



Facts and Figures

Business Area

Free-to-air television

Headquarters

Pravda Street, 15A 125124
Moscow, Russia +7 495 785 6333

Operations

CTC Media, Inc. ("CTC Media") is one of the largest commercial television broadcasters in Russia offering entertainment programming. It operates three free-to-air Russian television networks, CTC, Domashny and DTV, and a number of owned-and operated regional television stations. CTC Media owns two TV content production companies: COSTAFILM and SOHO MEDIA, and also operates Channel 31 in Kazakhstan and TV companies in Uzbekistan and Moldova.

Company's common stock is traded on The NASDAQ Global Select Market under the symbol "CTCM" since IPO in 2006.

History

CTC Media was founded in 1989 in Delaware and in 1991 commenced broadcasting. In 1994, it started to operate as a network: broadcasted its programs from the station in St. Petersburg to a number of cities across Russia. Since 1995, CTC Media has acquired or established a number of new television stations throughout Russia. On December 1, 1996, CTC became a national free-to-air TV channel broadcasted via satellite from Moscow. Domashny was launched in March 2005 and in 2008 the Company acquired DTV channel. These three networks together include hundreds of affiliates throughout the country and about 40 owned-and-operated television stations in Russia's largest cities. In 2008, CTC Media entered TV markets of Kazakhstan, Uzbekistan and Moldova.

Shareholders

Today, CTC Media's largest shareholders include Modern Times Group and Alfa Group.

Senior Management

Anton Kudryashov, Chief Executive Officer
Boris Podolsky, Chief Financial Officer
Vyacheslav Murugov, Chief Content Officer of CTC Media
General Director of CTC Channel

Market Position (2008)

The CTC Network's average audience share was 11.8 % among the target 6-54 demographic. CTC is the fourth-most watched broadcaster in Russia overall.

The Domashny Network had an average audience share of 2.8% among its target demographic of females aged 25-60.

The DTV Network had an average audience share of 1.8% among its previous target demographic everyone above 18. Starting January 2009, DTV targets viewers between 25 and 54 years old.

The Channel 31 had an average audience share of 13.4% among the target 6-54 demographic.

Key Financial Data (US\$ millions)

	2008	2007	2006
Revenue	640	472	371
OIBDA	280*	220	174
Operating Income	267*	193	154
Net Income	176*	136	106

*Adjusted numbers before the effect of an impairment of intangible assets relating to DTV Group, Channel 31 and broadcasting group in Moldova

Audience Share (all 4+)

	2008	2007	2006
CTC	9.0%	9.0%	10.4%
Domashny	2.2%	2.0%	1.4%
DTV	1.8%	1.9%	1.7%
Combined	13.0%	12.9%	13.5%

Source: TNS Gallup Media