

mezzo HD

HIGH DEFINITION HEIGHTENS YOUR SENSES





THE CHANNEL MEZZO IN HD TECHNOLOGY

MEZZO Today

MEZZO is the French **Premium** channel in **Classical Music & Jazz** across Europe.

Thanks to a **unique expertise** in classical music television MEZZO is a **renown brand** and benefits from a **very positive image**. MEZZO's focus is establishing **marketing partnerships** across the world.

MEZZO represents an **opportunity for development** with a mix of **diverse** and **top quality** programs. 60% of people who know MEZZO **watch it**. MEZZO's subscribers keep **loyal**, they have a **strong commitment to the brand***.

➔ MEZZO FACTS and KEY FIGURES :

- ✓ Unique expertise since **17 years**
- ✓ **16 millions** of households
- ✓ **39 countries** worldwide
- ✓ Average Profile {
 - Male (61%)
 - Upper class (42%)
 - Over **35 years old** (88%)

* Survey « Potentiel et image de MEZZO », TNS Sofres, April 2009

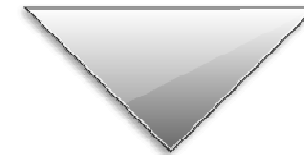
MEZZO HD : 100% Full Native HD Channel

MEZZO HD puts the best technology at the service of the best content :

- ❖ **100% full Native High Definition**
- ❖ **5.1 Surround Sound**

MEZZO HD benefits from **MEZZO's brand** recognition among the viewers in the field of classical music and jazz

- ❖ Relies upon MEZZO's unique **17 years expertise**
- ❖ Broadcasts today's **greatest talents** :
Roberto Alagna, Natalie Dessay, Rolando Villazon,
Renaud Capuçon, Daniel Barenboim...



MEZZO naturally establishes itself as the reference HD Channel in the field of Classical Music and Jazz. Classical Music from all over the world in High Definition – only on MEZZO HD!



Répétition au Palais Garnier, Paris



MEZZO HD : THE BEST TECHNOLOGY...

100% Full Native High Definition

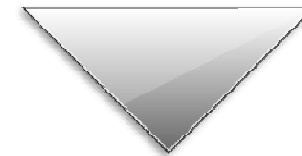
The striking definition of the images is the result of the **recording of all the programs in HD** :

- ❖ **Best quality of images** fits perfectly **performing art channels**, it brings to the viewers the exquisite beauty of decors and costumes, the nuances of mise-en-scenes and choreographies
- ❖ Classical music lovers will even more appreciate watching their **favorite programs in HD** on MEZZO
- ❖ HD technology will win over **new wider public** for classical and jazz music attracted by the **quality of the images and the sound**

Exceptional Surround Sound 5.1

All MEZZO HD programs are **captured, recorded and broadcasted** in 5.1 Surround Sound:

- ❖ Optimal sound quality brings to MEZZO viewers the **magnificence of the music**
- ❖ the quality of the sound lets the viewers enjoy listening to the music with their **home cinema systems**



The spectacular recording quality of MEZZO HD makes **Beethoven's Symphony, Carmen or Swan Lake accessible to everybody. MEZZO HD subscribers benefit from a better quality watching the performances at home than in a concert hall!**



Boris Berëzovski



...TO SERVE THE BEST CONTENT

Best Content for Amateurs and Experts

Vivaldi's Four Seasons, Mozart's Don Giovanni, Bizet's Carmen, Bolshoi in Moscow, NYC Ballet, Tribute to Nina Simone, chateau de Versailles, La Scala Di Milano ... the remarkable interpretations in incredible places.

Popular Performers in the Spot Light

Placido Domingo, Philippe Jarroussky, Hélène Grimaud, Natalie Dessay, Patricia Petibon, Roberto Alagna, Diana Krall... All the greatest talents of today are on MEZZO HD.

TV Preview of Unique Moments

Some premium programs such as greatest Operas, ballet performances, unique concerts and amazing Festivals are scheduled first on MEZZO HD: another privilege for HD subscribers.

Recent Productions

All programs are filmed in native HD to keep MEZZO's promise of technology. This guaranties a recent catalogue with high quality production only.

Live Event Every Month

MEZZO opens the doors of the greatest scenes to its viewers as living a live concert is an irreplaceable experience

Once a month MEZZO HD will install cameras in the most prestigious concert halls and festivals of the planet. The broadcasting of Live events will allow the TV viewers experience the same unique as the public in the concert hall thanks to the HD images and 5.1 surround sound.

MEZZO HD will give the opportunity to discover the most beautiful operas, concert and dance production in the most beautiful places across the world in real time.

The High Definition heightens your senses with the most beautiful and most famous performances !





PROGRAMS SAMPLES

OPERA

- ❖ **DON GIOVANNI, by MOZART**
Opera in Rennes, France
- ❖ **TRAVIATA, by VERDI**
Opera in Lyon, France
- ❖ **VIVA LA MAMA! by Denis DONIZETTI**
La Scala in Milan, Italia - *live transmission*
- ❖ **THE JEALOUS LOVER, by GRÉTRY**
Reopening of the Royal Opera House in Versailles, France
- ❖ **THE LAST DAY OF THE CONDAMNED, by D. ALAGNA**
Szeged, Hungary - *live transmission*

RECITAL

- ❖ **BORIS BEREZOVSKI, pianist**
Recital solo at the Festival of La Roque d'Anthéron
- ❖ **DANIEL BARENBOIM, pianist**
Full Recital of Sonatas for piano by Beethoven
- ❖ **CECILIA BARTOLI, mezzo-soprano**
Recital with the orchestra: Airs by Vivaldi

BALLET

- ❖ **BALLET OF THE NATIONAL OPERA HOUSE IN PARIS**
"Giselle", choreographies by J. Robbins
- ❖ **BALLET OF THE BOLSHOI IN MOSCOW**
"Swan Lake"
- ❖ **BALLET OF THE SCALA IN MILAN**
"Ivan the Terrible"
- ❖ **BALLET OF THE NETHERLANDS DANS THEATER IN AMSTERDAM**
"Mozart", choreographies by J. Kylian

JAZZ

- ❖ **DIANA KRALL – live 2008**
The Jazz Diva accompanied by an orchestra of brass and string instruments in a private concert
Rio de Janeiro, Brasilia
- ❖ **RAY CHARLES – live Jazz Festival of Montreux**
The Soul icon performs his greatest tubes during the famous Jazz Festival
Montreux, Switzerland

CONCERT

- ❖ **PHILHARMONIC ORCHESTRA OF BERLIN, directed by RICCARDO MUTI**
The Force of Destiny by Verdi
Naples, Italia
- ❖ **ORCHESTRA OF PARIS, directed by CHRISTOPH ESCHENBACH**
Symphony n°5 by Mahler
Salle Pleyel, Paris, France
- ❖ **CHILDREN'S ORCHESTRA IN VENEZUELA, directed by GUSTAVO DUDAMEL**
"South-American symphonic program
Lucerne, Switzerland
- ❖ **ORCHESTRE NATIONAL ORCHESTRA OF FRANCE, directed by KURT MASUR**
Program Saint-Saëns - Musée d'Orsay,
Paris, France
- ❖ **TRIBUTE TO NINA SIMONE FEAT. ANGÉLIQUE KIDJO, DIANNE REEVES, LIZZ WRIGHT & SIMONE LIVE**
Un unforgettable tribute by today's greatest singers at the famous Jazz Festival in Vienne
Vienne, France





A DEVELOPING STRUCTURE

Year 1

Year 2

Year 3

- ❖ 24/24 broadcasting channel
- ❖ 3 hours per week of new programs in native HD
- ❖ 1 prime time per day at 9:00 pm (Paris time)
- ❖ A live event each month starting from the Year 1
- ❖ A weekly **JAZZ box** for the retransmission of major jazz events, makes MEZZO HD **the only HD channel to offer pure High Definition Jazz**

- ❖ **+100%** of new programs in native HD compared to Year 1
- ❖ Most **emblematic programs** in an **exclusive preview** on MEZZO HD

- ❖ **+50%** of new programs in native HD compared to Year 2
- ❖ **A third of exclusive programs** available in prime time **only** on MEZZO HD

A typical day on MEZZO HD combines several prime times scheduled at different times each weekday.

See in detail on the following slides.



SCHEDULE EXAMPLE

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
21:00 - 00:00	PRIME TIME						
00:00 - 03:00	SATURDAY (Week - 3)	SUNDAY (Week - 3)	MONDAY (Week - 3)	TUESDAY (Week - 3)	WEDNESDAY (Week - 3)	THURSDAY (Week - 3)	FRIDAY (Week - 3)
03:00 - 06:00	FRIDAY (Week - 2)	SATURDAY (Week - 2)	SUNDAY (Week - 2)	MONDAY (Week - 2)	TUESDAY (Week - 2)	WEDNESDAY (Week - 2)	THURSDAY (Week - 2)
06:00 - 09:00	THURSDAY (Week - 1)	FRIDAY (Week - 1)	SATURDAY (Week - 1)	SUNDAY (Week - 1)	MONDAY (Week - 1)	TUESDAY (Week - 1)	WEDNESDAY (Week - 1)
09:00 - 12:00	SUNDAY (Prime)	MONDAY (Prime)	TUESDAY (Prime)	WEDNESDAY (Prime)	THURSDAY (Prime)	FRIDAY (Prime)	SATURDAY (Prime)
12:00 - 15:00	SATURDAY (Week - 3)	SUNDAY (Week - 3)	MONDAY (Week - 3)	TUESDAY (Week - 3)	WEDNESDAY (Week - 3)	THURSDAY (Week - 3)	FRIDAY (Week - 3)
15:00 - 18:00	FRIDAY (Week - 2)	SATURDAY (Week - 2)	SUNDAY (Week - 2)	MONDAY (Week - 2)	TUESDAY (Week - 2)	WEDNESDAY (Week - 2)	THURSDAY (Week - 2)
18:00 - 21:00	THURSDAY (Week - 1)	FRIDAY (Week - 1)	SATURDAY (Week - 1)	SUNDAY (Week - 1)	MONDAY (Week - 1)	TUESDAY (Week - 1)	WEDNESDAY (Week - 1)



AVERAGE WEEK - YEAR 1

MEZZO HD

MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		SUNDAY	
21h00	Récital Philippe Jaroussky Galerie des Glaces de Versailles (1h30)	21h00	Daniel Barenboim et le West-Eastern Divan Orchestra à l'Alhambra (1h35)	21h00	Du château Esterházy à Eisenstadt, Autriche. La Création (Die Schöpfung) de Haydn Le Vienna Chamber Choir et le Haydn Orchestra. Direction, Adam Fischer. (2h)	21h00	Oscar Peterson live in Montreal Jazz Festival (1h)	21h00	Récital Roberto Alagna Bassin de Neptune - Château de Versailles (1h30)	21h00	La Vie Parisienne de Jacques Offenbach. Chœurs et Orchestre de l'Opéra de Lyon dirigé par S. Rouland (2h15)	21h00	Le songe, chorégraphie de Jean-Christophe Maillot. Ballet de Monte Carlo (1h40)
22h30	Concert de l'Ensemble Matheus dirigé par Jean-Christophe Spinosi avec Philippe Jaroussky (1h20)	22h35	Concert de Ramallah pour la paix. West-Eastern Divan Orchestra Daniel Barenboim (1h30)	23h00	Haydn Le magnifique Concert (1h)	22h00	Bobby McFerrin live in Montreal Jazz Festival (1h)	22h30	Portrait Musical de Roberto Alagna (1h20)	23h15	Franz Schubert Trio n°2 opus 100, G. et R. Capuçon, F. Braley. (45")	22h40	Signes de Carolyn Carlson (1h20)
				LIVE EVENT		JAZZ							

MEZZO SD

MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		SUNDAY			
20h30	Récital Philippe Jaroussky à la Galerie des Glaces de Versailles (1h30)	20h30	Daniel Barenboim et le West-Eastern Divan Orchestra à l'Alhambra (1h35)	20h30	Du château Esterházy à Eisenstadt, Autriche. La Création (Die Schöpfung) de Haydn Le Vienna Chamber Choir et le Haydn Orchestra. Direction, Adam Fischer. (2h)	20h30	Oscar Peterson live in Montreal Jazz Festival (1h)	20h30	Récital Roberto Alagna au Bassin de Neptune - Château de Versailles (1h40)	20h30	La Vie Parisienne de Jacques Offenbach. Chœurs et Orchestre de l'Opéra de Lyon dirigé par S. Rouland (2h15)	20h30	Le songe, chorégraphie de Jean-Christophe Maillot. Ballet de Monte Carlo (1h40)		
22h00	Concert de l'Ensemble Matheus dirigé par Jean-Christophe Spinosi avec Philippe Jaroussky (1h20)	22h05	Concert de Ramallah pour la paix. West-Eastern Divan Orchestra. Daniel Barenboim (1h30)	22h30	Haydn Le magnifique Concert. (1h00)	21h30	Bobby McFerrin live in Montreal Jazz Festival (1h)	22h30	Pat Metheny "The Way Up" tour live in Montreal jazz festival (1h)	22h10	Symphonie Fantastique d'Hector Berlioz par le Concertgebouw Orchestra d'Amsterdam (1h)	22h45	Franz Schubert Trio n°2 opus 100, G. et R. Capuçon, F. Braley. (45")	22h10	Sur la pointe des pieds Documentaire sur le concours de danse de Monaco (1h10)
				LIVE EVENT		JAZZ		not available in HD				not available in HD			



AVERAGE WEEK - YEAR 2

MEZZO HD

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
21h00	Concert du 70ème anniversaire de l'Orchestre d'Israël dirigé par Zubin Mehta. (1h30)	Récital Felicity Lott , soprano. Maciej Pikulski, piano. Château de Compiègne (1h30)	Orchestre Philharmonique de Berlin dirigé par Simon Rattle Concert du nouvel an (1h15)	Manu Katché Quintet (1h)	Gala pour les 80 ans de Kurt Masur (1h30)	Fairy Queen de Purcell. Age of Enlightenment orchestra Dirigé par William Christie (2h)	Hommage à Merce Cunningham (2h)
22h30	Martha Argerich et Akiko Ebi, pianos. Festival Piano à Lyon (1h30)	Frank Braley et Eric Le Sage, pianos (1h30)	La Passion selon St Jean de Bach Orchestre Philharmonique de Berlin dirigé par Simon Rattle (1h45)	Jacky Terrasson trio (1h)	Philippe Bianconi joue Robert Schuman (1h30)	Ode and Anthem de Purcell Ensemble La Fenice dirigé par J. Tubery. Festival de Beaune 09. (1h)	Casse-Noisette, chorégraphie de Dominique Boivin (1h)
		exclusiv MEZZO HD	LIVE EVENT	JAZZ			

MEZZO SD

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
20h30	Concert du 70ème anniversaire de l'Orchestre d'Israël dirigé par Zubin Mehta (1h30)	Europa Concert. Berliner Philharmoniker. Direction, Riccardo Muti (2h)	Orchestre Philharmonique de Berlin dirigé par Simon Rattle. Concert du nouvel an (1h15)	Manu Katché Quintet (1h)	Gala pour les 80 ans de Kurt Masur (1h30)	Fairy Queen de Purcell. Age of Enlightenment orchestra Dirigé par William Christie (2h)	Hommage à Merce Cunningham (2h)
21h30	Martha Argerich et Akiko Ebi, pianos. Festival Piano à Lyon (1h30)	Franz Schubert Trio n°2 opus 100, G. et R.Capuçon, F.Braley (1h)	La Passion selon St Jean de Bach Orchestre Philharmonique de Berlin dirigé par Simon Rattle (1h45)	Jan Garbarek Group (1h)	Philippe Bianconi joue Robert Schuman (1h30)	E. Moulinié. Les Arts Florissants, William Christie (1h)	Casse-Noisette, chorégraphie de Dominique Boivin (1h)
			LIVE EVENT	JAZZ		not available in HD	



AVERAGE WEEK - YEAR 3

MEZZO HD

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
21h00	Centenaire des Ballets Russes. Ballets de Monte Carlo soirée de Gala (2h)	21h00 Récital Zoltan Kocsis. Festival d'Auvers sur Oise 2009 (1h30)	21h00 Mozart, Bach. Cappella Andrea Barca. Andras Schiff, piano et direction (1h15)	21h00 Barbara Hendricks & Magnus Lindgren 4tet (1h)	21h00 Berliner Philharmoniker, Placido Domingo. Nuit espagnole. (3h)	21h00 Falstaff de Verdi. London Philharmonic Orchestra. Orchestra of the Age of Enlightenment. Direction Vladimir Jurowski (2h)	21h00 Songe d'une nuit d'été, chorégraphie de G. Balanchine. Ballet de la Scala. (1h30)
23h00	Portrait de Bernice Coppieters, Etoile des Ballets de Monte Carlo (1h)	22h30 Concert du Berlin Chamber Players. Festival d'Auvers s/ Oise 2009. (1h30)	22h15 Prokofiev par l' Orchestre et les choeurs du Bolchoï de Moscou dirigé par V. Borisov. Violon soliste, S. Papanas (1h45)	22h00 Roy Hargrove Big Band feat. Roberta Gambarini (1h) 23h00 SMV feat. S. Clarke / M. Miller / V. Wooten (1h)		23h00 Musique pour la Nativité dans la Venise des doges par l'Ensemble La Fenice (1h00)	22h30 Le songe choégraphie de J.C. Maillot par Les Ballets de Monte-Carlo (1h30)
	LIVE EVENT		exclusiv MEZZO HD	JAZZ		exclusiv MEZZO HD	

MEZZO SD

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
20h30	Centenaire des Ballets Russes. Ballets de Monte Carlo soirée de Gala (2h)	20h30 Récital Zoltan Kocsis. Festival d'Auvers sur Oise 2009 (1h30)	20h30 Automne musical au Château de Versailles : La Lyra d'Orféo de Rossi (1h30)	20h30 Barbara Hendricks & Magnus Lindgren 4tet (1h)	20h30 Berliner Philharmoniker, Placido Domingo. Nuit espagnole. (3h)	20h30 Rigoletto de Verdi ave L. Pavarotti. Orchestre Philharmonique de Vienne dirigé par R. Chailly. Réalisation J.P. Ponnelle (2h)	20h30 Songe d'une nuit d'été, chorégraphie de G. Balanchine. Ballet de la Scala. (1h30)
22h30	Portrait de Bernice Coppieters, Etoile des Ballets de Monte Carlo (1h)	22h00 Concert du Berlin Chamber Players. Festival d'Auvers s/ Oise 2009. (1h30)	22h00 M.-A. Charpentier. in Versailles. Ensemble Seminario Musicale, G.Lesne (1h30)	21h30 Roy Hargrove Big Band feat. Roberta Gambarini (1h) 22h30 SMV feat. S. Clarke / M. Miller / V. Wooten (1h)		22h30 Récital Liszt au Teatro alla Scala. Daniel Barenboim, piano. (1h)	22h00 Le songe choégraphie de J.C. Maillot par Les Ballets de Monte-Carlo (1h30)
	LIVE EVENT			JAZZ			



Daniel Barenboim



PARTNERSHIPS

The Channel partners of Most Prestigious Festivals

Historically MEZZO's brand is known and recognized in its' field through its policy of active partnerships. MEZZO is the unique regular TV partner of the greatest musical institutions and festivals - one hundred each year.

The channel has established excellent and exclusive relationships across the world, becoming an important part of the whole process.

In its' development, MEZZO HD will take full advantage of its' expertise.

These prestigious partnerships give MEZZO HD the perfect opportunity to organize Public Relations operations for pay TV operators and their subscribers all year long

Prestigious Festivals Partners in France (sample) :

National Opera of Paris, National Opera of Lyon, Opera of Marseille, Château of Versailles, Festival of Montpellier, Festival of Saint-Denis, Festival of Bordeaux, Festival of Colmar, International piano Festival of la Roque d'Anthéron, Festival of Aix en Provence, Chorégies d'Orange, Festival of la Chaise Dieu ...

Prestigious International Festivals Partners (sample) :

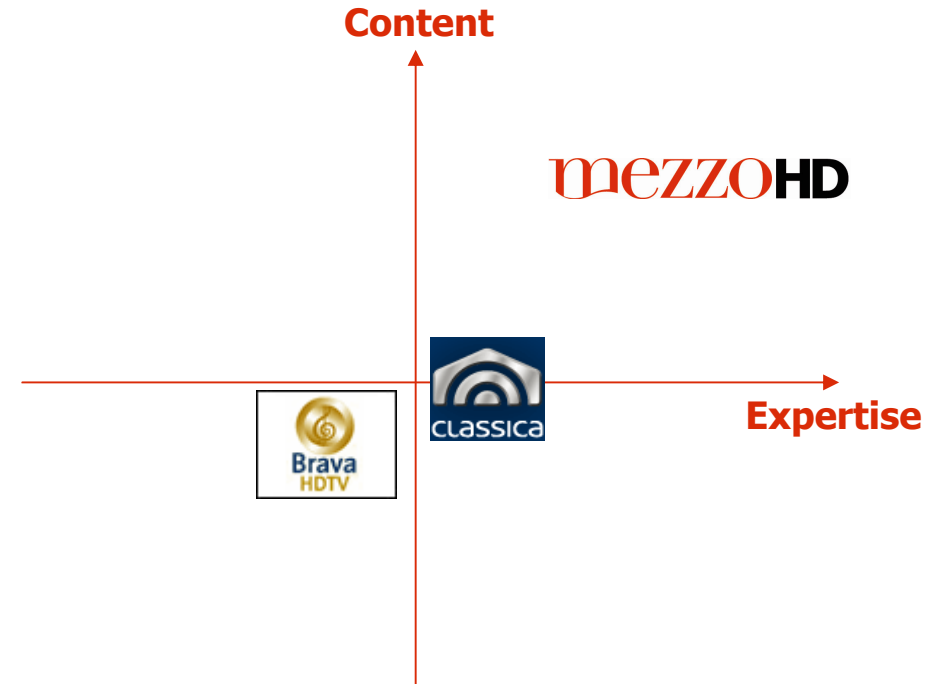
Cultural Center in Belem in Lisbon-Portugal, French Season in Russia, Festival of Warsaw-Poland, Hellenic Festival in Athens-Greece, Musical Granada Festival-Spain, Easter Festival of Cracovia-Poland, Opera Festival in Hungary, Enescu Festival in Bucarest-Romania, Festival of Villa Medici in Roma-Italia, Contest Arthur Rubinstein in Tel-Aviv-Israël...





A STRONG POSITIONING ON THE MARKET

	MEZZO HD	Brava HD	Classica SD
CONTENT	500h + Live	n/a	n/a
HD	✓	✓	
SOUND SYSTEM	5.1 Surround Sound	Dolby Surround	n/a
EXPERTISE/FAME	17 years	n/a	n/a
OPERA	✓	✓	✓
BALLET	✓	✓	✓
CONCERT	✓	✓	✓
DOCUMENTARY	✓	✓	✓
RECITAL	✓		
JAZZ	✓		✓
SUBTITLES	French, English, Russian, Polisch	French, English Deutch, Spanish	English German
BROADCASTING	Worldwide (39 countries)	Europe Netherlands, Belgium, France, Italia, Czech Republic Slovakia	Germany



A benchmark of classical music channels shows how the compelling leadership of MEZZO on the market as a premium brand in Classical and Jazz music

mezzoHD

LAUNCH
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