



# U.A. Inter Media Group Limited

INTER

КК1

КК2

мегаспорт

INTER+

фильм

MUSIC  
TELEVISION

НТН

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Vice-president, strategic investments

London, March 10 2008

# Content

1

TV advertising market in Ukraine

2

U.A. Inter Media Group Ltd. overview

# Content

1

**TV advertising market in Ukraine**

2

U.A. Inter Media Group Ltd. overview

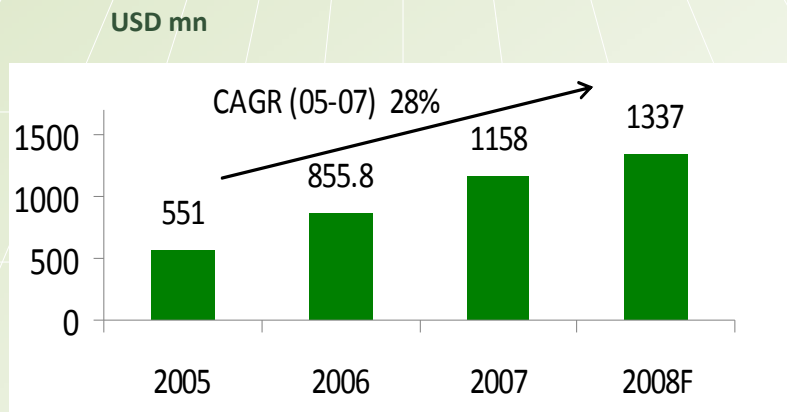
# Advertising market of Ukraine

28% growth in  
2005-2007  
(CAGR)

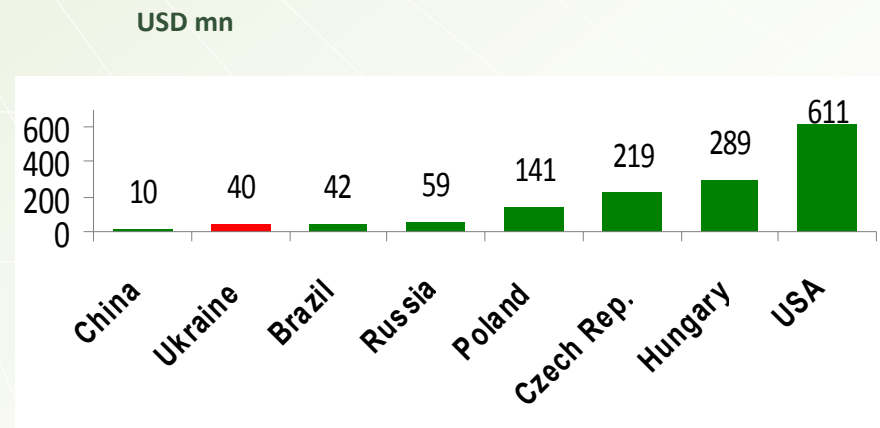
Growth 25-30%  
in 2008-2009F

- Fastest growing market in Europe
- **\$1,15 bn** totaled ad market in 2007
- Share of television is more than 50%
- Expansion of national economy and low base are main growth drivers
- **\$1,37 bn** to total ad market in 2008 (F) (33% growth)

Good dynamics....



.... Ad spending per capita remains low



# Television advertising

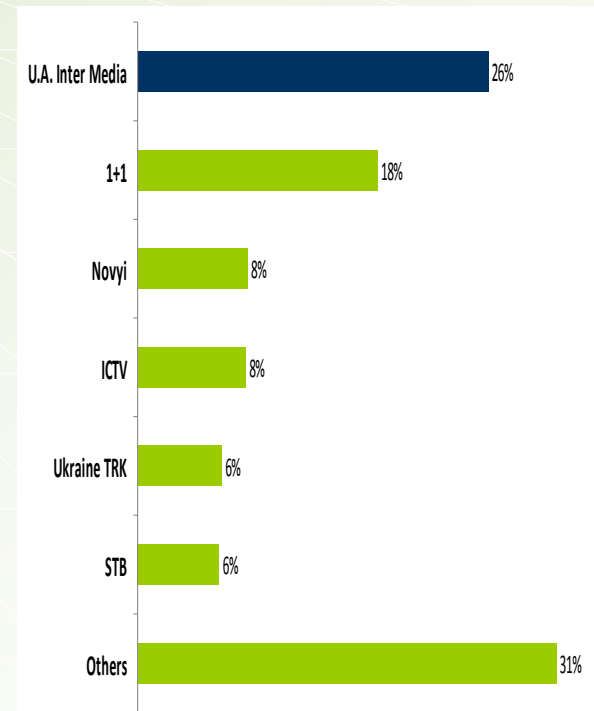
~ 50% of total ad market

- Free-to-air remains the main delivery channel (penetration is about 95%)
- Cable tv penetration is only 20-25%

28% growth in 2005-2007 (CAGR)

- Market volume – about \$547 mn.
- U.A. Inter Media - leader of Ukrainian TV market
- Media group has a well balanced tv channels portfolio – popular family channels and niche channels
- Market forecast for 2008 is \$690 mn

Market leaders (2007)



# Television advertising

## Viewers' attraction leaders among TV shows in 2007

No	TV show	Aired	Channel	Rating, %	Share, %
1	Tetyana's day (TV/Series)	25/12/07	Inter	20,6	44,3
2	Podrobytsi (news)	01/10/07	Inter	18,2	40,6
3	Dances with stars 3	02/12/07	1+1 Studio	17,5	36,4
4	Dairymaid from Hatsapetovka (movie)	9/12/07	Inter	17,2	39,0
5	Liquidation (TV/Series)	08/11/07	Inter	16,6	42,2
6	Dances with stars 2 (gala concert)	29/04/07	1+1 Studio	16,2	38,0
7	Cadets (TV/Series)	21/03/07	1+1 Studio	15,7	32,8
8	Podrobytsi tyzhnya (news)	09/12/07	Inter	15,5	33,3
9	Dances with stars 2	10/03/07	1+1 Studio	15,3	33,1
10	Ticket to harem (TV/Series)	18/12/07	Inter	15,2	36,8

# Content

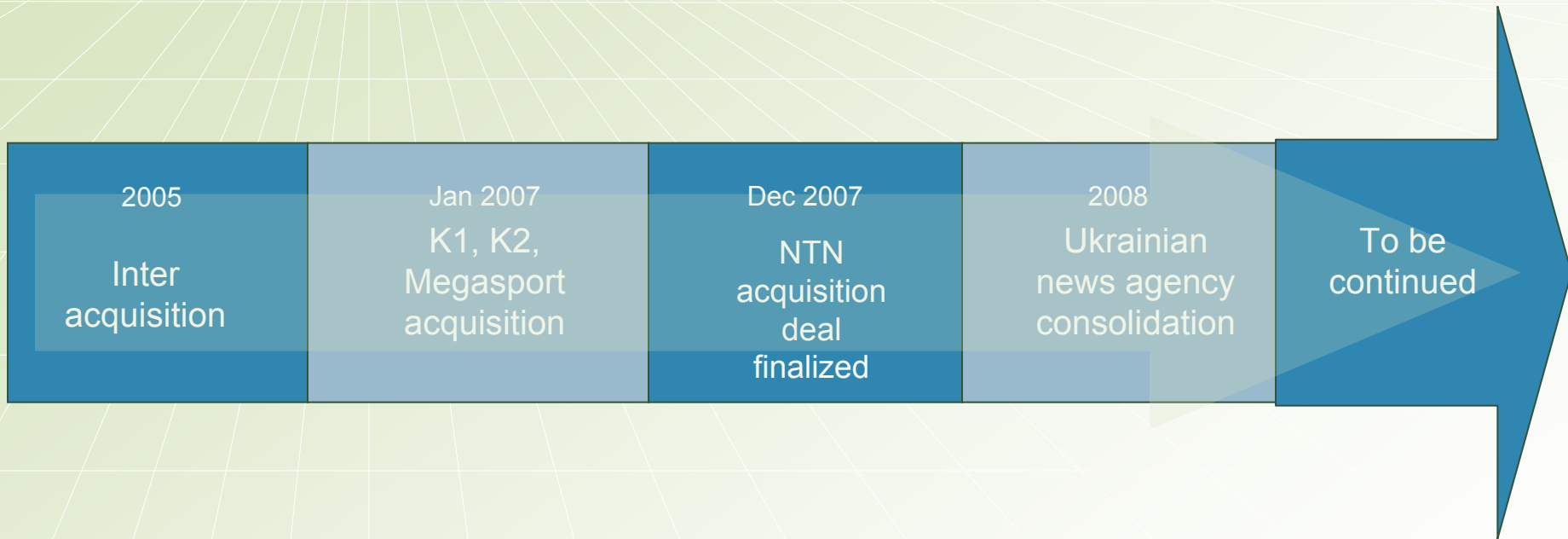
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TV advertising market in Ukraine

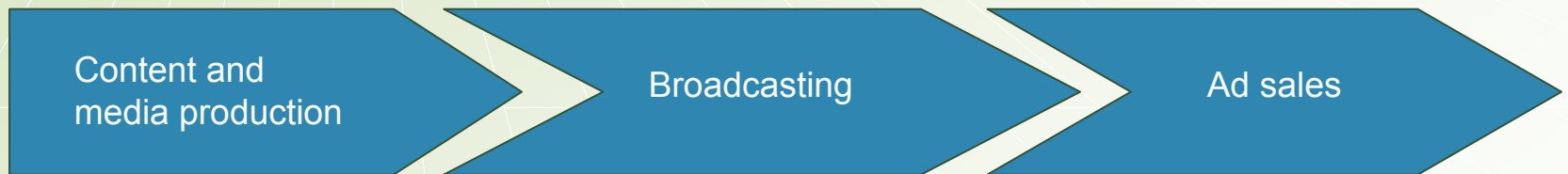
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**U.A. Inter Media Group Ltd. overview**



# Milestones



# Main assets



- «National Information Systems» – in-house information service 
- Ukrainian news – major UA news service
- Inter Media Production - tv movies and shows production 
- Pirate Production
- 07 Production

- Television channels capabilities
- Thorsat – the largest cable networks distributor 
- Direct Sight – distribution of programming products 

- Centralized ad sales and product placement services 
- Vidminna reklama ad sales house 
- Highline Media 

# Main assets cont.



**Founded:** 1996

**Medium:** free-to-air

**Reach:** 99 %

**Cable Networks Penetration:** 217 partners

**Current Share:** 21 (18+); 15 (14 – 49)

**Prevailing Demographics:** female/male, 16 – 59 y.o.

**Content Profile:** heavy emphasis, especially in prime time, on TV products (TV MOWs, live action dramas, documentaries) and entertainment shows; nation's most-watched news and information programs

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**Founded:** 2003

**Medium:** satellite (delivered through 5 satellites)

**Cable, Satellite & Cellular Networks Penetration:** 127 partners in 23 countries worldwide

**Prevailing Demographics:** Ukrainian expatriates and diasporas in foreign countries

**Content Profile:** feature films, documentaries, entertainment and educational shows, live action dramas

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**Founded:** 2001

**Medium:** free-to-cable

**Reach:** 17.6 %

**Cable Networks Penetration:** 108 partners

**Prevailing Demographics:** female/male, 25 - 40 y.o.

**Content Profile:** international pop music videos, concerts, showbiz news

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**Founded:** 2001

**Medium:** free-to-cable

**Reach:** 29.2 %

**Cable Networks Penetration:** 176 partners

**Prevailing Demographics:** male/female, 16 – 59

**Content Profile:** predominantly feature films, world movies classics, movie-making industry news and celebrated personalities profiles

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# Main assets cont.



**Founded:** 2005  
**Medium:** free-to-cable/free-to-air  
**Reach:** 48 %  
**Cable Networks Penetration:** 138 partners  
**Current Share:** 0.7  
**Prevailing Demographics:** male, 25 – 45  
**Content Profile:** feature films, factual and wildlife documentaries, talk-shows, political reviews

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**Founded:** 2005  
**Medium:** free-to-cable  
**Reach:** 17 %  
**Cable Networks Penetration:** 88 partners  
**Current Share:** 0.2 %  
**Prevailing Demographics:** female, 18 – 59  
**Content Profile:** telenovellas, live action series, TV MOWs and female-oriented talk-shows and interstitials

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**Founded:** 2005  
**Medium:** free-to-air  
**Reach:** 78 %  
**Cable Networks Penetration:** 179 partners  
**Current Share:** 1.5 %  
**Prevailing Demographics:** male, 18+  
**Content Profile:** sport tournaments – international or domestic, brought live or in reviews, major sport events

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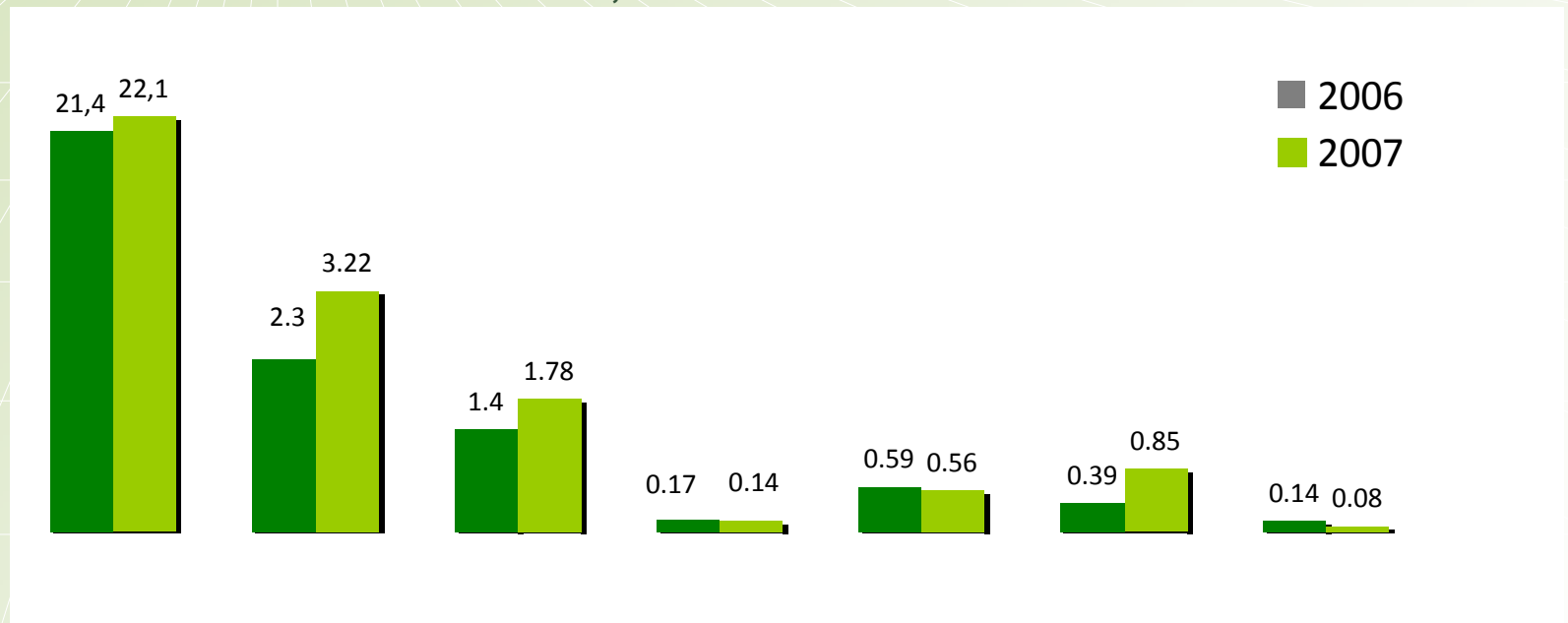


**Founded:** 2005  
**Medium:** free-to-air  
**Reach:** 78 %  
**Prevailing Demographics:** male, 18 -45, female, 20+  
**Content Profile:** news, documentaries, own production

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# Main Assets cont.

Market shares of television channels\*, in %



**ІНТЕР**



Audience...

18+

18-49

Male 18+

14-49

14-49

14-49

female 20-50

\* Share - % of viewers watched a TV show in a specific time period

Source: All-Ukrainian advertising coalition, GfK, Dragon Capital est.

# Main clients



Over 40% of revenues are from multinationals and large Ukrainian companies

# Technology and Equipment



- ❖ A brand new and the only in Ukraine tape-free electronic storage system;
- ❖ Two mobile television stations (OB-vans) equipped with the total of 17 remote controllable digital TV cameras;
- ❖ Two news making studios operating the most up-to-date **AVID** system;
- ❖ Multi-channel automated broadcasting equipment room with a central video server
- ❖ Three sound studios and an equipment room for consolidating recordings with non-linear **Sadie** stations and videodiscs recorders



**Avid**

# Working with studios



Programming, Movies, Television Shows

# Strategy

- Retention of leading market position
- Transparency
  - Holding restructuring
  - Implementation of unified standards
- Planned IPO on LSE in 2009
- Expansion / development
  - Organic growth
  - Acquisition of media companies
- Rise in efficiency of media assets

# Thank you for your attention!

## Ukraine

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