



Facts and Figures

Business Area

Free-to-air television

Headquarters

15A Pravda Street, 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. In December 2009, CTC Media launched international broadcasting under the CTC brand in North America through the DISH Network Corporation.

Shareholders

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 (2009)

The CTC Network's average audience share was 12.2 % 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 2.9% among its target demographic of females aged 25-60.

The DTV Network had an average audience share of 2.2% among the target 25-54 demographic.

The Channel 31 had an average audience share of 11.6% among the target 6-54 demographic.

Key Financial Data (US\$ millions)

	2009	2008	2007
Revenue	506	640	472
OIBDA	211*	280*	220
Operating Income	152*	34*	193
Net Income	144*	176*	136

*Numbers adjusted to exclude \$232.7 million charge arising from the impairment of the intangible assets of DTV Group in Russia, Channel 31 in Kazakhstan and a broadcasting group in Moldova in the Q4 2008; an \$18.7 million charge arising from the impairment of the broadcasting licenses in Russia in Q4 2009; and a \$28.6 million stock-based compensation expense recognized in conjunction with the previously announced settlement by CTC Media of litigation brought by it against its former CEO in Q4 2009

Audience Share (all 4+)

	2009	2008	2007
CTC	9.0%	9.0%	9.0%
Domashny	2.2%	2.2%	2.0%
DTV	2.0%	1.8%	1.9%
Combined	13.2%	13.0%	12.9%

Source: TNS Gallup Media