, traditions, and culture.
- Members of this community consume Israeli products and services daily and stay updated with Israeli content.
- The channel has strategic agreements with dozens of hotel chains, ensuring Israeli content is accessible to thousands of rooms. Broadcasting in 62 European hotels, the channel covers approximately 24,800 rooms, meeting the high demand for Israeli programming among tourists and strengthening its presence in the hospitality sector.

## CABLE & SATELLITE



# OUR DIVERSE CONTENT

Israeli. Current. In every field. Covering all topics and people.





# iISRAEL+



## ISRAELI PLUS

The channel features a wide array of content segments to cater to every Israeli, Jew, tradition-keeper, and culture enthusiast, ensuring that they can find content suitable for themselves and their families.



# CURRENT AFFAIRS

LIVE SHOWS TAILORED TO EACH TERRITORY.





המהדורה  
המרכזית  
עם אודי סגל והילה קורח



# NEWS\*

LIVE NEWS AND CURRENT AFFAIRS  
PROGRAMS TAILORED TO EACH  
TERRITORY.



# LOCAL PRODUCTIONS

ISRAELI PRODUCTIONS FROM LEADING CHANNELS.



# LIFESTYLE

LIFESTYLE SEGMENTS FROM THE LEADING  
LIFESTYLE CHANNELS IN ISRAEL

---

להאזנות אודות הליקוחות שלנו בתחילת התהליך

# TOURISM+

A SEGMENT FEATURING TRAVEL AND TOURISM FROM ISRAEL AND AROUND THE WORLD.



# HIGHTECH+

A SEGMENT ON ISRAELI HIGH-TECH WITH A GLOBAL REACH, FEATURING LEADING HIGH-TECH COMPANIES IN ISRAEL AND GLOBALLY



# FOOD+

A SEGMENT ON ISRAELI AND  
INTERNATIONAL CUISINE,  
FEATURING JEWISH  
FLAVORS, RESTAURANTS,  
AND RENOWNED ISRAELI  
CHEFS



AND SO MUCH MORE+



## DESIGN+

An Israeli blue-and-white design segment.



## PODCAST+

podcasts with leading hosts in their fields: current affairs, sports, entertainment, and more



## MUSIC&PLAYS+

A segment featuring performances and shows from Israeli culture.



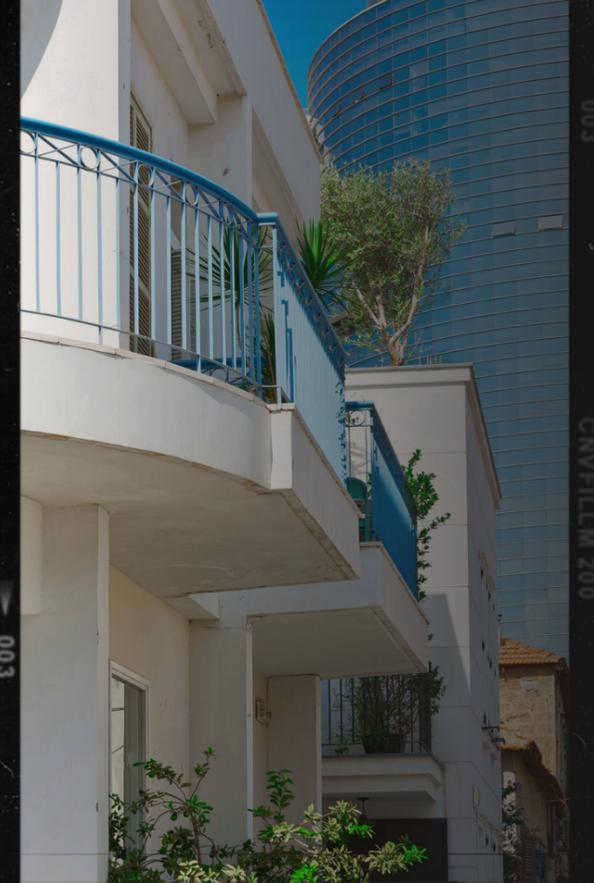
## ARENA AI+

SMARTER REAL ESTATE EXPERIENCE

# OUR AUDIENCE



- 80% are between the ages of 25-75
- 88% are married and live with their spouse.
- 72% of spouses speak Hebrew.
- Over 90% are connected to the internet.
- High socio-economic status, with most viewers earning between \$100,000 to \$200,000 per year, and a significant portion earning over \$200,000.
- 63% of viewers go on vacation at least 4 times a year, with at least one of those vacations in Israel.
- 40% own or want to own property in Israel.

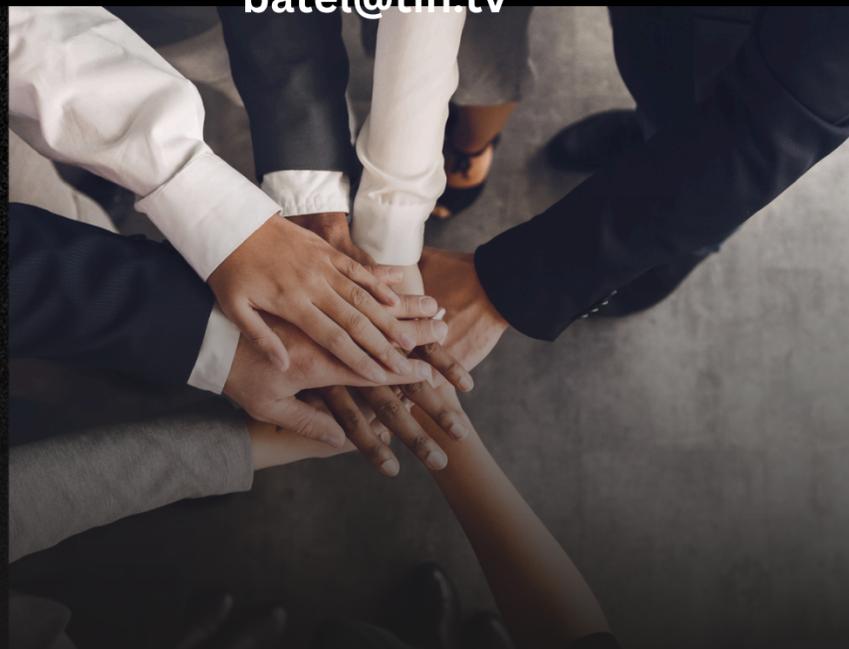




# OUR TEAM

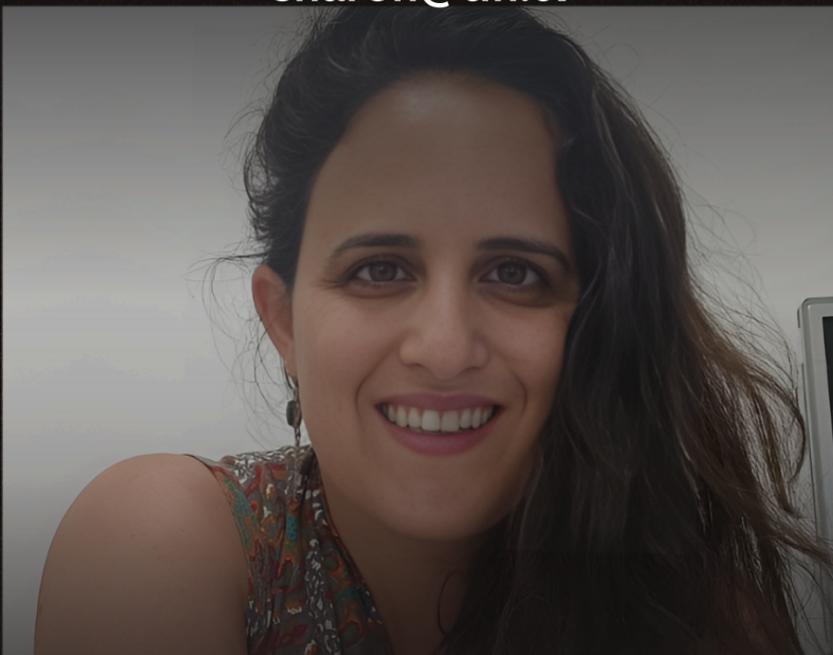


**BAT-EL AHARONI**  
**CUSTOMER SERVICE**  
batel@tin.tv



**SHARON LAMBERGER**  
**CEO**

sharon@tin.tv



**HADAS SAGI**  
**CONTENT & OPERATIONS MANAGER**  
hadas@tin.tv



**AYELLET BAR**  
**CMO**

ayellet@tin.tv





# ISRAEL

# THANK YOU

**FOR MORE INFORMATION:**

**Sharon Lamberger CEO**



+972 54-552-1000



sharon@tin.tv