

**FotoTV** ■ .com

**FotoTV.**

# Contents

- Part 1: Facts and Figures about FotoTV
- Part 2: Introduction to FotoTV's Affiliate Program
- Part 3: Contact details

The logo for FotoTV, featuring the text "FotoTV." in white on a black rectangular background. The letter "o" in "Foto" is stylized with a vertical line through it. The period at the end of "TV" is a small blue square.

# Part 1: Facts and Figures about FotoTV

The logo for FotoTV, featuring the text "FotoTV." in white on a black rectangular background. The letter "o" in "Foto" is stylized with a vertical line through it. The period at the end of "TV" is a small blue square.

# Key Facts

- World's biggest Internet TV on photography
- Access to over a hundred videos about photography (as of Oct 2009)
- has the largest collection of „How-to“ video tutorials on all aspects of photography
- is based on the principle „learn by watching the experts“
- has the largest collection of interviews with world famous photographers
- Two new videos each week
- covers all genres of photography, the techniques, image editing, equipment and close-ups with star photographers
- Annual subscription fee of 29.90 Euros – offer ending 31<sup>st</sup> Dec 2009

The logo for FotoTV, featuring the text "FotoTV." in a bold, white, sans-serif font on a black rectangular background. The period at the end of "FotoTV" is a small blue square.

# Key Figures

- Fototv.de and Fototv.com, together make for world's largest online video collection on photography (> than 600 videos)
- FotoTV.de the parent website won more than 25,000 subscribers in less than two years; boasts an unparalleled collection of 500 videos online!
- FotoTV.com launched a year ago has already released more than 100 videos
- Targets to replicate the success of FotoTV.de

The logo for FotoTV, featuring the text "FotoTV." in white on a black rectangular background. The letter "o" in "Foto" is stylized with a blue square dot.

# FotoTV Subscriber Profile

- Avid photographers in English speaking regions (both hobbyists & professionals)
- Students of photography
- Professional trainers/teachers of photography

The logo for FotoTV, featuring the text "FotoTV." in a bold, white, sans-serif font on a black rectangular background. The period at the end of "FotoTV" is a small, light blue square.

# Subscriber Benefits

- Effective learning
  - „How-to“ demonstrations by experts
  - Close-ups with star photographers
  - Possibility to view video on demand anytime and any number of times
- Personalization: Subscribers can suggest new videos
- Interaction with peers and experts

The logo for FotoTV, featuring the text "FotoTV." in white on a black rectangular background. The letter "o" in "Foto" is stylized with a vertical line through it. The period at the end of "TV" is a small blue square.

## Part 2: The Affiliate Program

**FotoTV.**



# Introduction to the Affiliate Program

- The Affiliate program is an Internet based pay-for-performance program that rewards “affiliate” partner web sites for driving qualified leads or users
- The FotoTV affiliate program is an online marketing program that aims to increase the number of registered users (and thereby subscribers) at [www.FotoTV.com](http://www.FotoTV.com).
- FotoTV’s affiliates are rewarded monetarily for every registration generated by a visitor coming from the affiliate’s website.



# Who could be a FotoTV Affiliate?

- Any website related to photography
- Any English based portal

The logo for FotoTV, featuring the text "FotoTV." in white on a black rectangular background. The letter "o" in "Foto" is stylized with a vertical line through its center. The period at the end of "TV" is a small blue square.

# To become an affiliate you need to

- Register at [www.fototv.com/partnerprogram](http://www.fototv.com/partnerprogram)
- Select one of the several online marketing material offered by FotoTV.
- Follow the simple instructions provided online to integrate the selected marketing material to your website in the backend

The logo for FotoTV, featuring the text "FotoTV." in a bold, white, sans-serif font. The letter "o" in "Foto" has a small blue square dot above it. The text is set against a solid black rectangular background.

# What FotoTV will provide

- Several marketing material options
- instructions or any handholding required for the simple backend integration
- Monetary reward of 10 USD for every registration at FotoTV by a visitor from your website
- An online access for real time monitoring ( to track sales, traffic, conversions, account balance

The logo for FotoTV, featuring the text "FotoTV." in a bold, white, sans-serif font. The period at the end of "FotoTV" is a small blue square. The logo is set against a solid black rectangular background.

# How does the affiliate program work?

- A User/Visitor at the affiliate's website clicks on one of the FotoTV banners or links
- Each affiliate of FotoTV is linked by a unique ID which is mapped to the marketing material used by that affiliate. This ID identifies visitors coming through that affiliate's website/email/newsletter.
- This ID is saved in a cookie on the user/visitor's browser
- This cookie is valid for 90 days and the information saved in the cookie will guarantee the affiliate a commission of 10.00 USD for every registration generated by a visitor from the affiliate's website.
- The Real time access to affiliate's program provides complete transparency and control to the affiliate



# Website and Contacts

- Register here for the affiliate program:  
[www.fototv.com/partnerprogram](http://www.fototv.com/partnerprogram)
- More information about our program:  
[www.fototv.com/partnerinfo](http://www.fototv.com/partnerinfo)
- For further clarifications contact,  
FotoTV.  
Stellar Attractions GmbH & Co. KG  
Gottfried-Hagen-Str. 30  
51105 Köln  
D- Deutschland (Germany)  
www.fototv.com  
info@fototv.com  
0221 – 222 37 22



FotoTV.