



MEDIA KIT + MARKET POSITIONING

efora tv network Media Kit and Market Positioning

Premium bilingual music, culture and entertainment network for new platforms, advertisers, hotels, distributors and strategic commercial partners.

May 2026

Rights-cleared

Now scaling



A scalable network product for platforms and advertisers

EFORA turns a rights-cleared entertainment library into a flexible multi-channel network distributed and packaged as a single feed, FAST bundle, premium OTT package, hotel/resort edition and localized market product.

11

launch channels

~1,600h

core video library

~200h

theater archive

FAST + OTT

linear / IPTV / hotels

60M+

Russian-speaking audience in targeted Markets

QR/PPC

measurable TV ads

- One library becomes multiple channel brands and packages.
- One feed architecture supports smart TV, IPTV, OTT, hotels and web.
- One audience model is supported & monetized through ads, subscriptions, licensing, sponsorship and QR actions.



The premium legal entertainment network for bilingual culture audiences

Efora TV combines music videos, concerts, filmed theater, international blockbuster movies, sitcoms, entertainment news, originals, nostalgia and AI-native experimentation in a modern 24/7 channel system.

- International English/Russian bilingual positioning.
- Entertainment-only & NON-POLITICAL, designed for partner-safe carriage.
- Strong cultural identity: music, theater, cinema, nightlife, retro/nostalgic and live performance, and exclusive innovative content.
- Commercially flexible: carriage, licensing, sponsorship, QR/PPC, subscriptions and content syndication.

Positioning statement

“A premium Eastern European / Bilingual entertainment network with global music energy, theater depth, cutting edge innovative, clean rights and measurable advertiser tools.”

Innovative

Rights-cleared

Now scaling



One flagship channel plus specialized premium verticals

EFORA operates as a network of channel identities. Platforms start with a low-risk single channel and expand into a complete entertainment package as demand grows.

Layer	Purpose
Flagship	EFORA TV Music & Entertainment for cross-promotion, premieres and announcements & entertainment news blocks
Music suite	Rock & Live, Chanson, Remix, Old but Gold, POP Charts
Culture + film	EFORA Theater + three movie/sitcom verticals
Daily freshness	EFORA 24 Entertainment News for NON-POLITICAL entertainment updates
Exploring Intelligence	Where Ai Meets Humanity – Efora’s discovery on understanding the science of tomorrow
Scale options	Genre, language, territory, sponsor or platform-specific editions



A clean, licensed multi-channel package

The network is offered as one flagship channel, a premium package, a hotel feed, a FAST bundle or a localized market edition.



Efora TV Music & Entertainment



Movie & Sitcom Action



Efora Entertainment News



Remix Channel



Efora Singularity ->
"Where Ai Meets Humanity"



TOP Charts



Efora Theater



Movie & Sitcom
Romance



Movie & Sitcom Nostalgia



Rock & Live



Old but Gold



Chanson

Designed to scale by genre, language, territory, sponsor or platform package.

Five music oriented channels, Five audience moods

Channel	Viewer promise	Best use
Rock & Live	Rock videos, live stage energy, concert recordings	Event sponsors, high-energy dayparts
Chanson	Urban romance, heritage, emotionally sticky nostalgia	Diaspora OTT/IPTV, premium packages
Remix Channel	Top-hit remixes, dance edits, club-style presentation	Hotels, clubs, nightlife advertisers
Old but Gold	Classic favorites and nostalgic memories	Family viewing, resorts, nostalgia blocks
POP Charts	Current pop, countdowns and featured artist launches	Labels, fan campaigns, youth brands



Result: more channel inventory, stronger retention and better ad/category targeting than a single generic music feed.

Theater, movies, sitcoms and entertainment news deepen the package

- Efora Theater Channel: premium filmed stage performances, including around 200 hours of professionally shot and edited theater content with TOP Eastern European stars.
- Three movie and sitcom channels: curated verticals that extend household appeal and build longer viewing sessions.
- Efora 24 Entertainment News Channel: 24/7 non-political daily freshness around cinema, music, premieres, artists, culture and network promotions.



Partner value

The extra verticals make EFORA easier to sell to consumers as a package: music for frequency, theater for premium culture, films/sitcoms for household time, and entertainment news for daily habit.



The library is the engine; rights discipline is the protection

~1,600h

music videos, films, shows, concerts and originals

~200h

filmed theater performances

Premium

theater names and culture value

Asset category	Channel use	Commercial value
Music videos	Daily themed blocks	Repeat viewing + advertising
Theater performances	Prime evening culture blocks	Unique, defensible premium content
Concert recordings	Weekend events and specials	Sponsor-friendly inventory
Movies + sitcoms	Scheduled entertainment slots	Broadens household appeal
Original shows	Brand-defining formats	Differentiation and retention
Discovery on the science of tomorrow made simple	Scheduled science slots	Broadens household appeal



Two audiences, one network

1. Russian-speaking diaspora

A large global audience outside Russia and Ukraine with demand for cultural connection, music, nostalgia, theater, cinema, and entertainment. Working assumption: more than 60 million people. Majority Middle to high Middle class families.

2. Local culture fans

Local viewers who enjoy Eastern European music, concerts, ballet, theater, nightlife, cinema culture and curated international entertainment.

Additional English-language reach

Efora TV Network employs original bilingual logic: Russian-language cultural connection plus English-language accessibility for platforms, hotels and mixed-language households.



Distribution Ecosystem and Outreach targets

Destination platforms

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

Aggregators + channel builders

Frequency
 Wurl Global FAST Pass
 Amagi
 SoFast
 FASTChannels.TV
 View TVx / View TV Cloud
 OKAST
 Rakuten Enterprise
 Zype
 OTTclouds
 Veset Nimbus

Ethnic / legal IPTV + hotels

Ethnic Channels Group
 Mediapool
 Mondo Globo
 Wide Media
 Legal diaspora OTT/IPTV
 Regional ISP TV
 Hotel IPTV integrators
 Hospitality associations
 Resort groups
 Local channel reps

Positioning note: Some of the above companies are distribution outreach targets

EFORA is offered in several product forms

Product form	Best for	Commercial model
Single FAST channel/s	Smart-TV / CTV / AVOD platforms	Ad revenue share
Premium OTT package	Subscription and diaspora services	Wholesale or revenue share
VOD library block	OTT platforms and cable VOD	License / revenue share
Hotel / resort edition	Hospitality systems and resorts	Per room or flat fee
Localized culture edition	Malaysia, Thailand, Europe and Americas	Ads + carriage + sponsor



Products vary from platform to platform, from one territory to another. Products also include VOD blocks.

Measurable TV advertising, not just exposure

EFORA gives advertisers a rare combination: TV prestige, niche audience fit, measurable action and affordable entry.

- Prestige of a TV environment instead of only social-feed clutter.
- QR/PPC turns attention into visits, leads and measurable campaigns.
- Local flexibility by city, country, platform, hotel group, program block or content genre.
- Strong fit for restaurants, clinics, wellness, tourism, real estate, concerts, events and online offers.

Commercial edge

Small businesses receive visible TV presence without traditional upfront TV budgets, while larger sponsors own blocks, cities or channel verticals.



The zero-risk performance layer

- 1

TV moment Viewer sees an offer during EFORA programming

- 2

Scan QR code opens a branded page on the viewer phone

- 3

Landing page Offer, booking, buy, sign-up or artist link

- 4

Report Visits, clicks, leads and conversions are reported



Sellable format	Revenue model
QR/PPC spot	Per click / visit
Sponsored block	Monthly sponsor fee
Local market sponsor	Flat monthly + QR
Hotel guest campaign	Per property / per room
Platform co-sell	Revenue share

Flexible packages for brands of different sizes

Product	What advertiser gets	Best use
QR/PPC spot	On-screen QR placement + landing page	Lead generation
Sponsored block	“Presented by” around music/theater/lifestyle block	Brand association
Local market sponsor	Country/city-specific ad package	Restaurants, clinics, tourism
Artist/program sponsor	Sponsor concert, theater night, playlist or show	Premium positioning
Hotel guest campaign	In-room TV QR offer	Tours, spa, restaurants, excursions
Platform co-sell	Platform sells local ad inventory with EFORA	Shared sales motion



Advertising offer: Efora provides brand visibility + measurable response + culturally precise audience.

Advertisers and partners already in the commercial universe

These names demonstrate cross-category advertising potential across finance, wellness, coffee/lifestyle, marketplace, services, fintech and community support.

— Trealit Fintech USA

— BancaRica Italy

— Sicura Vita

— New U Life

— Baristali Coffee

— ThisisonSale

— iLaVita Foundation

— DG Services

— iCarta

— GT COMEX

— NeuXP

— PMM Global

— PMM Resources FZ

— SicuralO

— proStartUp

Commercial opportunity set: spot advertising, sponsored blocks, branded integrations, live-event tie-ins, influencer activations and cross-promotional campaigns.

EFORA as a growth engine

Artists need visibility; labels and content owners need monetization. EFORA creates both by combining TV prestige with QR action, international discovery and curated programming.

Partner	What they gain
Artists	TV legitimacy, diaspora discovery, QR links to music, tickets, merch and socials
Labels	Timed release pushes, featured artist weeks, repeat rotation and campaign reporting
Content providers	New revenue from catalogues through clean licensing, rev share and platform packaging
Platforms	Curated legal programming with lower operating burden and multiple product forms



EFORA serves as the “TV stage” for independent and established artists who want broader recognition.

EFORA competes as a premium legal entertainment network

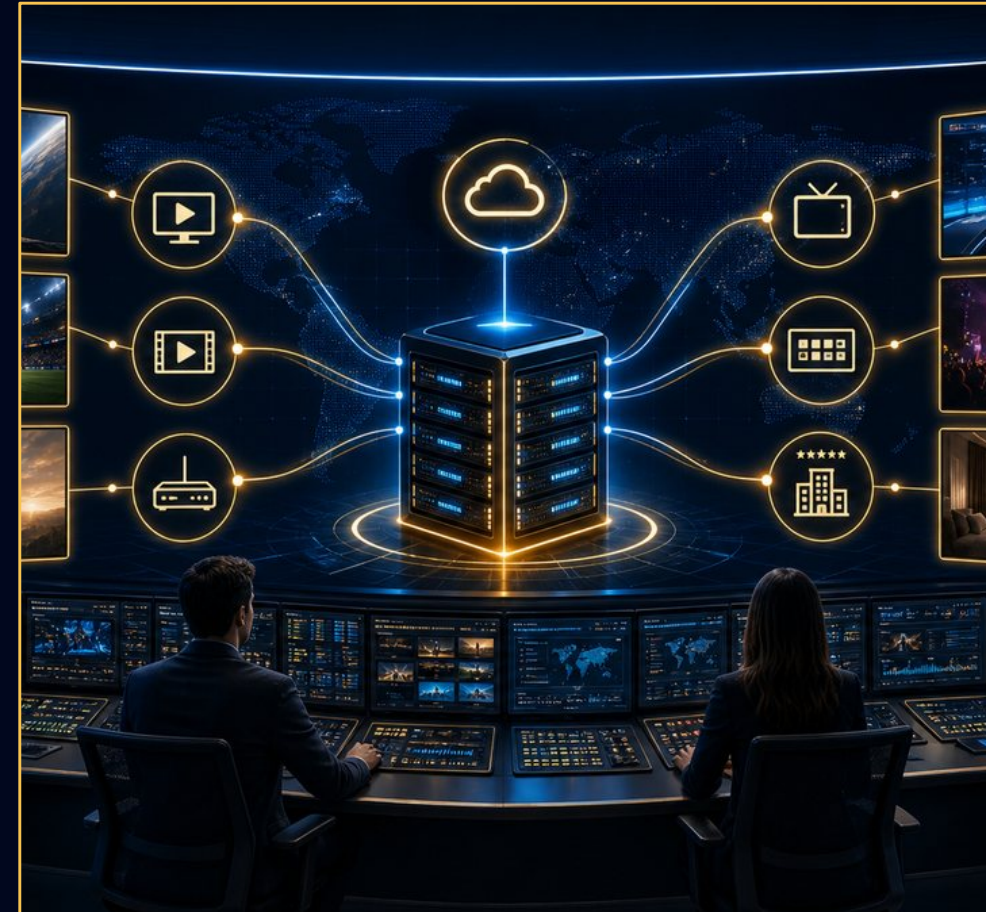
Competitor type	What they offer	EFORA difference
Large Russian IPTV bundles	Many channels; often commodity packages; questionable licensing	Curated premium identity and unique content; legal & licensable
Generic FAST music channels	Generic music rotation	Culture, theater, concerts, diaspora relevance and QR monetization
Social media platforms	Artist clips and short-form discovery	TV prestige, scheduling, sponsorship and platform carriage
Movie/series OTT services	Film library focus	Music, theater, concerts, entertainment and culture together
Hotel TV channels	Standard international news/music	Guest-fit cultural entertainment and QR advertiser integration
Grey IPTV operators	Cheap bundles with questionable rights	Rights-cleared and platform-safe positioning

The advantage is the combination: owned/exclusive content base, theater archive, multi-channel architecture, legal-first controls, localizable culture product and advertiser innovation.

Legal-first, entertainment-only, platform-safe

Distribution growth protects the brand. EFORA's current positioning emphasizes verifiable partners, rights confirmations and immediate termination rights for non-compliant use.

Gate	Required before feed access
Company verification	Legal name, address, website, responsible person and payment route
Territory confirmation	Countries, platforms and packages where EFORA appears
Rights warranty	Partner confirms lawful operation and does not use EFORA to validate other content
Commercial terms	Flat fee, MG, revenue share, per-room fee or sponsorship structure
Termination rights	Immediate termination for piracy claims, sanctions issues, non-payment or reputational harm



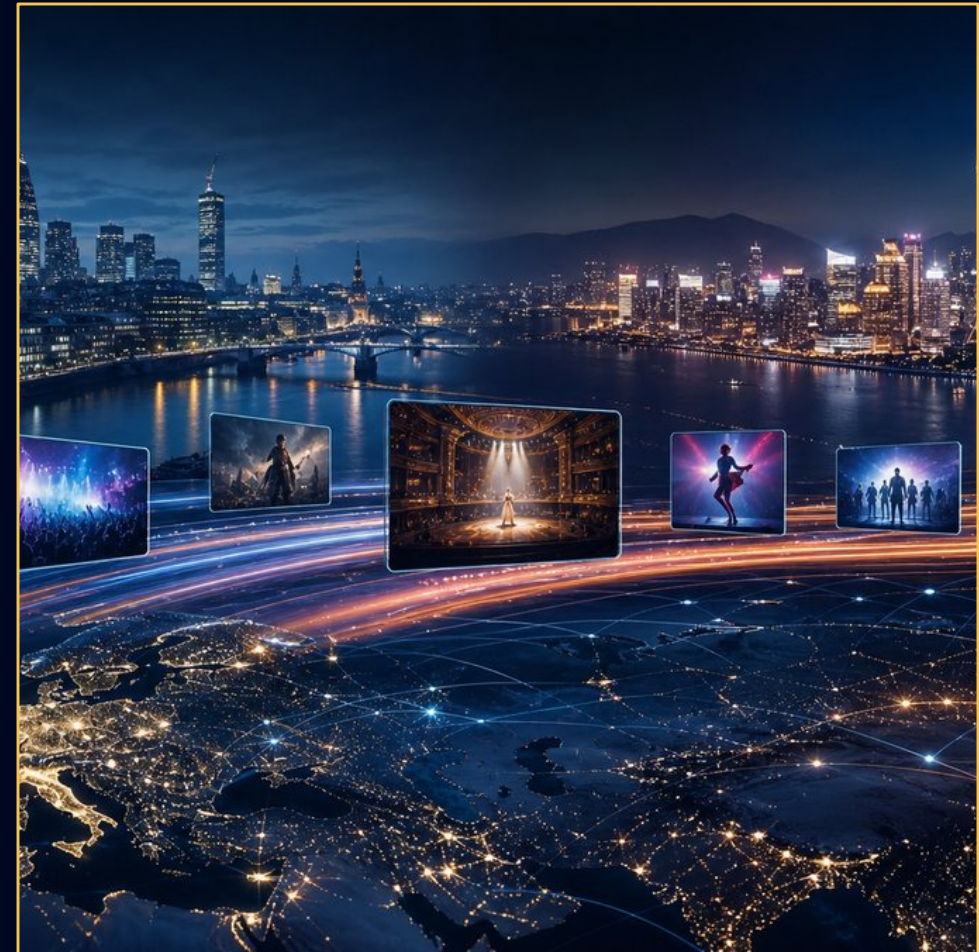
Active multi-lane expansion for platforms and advertisers

Lane	Current positioning	Partner opportunity
Hotel / resort feed	Malaysia, Thailand and Maldives are priority hospitality markets with tourist-friendly channel editions	In-room channel placement, QR offers, resort sponsorships and local advertiser packages
FAST / CTV	EFORA uses FAST and channel-door-opener pathways for discovery, platform proof and ad-supported reach	Single channel launch, themed bundle, ad rev share and sponsor inventory
OTT / IPTV / linear	Diaspora and multicultural operators receive a rights-cleared entertainment package with EPG and metadata	Premium package, monthly carriage, rev share and VOD expansion
Advertisers / sponsors	QR/PPC spots, sponsored blocks and city/country campaigns are built into the commercial model	Measurable TV exposure, local leads, branded entertainment blocks and reports
Europe and Americas	Large diaspora and multicultural audience lanes are pursued after initial market proof	Distributor outreach, platform packaging, ethnic bundles and localized editions
Web / social layer	EFORA websites, clips and landing pages convert awareness into scans, subscriptions and partner leads	Campaign reporting, landing pages, artist discovery and cross-promotion



Platform and advertiser-facing summary

- Premium bilingual entertainment network for diaspora and international culture audiences.
- Multi-channel architecture: 1 flagship channel plus 10 vertical channels at launch.
- Rights-cleared content foundation with music, theater, concerts, movies, sitcoms, originals and entertainment news.
- Active distribution strategy across hotels, FAST, OTT, IPTV/linear, door openers and web/social conversion.
- Advertiser model combining TV prestige, QR/PPC performance and sponsor packages.
- Legal-first partner onboarding with KYC, territory controls and rights documentation.



Carriage | Sponsorship | Strategic partnerships | Artists | Labels | Hotels | Platforms

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EFORA is becoming a global entertainment network

Platforms and advertisers join a rights-cleared entertainment network creating vast distribution across FAST, OTT, IPTV, linear TV, hotels, CTV, web, licensed content partnerships.

Content exists

Markets mapped

Revenue multi-stream