



PMCE

**A WORLD-CLASS
SATELLITE TV
MEDIA PLATFORM.**



PMC is not just TV, it's a major household brand.

A brand that means innovation and excellence.



PMC was the first free-to-air satellite music and entertainment TV channel that directly and dynamically responded to the needs of Iran, one of the hardest-to-reach emerging consumer markets, in light of its greatly under-developed and restricted local media scene.

PMC broadcasts coverage of Iran, the Middle East, Europe, and North America for all Iranians and Persian speakers around the globe.

Since the company's launch in 2003, our founder & CEO, the Dutch-Iranian entrepreneur Mehrdad Kia, has sought to usher in an exciting new era of entertainment media for Iranians, both at home and across the world.



The latest research estimates that PMC is available on 14 million satellite receivers in Iran alone, not including the cable networks in Dubai and Qatar.

Backed by an intimate knowledge of the local Iranian market and years of experience, PMC understands how to promote lifestyle brands in this hard-to-reach emerging market. PMC offers a new, more sophisticated and dynamic media platform which has built up a solid and loyal TV audience



across different generations through its trusted media presence over the last two decades.

PMC has always served as a gateway for both established global lifestyle brands and market newcomers to establish a local presence or expand their market reach within Iran, and so increase their global market share.

Simply put,
PMC is not just a
television channel,
**it's a movement
bringing a more
modern lifestyle**
in one of the
fastest growing
consumer markets
in the world.



CEO MESSAGE

PMC is one big family with millions of adored members

Although it is said that PMC is the legacy of a grand vision, as the founder and CEO of this operation, I know that having a vision is not enough.

It's the hard work of a passionate and committed team that makes the impossible possible.

With almost two decades of broadcasting experience and a daily audience of millions, I have found that respecting and winning the hearts of our widely diverse viewership is at the heart of what drives this company.

I am immensely grateful to our talented team of experts, who by developing solutions and guiding PMC in the right direction, have allowed us to faithfully serve our audience all these years.

For me, it's all about the care and attention put into building strong reciprocal relationships

with our team members, as well as with our audience, and our business partners and advertisers.

We have weathered the storms of a volatile market and made great things happen by continuing to care and always doing the right thing, especially when this is not the easiest route to take.

My hope for this company is that this culture of care remains at the core of our brand and all of the services that we provide to our treasured viewers and business partners.

Welcome to the PMC family!

Founder and CEO,

Mehrdad Kia

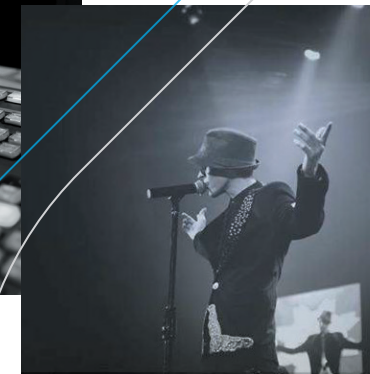


WE MADE HISTORY.

No legacy is more powerful.

The PMC name has been inextricably tied to the evolution of the media and entertainment scene for Iranians across the globe, since we launched our premium content and opened up this market to global consumer brands through advertising.

Since our launch on 9th May 2003 in Amsterdam, PMC has had the passion



and vision necessary to offer Iranians everywhere a new media experience previously not available to them. From offering the highest quality satellite broadcasting underpinned by uncompromised video and audio, to offering top music selections, as well as new world-class entertainment content and dubbed international TV series for all the family, PMC has lead the market year after year with our history-making vision.



2003
PMC
Launched



First
International Brand
Advertisement

2006

Moved
to Dubai
Media City



2004

First
International Show
Broadcast

2008



PMC RADIO
Launched

2009

Satellite Broadcast
Milestone

PMC Magazine
Launched



T3 Magazine
Launched

FIRST
TV Series

2010



PMC FAMILY
Launched



CLUB PMC ROYALE
Atlantis the Palm, Dubai

THE PERSIAN MEDIA CORPORATION,
always on the frontline of media innovation in Iran.



MI CASA, TU CASA.

Our brand power is yours. Our culture of excellence is your asset.

- Exceptional Quality.
- Top-Class Content.
- Innovative Leadership.

Just a few of the words that are widely associated with the name 'PMC'.





But the highest recognition that our company can receive is, of course:

I LOVE YOU PMC*

PMC is inviting you to become part of the family.



* One of the most successful branding campaigns ever launched in the country. Almost every Iranian knows this statement – it has been said and broadcasted countless times and so has become part of the modern urban culture of the nation



MUCH BIGGER THAN YOU IMAGINE CAN

From Iran, the GCC, the Middle East, and Turkey, to Europe and North America.

PMC is at the forefront of Iranian media and continues to expand both in its content and coverage.

The latest research estimates that the PMC is available via 14 million receivers in Iran alone.

PMC is also available on Cable TV in Dubai and Qatar, as well as via Apple TV platforms across the globe.



With an international reach spanning the Middle East and Europe, regardless of where you are, PMC is still the channel to tune into to get the best of Iranian music.

All across the globe, we provide what the Persian heart desires.

VIEWERSHIP STATS

PMC FREQUENCIES

PMC HD EUTELSAT 7B

FREQUENCY: 11.324
POLARISATION : V
SYMBOL RATE: 29.700
FEC: 2/3

MONACOSAT (YAHSAT DIRECTION)

FREQUENCY: 11.221
POLARISATION : V
SYMBOL RATE: 27.500
FEC: 2/3

EUROPE
1.5M
VIEWERS

IRAN
14M
VIEWERS

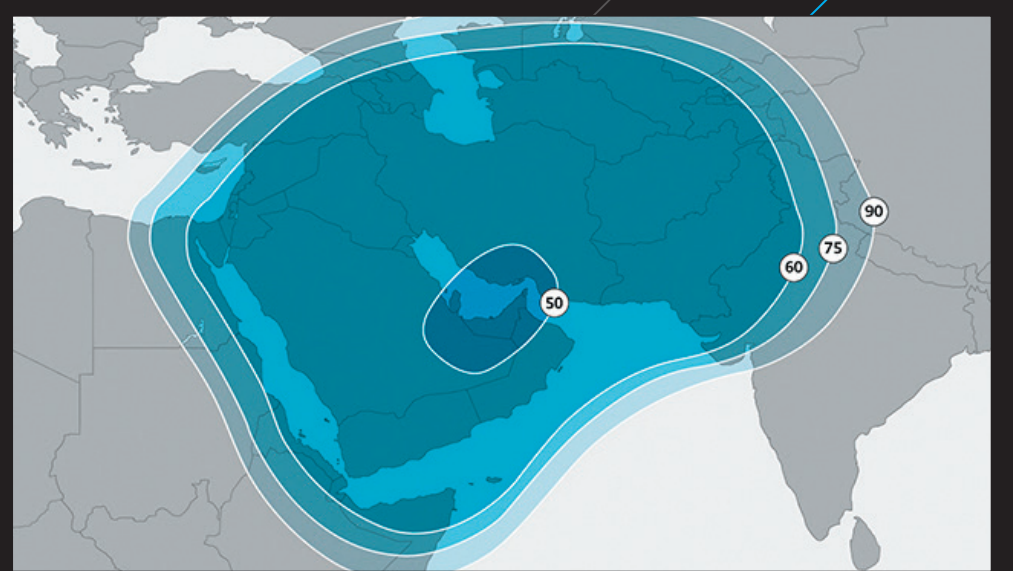
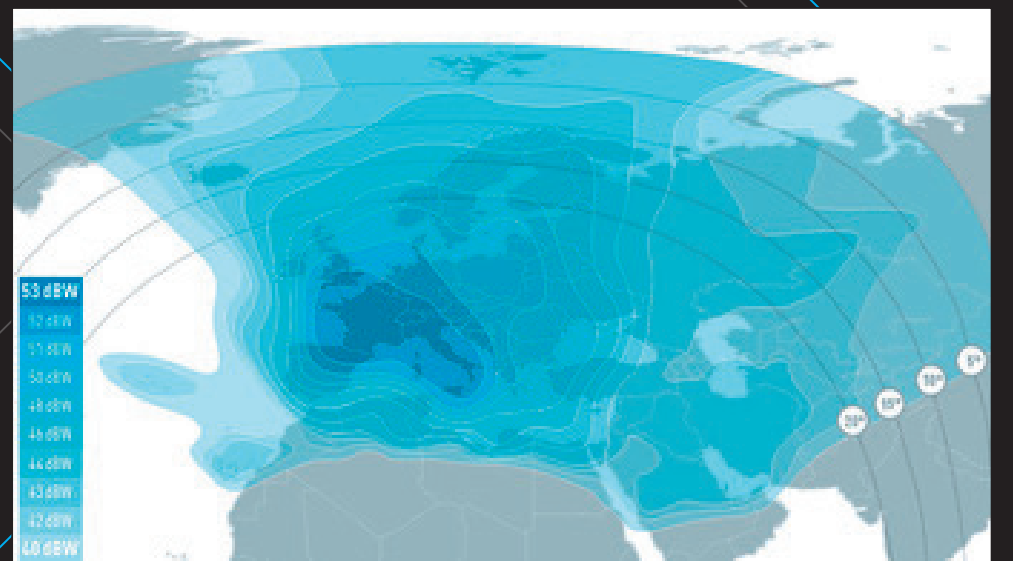
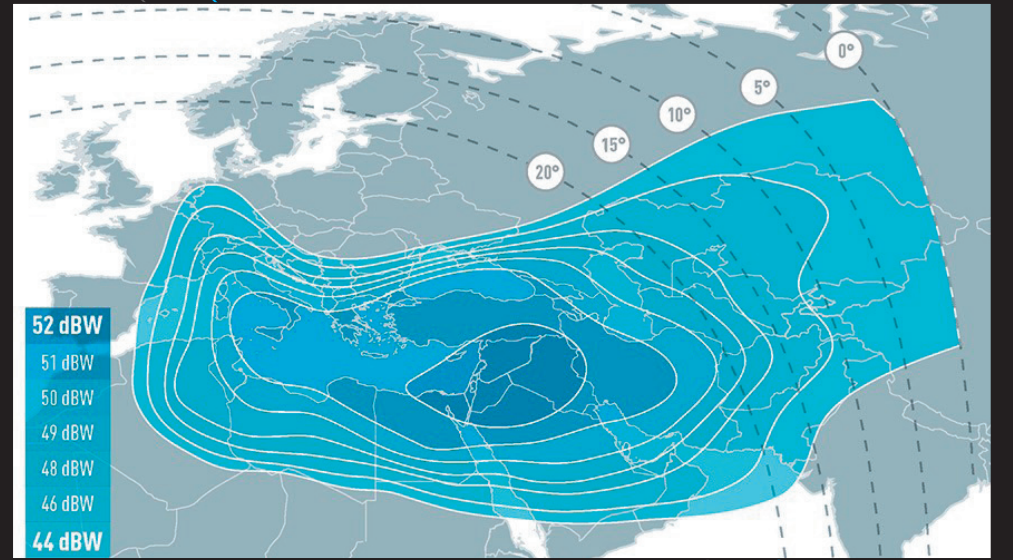
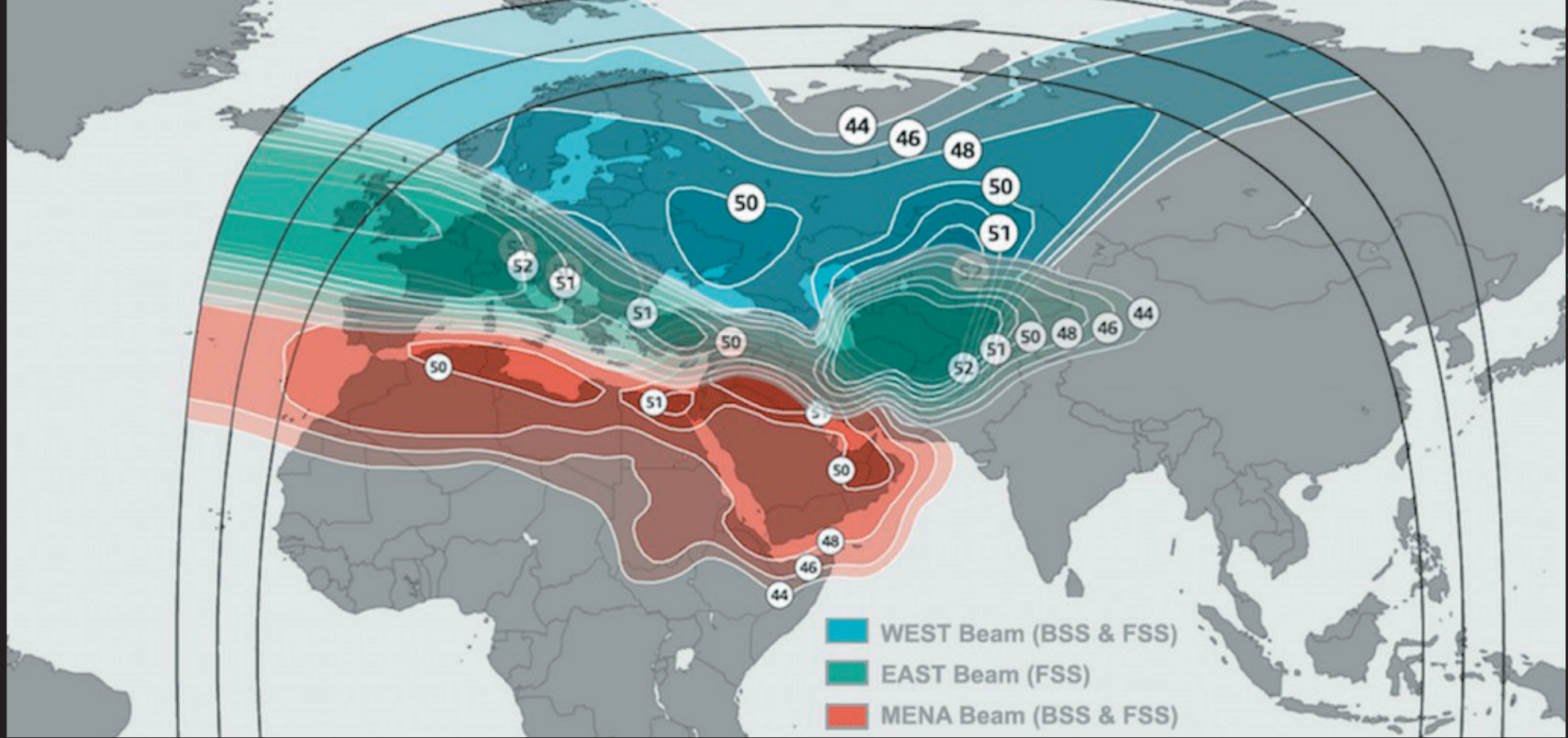
N. AMERICA
1M
VIEWERS

THE GCC
1M
VIEWERS

PMC is available on Cable TV in Dubai and Qatar, as well as on Apple TV.



GLOBAL COVERAGE





HERE,



TOGETHER.

The unique demographic blend of our audience.

With our launch in 2003, PMC was the first free-to-air satellite TV channel to boldly respond to the needs of the younger generation in Iran.

With our market-leading position, PMC has become an established household brand with a strong and loyal following.





PMC has grown up alongside the previous generation over the last 20 years, while still continuing to reach the younger generation of today. We continue to be the firm favourite for multiple generations of TV viewers.

This means that the PMC audience is a unique demographic blend of both older and younger households compared to other TV networks.

PMC's two decades of experience winning audiences' hearts and minds across several generations is an invaluable asset that can **help you widen your audience reach.**



TREASURE CAVE IN THE MOUNTAINS.



Enormous opportunities in hard-to-reach markets.

Serving one of the largest As one of the largest emerging economies in the world, Iran is one of the biggest untapped consumer markets in the global business landscape, ranked 27th among the world's biggest economies by the World Bank.

Iran has a substantial consumer market

of c. 80 million people, with a growing and well-educated middle class and a population where over two-thirds are under the age of 30.

The McKinsey Global Institute has reported that proportionately, Iran boasts a 'consumer class' double to that of China and Brazil.



This means a high market demand for products, goods, services, expertise, and technology from international brands and companies.

With the largest number of smartphone and internet users in the Middle East, Iran's e-commerce is growing faster than that of any other country in the region.

The abundance of urban shopping spaces and middle-class consumers also has the

potential to serve the luxury goods market well. The beauty products market, for example, which Euromonitor International estimated to be worth 3.68\$ billion back in 2015, is one of the largest in the world.

In addition, Iranians have developed fast-growing businesses in an array of industries, from the petrochemicals and automotive industries, to mining and agriculture.





Iran has a broad and diversified domestic industrial production base, and has been ranked 39th by The Economist in a list of the top industrialised nations. This has created a very developed, vibrant industry and business community which is always eager to work with foreign brands, businesses, and investments.



Moreover, given its unique geographical location, Iran is also increasingly being seen as the prime entry-point for other emerging regional markets in the Middle East and Central Asia, which are seeing an equally high demand for foreign trade.



With years of experience helping leading international brands break into this promising consumer market, we have become a reliable and knowledgeable strategic business partner which continuously supports our partners' business development endeavours in the Iranian market.

If you want to conquer new difficult-to-reach mountains, ask us to guide you and help you with this journey. It is always a great honour for our expert team of marketing and media professionals to help your business.



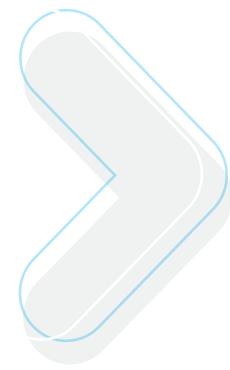
entertainment
 is our
 GAME

We always keep the content and the production fresh and up to date.

We have brought the world's most entertaining titles and shows to the Iranian market, including a large number of popular foreign series, such as international award-winning Turkish family dramas.

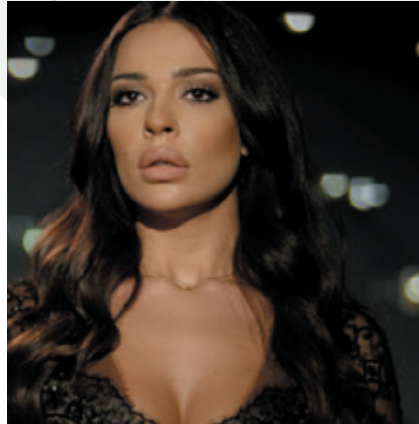
PMC thus represents an exciting new era in entertainment for both the Iranian youth and the older generation alike.

PMC's cutting-edge style and high-quality programming have rapidly made it the most popular television channel in Iran.





With round-the-clock programming and a playlist that includes all the top hits from a variety of popular music genres, including a unique blend of Persian, Turkish, Arabic, and Western music

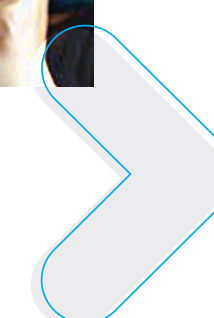
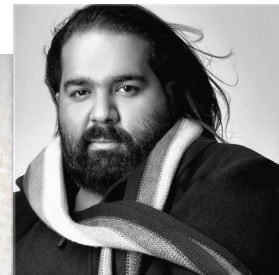


PMC MUSIC has been able to reach out to an ever-expanding fan base.

Our top-of-the-line programming is what our audience and your brand deserve.



THE PMC TOP 20



is a weekly round-up of the hottest songs topping the Persian Music Charts. The Top 20 countdown is decided by the songs that receive the most votes, likes, and requests from our dedicated viewers.



We'll
unlock
Iran's
market for
you.

PMC's growth and expansion over the past two decades has been made possible by the continuous support of global leading brands, who have trusted the company's leadership, quality of programming, and the reach of the network to launch and promote their brands and products in Iran.

LOCAL MARKET KNOW LEDGE



Here are a few of the product areas in which we have promoted products for our long-time friends and partners:

- Consumer Electronics
- FMCG
- Beverages
- Beauty & Hygiene
- Travel & Luxury

We want your brand to stand alongside the global leaders.





AS POWERFUL AS OUR BUSINESS PARTNERS



We are a World-Leading Strategic Media Partner for Iran.

As a leading media platform and ATL advertising solution provider, PMC has always valued establishing and growing key business partnerships with global advertising and media agencies.

PMC leads the way in enabling global media agencies to access the incredible world-class opportunities which await in one of the fastest-growing consumer markets in the world.

We believe that PMC's true successes are the success stories of our partners and advertisers.

We have worked together with a large number of leading global media agencies and consumer brands, whose great successes are a testament to our ongoing strong relationships over the years.



Join us in a partnership that means more wins for your clients.





INNOVATION MEANS BIG OPPORTUNITIES:

Welcome to an endless ocean of winning audiences.

The PMC brand is known for its innovation in programming and advertising.

With us, advertisers are not limited to commercial spots or banners.

With PMC, the possibilities for promoting your brand or advertising your products are endless.



OPPORTUNITIES

1

We offer customised sponsored programming and content to match your brand profile and establish direct brand associations for viewers.



2

This is one of the most powerful strategies a brand can use to successfully establish itself with viewers.



3

Imagine pairing sponsored programming with commercial spots for your promotions... one of the most powerful ways to entice any audience.



You can always **reach out to our expert team to discuss custom-made promotional packages** for your brand and products.



THE FIRST STEP TOWARDS GREAT SUCCESS

A great partnership begins here.



If you want to take advantage of the great market opportunities available in Iran, let our team of expert marketing and media advisors help you achieve your business goals.

We offer an in-depth insight into Iran's market and audience, professional campaign planning, as well as unmatched promotional opportunities which can help your brand to stand out and increase its market share.

Contact us with your business needs, and let your journey with us begin!

advertise@pmc.tv



DUBAI
UAE



ISTANBUL
TURKEY



LUCERNE
SWITZERLAND



THE GREATEST AWARD IS DOING SOMETHING YOU ARE PROUD OF.



The Awards are comprised of 11 thematic categories:

Music; News; Sports; Cinema; Children's Programming; Lifestyle; National Window; HDTV; Documentaries; Fiction/ Entertainment; Culture/ Education.

The jury takes factors into consideration such as the quality of the content creation, the innovativeness of programme packaging, and the success with which channels are leveraging technology to engage with their audience.

PMC is honoured and privileged to have been awarded the Eutelsat TV Award, a prestigious prize in the world of broadcasting. We are so proud of what we are doing.

The Eutelsat TV Awards is a unique event which recognises quality thematic satellite TV channels. Every year, over 100 channels from 20 countries taking part in this competition.



**WE STRIVE DAILY TO
LEAD, NOT FOLLOW.**

www.pmc.tv

