

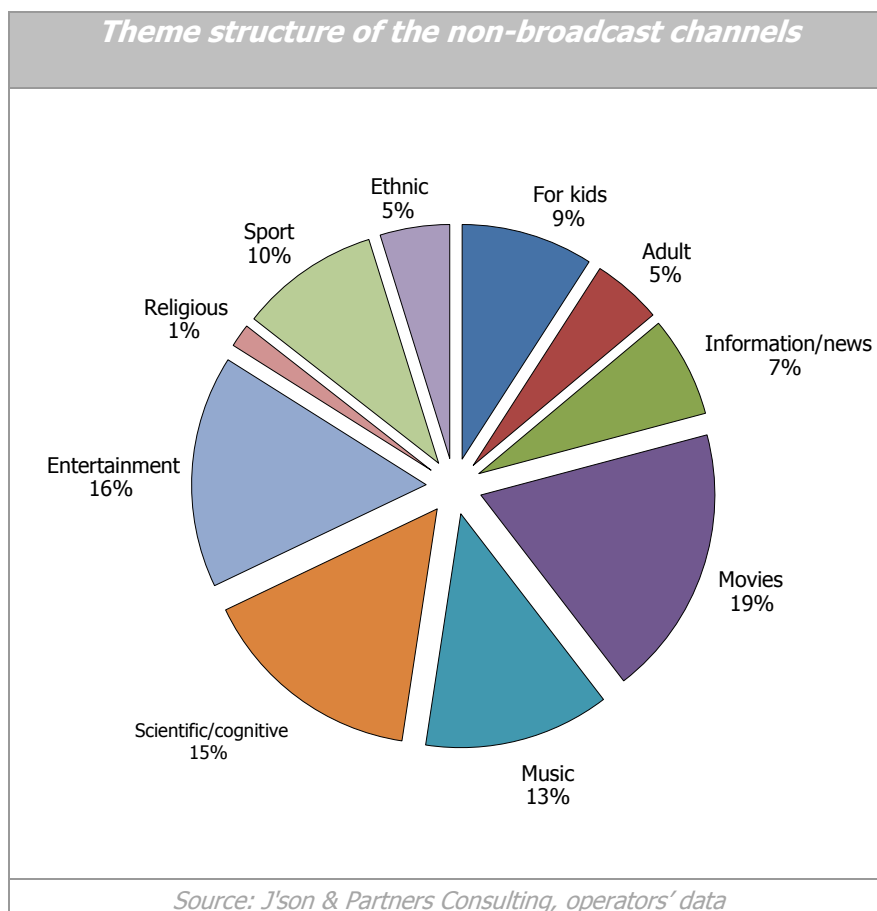
*Press Release*  
**Non-Broadcast TV Channels  
of Moscow**

**April 2009**



**Themes of the channels**

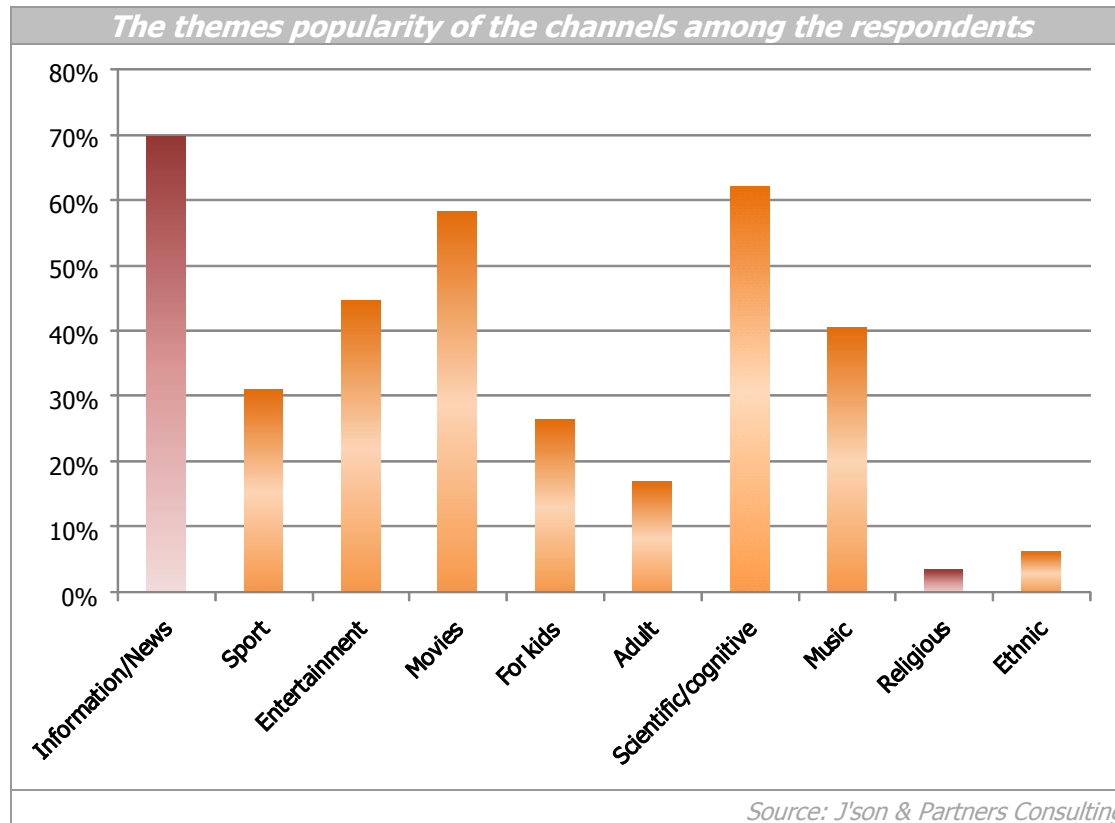
According to J'son & Partners Consulting research currently there are more than 180 channels broadcasting in cable, IPTV networks and satellite TV in Moscow non-broadcast TV market.



More than 50% of all non-broadcast channels present in Moscow market are focused on entertaining, knowledgeable, music and cinema themes.

## **Themes popularity of the channels.**

According to the results of J'son & Partners Consulting research the most popular among Moscow non-broadcast TV users are knowledgeable, informative and cinema channels [more than 50% of the respondents are interested in these themes].



At the same time quite a small part of the non-broadcast TV users [less than 10% of the respondents] are interested in the religious and ethnic channels.

## **Average monthly coverage of channel themes**

According to J'son & Partners Consulting estimations the informative channels have the highest average monthly coverage in the Moscow non-broadcast channels market. This group includes the popular RBK-TV channel that is available in the operators' social packages . Such informative channels as Mir, Euronews, CNN also increase indicators of the theme coverage.

According to J'son & Partners Consulting estimations religious, ethnic and erotic channels have the lowest average monthly coverage in Moscow. The low coverage of the religious and ethnic channels is caused by low interest among users to these themes, which they get as a plus to the standard packages.

J'son & Partners Consulting explains low average monthly coverage of the erotic channels as the content specificity and the fact that these channels are broadcasting in expanded and premium packages, while the majority of users subscribe to basic packages or social non-broadcast TV.

In that way the average monthly coverage of the channels themes correlate with the data on themes popularity of the channels, which J'son & Partners Consulting got during its field researches.

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