



The classical, cinema & chillout music-video channel



Channel

- C Music TV is the world's first and only satellite, cable, and IPTV channel dedicated to classical, film and chillout music.
- C Music TV approaches the MTV and i-pod generations on their own terms by introducing them to some of the world's finest music and making it easily accessible, with no nonsense and no advertising breaks.
- The traditional prejudices and barriers that have restricted access to classical music are disappearing as C Music TV's unique approach to the presentation of classical music is rolled out.
- C Music TV does not carry any advertising, just the world's finest music uninterrupted 24 hours a day.



*Fresh and unexpected
Challenging yet engaging
Aspirational and stylish*





- In 2008 C Music TV won the title of 'Best Music TV Channel of the Year' at the HOT BIRD™ European Satellite Television Awards ahead of finalists MTV Gold, National Geographic Music, Balanika Music and Trace TV.
- At the 2009 HOT BIRD™ European Satellite Television Awards C Music TV received the Jury 'Special Mention' Award for 'excellence and strong branding in television broadcasting'.
- The HOT BIRD TV AWARDS celebrate excellence and innovation in programming across more than 2,000 satellite television channels on the 14 European Hotbird & Eurobird satellites. Winners are selected by an independent jury of journalists and media experts.





Content

- C Music TV features the world's greatest classical performers as they have never been seen before, and exclusively showcases the very latest music-videos from classical stars across the globe.
- The channel replaces traditional long form classical concerts and operas with more intuitive music-videos. It then combines these classical music-videos with interviews, performance excerpts, film score and chillout music-videos. The format has broad* subscriber appeal and is revitalising interest in these music genres.
- The C Music TV schedule is structured to enable replication across multiple territories with minimal localisation.



* Audience Profile: Up market, affluent 25-54 year old adults with a 50:50 male to female ratio





Content

- **C Music TV** features a varied play list of classical and other upmarket music genres across separate day-parts. This mix helps **C Music TV** to fill the gap in the global music-television market whilst also introducing new audiences to similarly aspirational, intelligent, emotive and blissfully beautiful music.

Classical - Andrea Bocelli, Angela Gheorghiu, Luciano Pavarotti, Roberto Alagna, Kyung Wha Chung, Yo Yo Ma, Nigel Kennedy, Julia Fischer, Maria Callas, Julia Thornton, Joshua Bell & many more...



Cross-over - Il Divo, G4, Vanessa Mae, Katherine Jenkins, Hayley Westenra, Bond, Vittorio, Myleene Klass, Wild, The Choirboys, Libera, Keedie & many more...



Cinematic - The Lord of the Rings, The Mission, Les Choristes, Star Wars, Captain Corelli's Mandolin, Stage Beauty, Dances with Wolves, The Piano & many more...



Chillout - William Orbit, Craig Armstrong, Rob Dougan, Sigur Ros, Air, Skalpel, Nightmares on Wax, Moby, Lemon Jelly, Royksopp, Herbaliser and many more...



C Music TV Close Up - Maria Callas, Sir Paul McCartney, Daniel Barenboim, Grover Washington Jr., Yo Yo Ma, Ennio Morricone, Nigel Callas, Kate Royal, Sir Simon Rattle & many more ...

The **C Music Close-Up** series offers viewers regular & exclusive interviews, & behind the scenes conversations with some of the world's most talented contemporary composers, conductors & musicians, from Sir Simon Rattle to Ennio Morricone & Nigel Kennedy.



cmusic.tv

- The C Music TV website (at www.cmusic.tv) offers viewers information about the music, artists & composers that they are introduced to when watching the channel

The screenshot shows the C Music TV website home page. At the top left is the C Music TV logo and the tagline "the classical, cinematic & chillout music-video channel". On the right is the "High Fidelity" logo. A navigation menu on the left includes links for "C Music TV", "Music A to Z", "Music Search", "Watch", "Programming", "Distribution", and "Contact". The main content area features a "Music To Watch" section with a featured video thumbnail and a "Music To Read" section with a list of articles. Below these are three "Featured Video" thumbnails. At the bottom is a horizontal strip of video thumbnails.

The screenshot shows the search results page on C Music TV. It features the same navigation menu as the home page. The main content area displays a grid of search results, each with a thumbnail, title, and a "Watch" button. A "Music A to Z" dropdown menu is visible on the left side of the results area. Below the grid is a media player control bar with play, stop, and volume icons. At the bottom is a horizontal strip of video thumbnails.

The screenshot shows the "watch video" page on C Music TV. The navigation menu is on the left. The main content area features a large video player showing a landscape scene. To the right of the player is a "Profile: Teat Džep" section with a profile picture and a short biography. Below the biography is a "Watch more Profiles" section with a horizontal strip of video thumbnails.

The screenshot shows search results for "GIACOMO PUCCINI" on C Music TV. The navigation menu is on the left. The main content area displays a grid of search results, each with a thumbnail, title, and a "Watch" button. A "Music A to Z" dropdown menu is visible on the left side of the results area. Below the grid is a media player control bar with play and stop icons. At the bottom is a horizontal strip of video thumbnails.



Content

- C Music TV is available for cable, IPTV or satellite carriage globally.
- The channel's broad appeal means that it is generally bundled as part of the basic subscriber package or as part of the Extended Basic Package.
- The channel can however also be packaged within a standalone *Film* or *Music* package



Cable & IPTV distribution



C Music TV is currently available internationally on the following cable & IPTV television networks

EUROPE

BULGARIA

BAC ST

HDTV BULGARIA

CROATIA

B.NET HRVATSKA

CZECH REPUBLIC

FORCOMNET

KABELOVA KARMINA

O2 TELEFONICA

UPC CZECH REPUBLIC

DENMARK

FAST TV

ESTONIA

ELION

STV AS

FRANCE

FREE

NEUF

GERMANY

ALICE

FERNSEHPAKET

KABELKIOSK

WILHELM TEL

GREECE

CONN-X TV (OTE)

HUNGARY

COM.UNIQUE

RUBICOM

TARR

ICELAND

FAST TV

LUXEMBOURG

P&T LUXEMBOURG

NORWAY

FAST TV

MOLDOVA

ARAX-IMPEX SRL

MONTENEGRO

CABLING TV

POLAND

TELEWIJZA

TESAT

PORTUGAL

CABOVISAO

PORTUGAL TELECOM

VODAFONE

UPC ROMANIA

AKADO

ARKHANGELSK

ISKRATELECOM

WESTCALL

CATV SELNICA

TRNAVATEL S.R.O

UPC SLOVAKIA

FAST TV

NAXOO

TTNET

ROMANIA

RUSSIA

SLOVAKIA

SWEDEN

SWITZERLAND

TURKEY

AFRICA

NIGERIA

ASIA

BRUNEI

INDIA

INDONESIA

MALAYSIA

SINGAPORE

SRI LANKA

THAILAND

AUSTRALIA

DAAR

B-MOBILE

HOME CABLE

PT MITRA MULTI SARANA

YOONIC

YOONIC

YOONIC

SRI LANKA TELECOM

TRUE

FLEX TV

Carriage



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