



*Addressed to cable TV owners and operators*

The global news TV channel Russia Today TV is proposing cooperation with operators and owners of broadband cable networks in Europe.

Including the TV channel Russia Today TV in your package of channels will make it possible for you to reach new viewers and make your network more attractive to subscribers.

## **NEWS FROM ALL OVER THE WORLD**

The Russian news TV channel Russia Today TV broadcasts 24 hours a day in English. Each hourly block of programmes on Russia Today TV contains the latest business, political, scientific, cultural and sports news.

Russia Today TV receives continual updated information from its own correspondents in various parts of the world.

### **24/7**

The information policy of the TV channel is based on the following principles:

- Twenty-four hour broadcasting;
- Exclusive reporting of the most important events, wherever and whenever they take place;
- Direct connection with and broadcasting from the scene of the events;
- Flexible programming on the broadcasting network: any programme can be interrupted in the event of breaking news.

## **THE MOST COMPLETE INFORMATION ABOUT RUSSIA**

Russia's increasing role in the world economy, its active position on matters of political and economic cooperation, and the large number of joint international projects that involve Russia in the most varied areas of activity – all combine to create intense interest not only in events taking place in Russia, but also in the way the changes that are taking place in the rest of the world are assessed in Russia.

Each hourly block of programmes allows viewers to form a complete picture of recent events in the world and in Russia.

## **A BROAD VIEWING PUBLIC**

Russia Today TV provides full and up-to-the-minute information for those that have business contacts with Russia or are interested in their business being represented and developed in Russia.

The channel's programmes are arranged in such a way that viewers can get the latest and fullest information on developments in the international stock markets and financial centres, on currency rates and share prices, and on economic developments in various parts of the world.

The news and expert commentaries on the channel's programmes represent an alternative to the informational policy of the news giants. Russia Today TV provides viewers with a full picture of events taking place in the world and in Russia. Russia Today TV is an indispensable source of information for political scientists, diplomats, reporters and representatives of the business community.

The documentary films and programmes introducing experts in various areas of activity will be of particular interest to the broadest viewing public that follow world events.

For more information please contact:

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