



**EFORA**  
Television Network

## EFORA TV & EFORA TV Network

Platform Partnership Presentation

A premium rights-cleared entertainment network for  
**FAST, OTT, IPTV, CTV, satellite and smart TV platforms.**



**FAST**  
PLATFORMS



**OTT**  
PLATFORMS



**IPTV**  
OPERATORS



**CTV**  
ECOSYSTEMS



**SATELLITE**  
PROVIDERS



**SMART TV**  
PARTNERS



Music



Entertainment



Theater



Movies



Sitcoms



Entertainment News



# Why Platforms Need EFORA



Fresh audiences, premium content,  
multiple revenue paths



## Differentiated niche

premium bilingual  
and diaspora  
entertainment



## Rights-cleared and non-political

platform-safe  
programming



## Strong retention

music, nostalgia,  
theater, movies and  
entertainment news



## Easy packaging

launch one channel  
or a full network  
bundle



## Monetization built in

ads, carriage, VOD,  
sponsorship and  
performance  
campaigns

## IDEAL FOR



FAST



OTT



IPTV



CTV



SATELLITE



SMART TV



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# EFORA Network Architecture

One flagship channel plus 10 verticals



A flexible network structure for **FAST, OTT, IPTV, CTV** and satellite packaging.



# Why EFORA Works Across Every Platform Type



Platform Type	Why It Fits	Commercial Upside
 <b>FAST</b>	lean-back music and entertainment channel, easy discovery	ad revenue share and sponsor inventory
 <b>OTT</b>	deeper channel package and VOD	subscriptions and premium upsell
 <b>IPTV</b>	strong diaspora and multicultural fit	recurring carriage and package fees
 <b>CTV Apps</b>	polished smart-screen viewing experience	ad monetization and brand discovery
 <b>Satellite / Pay TV</b>	premium packaged niche network	carriage value and differentiated content
 <b>Smart TV ecosystems</b>	always-on branded content destination	audience retention and category expansion



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# Monetization Built In

One content engine, multiple recurring revenue streams



**FAST**  
ad revenue share



**OTT**  
subscription  
packages



**IPTV / pay TV**  
carriage fees



**Sponsored blocks**  
and branded  
integrations



**QR and**  
performance  
advertising



**VOD upsell and**  
premium content  
packaging



**EFORA**  
Content Library  
One library.  
Limitless content.



One Content Engine



Designed for  
both broad reach  
and revenue  
diversification.



# Integration Is Straightforward

Low-friction delivery for platform partners



 **Partner-ready delivery**



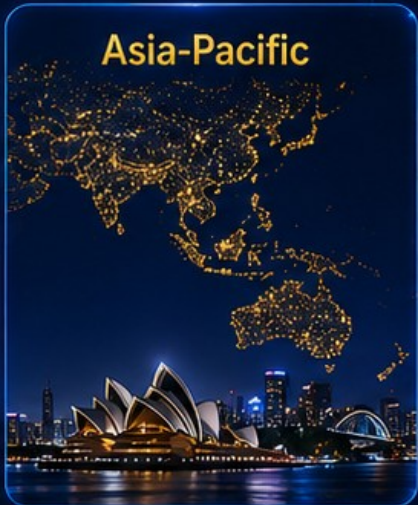
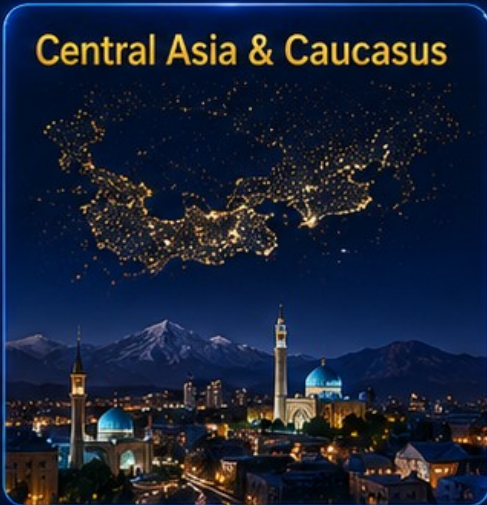
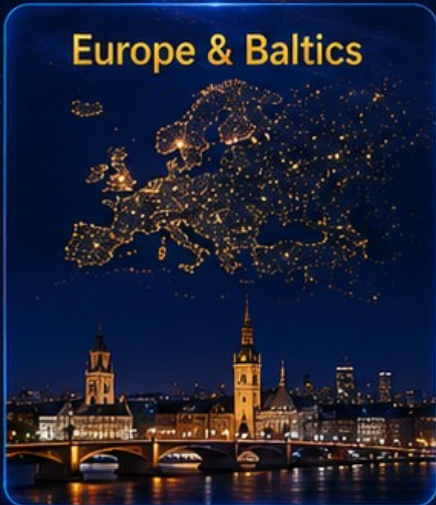
# Audience & Market Positioning

A distinctive entertainment network for diaspora and culture audiences

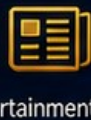


**~60M** international Russian-speaking diaspora audience

Plus broader multilingual and local culture audiences across connected TV ecosystems.




Premium, entertainment-only, rights-cleared programming spanning music, theater, movies, sitcoms and entertainment news.






# Platform Partnership Options

Launch one product today. Expand into a full network over time.



**Single FAST Channel**

low-friction launch, ad-supported




**Premium OTT Package**

multi-channel bundle and VOD



**IPTV / Pay TV Carriage**

recurring package value



**Themed Music Suite**

genre-based channel package



**Localized Edition**

market-specific metadata and packaging

 **Why partner with EFORA now:** premium brand, multi-channel depth, scalable business model, platform-safe delivery.



FAST PLATFORMS



OTT PLATFORMS



IPTV OPERATORS



CTV ECOSYSTEMS



SATELLITE PROVIDERS



SMART TV PARTNERS