A composite image featuring a classical marble bust head of a woman with curly hair and closed eyes. The bust is white and positioned against a dark grey background. A large, solid red circle is positioned behind the bust's head, partially overlapping it. The bust's face is split horizontally: the upper portion is the original marble, while the lower portion, including the mouth and chin, is replaced with a modern, realistic human face with red lips. At the bottom of the image, the text 'MUSEUM TV' is written in a bold, white, sans-serif font. The letter 'M' is significantly larger and stylized, with a rounded, arching top.

**MUSEUM TV**

# Museum TV

1st international channel dedicated to **VISUAL ART** with **exclusive content, documentaries & entertainment** to the whole family.

- Launched 10 years ago, Museum TV is available in over 50 countries and on 60 platforms across all continents.
- Over the years, the channel has developed a unique expertise on the Cultural/Art thematic
- A program around 4 main axes: Fine Arts, Architecture, Photography & Pop Art.
- News, exhibitions, prestigious documentaries, exclusive shows, history & drawing lessons, reality and fiction TV.
- Over 500h of programs in HD, 300h in VOD with exclusive productions made in 4K

Rights Start-over, Replay



**MUSEUMTV**



# Museum TV – Key points

- 24/7 Visual Art channel
- International feed (in HD format)
- 100% in English, French, Polish & Russian
- Programs cover Fine Arts but also Street-Art, Comics, Digital Art, Photography, Video Art, Architecture, Design, Factual entertainment.
- 60% of programming are own production; 40% are acquired from various 3<sup>rd</sup> parties on non-exclusive basis
- Exclusive documentaries





AWARDS



“BEST TV AWARD »

Media Challenge Awards Strategies in 2018



“BEST DESIGN”

Media Challenge Awards Strategies in 2018



“BEST IDENTITY”

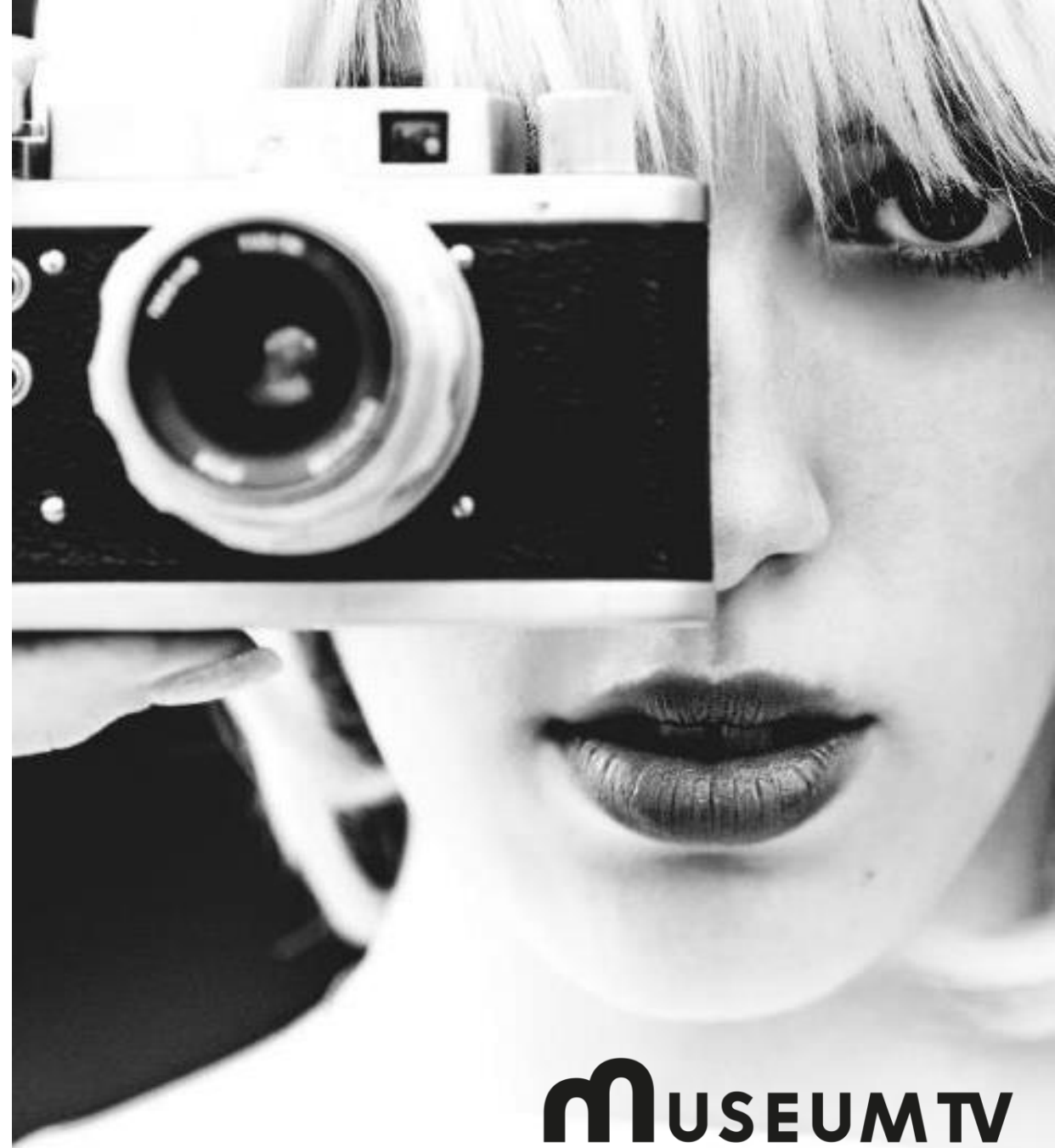
Club Artistic Directors in 2017





# Museum TV VOD

- Rich VOD catalogue for encrypted pay services
- 300 hours of high quality content in native HD
- 250 hours in native 4K and up to 20 hours of refreshed 4K content annually.
- Programs in 26' and 52' format
- Non exclusive rights



**mUSEUMTV**

# Museum TV – 4K

- 4K channel offers an exceptional experience with high quality programming in native 4K
- 4K programming and HD programming are not the same (ie not mirrored).
- Up to 250 hours of VOD in 4K with a refresh rate of up to 20 hours annually
- Your subscribers will be able to travel, to learn, to get inspired, be informed, surprised and entertained through our programs in the comfort of their homes.



**m**USEUMTV

# Museum TV

- 24/7 channel in HD
  - Without commercials
  - Multilingual French/English audio tracks.
  - Rights Start-over, Replay
- 
- [WATCH THE TRAILER IN FRENCH](#)
  - [WATCH THE TRAILER IN ENGLISH](#)



**m** MUSEUMTV