

FotoTV.com

InternetTV about Photography – Partner Presentation

FotoTV.

# What Is FotoTV.?

FotoTV.

- is the world's biggest InternetTV on photography
- targets avid photographers
- has the largest collection of „How-to“ video tutorials on all aspects of photography
- has the largest collection of interviews with world famous photographers
- is based on the principle „learn by watching the experts“
- adds new videos weekly
- covers all genres of photography, the techniques, image editing, equipment and close-ups with star photographers

**FotoTV.**

# Key Facts

- Fototv.de and Fototv.com, together make for world's largest online video collection on photography (> than 600 videos )
- Videos with TV quality (streaming up to 1.2 Mbit/sec.)
- Subscribers get unlimited access to all videos
- Try before you subscribe – access to 15 videos upon registration
- Early bird subscriptions for just 29,95 Euro/year

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# Video Topics

The screenshot shows the FotoTV website interface. At the top, there is a navigation bar with the FotoTV logo, a search bar, and links for 'online now!', 'DarkroomMagic', and 'Fine-Art Photography Way Beyond Monochrome Ralph W. Ludwig'. Below the navigation bar, there is a 'SELECT PROGRAM:' menu with categories like 'Basics and History', 'Technology and Presentation', 'Digital Image Editing', 'Darkroom', 'Photography by Subject', 'Photo Art', 'Information/News/Events', and 'All videos'. There is also a 'NEW VIDEOS:' section with titles like 'Under the Neon Lights', 'Ringlight', 'Low Key Lingerie Shooting', 'Beam It Up', and 'Ralph Gibson'. The main content area features a video player titled 'FotoTV - THE WebTV about photography.' with a thumbnail of a person holding a camera. Below the video player, there is a 'Blog News' section with a post titled 'Online!' submitted by Marc Ludwig on September 18, 2008. The post content includes a greeting and a brief description of the website's launch. Below the blog post, there is a video player titled 'Ringlight' with a thumbnail of a woman's face, and a description of the video content.

Photoshop, digital image editing, photography equipment, photo art, analog photography, black and white, fine art nude, landscape photography, sports photography, photo techniques, exhibitions, history of photography, darkroom, phototechnology, physical basics of photography, art work, portfolios of photographers, presentation of images, composition, studio lighting....

Interviews with leading photographers. And...many more videos ready to be released!

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# A Few Of Our Star Photographers



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# Subscriber Profile

- Avid photographers both hobbyists & professionals
- Students of photography
- Professional trainers/teachers

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# Subscriber Benefits

- Effective learning
  - „How-to“ demonstrations by experts
  - Close-ups with star photographers
- Subscribers can suggest new videos
- Interaction with peers and experts

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# Growth

[www.fototv.de](http://www.fototv.de) the parent site (targeted at German speaking audience)

- Over 500,000 page impressions a month
- More than 25,000 subscribers in less than two years
- Average time spent by a subscriber on the site > 8 minutes
- More than 500 videos in German
- One of its kind website – largest collection of videos and professional photographers

[www.fototv.com](http://www.fototv.com) launched recently to target english speaking audience

- Released over 100 videos in a year's time
- Adds two new videos weekly!
- Targets to replicate the success of FotoTV.de

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# Partnering with FotoTV

Are you a website related to Photography?

Then, we would like you to have a look at FotoTV.

If you are satisfied, convinced, happy, elated...

- Write about us in your website, newsletter, forum, blog...
- Join our affiliate program
- Exchange links or banners with us
- Tell us what we can do for you

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# Partner Benefits

In return we could

- Add links and references on FotoTV. Forum, Blogs, Newsletter (boosts Partner's Google ranking)
- Provide videos from our collection to embed on your website
- Offer a free subscription to FotoTV
- Explore further possibilities with you

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# Contact

For more information on partnerships please contact us:

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