



HOTEL MEDIA KIT & PARTNERSHIP PRESENTATION

# EFORA TV Network for Hotels & Resorts

Premium in-room entertainment, cultural connection and measurable guest engagement for modern hospitality.

**11**

launch channels

**~1,600h**

core video library

**~200h**

theater archive

**FAST + OTT**

IPTV + hotels

**Simply Better.**





# The hotel proposition

EFORA makes the in-room screen more valuable for guests, hotel brands, destination partners and advertisers.

## What hotels receive

- A premium entertainment network available for rooms, lobbies, lounges, bars and resort spaces.
- A culturally distinctive offer for Russian-speaking guests, Eastern European audiences and international culture fans.
- Clean, licensed, entertainment-only programming that avoids political risk and grey-IPTV exposure.
- QR-enabled promotion windows for hotel services, local sponsors and destination experiences.

## Outcome

Guests discover something memorable on the room screen. Hotels gain a differentiated amenity. Advertisers and local partners receive a measurable path from TV attention to real guest action.





# Why hotels need a stronger TV offer

Many properties invest in beautiful rooms, but the screen experience often still feels generic. EFORA turns that screen into a branded guest-experience asset.

## Hotel reality

## EFORA contribution

### Guest expectation

International guests expect personalized, high-quality content across every screen.

EFORA brings curated music, culture, theater, cinema and entertainment.

### Room experience

A weak TV lineup makes premium rooms feel less complete.

A distinctive channel package improves perceived attention to detail.

### Destination sales

Hotel services and local offers need more visibility after check-in.

QR campaigns create immediate scan-to-book and scan-to-buy opportunities.

### Legal comfort

Questionable TV bundles create brand and rights risk.

EFORA uses a clean, licensed and partner-safe entertainment framework.

### Differentiation

Hotels often carry similar global channels.

EFORA gives properties an entertainment identity competitors do not have.

**The result: a room TV experience with more guest relevance, more brand value and more commercial utility.**

# Built for high-value hotel guest segments

EFORA serves both cultural identity and cultural curiosity across international travel markets.

## Russian-speaking travelers

A familiar entertainment environment for guests from diaspora communities and travel markets that value Russian-language music, nostalgia, theater and culture.

## Eastern European culture audiences

Music, concerts, theater, comedy, cinema and entertainment help hotels speak to wider culture-linked guest groups.

## Global culture fans

The network also works as premium international entertainment for viewers who enjoy curated music, live performance, nightlife and screen culture.



## Market logic

EFORA follows the travel and diaspora audience across Malaysia, Thailand, Maldives, Europe, the Americas and hotel/resort destinations worldwide.

# Hospitality-first distribution lane

Hotels sit at the center of a multi-lane distribution model that also includes FAST, OTT, legal IPTV, linear partners and aggregators.

## Market entrance sequence

- Malaysia: local entry, hotel/IPTV relationships and practical first deployments.
- Thailand: strong resort demand and Russian/international tourism relevance.
- Maldives: high-value hospitality market and premium in-room entertainment fit.
- Europe and Americas: diaspora, ethnic packages, hotels and platform expansion.

## Why hotels are a priority

Hotels provide visible screens, fast B2B traction, tourism advertiser opportunities and measurable guest engagement. Each property adds credibility for platform and advertiser partnerships.



## Parallel growth lanes

- FAST for discovery
- OTT for loyal viewers
- Legal IPTV/linear for recurring carriage
- Hotels for premium guest screens
- Aggregators for market access



# A network package, not a single filler channel

Hotels activate one flagship channel or a full EFORA package across music, theater, movies, sitcoms and entertainment news.



**Main EFORA TV Music & Entertainment**



Rock & Live



Remix Channel



POP Charts



Chanson



Old but Gold



EFORA 24 Entertainment News



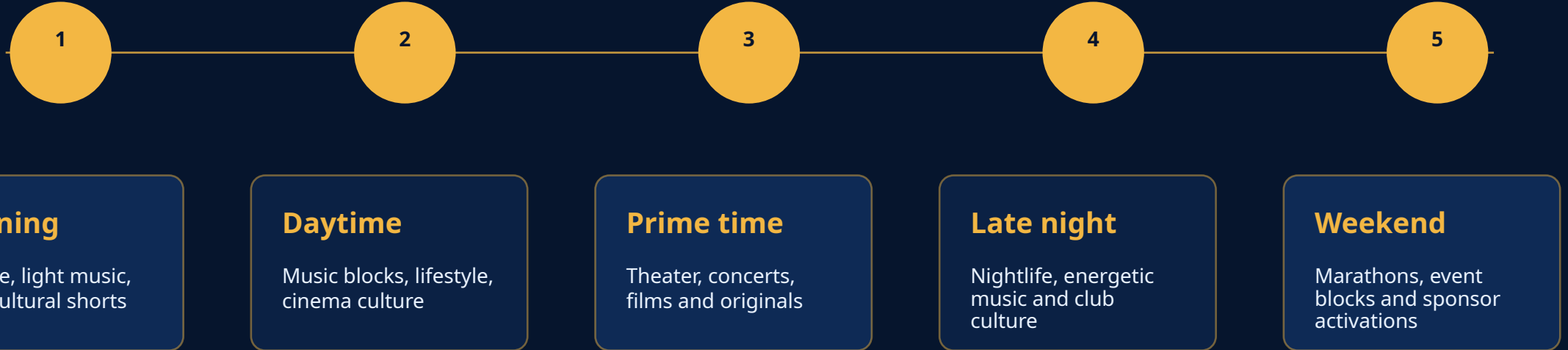
## Premium verticals beyond music

- EFORA Theater Channel with professionally filmed stage performances.
- Three movie and sitcom channels for longer viewing sessions.
- EFORA 24 Entertainment News for non-political daily freshness.
- Localized hotel and resort editions by territory or property profile.



# Programming that fits hotel dayparts

EFORA feels alive because the schedule follows guest moods throughout the day.



Rooms, lobbies, lounges, bars and resort spaces each receive a suitable entertainment mood.

# Five music channels, five hospitality moods

The music suite helps hotels tailor viewing to spaces, seasons and guest segments.

## Rock & Live

Concert energy and event-friendly performance blocks

bars • lounges • weekend programming

## Chanson

Nostalgia, urban romance and emotional loyalty

rooms • diaspora packages

## Remix Channel

Dance edits, nightlife and club-style presentation

bars • nightlife • resort evenings

## Old but Gold

Classic favorites and long-session lean-back viewing

rooms • family areas • resorts

## POP Charts

Current pop, countdowns and artist launch energy

younger guests • social campaigns



## Hospitality benefit

Hotels gain a premium music product that supports atmosphere, guest recognition and repeatable viewing across different spaces.



# Depth beyond music

Theater, movies, sitcoms and entertainment news give the hotel package greater cultural value and longer viewing reasons.

## EFORA Theater Channel

Professionally filmed stage performances and around 200 hours of theater archive with major Russian stars. A premium cultural differentiator for hotels.

## Movie & Sitcom Channels

Three curated verticals extend family, comedy, classic and general-entertainment viewing across the in-room screen.

## EFORA 24 Entertainment News

Non-political music, film, culture, premiere, artist and partner updates add daily freshness without news-channel risk.



# What hotel leadership gains

EFORA supports guest satisfaction, brand differentiation and commercial use of the screen without adding operational complexity.

## General Manager

A visible premium amenity that supports a more memorable guest experience.

## Marketing

The hotel gains a new screen surface for brand stories, events, destination offers and loyalty prompts.

## IT / IPTV

Standard feed and metadata workflows fit existing hotel TV systems.

## Revenue / Commercial

QR campaigns and sponsor blocks create incremental partner and upsell opportunities.

## Guest Experience

Content feels more relevant for international guests and cultural travelers.

## Association Leadership

A scalable benefit for member hotels and a channel for destination-wide sponsors.



# Turn passive TV into guest action

EFORA links room TV attention to mobile response through QR windows, landing pages and monthly campaign reporting.

Spa & wellness

Tours & excursions

Events & tickets

Shopping & local offers

Restaurants & bars

Transport & rentals

Clinics & beauty

Hotel loyalty / app



## For the hotel

Promote high-margin services, direct bookings, loyalty signups and destination partners inside a premium entertainment environment.

## For the advertiser

TV prestige plus measurable visits and leads. Campaigns run by property, city, country, program block, season or hotel group.

# A new local partner channel

Hotels become more useful to destination businesses when the room screen can introduce guests to trusted offers.

## Best-fit local sponsors

- Restaurants, beach clubs, lounges and nightlife partners.
- Spa, wellness, beauty, clinics and medical tourism providers.
- Tours, excursions, transport, rentals and concierge services.
- Events, concerts, galleries, cultural attractions and shopping.
- Hotel-owned offers: room upgrades, loyalty, app downloads and direct booking.

## Why this matters

The hotel screen becomes a curated destination gateway. Guests receive convenient discovery; local partners receive premium exposure; hotels strengthen commercial relationships.



# Clean, licensed and hotel-safe

EFORA protects the hospitality brand by avoiding grey content, political programming and unclear rights exposure.

## Rights discipline

Rights-controlled content and documentation support professional partner onboarding.

## Non-political positioning

Entertainment-only programming fits hotel-safe environments and mixed international audiences.

## Territory controls

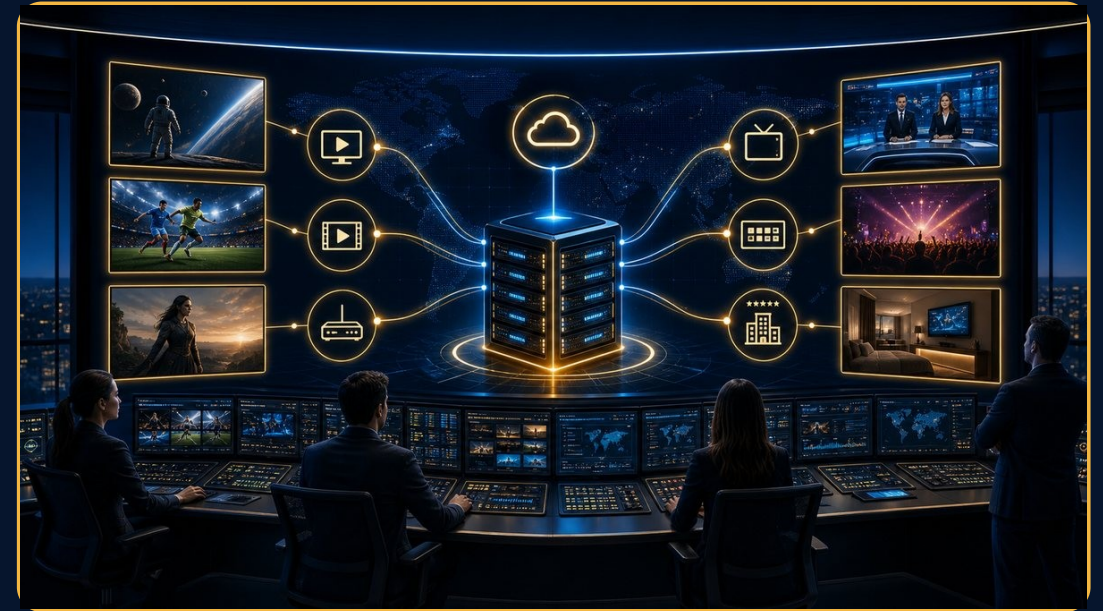
Distribution terms follow agreed territories, platforms and partner roles.

## KYC culture

Partners, content providers and distributors operate through a clean verification process.

## Brand protection

Hotels add curated content without associating with questionable IPTV bundles.



## Hotel value

The property offers distinct entertainment while maintaining legal, reputational and guest-experience control.

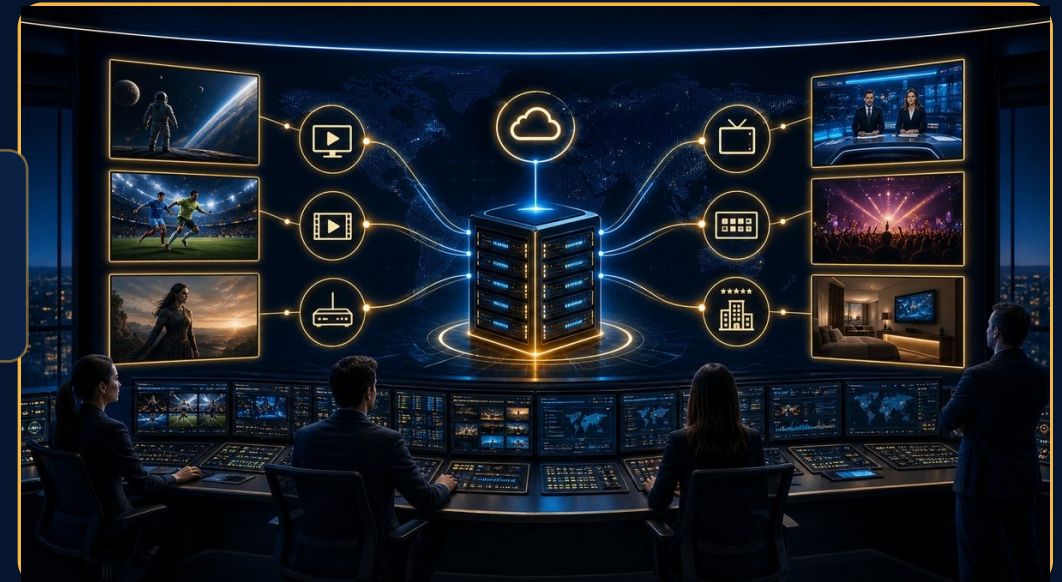
# Designed for hotel IPTV integration

The technical flow is straightforward: feed, metadata, hotel system intake, screens and reporting.



**Integration elements**

- HLS / SRT feed delivery
- EPG and metadata support
- Thumbnails and descriptions
- Ad markers and QR windows
- Property or group reports



**Integrator-friendly**

The same backbone supports a single in-room feed, premium channel package, resort edition or localized market version.

# More than rooms: screens across the property

EFORA works in the places where guests relax, wait, dine, socialize and discover the destination.



**Rooms:** Lean-back entertainment and QR offers.

**Resort villas:** High-end private entertainment environment.



**Lobby:** Premium ambience and welcome-screen content.

**Spa / wellness:** Relax programming and wellness offers.

**Bars / lounges:** Music mood, nightlife and sponsor windows.

**Events:** Concert, theater and sponsor-themed programming.



# Business models that match hotel reality

Commercial structures work for single properties, resort groups, hotel associations and IPTV integrators.

<b>Per-room fee</b>	<b>\$0.25-\$0.75 per room/month</b>	Simple scaling by room count for hotels and groups.
<b>Property flat fee</b>	<b>\$100-\$500 per property/month</b>	Easy approval for boutique hotels and individual resorts.
<b>Integrator reseller</b>	<b>Wholesale + reseller margin</b>	Hotel IPTV providers package and support EFORA locally.
<b>Sponsor-supported feed</b>	<b>Brand sponsors offset cost</b>	Tourism, wellness, nightlife and local services fund visibility.
<b>Association package</b>	<b>Group-level commercial agreement</b>	Member hotels receive content and destination sponsor value.
<b>Premium package</b>	<b>Channels + VOD + QR modules</b>	Higher-end experience for resorts and luxury groups.

**The model is flexible: a hotel starts with one feed, then expands into sponsor campaigns, premium verticals and group-wide deployment.**

# Why hotel associations benefit

Associations gain a practical member benefit and a stronger destination-promotion instrument.

## Association-level value

- A distinctive entertainment offer across participating member properties.
- Centralized negotiation with local deployment through IPTV integrators.
- Destination-wide sponsor packages for tourism, restaurants, tours and wellness.
- Consistent guest experience standards across member hotels.
- A premium cultural product that strengthens the destination's international image.

## Member benefit

EFORA gives associations a tangible service to present to members: stronger guest screens, more destination engagement and a new local partner advertising surface.





# Why EFORA beats ordinary hotel TV options

Hotels add a differentiated, rights-cleared cultural entertainment network instead of a generic filler channel.

Typical option	Weakness	EFORA advantage
<b>Generic music loops</b>	<b>Background only</b>	Full network identity with music, theater, concerts, films and news.
<b>International news channels</b>	<b>Often repetitive or political</b>	Entertainment-only and guest-friendly.
<b>Random online videos</b>	<b>Rights risk and inconsistent quality</b>	Rights-controlled and professionally packaged.
<b>Grey IPTV bundles</b>	<b>Legal and reputation exposure</b>	Clean documentation and territory controls.
<b>Standard hotel TV lineup</b>	<b>Limited advertiser action</b>	QR/PPC campaigns convert attention into visits and leads.
<b>Single niche channel</b>	<b>Narrow use case</b>	Multi-channel package by mood, genre, territory and property type.

**A hotel does not add only another channel. It adds guest experience, differentiation and measurable promotion.**



# Hotel partnership packages

Each package gives hotels and associations a clear way to adopt EFORA at the right level.

## In-room starter feed

Main EFORA TV channel + EPG + metadata for rooms and shared screens.

## Resort experience package

Hotel-safe feed, lounge blocks, QR partner offers and tourism campaigns.

## Integrator / reseller package

Wholesale structure for IPTV providers serving hotels, resorts and residences.

## Premium network package

Main channel + music verticals + theater, movies/sitcoms and entertainment news.

## Association package

Group-level terms, member benefits, destination sponsor campaigns and coordinated deployment.

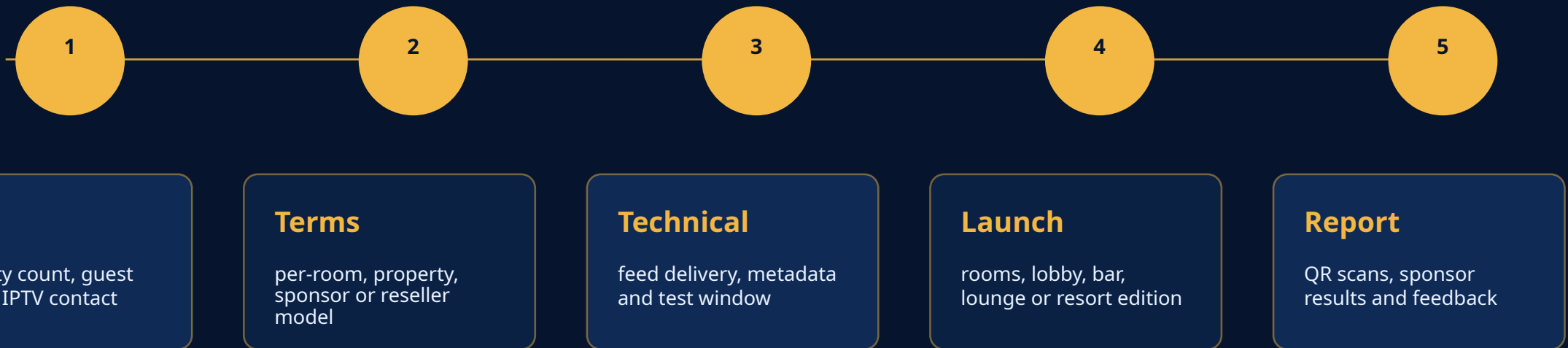
## Luxury VOD add-on

Theater archive, concerts, specials and selected premium library blocks.



# From first conversation to live screens

A clean onboarding path protects hotels, integrators, advertisers and EFORA.



## Professional safeguards

Company verification, territory confirmation, rights documentation, commercial terms and termination protections are included in partner onboarding.

# The hotel value in one slide

EFORA improves the guest screen and turns it into a hospitality media asset.

## Guest value

Premium music, theater, films and entertainment.

## Brand value

A distinctive cultural offer competitors do not carry.

## Commercial value

QR campaigns promote services and local partners.

## Operational value

Standard feed, metadata and integrator-friendly delivery.

## Legal value

Clean, licensed, entertainment-only programming.

## Market value

Strong fit for Russian-speaking guests and international culture audiences.



# Bring EFORA to your hotel TV system

Premium entertainment for guests. More value for hotels.  
Measurable action for advertisers.

## Best-fit partners

Hotels • resorts • hotel associations • hospitality IPTV integrators • tourism boards • destination advertisers

[eforatv.com](http://eforatv.com) • [efora.tv](http://efora.tv)

Simply Better.