

A composite image featuring a classical marble bust of a woman's head and shoulders, which is merged with a modern woman's face. The upper portion of the bust, including the hair and forehead, is white and has closed eyes. The lower portion, including the nose, mouth, and chin, is a realistic skin tone with bright red lipstick. A large red circle is positioned behind the bust's head. The background is a solid grey color.

mUSEUMTV



MUSEUMTV

Proposal

Entertainment, stories and information for everyone who has ever been to an exhibition (and liked it)

Benefits

To be entertained, to learn , to discover, to be surprised

Values

Creativity, curiosity, modernity, exclusivity

Tone

Fun, accessible, surprising, edgy



Four Values

Creativity, because it is the least you can do for art programmes.

Curiosity, because our role is to introduce the viewers to all forms of art.

Modernity, because art is more alive than ever and because the channel is designed for 25- 49-year olds (even though it welcomes anyone between the age of 7 and 77).

Exclusivity, because we give access to art as never seen before (backstage, openings, private exhibitions, new programmes filmed in 4K UHD).



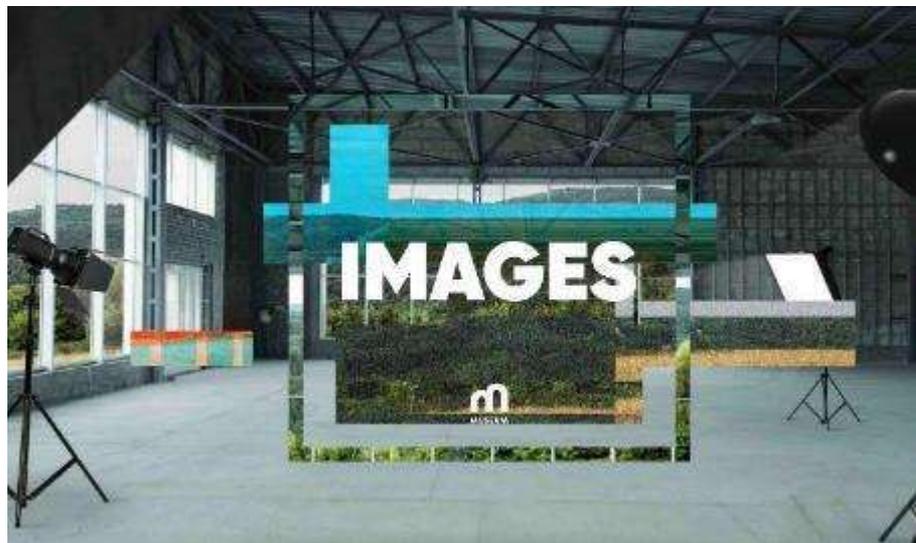
Type of Content

Be informed: News, reports and private tours of exhibitions to stay informed of what is happening in the art world.

Discover: Documentaries on the greatest masters and their lives. Interpretation of emblematic works in all fields of art.

Create & Learn: Art history lessons, drawing lessons, games, art for the youngest to create and express themselves in a playful and fun tone.

Entertainment: Reality and fiction TV for entertainment, suspense and excitement in front of the greatest stories in art.



Programmes





13' Daily

Art news presented by Alice Blanquin



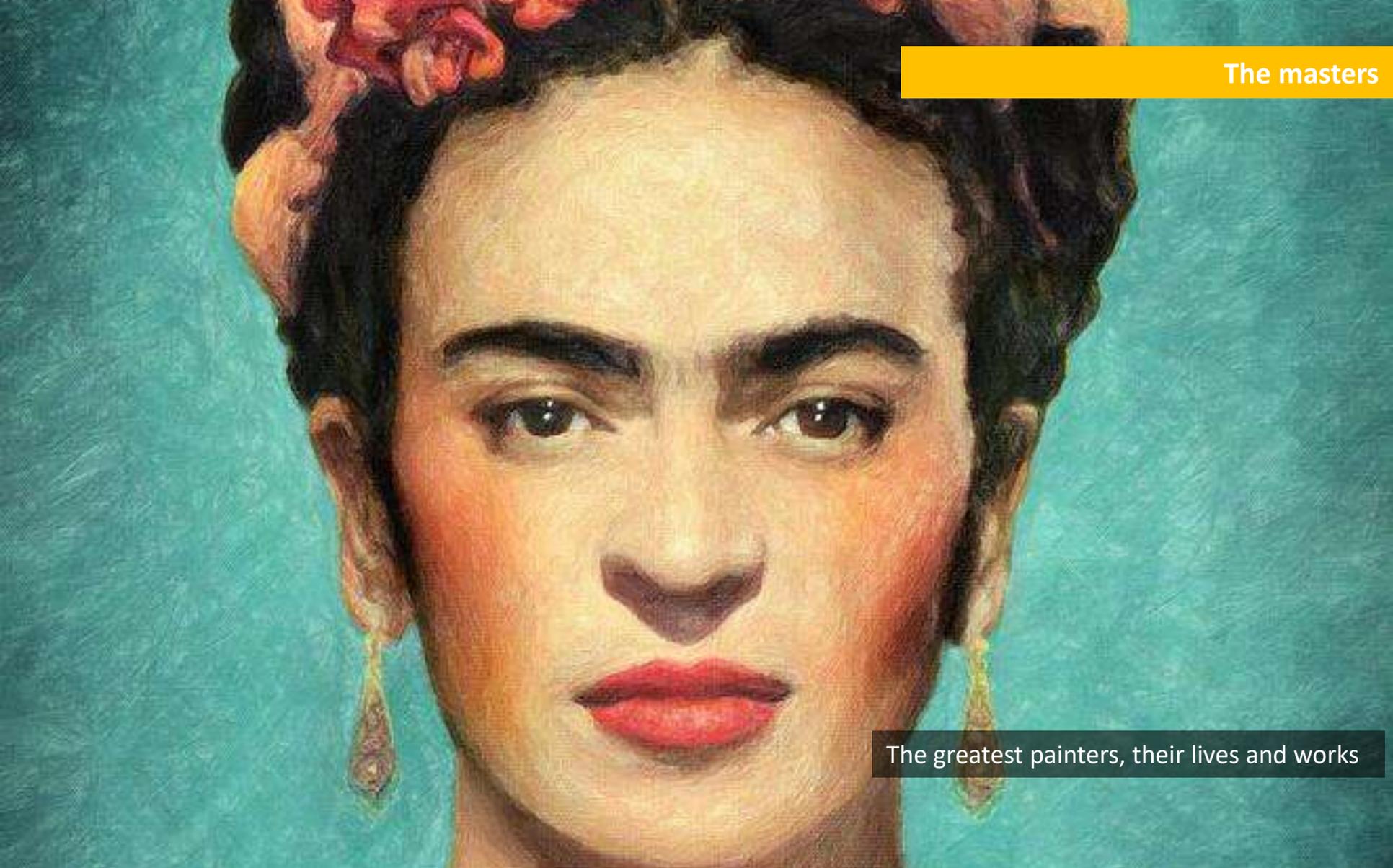
ART QUIZ

6' daily

Become the art expert with our art game

Fine Arts

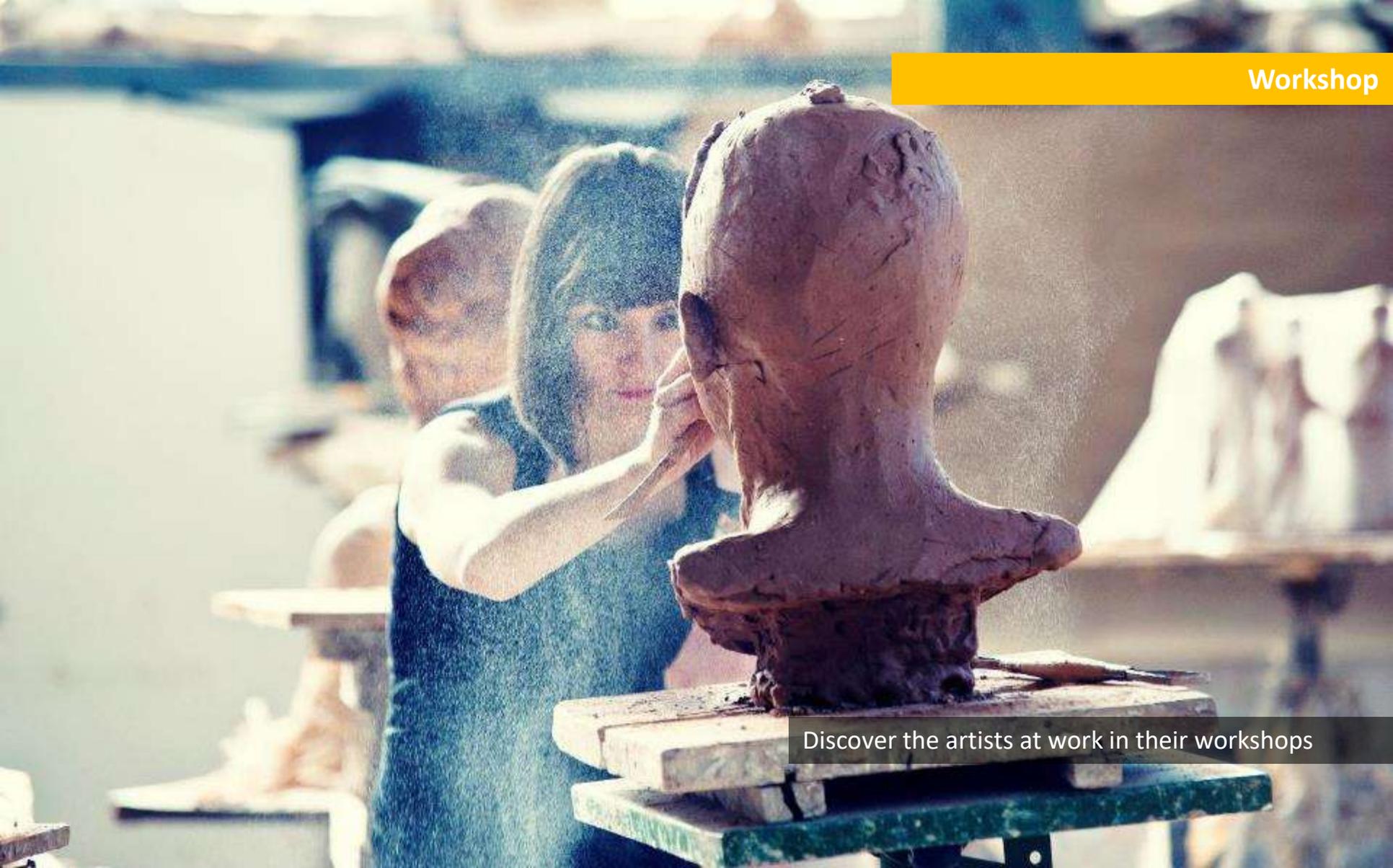


A close-up portrait of Frida Kahlo, showing her face and upper torso. She has dark hair styled in a bun with red flowers. She is wearing large, ornate earrings. The background is a textured, teal color. The painting style is characteristic of Kahlo's work, with visible brushstrokes and a focus on color and form.

The masters

The greatest painters, their lives and works

Workshop



Discover the artists at work in their workshops

Private tours of museums and exhibitions



Museums as you've never seen them before



The arty city guide of Museum



Raphael Federici (street artist), Marine Goodmorning (illustrator), Luca Fiore (animation designer) and Harry Boudchicha (drawing teacher) give a daily drawing class on a specific theme

Drawing classes





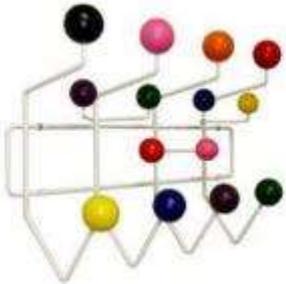
My Little Museum with Alicia Flipo tells the story of art in a fun way for the little ones

Archi-Design

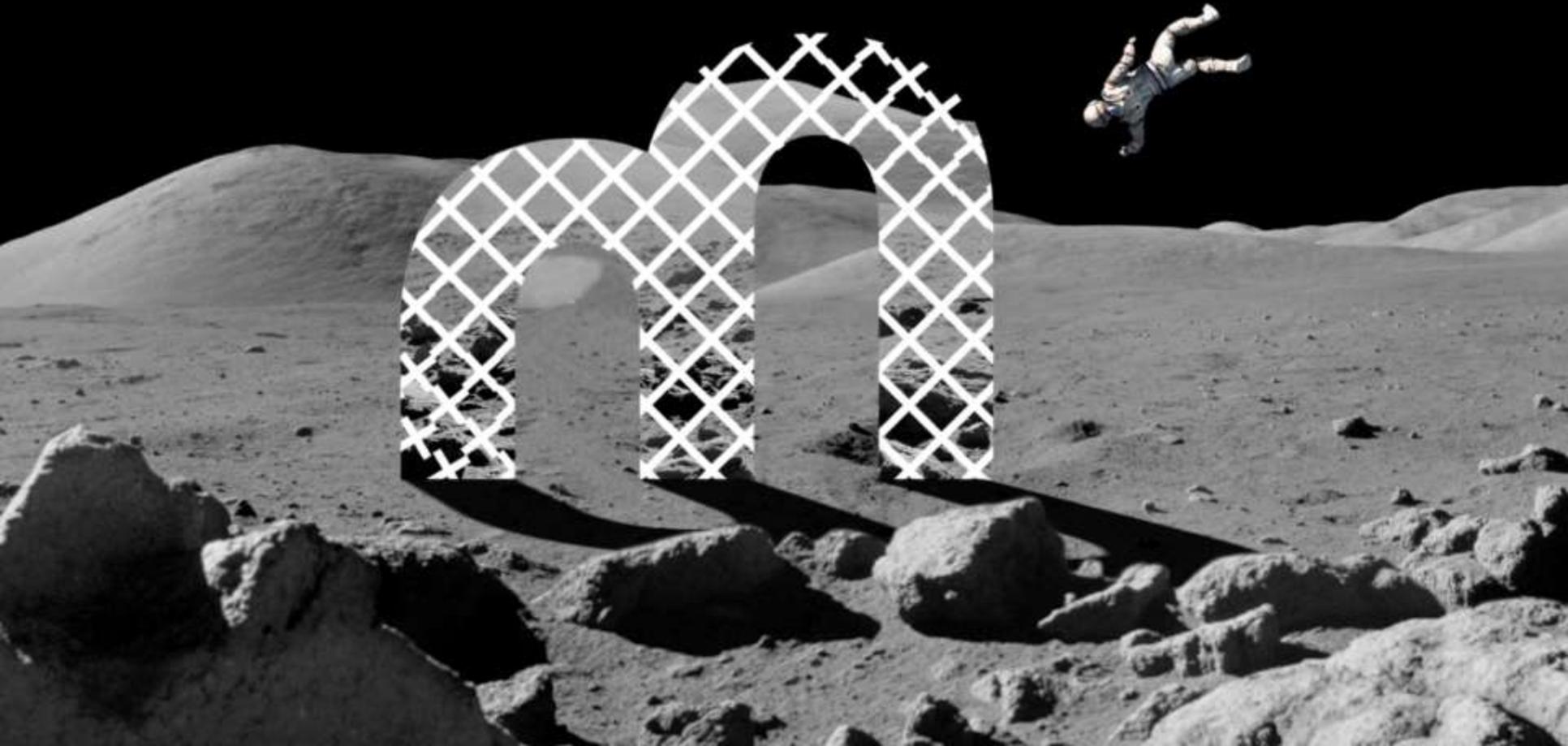


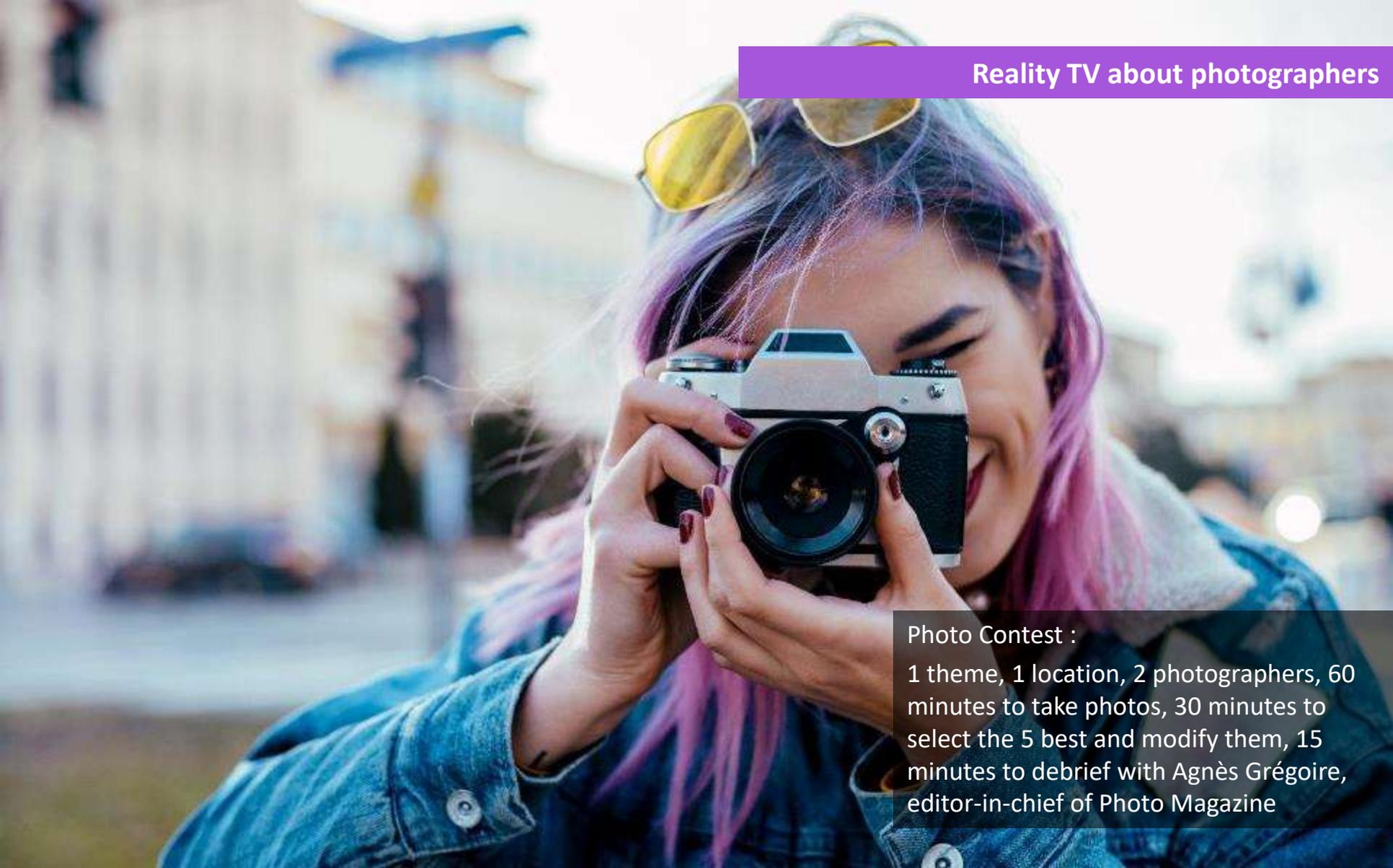


The greatest works of
architecture and their secrets



Images





Reality TV about photographers

Photo Contest :

1 theme, 1 location, 2 photographers, 60 minutes to take photos, 30 minutes to select the 5 best and modify them, 15 minutes to debrief with Agnès Grégoire, editor-in-chief of Photo Magazine



The decisive moment

A photo, its history, its photographer



Photographers

Portraits of the greatest photographers
and their works



The best digital art

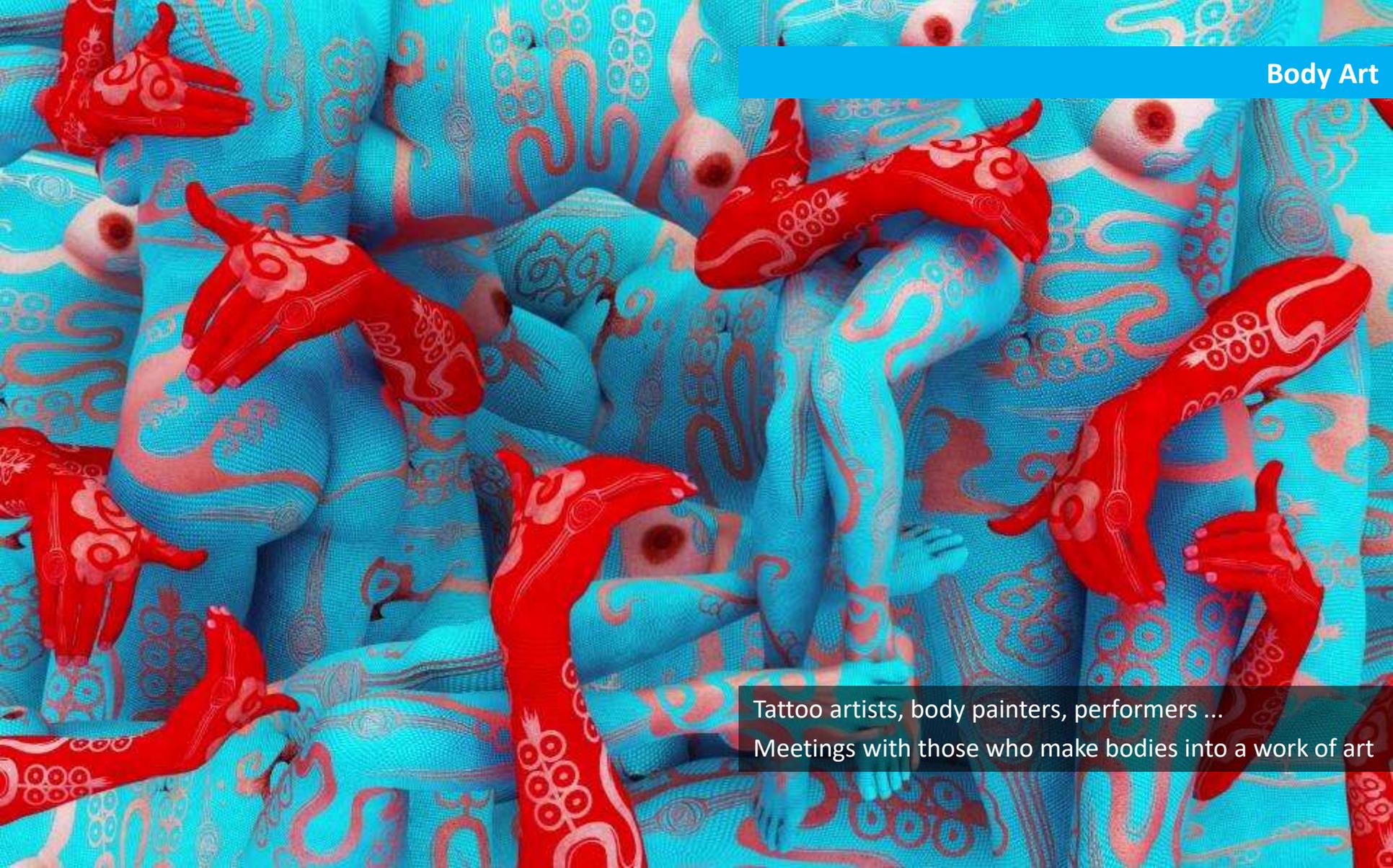
Pop Art







MUSEUM follows a street artist and films him in real time performing his work



Tattoo artists, body painters, performers ...
Meetings with those who make bodies into a work of art



Features and volumes

Over 300 hours of programs

Over 250 hours of original productions in 4K

60% original production, 40% acquisition

All programs available in replay

Over 250 hours of programs available on VOD

3 signals: France, International and 4K

4 languages: French, English, Russian, Polish



Viewership in France

1.4M viewers in France

40% increase between 2019 and 2020

68.7% women / 31.3% men

Peak audience: prime time 8pm-11pm

The strongest days: Friday and weekends



Museum in the Art world

Partnerships:

Art Museums, Exhibitions, Events, Fairs, Festivals,...

Events with Museum TV:

Museum TV stand at art fairs, art parties, ...

Reports from the events:

FIAC, Art Basel, Art Paris, ...

Regular subscriber competitions:

Exhibition entries , private visits, openings, ...

Communication and PR campaigns:

Press relations, digital marketing, art magazines





International Distribution



40 countries

3 continents

3 signals: France, International, 4K



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Thank you