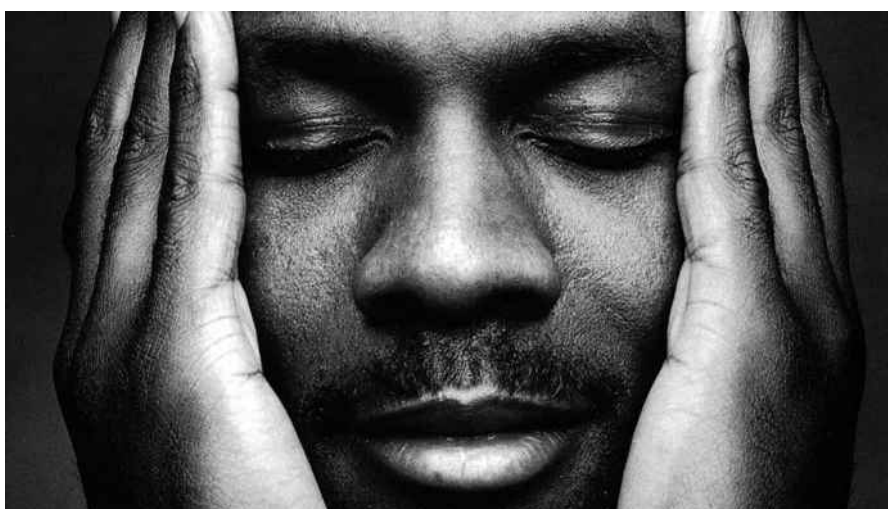


# TRACE<sup>®</sup>

TV | RADIO | MOBILE | MAGAZINE | WEB | EVENTS | STUDIO





LAUNCHED IN 2003, **TRACE** IS A BRAND AND AN INTERNATIONAL MEDIA GROUP THAT PROVIDES CONTEMPORARY MUSIC AND SPORTS ENTERTAINMENT CONTENT TO A LARGE AND PREDOMINANTLY YOUNG AUDIENCE.

## CORE BUSINESS



Original content and pay-tv channels distributed in over 150 countries through 28 satellites and 200 carriage agreements.

**TRACE Urban (HD and SD):** A music channel dedicated to urban music and culture.

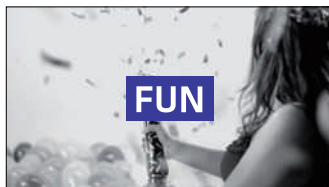
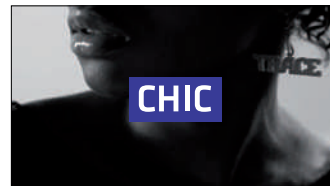
**TRACE Tropical (SD):** A music channel dedicated to tropical music and culture.

**TRACE Sports (HD):** An up close, factual and lifestyle entertainment channel dedicated to sports celebrities (launch in June 2011)

## ANCILLARY BUSINESS

TRACE develops or licenses its brand and content through all digital and multimedia platforms: web, mobile, radio, events, studio, apps etc.

## TRACE BRAND PILLARS



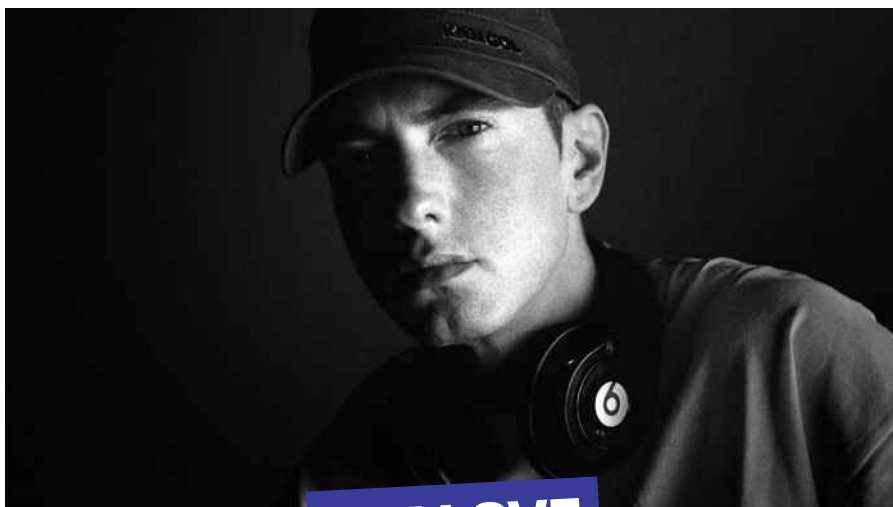
## CORPORATE SOCIAL RESPONSABILITY

TRACE actively supports causes and initiatives that contribute to the success of youth.

TRACE CSR investment will be handled by the "TRACE Foundation" starting in September 2011.

## SHAREHOLDERS

**Olivier Laouchez**, Co-founder, Chairman and CEO, with **TRACE management** and 2 investment funds: **Citizen Capital** and **Entrepreneur Venture**.



**WE LOVE  
HIP-HOP  
& R&B**



## CONCEPT

**TRACE Urban is the #1 international urban music channel.** TRACE Urban gives a unique insight into urban music and culture and airs the most popular urban music genres focusing on the latest in R&B, hip-hop, dance, rhythmic pop, reggaeton...

## BASELINE

"We Love hip-hop & R&B"

## DEFINITION

Available in native SD and native HD.

## OFFER AND PROMISE

TRACE Urban combines **top urban music videos**, **exclusive interviews** of urban celebrities and **original features** related to urban culture (music, fashion, dance, sport, lifestyle, cinema...).

## TARGET AUDIENCE

**Core:** Hip-hop and R&B fans.

**Extended:** 15-34-year-olds.

Surveys show that TRACE Urban viewers are 55% female, 45% male.

## WHY TRACE URBAN?

Because urban culture is dominant among young people all over the world and deserves its own television network.

## POSITIONING

Focus on urban music and culture. No reality shows, no drama, no fiction...

**Simply the best urban sounds and features.**

## CONTENT / EDITORIAL PRIORITIES

**90% music videos** featuring international urban hits with a focus on hip-hop and R&B.

**10% magazines and documentaries** on urban culture.

## LANGUAGES

Available in English and French.

## BROADCAST

24/7, available all over the world through 28 satellites, 16/9 format.

## AWARDS

2008: **HOT BIRD AWARD** for best musical channel in Europe.

2009 and 2010: **GENERATION NEXT AWARD** for coolest TV and coolest music channel in South Africa.

## FLAGSHIP PROGRAMMES



### GUEST STAR – 13'

«A special date with your favourite urban stars, a closer look at today's hottest urban artists.» Exclusive interviews of Beyonce, 50 Cent, Mariah Carey, Jamie Foxx, Mary J. Blige, Seal, Lady Gaga, Justin Timberlake, etc.



### THEMATIC COUNTDOWNS – 3'

«To stay up to date with the latest urban trends» TOP SEXY, TOP MONEY, TOP GOSSIP, TOP FASHION, TOP NEW, TOP MOBILE, TOP WEB, TOP GAMES and TOP MOVIES. Every day, check out the countdown of the sexiest urban celebs, the juiciest gossip etc.



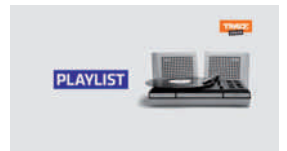
### LEGEND – 52'

«Legendary songs» Some artists come and go. Others become icons. From Bob Marley to Stevie Wonder and Michael Jackson, each has marked a turning point in urban music history. They are all in LEGEND.



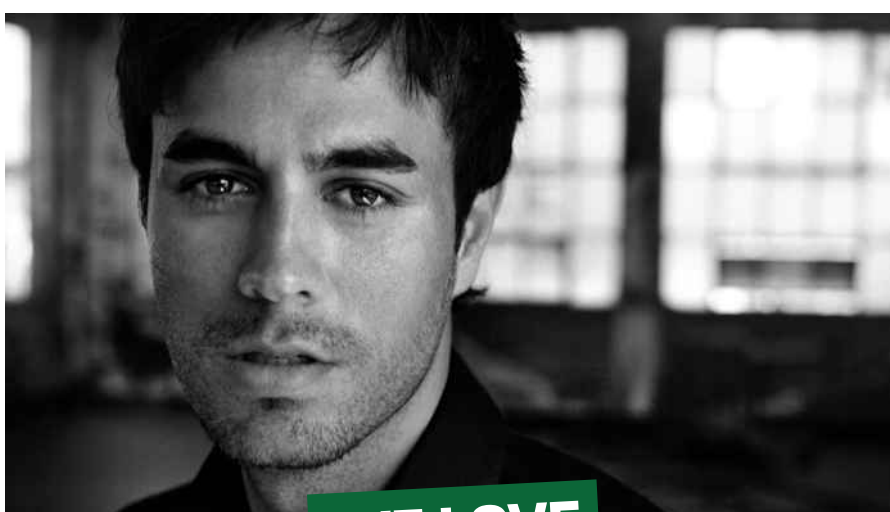
### URBAN HIT – 120'

Weekly countdown of TRACE Urban's most acclaimed videos.



### PLAYLIST

Playlist of the best urban videos refreshed daily.



**WE LOVE  
TROPICAL  
MUSIC**



## CONCEPT

TRACE Tropical is the **premiere destination for tropical hits lovers**, 24 hours a day.

## BASELINE

"We Love Tropical Music"

## DEFINITION

Available in SD (HD upon request).

## OFFER AND PROMISE

TRACE Tropical's programming combines **top music videos**, **documentaries** and **specials** with the most popular tropical artists, covering a large spectrum of Latin American, Caribbean, African and World music genres, including salsa, samba, reggae, merengue, bachata, zouk, coupé décalé, soca, zumba.

## TARGET AUDIENCE

**Core:** Tropical music lovers.

**Extended:** 20-49-year-old fans of rhythmic musical styles and festivities.

## WHY TRACE TROPICAL?

Because tropical hits are loved and danced to all over the world and **such a format did not exist before** TRACE Tropical.

## POSITIONING

A unique combination of **classic hits** and **new releases** from the best tropical artists thanks to an extensive library of tropical music videos.

## CONTENT / EDITORIAL PRIORITIES

**90% music videos** featuring international tropical hits.

**5% features** related to tropical music and culture.

**5% concerts** of tropical music stars.

## LANGUAGES

Available in English and French.

## BROADCAST

24/7, available in 60 countries through 6 satellites, 16/9 format.

## AWARDS

2009: **EUTELSAT HOT BIRD AWARD** for best musical channel in Europe.

## FLAGSHIP PROGRAMMES



### TROPICAL HIT 10 - 45'

Daily countdown of TRACE Tropical's most acclaimed videos.



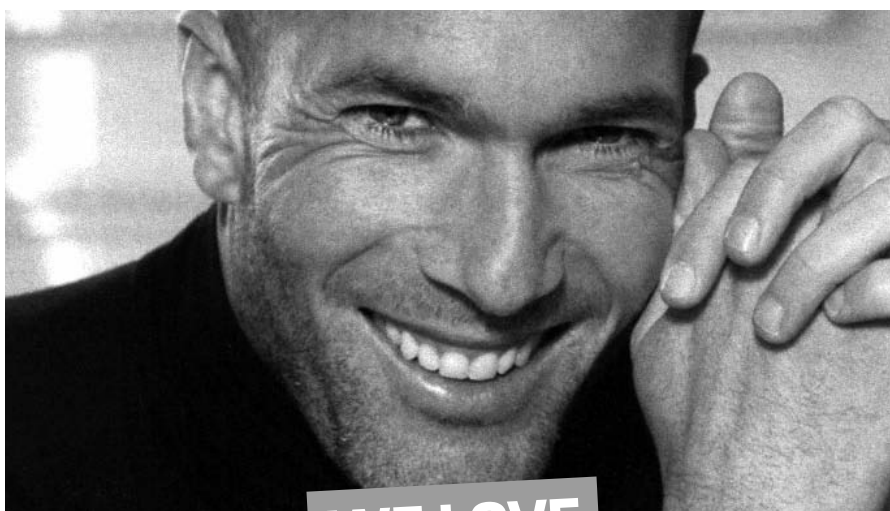
### LIVE

The hottest live performances of tropical artists.



### SPECIAL

Fascinating documentaries and reports about tropical music genres, artists, trends and fashion. Discover the real tropical way of life and the people who spread this culture throughout the world.



**WE LOVE  
CHAMPIONS**





## CONCEPT

Up close, factual and lifestyle entertainment content **exclusively dedicated to sports celebrities.**

## BASELINE

"We Love Champions"

## DEFINITION

Available in native HD (downconversion to SD upon request).

## OFFER AND PROMISE

**Behind-the-scenes access to sports celebrities, gateway to the intimate life of the athletes.**

In-depth understanding of sports icons, inspiration to go above and beyond, emotional connection with the champions, energy and motivation to be better, bigger, and bolder in life...

## TARGET AUDIENCE

**Core:** Sports fans.

**Extended:** Male and female 15-49, skewing the male population 25-39.

## WHY TRACE SPORTS?

Such a format does not exist yet and fans crave a media outlet filled with different features and real stories about their icons. All great athletes have passions and commitments to share.

## POSITIONING

"E!Entertainment" meets "The Biography Channel" in the world of sports celebrities.

## CONTENT/EDITORIAL PRIORITIES

**Entertainment: 40%**

**Up close and personal: 40%**

**Lifestyle: 20%**

## PROGRAMMING FIGURES

Original content per year : Over 450 hours.

Over 70% HD native.

## LANGUAGES (DUBBING AND SUBTITLING)

English, German, French, Spanish, Portuguese, Polish, Russian, Arabic, Chinese and other languages upon distribution agreements.

## BROADCAST

24/7, 16/9 format.

## FLAGSHIP PROGRAMMES



### UP CLOSE WITH - 26'

High profile sports celebrities share their private life and open up to their fans to reveal who they really are.



### JUST FAN - 13'

Fans from all around the world share their passion and devotion for high profile sports celebrities.



### SPORTY NEWS - 5'

Intimate news, big sponsorship contracts, the latest tweets, the latest injuries, outstanding performances of the week, and all the other little details and revelations about sports celebrities.



### ENTOURAGE - 26

Meet the friends and family of sports celebs. Get to know more about our champions through the eyes of their inner circle.



## TRACE SPORTS PROGRAMMES

### UP CLOSE WITH...

#### 1. UP CLOSE WITH – 26'

High profile sports celebrities share their private life and open up to their fans to reveal who they really are. (Rio Ferdinand, Didier Drogba, Sébastien Loeb, Manny Pacquiao, Usain Bolt, Serena Williams, Michael Phelps)

### IN THE NAME OF GOOD

#### 2. IN THE NAME OF GOOD – 26'

An amazing and inspiring glimpse at what champions are capable of standing up and fighting for, their involvement in causes that are important to them, like charity work, urban development programmes, mentoring, etc. (Yannick Noah, Haile Gebreselassie, Yao Ming, Roger Federer, Lance Armstrong etc.)

### SPORTY NEWS

#### 3. SPORTY NEWS – 5'

Intimate news, big sponsorship contracts, the latest tweets, the latest injuries, outstanding performances of the week, and all the other little details and revelations about sports celebrities.

### SPORTS CELEBS &...

#### 4. SPORTS CELEBS &... – 52'

A special magazine that shows the best sport has to offer in terms of news, gossip, and current affairs on a specific “hot” theme related to the sports celebrities. (Sports Celebs & Charity, Sports Celebs & Scandals, Sports Celebs & Violence etc.)

### POWER PLAYERS

#### 5. POWER PLAYERS – 26'

A game of power or the power of games? Behind the scenes with leading sport entrepreneurs and businessmen: managers, coaches, club owners, sponsors... (Asif Rangoonwala, Sebastian Coe, Brian France, Arsène Wenger, Michel Platini, Sepp Blatter etc.)

### POWEREVENTS

#### 6. POWER EVENTS – 26'

Behind-the-scenes access to your favourite athletes during their last training session before or during a major international sporting event. (Miami Sony Ericsson Open, New York Super Boat Grand Prix etc.)

### FIGHTING SPIRIT

#### 7. FIGHTING SPIRIT – 13'

What goes on in the head of athletes for them to reach such a level of excellence? What exactly makes the difference between winning and losing a game? Discover what winners are made of, and their recipes for success. (Yodsanklai Fairtex, Teddy Riner, Mike Tyson, Sébastien Chabal etc.)

### ENTOURAGE

#### 8. ENTOURAGE – 26'

Meet the friends and family of sports celebs. Get to know more about our champions through the eyes of their inner circle. (Cristiano Ronaldo, Eric Abidal, Bradley Wiggins, Rory McIlroy, Michael & Ralph Schumacher, André Agassi & Steffi Graf, Joakim & Yannick Noah etc.)

### RISING STAR

#### 9. RISING STAR – 26'

Promising junior tennis players, the next Maradona, rookies of the NBA: the champions of tomorrow! A unique show that casts light on these rising stars! (Yohan Blake, Sarah Sjöström, Jodie Williams, Nicolas Batum, Alexis Ajinça etc.)

## UNTOLD STORIES

### 10. UNTOLD STORIES – 26'

They are not famous and are not making the covers of magazines or earning as much as some of their counterparts. But they have amazing and inspiring sports stories to tell. (Eric Moussambani, Lamine Gueye, Jim Abbott, Oscar Pistoriou etc.)

## JUST FAN

### 11. JUST FAN – 13'

Fans from all around the world share their passion and devotion for high profile sports celebrities.

## THE IMMORTALS

### 12. THE IMMORTALS – 26'

They are worldwide football legends. TRACE Sports has their portraits. (Pelé, Maradona, Rivaldo, Zidane, Weah, Klinsmann, Ronaldo, Beckham, Ferguson, Gascoigne, Romario, Larsson, Stoichkov, Figo, Baggio, Shearer, Van Basten, Bergkamp etc.)

## LEGENDS

### 13. LEGENDS – 52'

A series of profiles on the world's biggest sporting legends. (John McEnroe, Michael Jordan, Martina Navratilova, Muhammad Ali etc.)

## FOOTBALLERS LIVES

### 14. FOOTBALLERS LIVES – 26'

Footballers' Lives explores the real-life melodrama that has become a by-product of "the beautiful game" - a steaming cauldron of stories from the boardroom to the bedroom. (David Beckham, Cristiano Ronaldo, Roman Abramovich, Pierluigi Collina, Ashley Cole, Eric Cantona etc.)

## PLAYERS LIVES

### 15. PLAYERS LIVES – 26'

This show explores the lives of champions from a range of sports, except soccer. (Maria Sharapova, Usain Bolt, Mike Tyson, Michael Jordan, Tiger Woods, Carl Lewis, Lionel Messi, Marion Jones, Lorena Ochoa, Boris Becker, Kobe Bryant, Lewis Hamilton, Yelena Isinbayeva, Michael Phelps, Mia Hamm, Magic Johnson, Venus & Serena Williams, Michael Schumacher, Rafael Nadal, Wayne Rooney, etc.)

## FREESPORTS

### 16. FREESPORTS – 26'

An exclusive selection of the most prestigious events in the world of extreme sports through in-depth encounters with athletes. (Xavier De Le Rue, Benjamin Karl, Sigi Grabner, Alexander and Thomas Huber, Tim Boal, Beat Kammerlander, Ingrid Torgen, Nila Hakedal, Pedro Solberg, Pedro Cunha, Robbie Madison, Mat Rebeaud etc.)

## AFTER GAME

### 17. AFTER GAME – 26'

Where are they now? What are they doing? Do they have any regrets? After Game showcases the post-competition lives of athletes that made our hearts beat. (Boris Becker, Yannick Noah, Diego Maradona, Miguel Indurain etc.)

## MY STYLE

### 18. MY STYLE – 13'

Sports & Fashion – the perfect match? This is what publicists and marketing strategists believe at least. Go backstage, behind the scenes at fashion shows to learn more about this fabulous combination of sports and glamour. (Zinedine Zidane, Usain Bolt, Jelena Jankovic, Maria Sharapova, Laura Flessel, Jenson Button, David Coulthard etc.)

## BODY & SOUL

### 19. BODY & SOUL – 13'

Dive into the health, fitness and eating regimen of various sports celebrities as we follow them during their training sessions. (Tyson Gay, Jeremy Wariner, Allyson Felix, José Mourinho etc.)

## MY PASSIONS

### 20. MY PASSIONS – 13'

Find out what sports celebs love: their collections of cars, watches, their favourite brands, their shopping trips, their geeky gadgets, their guilty pleasures... (Tony Parker, Fernando Alonso, Djibril Cissé etc.)

## MY PLAYLIST

### 21. MY PLAYLIST – 6'

Sports celebs get to choose and create their own playlist and include their favourite music, artists, rhythms and vibes. (Usain Bolt, Michael Phelps, Didier Drogba, Bia & Branca Feres etc.)

## ZOOMING

### 22. ZOOMING – 6'

Zooming is a weekly mix of highlights from TRACE Sports programmes.

## MY HALL OF FAME

### 23. MY HALL OF FAME – 6'

High profile sports celebrities reveal everything about their role models and their inspirational journeys. The kind of fan they used to be, what values they find most appealing about their idols, how they inspire them daily... (Tony Hawk, Michelle Wie, Valentino Rossi etc.)

## MY FAVOURITE CHAMPION

### 24. MY FAVOURITE CHAMPION – 6'

Music has always been a source of inspiration for sports celebs, but what about the other way around? In this show, music artists tell us who they admire in sport and why. (Enrique Iglesias, Usher, P.Diddy, Lady Gaga, Ludacris etc.)

## TOP 20

### 25. TOP 20 – 52'

An exclusive compilation of sporty news that generates worldwide buzz and excitement: Top 20 Sexiest Female Athletes, Top 20 Richest Athletes, etc.

## TOP VIDEO GAMES

### 26. TOP VIDEO GAMES – 1'30

Sports celebrities are also virtual stars. They shine in the digital world of video games.

## TOP MONEY

### 27. TOP MONEY – 1'30

Extravagant amounts of money are spent in the sports business. Everybody wants to know who gets the lion's share.

### TOP MALE ATHLETES

#### 28. TOP MALE ATHLETES – 1'30

TRACE Sports journalists and the public pick their 5 male athletes of the week.

### TOP FEMALE ATHLETES

#### 29. TOP FEMALE ATHLETES – 1'30

TRACE Sports journalists and the public pick their 5 female athletes of the week.

### TOP GOSSIP

#### 30. TOP GOSSIP – 1'30

They are hot and they made the headlines and cover pages in every magazine around the globe this week.

### TOP CHAMPIONS OF THE WEEK

#### 31. TOP CHAMPIONS OF THE WEEK – 1'30

They deserve a special show because they were the best performers of the week.

### TOP FANS

#### 32. TOP FANS – 1'30

Sports fans constantly contribute to TRACE Sports via the Internet, Skype and Twitter. Top Fans showcases the most amazing fan contributions from around the world.

### SPORT WEATHER

#### 33. SPORTS WEATHER – 3'

Not a week goes by without a major sports event taking place, whether it's a competition, a charity dinner, an awards ceremony etc. Sports Weather keeps you posted!

### MUSIC MATCH

#### 34. MUSIC MATCH – 26'

This special programme will bring together one famous music artist and an athlete. We will follow them as they spend the day together and share their passions. (Karim Benzema/Rohff, Elephant Man/Usain Bolt)

### GIVE ME 5

#### 35. GIVE ME 5 – 3'

Back to basics with this show where your favourite star shares the 5 things that matter to him the most ... (Maurice Green, Allyson Felix, Ashley Cole)

### VIRTUALSPORTS

#### 36. VIRTUAL SPORTS – 3'

A unique combination of astonishing virtual images of sports celebs and great soundtracks.



## CONTENT PARTNERS



### IMG

IMG is the world leader in marketing, licensing rights and sports programming. IMG Sports Media Production provides original content and exclusive access to some of the world's biggest sports celebrities.

[www.imgworld.com](http://www.imgworld.com)



### SPORTSBRAND MEDIA GROUP

Sportsbrand produces and distributes programmes and content for media throughout the world. Sportsbrand supplies TRACE Sports with celebrity-oriented and lifestyle content featuring the greatest champions.

[www.sportsbrand.tv](http://www.sportsbrand.tv)



### 360 CREATIVE

360 Creative has been producing award winning content and services to a wide variety of high-profile partners in the worlds of music, sports and entertainment since 1995. 360 Creative is in charge of the broadcast design and visual identity for TRACE Sports and produces selected premium shows.

[360creative.net](http://360creative.net)



### QUATTROMEDIA

Founded in April 2001 by Peter Hertranph, a sports journalist with over 17 years of experience in the world of television and sporting events, QuattroMedia gives TRACE Sports viewers exclusive access to major athletes in spectacular sports.



### NLIGHT FILMS

Founded by Nathalie Leon-Morley, the former creative director of Fashion TV, NLight Films is a production boutique specialised in content that combines sports and entertainment celebrities with fashion, luxury and style.

[www.nlightfilms.com](http://www.nlightfilms.com)



### TEKINI RECORDS

Patrick « Matt » Giordano, the head of the video department at Tekini Records, is one of the world's leading sports video games specialists. Matt and TRACE Sports have developed several formats featuring sports celebrities and video games.



### GETTY IMAGES

Getty Images is the leading provider of digital media worldwide, creating and distributing a large range of images - from royalty-free stock photography and editorial images to archive footage, music and multimedia content - that help communicators around the globe tell their stories.

Getty is the world's biggest picture library in the areas of sports and celebrities.

[www.gettyimages.fr](http://www.gettyimages.fr)



### UNIVERSAL PUBLISHING PRODUCTION MUSIC

A unit of Universal Music Group (Vivendi), previously known as KOKA Media, Universal Publishing Production Music has a musical roster of over 200,000 tracks.

UPPM supplies music to illustrate original TRACE Sports productions (in-house or outsourced).

[www.unippm.com](http://www.unippm.com)



### A-MUSIC

A-Music is Audio Network's distributor in France. Audio Network holds the rights to nearly 50,000 music tracks and is constantly renewing its roster.

A-Music supplies new tracks to TRACE Sports and its production partners.

[www.a-music.fr](http://www.a-music.fr)



### HI SOCCER

Hi Soccer belongs to the HiTV Group based in Nigeria, which is specialised in the production and distribution of television programmes. Hi Soccer produces profiles of African football champions.

[www.hitv.com.ng](http://www.hitv.com.ng)



#### BLACKFOOT PRODUCTIONS

Blackfoot Productions is a leading independent provider of sport programming in South Africa and Africa. Blackfoot produces award winning sport documentaries and sport reality shows. It is currently breaking ground in television and multimedia production across the continent and the world.

**[www.blackfoot.co.za](http://www.blackfoot.co.za)**



#### MEDIA 365

Created in 2000, Sporever/Media 365 is on the forefront of French production and sports-related digital media content publishing. Sporever develops TRACE Sports digital media - namely the website [www.tracesports.tv](http://www.tracesports.tv) -, and contributing to the channel's production of shows.

**[www.media365.fr](http://www.media365.fr)**



#### VSI

VSI, one of the world leaders in dubbing and subtitling with over 200 people employed at 16 facilities world-wide, was chosen by TRACE Sports to cater to all of the channel's dubbing and subtitling services (8 different languages at launch).

**[www.vsi.tv](http://www.vsi.tv)**



#### YENTA PRODUCTION

Yenta Production is a documentary film production company based in Europe that produces profiles of Eastern-European athletes.



#### GOODLIFE

Goodlife produces content for television, the Internet and mobile phones. Goodlife is specialised in entertainment programmes related to music, movies, sports and lifestyle. Goodlife is commissioned to produce profiles of major French athletes.



#### JERVIS MEDIA

Jervis Entertainment Media Ltd works across a wide range of media and business development – film, music, television, live events, traditional publishing, web, mobile phones and video games. JEM Ltd is working with TRACE Sports to develop a worldwide merchandising strategy and new creative content.



#### UNITED PLAYERS

United Players is a sports marketing agency that advises and accompanies advertisers, broadcasters and sports celebrities in their communications strategy and the development of their marketing activities. United Players gives TRACE Sports access to top athletes.



#### LF COM

The company was created in 2002 by Philippe Fabignon and is specialised in the audiovisual production of documentaries, video clips, and programmes on sports, music, and urban culture. It has worked on Streetlive with TRACE for several years.



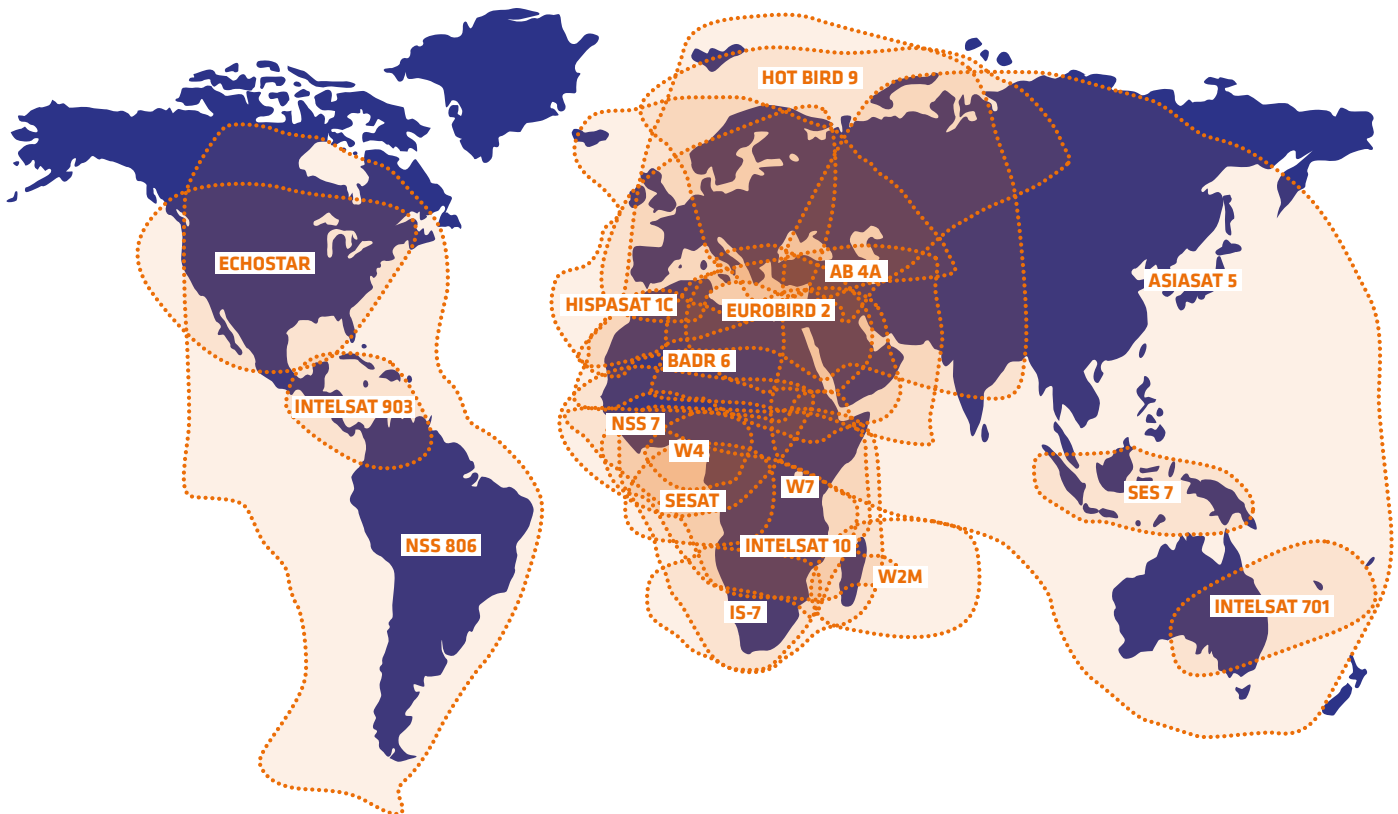
**TRACE Sports has also hired freelance producers from major “sports countries” to contribute to the channel's programmes..**



## WORLDWIDE SATELLITE FOOTPRINT

TRACE channels are available in all major markets through a 28 satellite network including:

IS-701, NSS 806, ASIASEAT 5, IS-10, SESAT, ASTRA 1G, W2, HOT BIRD 9, NSS 7, AMC 16, W4, HISPASAT 1C, W7, W2C, IS-903, SES 7 EB2, IS-7, EUROBIRD 9...



To get the most recent satellite information, go to: [www.lyngsat-address.com/tt/Trace-TV.html](http://www.lyngsat-address.com/tt/Trace-TV.html)







## DISTRIBUTION

TRACE channels are broadcast in over 150 countries through over 200 distribution contracts with digital operators including:

### EUROPE



### ASIA / MIDDLE EAST



### AFRICA / INDIAN OCEAN



### NORTH AMERICA / CARIBBEAN ISLANDS





## LICENSE WITH MOBILE OPERATORS



TRACE licenses its brand and content to leading mobile operators to provide youth mobile services.

**TRACE MOBILE**

**GET READY!**  
**FOR A NEW MOBILE EXPERIENCE**

**CALL: XXXXXX OR ONLY.COM/TRACEMOBILE**

**BY**  
**only**

Offre valable pour toute souscription de 24 mois à un forfait TRACE mobile. Sinon 23,90€ / mois pour 12 mois d'engagement, appels illimités vers les fixes et mobiles only locaux (réunion et mayotte) tous les jours de 15h à 19h et le mercredi de 0h à 19h, hors numéro courts, spéciaux, roaming, et sms illimités 24h / 24h vers les mobiles locaux et les mobiles métropoles hors sms+. Renseignements et conditions de l'offre dans les boutiques only ou sur [www.only.fr](http://www.only.fr). Outremer Telecom sas 4 281 210 36 - RCS FGF 383 678 768 - Novembre 2010.





## LICENSE WITH RADIO OPERATORS



TRACE licenses its brand and radio expertise to radio operators.

### TRACE FM

3 FM radios are already on air with more to come. [www.trace.fm](http://www.trace.fm)



### TRACE DIGITAL RADIO

A digital radio available worldwide with Goom.

TRACE Radio allows Internet users to listen to the best of urban music anywhere in the world. They can also create their own playlists and share them on social networks.

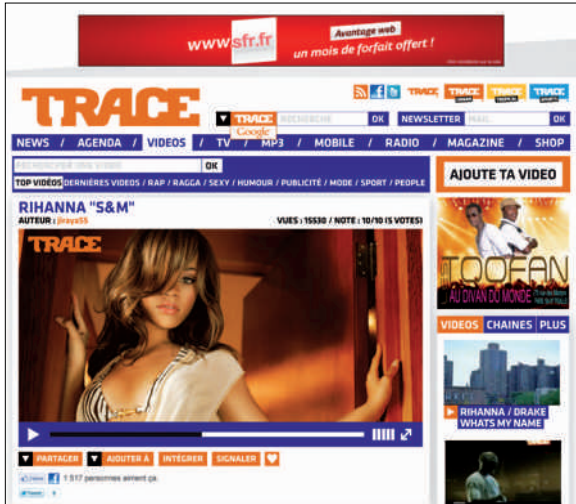
[www.goomradio.fr/radio/trace-radio](http://www.goomradio.fr/radio/trace-radio)





## WEB AND SOCIAL NETWORKS

Multi-language urban Internet portal including news, videos and exclusive social networking features.



### WEBSITES

Over 2 million page views per month.

### SOCIAL NETWORKS

Over 180,000 fans on Facebook.

Over 7,000 followers on Twitter.

## MOBILE APPLICATIONS

TRACE mobile phone applications are available on iPhone, iPad and Android.





## EVENTS

TRACE organises different types of events (concerts, showcases, parties...) with access to world-class artists and athletes.



## CONTENT PRODUCTION AND SYNDICATION

TRACE owns exclusive SD and HD contents related to music and sports entertainment.

A catalogue of 150 hours is currently available for worldwide distribution.  
200 hours are added each year.







## TRACE IN THE PRESS

### THE STAR SOUTH AFRICA

Bringing TRACE to South Africa is a well-judged fit and for many media observers, it is a very telling means of fortifying the relationships young South Africans are having with the widest world of art and culture.

### HERALD TRIBUNE USA

With its concentration on urban music, TRACE has been able to find a niche in many countries.

### LE MONDE 2 FRANCE

In only 5 years, hip-hop network TRACE TV has become France's third most distributed channel abroad. It deals in urban cultures. Its values are entrepreneurship and transculturalism.

### BUSINESS DAY SOUTH AFRICA

Sports television is getting a va va voom treatment. Africa's youngest music video channel, TRACE TV, will spin off a bold new venture focusing entirely on the lifestyles of the stars outside the arenas where they earn their millions.

### THE STAR SOUTH AFRICA

Joburg's music scene is a melting pot of diverse influences. It features artists from all over the country and beyond. The introduction of music channel TRACE TV is set to add another dimension.

### JAPAN PRESS WEEKLY JAPAN

Broadcast from Paris, TRACE TV offers line-up of popular urban music based content.

### PITCH MAG INDIA

TRACE TV hails from France and promises to give the new youth value for their money.

### TTV MEDIA NEWS LATIN AMERICA

Over 400 hours of original content will broadcast on TRACE Sports HD during its first year. [...] This ambitious bet on original programming evidences the channel's mission to become one of the top sports documentary channels in the world.

### LES ECHOS DE POLOGNE POLAND

The channel arrives in Poland and clearly wants to shake up clichés and stereotypes.

### ENVESTORS.CO.UK UNITED KINGDOM

TRACE is a youth entertainment channel aimed at a multicultural audience, which is brand aware and lifestyle driven.

### CAPITAL FRANCE

The only black CEO of a television network in France, he is now exporting his programmes throughout the world.

### DETROIT NEWS USA

TRACE mixes popular urban artists such as 50 Cent, Mariah Carey and Alicia Keys with people such as Puerto Rican reggaeton singer Daddy Yankee.

### BROADBAND TV NIEUWS THE NETHERLANDS

Many well known and lesser-known urban artists are featured. On TRACE, diversity is also present in the programming.

### THE SOURCE USA

French television network TRACE TV has mobilized artists of all genres to come together and record a song and video to support the victims of the recent earthquake in Haiti.



73 rue Henri Barbusse - 92110 Clichy - France  
**Tel :** + 33 (0) 1 77 68 05 20 - **Fax :** +33 (0) 1 77 68 05 21

**[www.trace.tv](http://www.trace.tv)**