

mezzo
mezzo
liveHD



General profile and targets

The international reference offer for classical music, dance and jazz:

mezzo

the channel for discovery of artists and repertoires

mezzo
liveHD

the ultimate concert hall in High Definition

mezzo
VOD

the extensive non-linear library for SVOD / TVOD

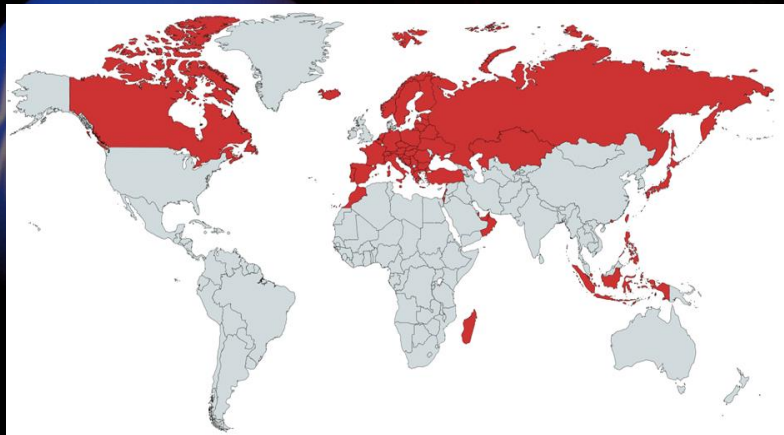
Targets:

- 35+
- Women & Men
- Music lovers and newcomers
- ARPU generators

Worldwide presence

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Broadcast by more than 400 operators in 61 countries
Viewed in 56,5 millions of households



- **Subs figures per area**

- Europe 53 M
- Asia 2 M
- Middle East & Africa 1.5 M

- **Latest launches**

- Oceania
- South-East Asia
- Arabian Gulf
- Canada

- **Future developments**

- Latin America
- Africa

+ 75 % subscribers in the last 5 years



mezzo

The channel to discover and explore

- **Covers all repertoires: opera, symphonic, recital, sacred, dance, jazz, world music**
- **Features new talents, current stage stars and legends**
- **Proposes all genres: performances, documentaries, master classes, short formats, archives**
- **Each month, a spotlight on 3 artists, with concerts, shows, and portraits**
- **Starring this season: *Daniel Barenboim, Sir Simon Rattle, Jonas Kaufmann, Patricia Petibon, Lang Lang, Jordi Savall, Maurice Béjart, Gregory Porter, Dizzy Gillespie, Thelonious Monk and many more...***

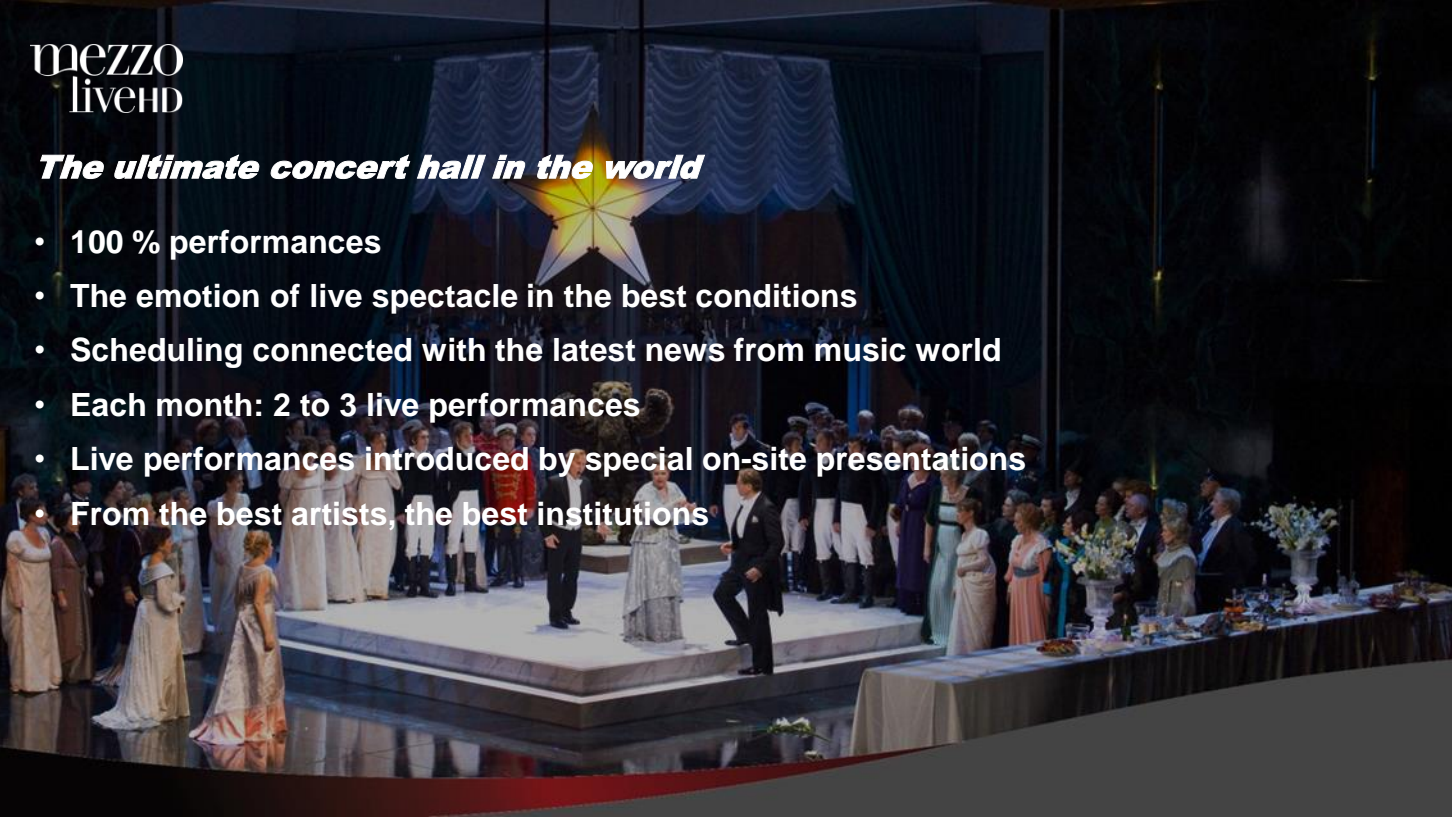
Scheduling

- **Key principles**
- 6 blocks per day
- Different arrangement each day
- Fixed slots over the weeks
- Theme and cycle programming
- Strongest programs on Sat. evening
- **Fresh contents each week:**
- 2 operas
- 9 concerts
- 2 ballets
- 3 jazz / world concerts

| | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|-------|-----------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| 1:00 | JAZZ NIGHTS | JAZZ NIGHTS | JAZZ NIGHTS | JAZZ NIGHTS | JAZZ NIGHTS | JAZZ NIGHTS | JAZZ NIGHTS |
| 1:30 | | | | | | | |
| 2:00 | | | | | | | |
| 2:30 | | | | | | | |
| 3:00 | | | | | | | |
| 3:30 | | | | | | | |
| 4:00 | JAZZ CLIPS | | | | | | |
| 4:30 | JAZZ CLIPS | | | | | | |
| 5:00 | JAZZ CLIPS | | | | | | |
| 5:30 | JAZZ CLIPS | | | | | | |
| 6:00 | CLASSICAL MUSIC CLIPS | | | | | | |
| 6:30 | CLASSICAL MUSIC CLIPS | | | | | | |
| 7:00 | CLASSICAL MUSIC CLIPS | | | | | | |
| 7:30 | CLASSICAL MUSIC CLIPS | | | | | | |
| 8:00 | CLASSICAL MUSIC CLIPS | | | | | | |
| 8:30 | DANCE | OPERA | CLASSICAL CONCERT | CLASSICAL CONCERT | JAZZ | OPERA | CLASSICAL CONCERT |
| 9:00 | | | | | | | |
| 9:30 | | | | | | | |
| 10:00 | | | | | | | |
| 10:30 | | | | | | | |
| 11:00 | | | | | | | |
| 11:30 | CLIPS | | | | | | |
| 12:00 | CLIPS | | | | | | |
| 12:30 | OPERA | CLASSICAL CONCERT | CLASSICAL CONCERT | OPERA | CLASSICAL CONCERT | DANCE | JAZZ |
| 13:00 | | | | | | | |
| 13:30 | | | | | | | |
| 14:00 | | | | | | | |
| 14:30 | | | | | | | |
| 15:00 | | | | | | | |
| 15:30 | CLIPS | | | | | | |
| 16:00 | CLIPS | | | | | | |
| 16:30 | CLASSICAL CONCERT | OPERA | JAZZ | CLASSICAL CONCERT | DANCE | CLASSICAL CONCERT | OPERA |
| 17:00 | | | | | | | |
| 17:30 | | | | | | | |
| 18:00 | | | | | | | |
| 18:30 | | | | | | | |
| 19:00 | | | | | | | |
| 19:30 | CLIPS | | | | | | |
| 20:00 | CLIPS | | | | | | |
| 20:30 | CLASSICAL CONCERT | DANCE | OPERA | JAZZ | CLASSICAL CONCERT | OPERA | CLASSICAL CONCERT |
| 21:00 | | | | | | | |
| 21:30 | | | | | | | |
| 22:00 | | | | | | | |
| 22:30 | | | | | | | |
| 23:00 | | | | | | | |

The ultimate concert hall in the world

- 100 % performances
- The emotion of live spectacle in the best conditions
- Scheduling connected with the latest news from music world
- Each month: 2 to 3 live performances
- Live performances introduced by special on-site presentations
- From the best artists, the best institutions



Scheduling

- **Key principles**
- 6 blocks per day
- Clips and archives as interstices
- Different arrangement each day
- Always different arrangement than Mezzo
- Theme and cycle programming
- 2 to 3 live performances per month

| | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|-------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| 0:00 | | | | | | | |
| 0:30 | | | | | | | |
| 1:00 | CLASSICAL CONCERT | OPERA | CLASSICAL CONCERT | DANCE | OPERA | CLASSICAL CONCERT | JAZZ |
| 1:30 | | | | | | | |
| 2:00 | | | | | | | |
| 2:30 | | | | | | | |
| 3:00 | CLIPS | | | | | | |
| 3:30 | | | | | | | |
| 4:00 | JAZZ | JAZZ | JAZZ | JAZZ | JAZZ | JAZZ | JAZZ |
| 4:30 | | | | | | | |
| 5:00 | | | | | | | |
| 5:30 | | | | | | | |
| 6:00 | | | | | | | |
| 6:30 | | | | | | | |
| 7:00 | CLIPS | | | | | | |
| 7:30 | | | | | | | |
| 8:00 | | | | | | | |
| 8:30 | | | | | | | |
| 9:00 | OPERA | CLASSICAL CONCERT | OPERA | JAZZ | CLASSICAL CONCERT | CLASSICAL CONCERT | DANCE |
| 9:30 | | | | | | | |
| 10:00 | | | | | | | |
| 10:30 | | | | | | | |
| 11:00 | | | | | | | |
| 11:30 | | | | | | | |
| 12:00 | | | | | | | |
| 12:30 | CLIPS | | | | | | |
| 13:00 | CLASSICAL CONCERT | OPERA | CLASSICAL CONCERT | CLASSICAL CONCERT | DANCE | JAZZ | OPERA |
| 13:30 | | | | | | | |
| 14:00 | | | | | | | |
| 14:30 | | | | | | | |
| 15:00 | | | | | | | |
| 15:30 | | | | | | | |
| 16:00 | | | | | | | |
| 16:30 | CLIPS | | | | | | |
| 17:00 | OPERA | JAZZ | OPERA | CLASSICAL CONCERT | CLASSICAL CONCERT | DANCE | CLASSICAL CONCERT |
| 17:30 | | | | | | | |
| 18:00 | | | | | | | |
| 18:30 | | | | | | | |
| 19:00 | | | | | | | |
| 19:30 | | | | | | | |
| 20:00 | CLIPS | | | | | | |
| 20:30 | DANCE | CLASSICAL CONCERT | JAZZ | CLASSICAL CONCERT | OPERA | CLASSICAL CONCERT | OPERA |
| 21:00 | | | | | | | |
| 21:30 | | | | | | | |
| 22:00 | | | | | | | |
| 22:30 | | | | | | | |
| 23:00 | | | | | | | |

GREAT LIVE EVENTS
SPRING | SUMMER 2018



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LIVE EVENTS

Mahler: Symphony No. 2 in C
minor

Budapest Festival Orchestra

Iván Fischer

Béla Bartók National Concert Hall,

Budapest

EXCLUSIVE



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LIVE EVENTS

JANACEK - *From the House of the
Dead*

Simone Young

Bayerische Staatsoper, Munich

May 26, 2018

EXCLUSIVE



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LIVE EVENTS
SUMMER 2018



Glyndebourne Festival
Berliner Philharmoniker
Château de Versailles
Volksoper Vienna
Festival de Jazz de
Montréal
Jazz à Vienne



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CYCLES



CONCERT-GEBOUW

SEASON
2016-17
MEET

ROYAL
RCO
GREAT

MUSIC
ORDER
NOW!

AMSTERDAM HIGH SPOTS

Royal Concertgebouw Orchestra

September–November EXCLUSIVE

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SPECIAL PROGRAMMING



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CYCLES

FRENCH CHIC

Château de
Versailles

EXCLUSIVE

May

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CYCLES

FRENCH CHIC
Aix-en-Provence
May

EXCLUSIVE



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CYCLES

FRENCH CHIC
Philharmonie de
Paris
EXCLUSIVE
May



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CYCLES

FRENCH CHIC

Théâtre des Champs-Élysées

May

EXCLUSIVE



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CYCLES

BRITISH APOTHEOSIS

Glyndebourne Festival

June

EXCLUSIVE

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CYCLES

BRITISH APOTHEOSIS

London Symphony
Orchestra

EXCLUSIVE

September

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CYCLES



CONCERT-GEBOUW

SEASON
2016-17
MEET

ROYAL
RCO
GREAT

MUSIC
ORDER
NOW!

AMSTERDAM HIGH SPOTS

Royal Concertgebouw Orchestra

September–November EXCLUSIVE

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CYCLES

NATIONALE OPERA & BALLET

AMSTERDAM HIGH SPOTS

De Nationale Opera

September–November

EXCLUSIVE

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liveHD

CYCLES



AMSTERDAM HIGH SPOTS

National Dans Theater

September–November

EXCLUSIVE

mezzo
liveHD

CYCLES

FROM RUSSIA WITH LOVE

Bolshoi Theatre

October-December

EXCLUSIVE



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liveHD

CYCLES

FROM RUSSIA WITH LOVE

Mariinsky Theatre

October-December

EXCLUSIVE



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CYCLES

GERMAN SPIRIT
Staatsoper Berlin

EXCLUSIVE

REX APOLLINI ET MVSIS



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CYCLES

GERMAN SPIRIT
Gewandhaus Leipzig

EXCLUSIVE

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CYCLES

GERMAN SPIRIT

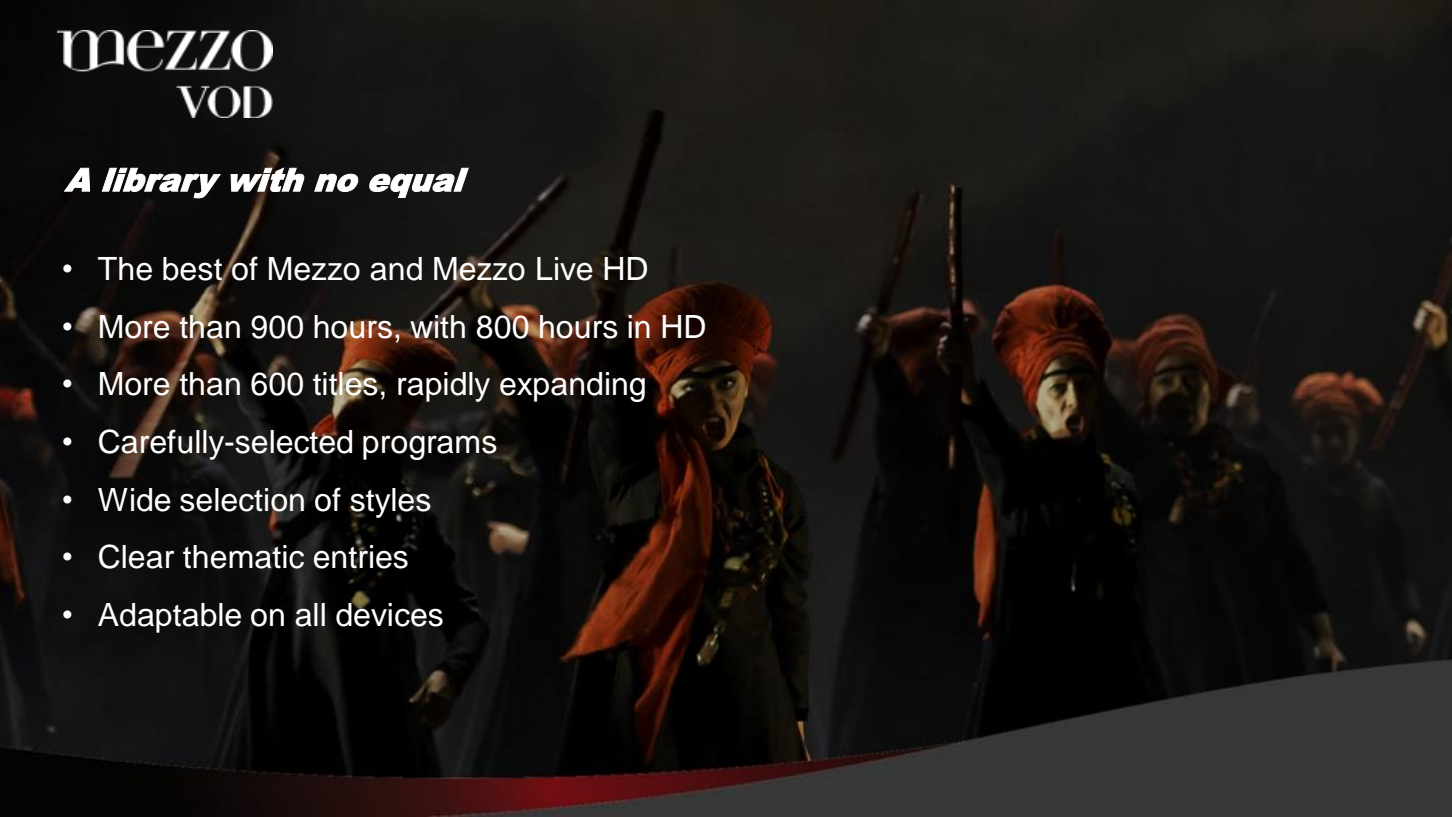
Bayerische

Sta **EXCLUSIVE**



A library with no equal

- The best of Mezzo and Mezzo Live HD
- More than 900 hours, with 800 hours in HD
- More than 600 titles, rapidly expanding
- Carefully-selected programs
- Wide selection of styles
- Clear thematic entries
- Adaptable on all devices



Key facts & figures

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liveHD

- 350 fresh hours of contents per year
 - 150 filmed performances each year
 - 30 live events per year
 - 80 % production vs 20 % of acquisitions
 - 80 partnering production companies
 - 25 % of fresh contents vs 75 % of reruns
 - Broadcast in HD
- Global breakdown by genre:
 - *Classical: 35 %*
 - *Opera: 20 %*
 - *Jazz & World: 35 %*
 - *Dance: 10 %*



The best offer in...

- Fresh hours
- Live events
- Variety of contents
- origins
- genres
- Previously unseen

| | mezzo mezzo liveHD | STINGRAY brava | STINGRAY Classica |
|----------------------|--------------------------|-------------------|----------------------|
| Presence | 1996 | 2007 | 1997 |
| HD | 100% | YES | 60% |
| Fresh hours per year | 350 | nd | 250 |
| Contents date | 70% after 2013 | nd | 100 % bef. 2013 |
| Contents scope | Worldwide | Europe | DE / NL / AUS |
| Live events per year | 40 | Europe | 0 |
| Premieres per month | 15 | YES | 4 |
| Classical | YES | YES | YES |
| Dance | YES | YES | YES |
| Jazz | YES | NO | NO |
| World | YES | NO | NO |

International partnerships strategy

- Worldwide scope
- High-level institutions
- Key actions:
 - *Filming of events*
 - *Broadcast of events*
 - *Cross promotion*
 - *PR operations*



Partnerships around the world



BAYERISCHE
STAATSOOPER

AO
AUDITORIUM
ORCHESTRE NATIONAL
DE LYON / LEONARD SLATER

The Met
ropolitan
Opera



FESTIVAL
INTERNATIONAL
DE
JAZZ
DE MONTREAL



LSO

chailloT
THÉÂTRE
NATIONAL
DE
DANSE / THÉÂTRE

BANLIEUES
BLEUES



GLYNDEBOURNE

STAATSOOPER

THE CLEVELAND
ORCHESTRA



BEJART
BALLET

FESTIVAL
'AIX
EN PROVENCE



LONDON
JAZZ
FESTIVAL

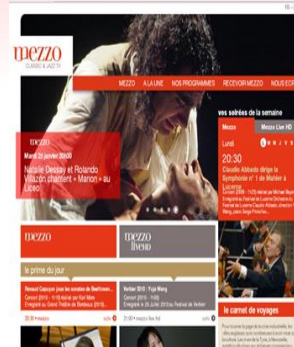


ORCH
ESTRE
D E
PARIS



Marketing actions

- Dedicated in-house team
- PR strategy:
 - Regular press releases
 - Listing in TV press
 - Press invitations & trips
- Advertising operations
- Website
- Social networks (150 K fans on FB)
- Invitations & Contests



ADVERTISEMENT

...in the press, on the radio or TV... in the programmes of the concerts...



Le Figaro (France)



Le Monde (France)



TV spot broadcast on CNN Canada



programme of the Israël Philharmonic



programme of the Montréal Jagg Festival

STREET MARKETING

...posters in the city, flyers, digital posters... or trams!



tram in Amsterdam



tract in Saint-Petersburg



giant poster... tweeted by the artist



digital poster in Helsinki metro



bus shelter in Hong Kong

DIGITAL



Banner on Cogeco website (Canada)



newsletter in Holland

RICO Opening Night live op Mezzo
Mezzo, dit zander voor klassieke muziek en jazz, speelt op vrijdag 3 september met de concerten met een live optreden van de RICO Opening Night. Een zeer bijzonder concert, want dit jaar wordt Daniela ook gepresenteerd als chit-organist in Amsterdam.
[Bekijk de complete programmering >](#)



Facebook post by CanalDigital



banner in Russia



web video advert



Our Facebook community gathers
150,000 fans

COMPETITIONS



win a concert ticket in Lisbon with MEO...



... a trip to Aix-en-Provence with Roostelecom (Russia)...



... or a private concert by the string quartet of the Royal Concertgebouw Orchestra with Ziggo.



DISCOUNTS, PREVIEWS

...free previews around a live event, free period for new subscribers... everything is possible!

SALES FORCE

...we organize competitions, incentives for the sales force

...we provide selling tools for the call centers

...we can deliver posters, flyers, or video promos for the shops

mezzo
BIURO ARTYSTÓW

MEZZO, to urodziny na całym świecie kanał muzyki klasycznej, jazzowej i tanecznej jest dostępny na kanale 167

Najlepsi muzycy

BIURO ARTYSTÓW

MEZZO dla NCI+
MEZZO jest dostępny na kanale 167 go cenę 5 zł

Aktualności

WIELKI PRZEKŁAD w godzinie 20:00
MISTERIA PASCHALIA
Koncert studenckiego festiwalu belgijskiego Transmuseology przy MeZZO

Współpraca przy okazji 10 lat na kanale 167

Współpraca przy okazji 10 lat na kanale 167

TELEWIZJA INTERNET TELEFON

marketing tools in Poland or Canada

mezzo **liveHD** **VIDEOTRON**

VENDEZ MEZZO LIVE HD ET GAGNEZ UN VOYAGE, UNE BARRE DE SON...

Vendez Mezzo Live HD du 13 juin au 31 juillet et trouvez la chance de gagner!

* Le 1er et 2ème vainqueurs pour un voyage et un retour de 2000€
* Les 3 autres places d'un voyage équivalent de 1000€
* Un voyage incluant d'un retour de 200€ pour l'artiste belge représentatif de Mezzissimo

MEZZO LIVE HD est disponible sur l'offre 127 (10€) et 123 (15€) ainsi que sur l'offre de démarrage pour moins de 5€ par mois. MEZZO LIVE HD est disponible dans les zones couvertes par les offres de base de Mezzissimo. Les conditions de participation sont disponibles sur le site www.mezzissimo.com

Телеканал
Mezzo Live HD
на «Триколор ТВ»

Mezzo Live HD - Mezzo Live HD - лучшее время

mezzo **liveHD**

ТРИКОЛОР ТВ

poster in Russia

DIRECT MARKETING

...database exchanges with our musical partners...

discount on concert tickets for an operator's customers in Canada

mezzo **liveHD**

MEZZO LIVE HD et l'Orchestre symphonique de Montréal sont partenaires et proposent à leurs abonnés abonnés une offre EXCEPTIONNELLE

20% DE RÉDUCTIONS
à l'achat de 2 billets ou plus

SÉRIE MÉTRO-CONCERTO
CONCERTS PLUS COURTS, SANS EXTRAITS ET PRÉSENTÉS À 16€!
Une occasion unique de s'offrir après une journée bien chargée.

12 OCT. 2011 **19 NOV. 2011** **4 NOV. 2011** **26 NOV. 2011**

PROFANEY ET JULIETTE **DAVID HARTLEY** **MEZZO** **OSM.CA**

OSM.CA

CODE PROMO: MEV
* de la série Métro-Concerto

ON AIR

...promos on Mezzo channels, operators barker channels, bumpers, billboards...

In partnership with tivùsat

tivu sat HD

www.tivu.com

avec le soutien de
Fondation Orange

mezzo

mezzo **liveHD**

mezzo **liveHD**

MARINSKY

MARINSKY

MARINSKY

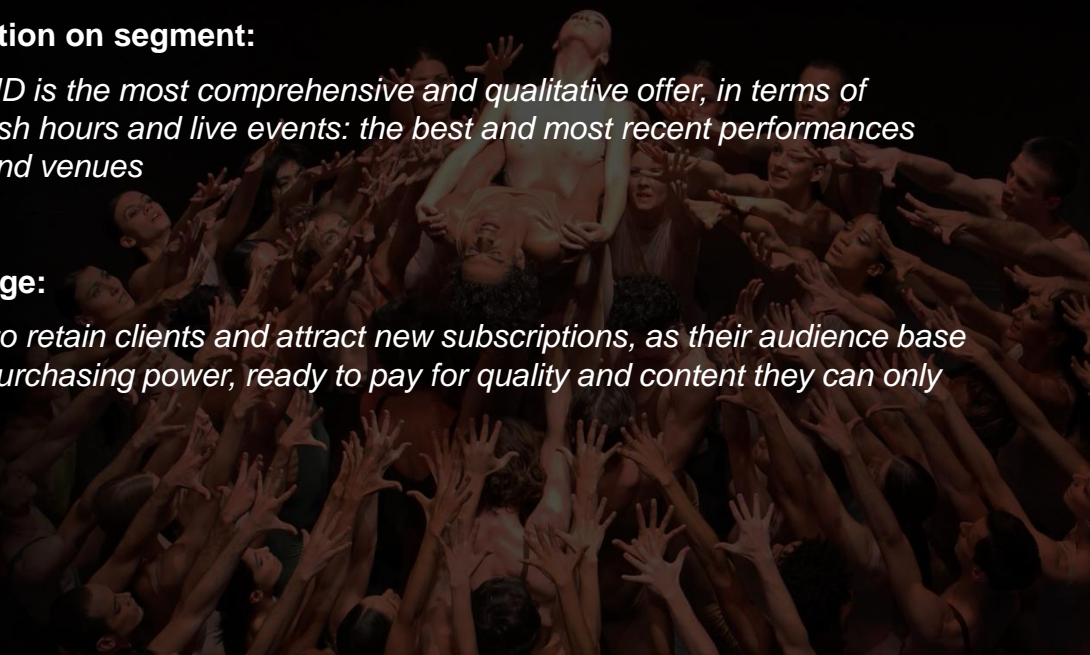
Relevancy of the offer

Leading market position on segment:

Mezzo / Mezzo Live HD is the most comprehensive and qualitative offer, in terms of contents, diversity, fresh hours and live events: the best and most recent performances from the best artists and venues

Commercial advantage:

Channels are drivers to retain clients and attract new subscriptions, as their audience base has a relatively high purchasing power, ready to pay for quality and content they can only find there.



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www.mezzo.tv

