

# MEDIA KIT

Music & Entertainment Television Channel

International positioning | Premium music-led programming | Carriage & advertiser ready

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Prepared for distribution, advertising and strategic partner outreach





# At a Glance

A premium entertainment Television Channel designed for international English/Russian-speaking diaspora audiences and multilingual music fans.



EFORA TV is the First & Only Bilingual Television Channel, that combines globally licensed music, original nightlife and culture formats, heritage programming, AI-driven experimentation, and advertiser-friendly entertainment blocks in a modern 24/7 linear channel package.

## 24/7

Linear music and entertainment channel with a clear premium identity.

## 11

Core programming pillars spanning music, originals, culture, humor and live performance.

## Global

Worldwide-licensed music video library in Russian and English.

## Originals

Signature properties such as TUSSE and NAFTALIN strengthen differentiation.

## Hybrid

Music, club culture, nostalgia, cinema, humor, influencers and AI-native content.

## Brand Safe

Advertiser-ready segments and sponsorship opportunities across multiple audience moods.

## Performance-Based Advertising for a Global Bilingual Audience

Efora TV is the first and only bilingual television entertainment and music channel, connecting brands with a diverse, international audience. Our programming reaches viewers who are culturally engaged, digitally active, and responsive to modern advertising formats.

### Core value proposition

- Modern, recognisable TV brand for a fragmented international audience.
- Content mix that balances mass-appeal music rotation with niche depth and exclusives.
- Flexible inventory for spot advertising, sponsorships, branded segments and event-led integrations.
- Positioned for FAST/OTT and connected-TV discovery as well as traditional distribution conversations.
- Market of Over 60 Million Viewers

# Ownership & Brand History

EFORA TV is owned by TREALITY Group. The history below reflects the company background supplied by the client.

## Ownership

EFORA TV is owned by TREALITY Group.  
Reference brand site: [trealty.io](http://trealty.io)

## Strategic orientation

Ethnic markets have remained a long-term priority for TREALITY, with a stated focus on supporting communities where targeted commercial and cultural backing can make a real difference. The group also supported major cultural events across its business lifecycle.

1994



### TREALITY founded

Established as an international derivatives trading company supporting new and growing businesses in underprivileged minority communities.

2005



### Media expansion

Expanded into media markets and became founder and major shareholder of the MAKS Television Network.

Today



### EFORA TV growth platform

Media capability spans TV channels, advertising and media production facilities, plus copyright acquisition and holding capacity.



# International Audience Potential

Based on country-by-country Russian-speaking population outside of Russian Federation and Ukraine



**~60.35M**

International Russian-speaking audience potential across the supplied markets

## Targeting lens

The audience profile is outward-looking: diaspora communities, multilingual viewers, international music fans, and audiences who respond to culturally specific but globally packaged entertainment.

**32.1M**

Central Asia & Caucasus

**10.0M**

Eastern Europe & Moldova

**7.5M**

EU & Baltics

**7.25M**

North America

**2.1M**

Middle East & Turkiye

**1.4M**

Asia-Pacific

## What this means for advertisers

EFORA TV can package a defined cultural audience with significant spread across North America, Europe, Central Asia, the Caucasus, the Baltics, the Middle East and Asia-Pacific - a useful profile for cross-border brands, remittance-linked services, wellness, e-commerce and consumer products.



# Additional International English Speaking Audience Potential

Based on country-by-country English-speaking / understanding population with the target of 1-10%



**~58.4M**

International English-speaking audience potential across the supplied markets

## Targeting lens

The audience profile is outward-looking: Efora TV is the first and only television entertainment channel, multilingual international audience. The programming reaches viewers who are culturally engaged, digitally active, and responsive to modern advertising formats.

**11.0M**

Central Asia & Caucasus

**1.1M = 10%**

**36.0M**

Eastern Europe & Moldova

**3.6M = 10%**

**200.0M**

EU & Baltics

**20.0M = 10%**

**65.0M**

Latin America

**6.5M = 10%**

**50.5M**

Middle East & Turkiye

**5.05M = 10%**

**370.0M**

Asia-Pacific

**18.5M = 5%**

**365.0M**

US, Canada, & Mexico

**3.65M = 1%**

## What this means for advertisers

EFORA TV can package a defined cultural audience with significant spread across North America, Europe, Central Asia, the Caucasus, the Baltics, the Middle East and Asia-Pacific - a useful profile for cross-border brands, remittance-linked services, wellness, e-commerce and consumer products.

# Priority International Markets



Country	Russian speakers	Notes
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Germany	~4.5 million	Russian-speaking
United States	~6.5 million	Russian-speaking
Israel	1.3 million	Russian-speaking
Lithuania	~0.60 million	Russian-speaking
Latvia	~0.75 million	Russian-speaking
Estonia	~0.45 million	Russian-speaking
Australia	~0.40 million	Russian-speaking
Canada	~0.75 million	Russian-speaking
UK, France, Spain, Italy	1.2 million in total	Russian-speaking

Country	Russian speakers	Notes
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Asia	~1 million	Russian-speaking
Armenia	1.5 million	Proficiency and understanding of the Russian language
Georgia	~0.60 million	Russian-speaking
Türkiye	~0.80 million	Russian-speaking
Moldova	1 million	Russian-speaking
Kazakhstan	20 million	Russian is a widely spoken language.
Belarus	9 million	Native language
Uzbekistan	~5 million	Russian-speaking
Kyrgyzstan	5 million	Russian-speaking

**Totals : ~60.35 M + ~58.4 M (English speaking)**

# Distribution Ecosystem

Platforms and providers are presented here as the existing and planned distribution ecosystem and outreach universe.



## Target viewer platforms

Global direct distribution and destination platforms.

Roku / The Roku Channel	Amazon Prime Video Channels
YouTube / YouTube TV	Samsung TV Plus
Xumo Play	Vizio WatchFree+
LG Channels+	Google TV Freeplay
Plex Free Channels	Pluto TV
Tubi	DistroTV

## Distribution / playout partners

Aggregators, Channel builders and Play-out providers.

Frequency	View TV Cloud
Wurl Global FAST Pass	Amagi
Lightcast	DirectCaster
SoFast	FAST Channels TV
Zype	OTTclouds
Veset Nimbus	TvStartup

## What the distribution deck indicates

The practical carriage path that combines:

- Direct destination opportunities,
- FAST / CTV platform targets, and
- Aggregator-led submission and playout workflows.

That makes EFORA TV suitable for partner conversations across both platform and service-provider channels.

# Programming Architecture

The channel slate blends current music energy, heritage programming, culture coverage, mood-based viewing and emerging digital-native content.

## Music & performance

- Music Videos
- Concerts
- Rock
- Live Events
- Shanson Videos & Live Concerts
- AI-created Songs & Music Videos

Built around broad appeal, event energy, artist discovery and premium audiovisual rotation.

## Originals & entertainment culture

- TUSSE
- NAFTALIN
- Cinema News / New Releases
- Influencers Block

Creates a distinctive voice that moves beyond simple clip rotation into cultural conversation and appointment viewing.

## Mood, utility & accessibility

- Lounge Relax
- Humor Shorts
- English Programs

Provides lighter, longer-session viewing windows and opens additional advertiser categories and audience entry points.



# Flagship Content I - Music, Clubs & Heritage

Four core blocks establish EFORA TV as a destination for discovery, nostalgia and nightlife culture.



## 1. Music Videos

- A high-rotation core format built from globally licensed music videos featuring popular and edgy English & Russian-speaking artists, alongside selected English-language repertoire. This is the broadest-reach block in the schedule and a natural home for FMCG, telecom, finance and consumer lifestyle advertising.

## 2. TUSSE

- A signature EFORA TV original built around the world of top clubs and nightlife influence. TUSSE captures the energy, aesthetics and personalities of major club scenes across international cities, positioning the channel closer to contemporary culture rather than only traditional TV music rotation.

## 3. Rock

- A dedicated block for new and classic rock, designed to speak to loyal music enthusiasts and older premium-spending audiences while still retaining discovery value. The genre anchor gives the channel range and improves dayparting flexibility.

## 4. naftalin

- A distinctive nostalgia property showcasing the best oldies. NAFTALIN gives EFORA TV a warm, memory-rich destination for heritage audiences and family viewing, while also creating strong opportunities for thematic sponsorship and special-event marathons.

# Flagship Content II - Mood, Humor, Cinema & Language Reach

These blocks widen viewing occasions and help the channel serve different audience moods throughout the day.



## 5. Lounge Relax

- A calmer, design-conscious music environment aimed at ambient viewing, late-night sessions, wellness-minded viewers, hospitality settings and premium lifestyle placements. It extends watch time and supports elegant low-clutter sponsorship formats.

## 6. Humor Shorts

- Short-form comedy and bite-sized entertainment designed for fast engagement and repeat tune-in. Humor Shorts offers a high-frequency, highly sponsorable format suited to daily rotation, break bumpers and cross-platform clip repurposing.

## 9. Cinema News & New Releases

- A film and entertainment-news block that keeps viewers connected to upcoming releases, entertainment headlines and screen culture. This gives EFORA TV topical relevance and creates a bridge to studios, exhibitors, streaming brands and lifestyle advertisers.

## 10. English Programs

- English-language programming broadens accessibility, supports mixed-language households and makes the channel easier to place in international distribution contexts. It also diversifies sponsorship and promotional opportunities.

# Flagship Content III - Innovation, Community & Live Energy

EFORA TV differentiates itself with community-led and future-facing formats alongside proven performance genres.

## 7. AI-created Songs & Music Videos

A unique and exclusive content pillar that showcases AI-generated songs and music videos. This block positions EFORA TV at the intersection of entertainment, experimentation and future-facing digital culture, creating talking points for press, influencers and tech-aligned sponsors.

## 8. Shanson Videos & Live Concerts

A high-affinity genre block built for fans of chanson-style repertoire, concert experiences and artist loyalty. The mix of videos and live performances adds emotional depth and long-form viewing value to the schedule.

## 11. Influencers Block

Live discussions and dedicated airtime for major influencers and EFORA TV supporters. This block makes the channel socially alive, opens doors to talent partnerships and gives advertisers a format that feels immediate, endorsed and community connected.



# Advertisers Already Signed Up

These names signal cross-category commercial potential for finance, wellness, coffee/lifestyle, marketplace and consumer service brands.

<b>Trealit</b> Fintech USA	<b>BancaRica</b> Italy	<b>Revolut</b> Bank
<b>Baristali Coffee</b>	<b>New U Life</b>	<b>ThisisonSale</b>
<b>iLaVita</b> Foundation	<b>DG Services</b>	<b>iCarta</b>
<b>GT COMEX</b>	<b>NeuXP</b>	<b>PMM Global</b>
<b>Pmm</b> Resources FZ	<b>proStartUp</b>	<b>SicuralO</b>

The Companies and Brands are current advertising partners.



## Commercial opportunity set

EFORA TV can offer:

- spot advertising,
- sponsored blocks,
- branded integrations inside original formats,
- live-event tie-ins,
- influencer-led activations, and
- cross-promotional campaigns around music, nightlife, culture and nostalgia.



# Performance-Based Advertising for a Global Bilingual Audience

The Efora TV Solution: Zero-Risk Advertising



## Traditional TV Advertising

*The Problem with Traditional TV Advertising*

Traditional TV advertising comes with:

- High upfront costs
- No guaranteed results
- Limited audience tracking
- Unclear ROI

Advertisers often pay for exposure - not performance.

## The Efora TV Solution:

*Zero-Risk Advertising*

Efora TV introduces a revolutionary, performance-based advertising model:

- ✓ No upfront costs
- ✓ No placement fees
- ✓ No financial risk

We place your advertisement completely free of charge.

## How It Works

1. Your ad is broadcast on Efora TV
2. A unique QR code is embedded within your advertisement
3. Viewers scan the QR code and are directed to your:
  - Website
  - Landing page
  - Product/service page
4. You are charged only \$1.00 per click

## Why This Model Works

- ✓ Pay Only for Real Interest. You are not paying for views—you are paying for actual engagement.
- ✓ Highly Qualified Traffic: Every click represents a viewer who:
  - Watched your ad
  - Took action
  - Is genuinely interested
- ✓ Measurable ROI. Track:
  - Number of scans
  - Click-through rates • Conversions
- ✓ Zero Risk  
If no one clicks → you pay nothing

# Why EFORA TV



- International Russian-speaking diaspora focus with measurable cross-border reach.
- A balanced slate of licensed music, exclusive originals, nostalgia, live performance and future-facing AI-native content.
- A distribution story built for FAST / OTT outreach, platform conversations and aggregator partnerships.
- Advertiser-ready inventory with already signed commercial partners across multiple sectors.
- A brand identity that is recognisable, culturally specific and scalable for international audiences.

Owned by TREALITY Group  
treality.io

Carriage | Sponsorship | Strategic  
partnerships