

THIS IS MUSIC



BRIDGE MEDIA

BRIDGE TV

BRIDGE TV
RUSSIAN HIT

BRIDGE TV
CLASSIC

BRIDGE TV
HITS

BRIDGE HD

Values:
Viewers, Music, Design

Company's mission:
We offer our viewers the high-quality music content.
We will be your guide in the modern show-business.
We will give the ability to choose music according to your mood and preferences.
We inspire, combine and we are a companion for the whole family.

LOOK

LISTEN

LIVE

HOLDING`S PHILOSOPHY

BRIDGEMEDIA



BRIDGE TV - the largest cable TV channel of the popular Music, which has been broadcasting since 2005 in Russia and the CIS countries in the 16:9 format.

TV channel's air is full of the best clips from all over the world of all the times. Music styles and music programs for any taste.

THIS

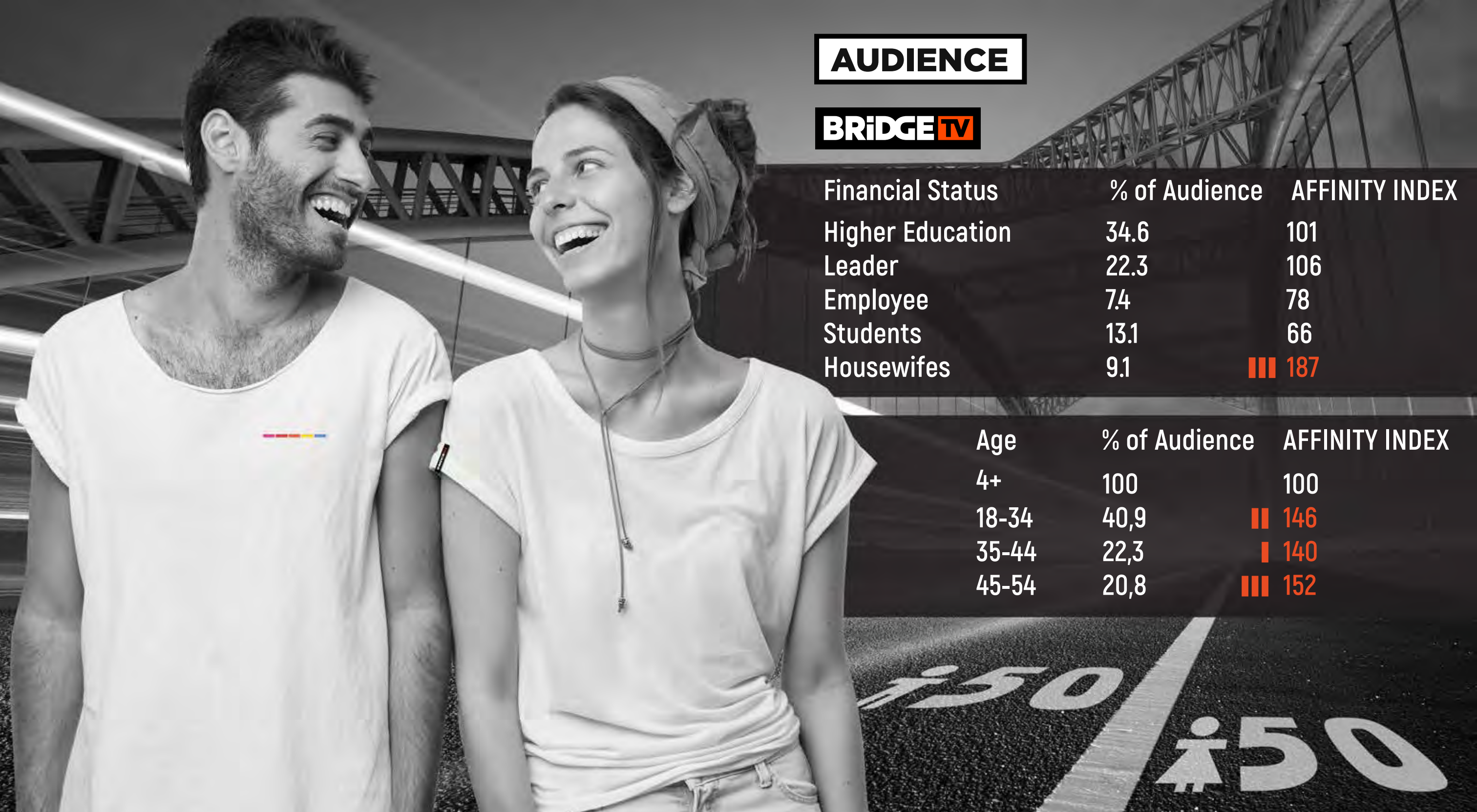
IS

MUSIC

BRIDGE TV

"We build too many walls and not enough bridges."

Isaac Newton.



AUDIENCE

BRIDGE TV

Financial Status	% of Audience	AFFINITY INDEX
Higher Education	34.6	101
Leader	22.3	106
Employee	7.4	78
Students	13.1	66
Housewives	9.1	187

Age	% of Audience	AFFINITY INDEX
4+	100	100
18-34	40,9	146
35-44	22,3	140
45-54	20,8	152

COVERAGE OF AUDIENCE

Continuance of View **12 minutes**

Middle Coverage of the Month **6.3 million**

BRIDGE TV

Resource: Mediascope, project TV Index Plus
Region: Russia (city 100 000+)
Target audience: all 4+
Period: 11/01/2018 - 01/31/2019

A black and white photograph of a staircase with a metal railing. A large, stylized rainbow graphic is overlaid on the image, starting from the bottom left and extending towards the top right. The rainbow is composed of several thick, diagonal stripes in the colors of the Russian flag (white, blue, red) and the rainbow flag (orange, yellow, green, blue, pink, purple).

Middle Coverage of the Month

BRIDGE TV	9,4
THT MUSIC	8,2
MUSIC OF FIRST	7,4
BRIDGE TV RUSSIAN HIT	6,7
EUROPA PLUS TV	6,6
BRIDGE TV CLASSIC	3,7

Resource: Mediascope, project TV Index Plus
Region: Russia (city 100 000+)
Target audience: all 4+
Period: 11/01/2018 - 01/31/2019

Character (format)

of the channel

The base

of the broadcast

BRIDGE TV

100% foreign hits



**NEWS
TIME**



**BRIDGE
CHART**

#REPOST



WAKE UP CALL

07:30

BRIDGE TV



Every morning on Bridge TV
Collection of fresh, energetic
and bright music.

For the quickly awakening
and good mood for the whole day
– WAKE UP CALL

NEWS TIME

NEWS TIME

09:00, 13:00

17:00, 21:00

BRIDGE TV

Only the most interesting and spicy
show-business events – NEWS TIME

Exclusive interviews with fresh
reportages from presentations,
The concerts of the most famous
and the most popular stars
of Russia and of the whole world.



BABY TIME

06:30 and 18:30

BRIDGE TV

Daily programm with the bright animation clips and the musical fragments from the favorite cartoons.

Cheerful heroes singing, dancing and giving your child the great mood



K-POP TIME

sa; su 18:10

BRIDGE TV

Super popular genre, which has conquered the whole planet.

Smokey eyes, colored hair, flashy outfits made of leather and fur - this is what a real K-pop Idol looks like.

Billions of the music videos, choreography, where each move becomes legendary.



BRIDGE CHART

BRIDGE CHART

tu; sa 09:10

th 14:10, su 17:10

BRIDGE TV

BRIDGE CHART – Top 10 of the most trendy and the most viewed clips Of the week.

Music, that is listened now all over the world.



#REPOST

#REPOST

daily

10 TIMES A DAY

1:00, 3:30,

5:30, 8:00

(INSIDE THE WAKE UP CALL),

10:00, 13:30,

15:00, 17:00,

21:00, 22:30

BRIDGETV

Bridge TV Repost is a review of the celebrities` profiles in the social networks.

In each episode you will see all about the life of the stars – love affairs, divorces, daily life and world tours, look changes and scandals.

See the fresh news-line of the celebrities` life in our programm – Bridge TV Repost
Hosted by Inna Stan.

BRIDGE TV

SPONSORSHIP OPTIONS:

TV BILLBOARDS

THE PRODUCTION OF STORIES

PROJECTS 360

THEME FEATURES



NEW YORK MARQUIS

VORNADO HEALTH TRUST





INFORMATION PARTNERS

CONCERT SUPPORT:

OZZY OSBORN, KRAFTWERK, RAINBOW

FESTIVAL SUPPORT:

WILD MINT, USADBA JAZZ, THE DOBROFEST

WORK WITH MASSMEDIA:

NATIONAL GEOGRAPHIC, РАДИО ENERGY, LOVE RADIO

BRIDGETV

OWN FESTIVAL

BRIDGE TV

МУЗЫКАЛЬНЫЙ ФЕСТИВАЛЬ



NEED TOUR
journey to the heart

BRIDGE TV
NEED FOR FEST

RIXOS PREMIUM BELEK
30.04-07.05

С 30 АПРЕЛЯ
ПО 7 МАЯ

подробности на сайте fest.bridgetv.ru vk.com/bridgetv

MONATIK | NYUSHA | ФАБРИКА | DAVID VENDETTA | VANOTEK
ANTONIA | ТИМУР РОДРИГЕС | МОНОМБИ | JULIO IGLESIAS JR.
СОСО ПАВЛИАШВИЛИ | BURAK YETER | FILATOV & KARAS | BURITO
ESTRADARADA | DATO | ДЕНИС КЛЯВЕР | ИРАКЛИ | NATAN
БАНД'ЭРОС | ОЛЬГА РОМАНОВСКАЯ | L.V.ONE FT. LAENZ
ИЛЬЯ ЗУДИН | МАРИ КРАЙМБЕРИ | FAYDEE | АНЖЕЛИКА АГУРБАШ



16+

OPERATORS BROADCASTING

BRIDGETV

BROADCASTING IS CARRIED OUT THROUGH MORE THAN 4,000 OPERATORS ACROSS RUSSIA, CIS AND WESTERN COUNTRIES, INCLUDING.





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