

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

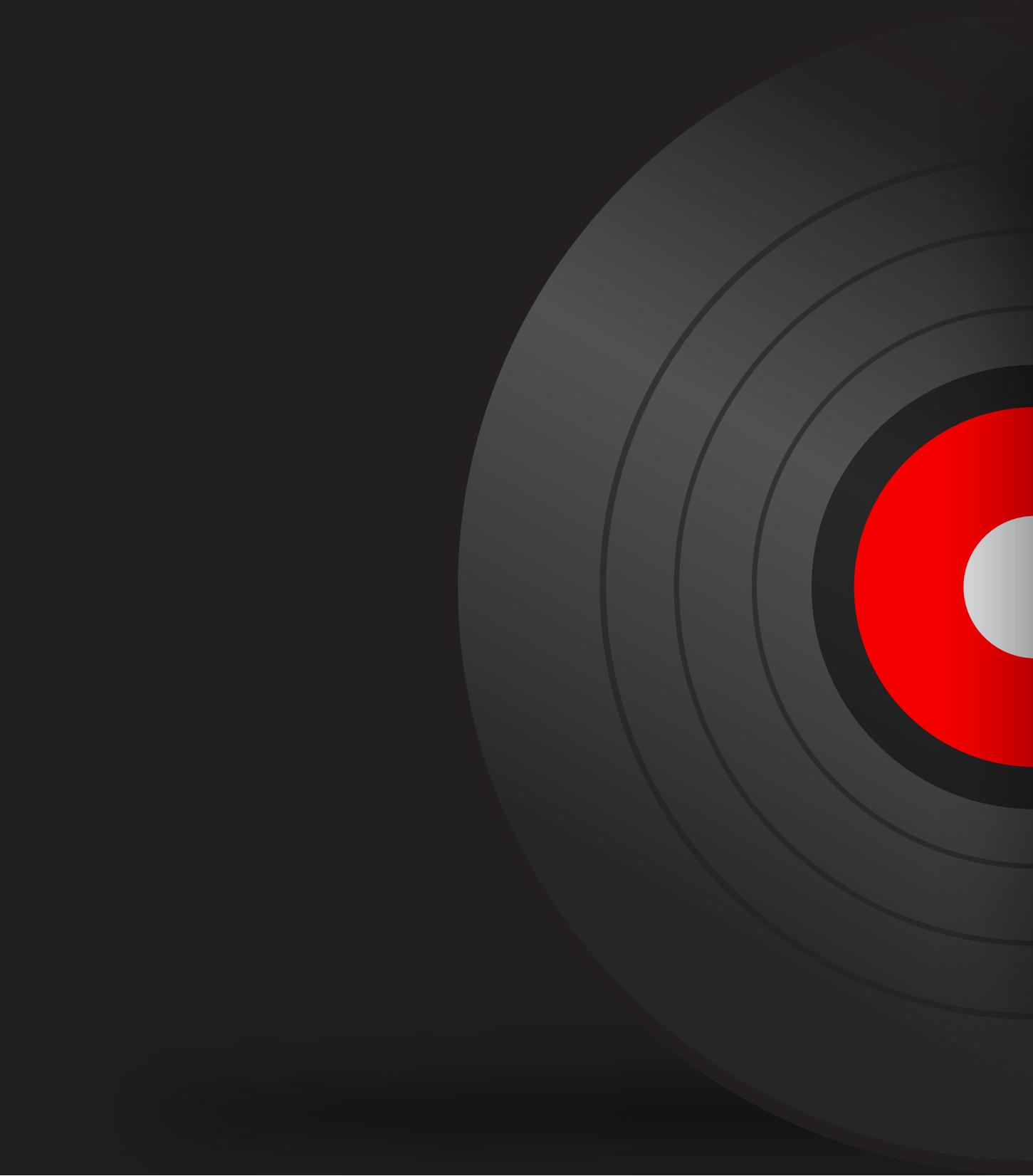
LISTEN

LIVE

HOLDING'S PHILOSOPHY

BRIDGEMEDIA

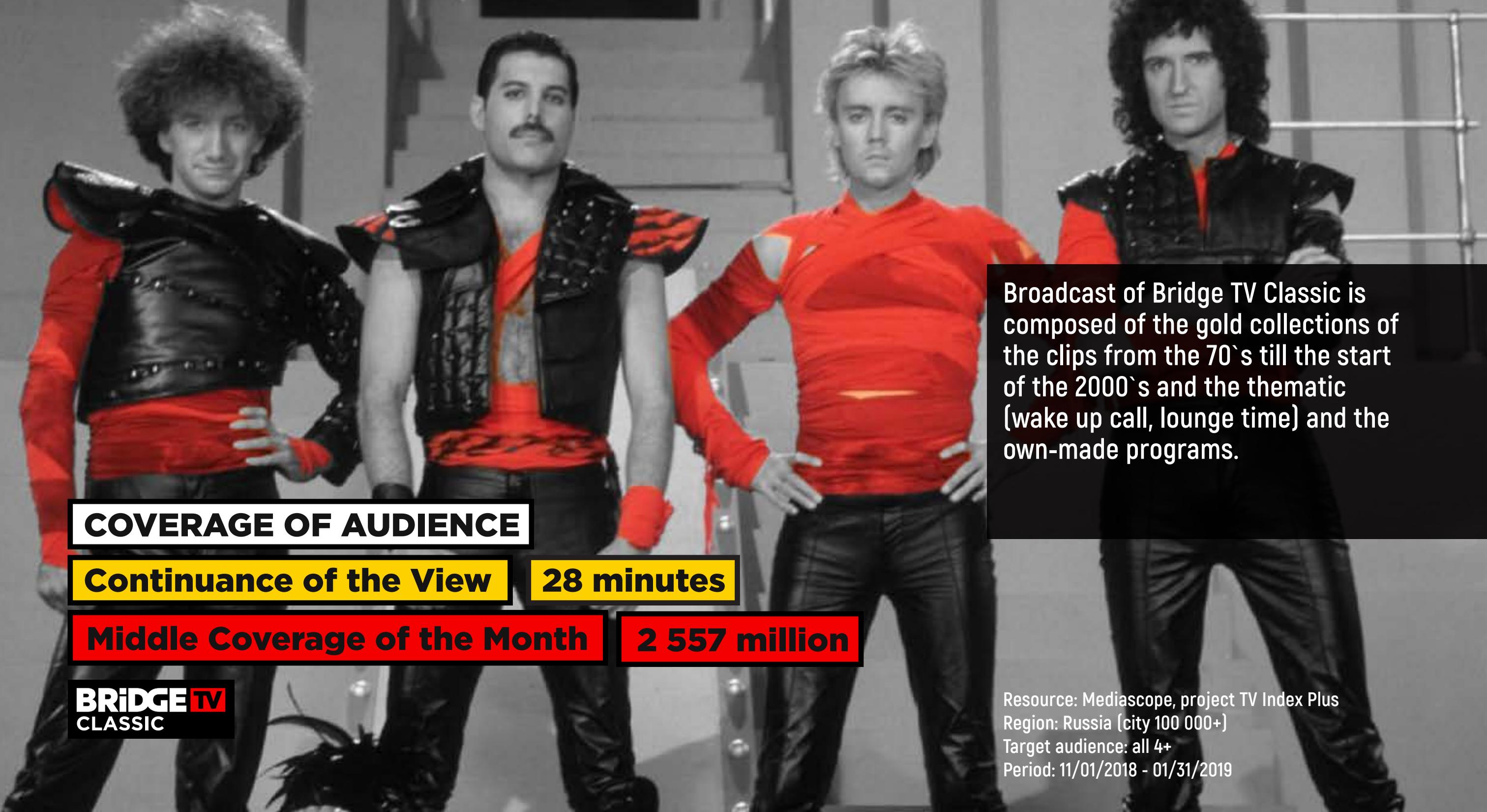




BRIDGE TV
CLASSIC

Bridge TV Classic — is a channel of popular music from the second half of the XXth century.
Broadcasting in Russia, 16:9 format

Bridge Tv Classic is the gold collections of clips that give you unforgettable emotions and opportunities to enjoy the world`s music heritage.



Broadcast of Bridge TV Classic is composed of the gold collections of the clips from the 70`s till the start of the 2000`s and the thematic (wake up call, lounge time) and the own-made programs.

COVERAGE OF AUDIENCE

Continuance of the View

28 minutes

Middle Coverage of the Month

2 557 million



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
CLASSIC



**LOUNGE
TIME**

**ЗОЛОТАЯ
КОЛЛЕКЦИЯ
КЛИПОВ**

TIME  LINE

LOUNGE TIME

LOUNGE TIME

EVERYDAY AT 20:00

BRIDGE TV
CLASSIC

LOUNGE TIME - is the light background music for Relax and pleasure, which creates comfortable calming Atmosphere, where you can chill.



WAKE UP CALL

EVERYDAY AT 08:00

BRIDGE TV
CLASSIC

WAKE UP CALL — is what you need to get Energy in the Morning. It is a dose of cheerful, energetic and bright music for the good awaking and for creating the good mood for the whole day!

Wake Up every morning with Bridge TV!

TIME  **LINE**

TIME LINE

THIS AUTUMN

BRIDGE TV
CLASSIC

NEW

Cover versions of the best hits

GOLD COLLECTION CLIPS

EVERYDAY AT 00:00

09:40

22:00

**BRIDGE TV
CLASSIC**

Gold collection of the clips from the last decades of the XXth century. Great hits of all the times and legendary clips of different generations.

Concert records of popular artists from the 70`s, 80`s and 90`s from Bridge TV Channel collection.

A black and white photograph of hands playing a piano. The image is in focus, showing the keys and the hands. The lighting is dramatic, with strong highlights and deep shadows. In the upper center, there is a text overlay consisting of three stacked rectangular boxes. The top box is yellow with the word 'THIS' in black. The middle box is blue with the word 'IS' in white. The bottom box is pink with the word 'MUSIC' in white. The text is centered and reads 'THIS IS MUSIC'.

THIS

IS

MUSIC