



### **Company Background**

FotoTV is an InternetTV on photography. It is a huge collection of more than 500 videos on various aspects of photography. These videos are created to enhance via the Internet, the knowledge and skills of avid photographers. They span all genres of photography. Every video demonstrates through an Expert photographer, a technique, a new concept, a different perspective, or post productions tips. The videos are created on the principle of "Learn by watching the Experts".

### **Target Audience**

Avid photographers

### **Market Overview**

An avid photographer constantly seeks new information on camera technology, software, photographing techniques and inspiration from expert photographers. A lot of such information is available in text format on the internet and in print magazines. However, very few use the power of visual learning to enhance a photographer's skill. Even those who do, focus mainly on Photoshop or Camera technology. FotoTV comes in to fill that market space. It leverages the reach of the internet with the visual power of videos, to offer an avid photographer the opportunity to learn from expert photographers.

### **Service offering**

Videos on photography accessible on the Internet  
Interviews with the best photographers worldwide  
A forum to connect and interact with peers

### **Highlights**

World's biggest collection of videos of all aspects of photography;  
Two new videos per week  
Videos show close-ups of expert photographers at work

### **Growth Potential**

FotoTV.de the parent company aimed at German speaking audience grew to 25,000 subscribers in 2 years; FotoTV.com aimed at the English speaking world, targets a similar success metric.

### **Contact Details**

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