

Central Asia TV Broadcasters

Kazakhstan

EURASIA+ORT
COMMERCIAL TELEVISION CHANNEL
NTK
RTRK "QAZAQSTAN"
TELEVISION OF ASTANA CITY
31 CHANNEL
TV CHANNEL BALAPAN
CHANNEL 7
KHABAR AGENCY
ALMATY TV CHANNEL/SOUTH CAPITAL
STV (RAKHAT)
MEDIA HOLDING "ATAMEKEN BUSINESS"
NOVOE TV
MUSIC TV CHANNEL ZHULDYZ TV
RIKA-TV
TV CHANNEL HIT TV (TOO TPK SHAHAR)
TV CHANNEL OTYRAR TV (TOO SOBKOR)
TV CHANNEL TDK42
TV COMPANY IRBIS TV
3 KANAL
BASHAT TV AND RADIO COMPANY/ 24TV

Kyrgyzstan

KTRK
CHANNEL 5
TV CHANNEL "BALASTAN"
NTS TV CHANNEL

Uzbekistan

NATIONAL TELEVISION AND RADIO COMPANY OF UZBEKISTAN

Tajikistan

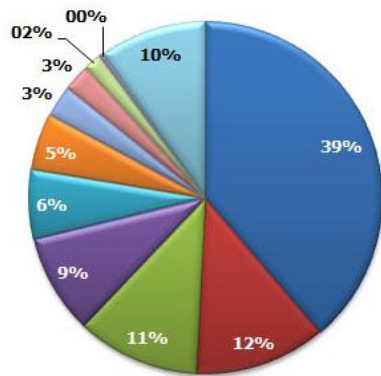
NATIONAL TELEVISION AND RADIO COMPANY OF TAJIKISTAN

Turkmenistan

NATIONAL TELEVISION AND RADIO COMPANY OF TURKMENISTAN



What viewers are watching in Kazakhstan?



TV Series –39%
 Entertainment – 12%
 Movies – 11%
 Talk Shows – 10%
 Animation – 6%
 News – 5%
 Documentaries – 3%
 TV Shows – 3%
 Educational – 0,2%
 Music – 0,2%

Source: J'son & Partners Consulting (This research was done on following TV Channels: Khabar, Kazakhstan, First Channel Eurasia, Channel Seven, 31 Channel, NTK, KTK, Astana TV)



Who are key buyers in Kazakhstan?

FIRST CHANNEL "EURASIA" (share 20,61%) – private
 COMMERCIAL TV CHANNEL / KTK (share 13,89%) – private
 INDEPENDENT TELEVISION CHANNEL / NTK (share 10,30%) – private
 QAZAQSTAN (KAZAKHSTAN) (share 9,52%) – state owned
 ASTANA TV (share 9,27%) – private
 31 CHANNEL (share 6,14%) – private
 BALAPAN (share 5,6%) – state owned
 CHANNEL SEVEN (share 5,00%) – private
 KHABAR (share 2,18%) - private
 QAZSPORT (share 2,10%) – state owned
 ALMATY TV CHANNEL (share 1,12%) – state owned

Source: Kantar (TNS Central Asia), April 2022



Participants: important Buyers from Central Asia



EURASIA+ORT
Kazakhstan
TV Channel

Sister company to Channel One. Buy mostly content from Russia and CIS.



COMMERCIAL TELEVISION CHANNEL
Kazakhstan
TV Channel

Generalist TV Channel. Turkish and Russian content is working well.



NTK
Kazakhstan
TV Channel

Generalist TV Channel.



RTRK "QAZAQSTAN"
Kazakhstan
TV Channel

The flagman of Kazakhstan TV and radio broadcasting The «Kazakhstan» RTRC» JSC includes: 4 TV channels «QAZAQSTAN», «balapan», «Qazsport» and «Tamasha TV»; 4 radio stations «Kazakh radio», radio «Shalkar», «Astana» and «Classic»; 14 regional TV and radio companies, covering the entire territory of the Republic of Kazakhstan.



TELEVISION OF ASTANA CITY
Kazakhstan
TV Channel

Generalist TV Channel of Nur Sultan (ex Astana) city. Asian and Turkish content is working well.



31 CHANNEL
Kazakhstan
TV Channel

Key entertainment TV Channel focused on family audience. It broadcasts news, entertainment programs, drama series, sitcoms on Russian and Kazakh languages, as well as feature films of the world's largest studios.

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TV CHANNEL BALAPAN

Kazakhstan
TV Channel

Kids TV Channel, part of RTRK "Qazaqstan".



CHANNEL 7

Kazakhstan
TV Channel

Entertainment TV Channel focused on family and young audience. It broadcasts drama series, formats, films, entertainment programs.



KHABAR AGENCY

Kazakhstan
TV Channel

The leader of the media space in Kazakhstan.
"Telefamily" of four channels broadcasting in Kazakh,

Russian, English, Kyrgyz and Uzbek languages: multi-genre and socially oriented TV channel "Khabar", image satellite "Qazaq TV", round-the-clock information channel "Khabar 24" and film channel "EL ARNA".



ALMATY TV CHANNEL/SOUTH CAPITAL

Kazakhstan
TV Channel

Generalist TV Channel of Almaty City.



STV (RAKHAT)

Kazakhstan
TV Channel

Entertainment TV Channel for family. Interested in content dubbed /subtitled to Russian language.



MEDIA HOLDING "ATAMEKEN BUSINESS"

Kazakhstan
TV Channel

Business TV Channel focused on documentaries & factual content.



NOVOE TV

Kazakhstan
TV Channel

Regional TV Channel. Interested in content dubbed /subtitled to Russian language.



MUSIC TV CHANNEL ZHULDYZ TV

Kazakhstan
TV Channel

Music TV Channel.

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RIKA-TV
Kazakhstan
TV Channel

Regional TV Channel. Interested in content dubbed /subtitled to Russian language.



TV CHANNEL HIT TV (TOO TPK SHAHAR)
Kazakhstan
TV Channel

Entertainment TV Channel focused on family.



TV CHANNEL OTYRAR TV (TOO SOBKOR)
Kazakhstan
TV Channel

Regional TV Channel. Interested in content dubbed /subtitled to Russian language.



TV CHANNEL TDK42
Kazakhstan
TV Channel

Regional TV Channel. Interested in content dubbed /subtitled to Russian language.



TV COMPANY IRBIS TV
Kazakhstan
TV Channel

Regional TV Channel. Interested in content dubbed /subtitled to Russian language.

100% QAZAQSHA/KAZVOD
Kazakhstan
OTT Platform

OTT platform. Asian and Turkish content is working well.



TV COM
Kazakhstan
OTT Platform

OTT platform. Interested in content dubbed /subtitled to Russian language. Asia and Turkey are priority

GC SERVICE/GOLD CINEMA
Kazakhstan
Distributor

Distributor mostly for movies and series.

3 KANAL
Kyrgyzstan
TV Channel

Entertainment TV Channel.

BASHAT TV AND RADIO COMPANY/ 24TV
Kyrgyzstan
TV Channel

Generalist TV Channel.

CA NETWORKS
Kyrgyzstan
Distributor

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CHANNEL 5
Kyrgyzstan
TV Channel

Generalist TV Channel.

CONTENT PROMOTION

Kyrgyzstan
OTT Platform

OTT platform.



KTRK
Kyrgyzstan
TV Channel

KTRK includes 6 TV channels: KTRK, KTRK Music, Madaniyat-Tarykh-Til (Culture), TV Channel Balastan, KTRK Sport, Ala-Too 24 (News).



Баластан

KTRK (TV CHANNEL "BALASTAN")
Kyrgyzstan
TV Channel

Kids TV Channel, part of KTRK.



NTS TV CHANNEL
Kyrgyzstan
TV Channel

Generalist TV Channel.



NATIONAL TV AND RADIO COMPANY OF UZBEKISTAN (NTRK)
Uzbekistan
TV Channel

Key Generalist TV Channel in Uzbekistan. Focused on Turkish and Asian content.