



Россия

mezzo
liveHD

Lagardère
ACTIVE

New Awards for Lagardere Active channels in Russia.

TIJI Russia – Best Kids' Channel
MEZZO LIVE HD – Best Music Channel

The Big Digit Awards Ceremony took place on January 29th in Moscow during the International Exhibition **CSTB 2014**. This show is the main event in Television and Telecommunications industry in Russia and CIS' countries. The jury composed of professional journalists, politicians, TV & Radio well-known personalities, co-presided by the President of the **International Academy of TV** and the CEO of the **Russian Public Television Company**; decided to award **TIJI RUSSIA**, Russian version of TIJI, as the "**BEST KIDS' CHANNEL 2014**" and **MEZZO LIVE HD** as the "**BEST MUSIC CHANNEL 2014**".

"By distinguishing our Channels on the basis of criterion like original concept, diversity, audience performances original content and distribution strategy; the jury strengthens us in our high quality-based strategy. We are also very satisfied to see TIJI Russia awarded once again since 2012 and MEZZO LIVE HD for the second time in a row. We would like to thank the jury that stimulates us to always provide the best service to our French and international viewers, from the youngest audience to the most demanding music-lover."



*Gérald-Brice Viret, Executive Manager of
TV Channels France and International for Lagardère Active.*

About TIJI and TIJI RUSSIA

Created more than 10 years ago, TIJI is known as a pioneer channel in Europe focusing on 3 to 7 years old children and their parents. TIJI offers quality programs thought to develop young kids' awakening, their learning process and also parent-oriented programs to be shared with the whole family. Thanks to this strong experience, TIJI Russia, launched in 2009 by Lagardere Active and Universal Distribution offers the best of pre-school programs in Europe. TIJI Russia is distributed through TV cable, satellite and IPTV amongst the most important Pay-TV operators in Russia and bordering countries. TIJI Russia is received by more than 7 million households.

About Mezzo Live HD

Launched in 2010 as a complementary channel to MEZZO (already a worldwide reference amongst the classical, jazz and dance universe), MEZZO LIVE HD offers to its viewers the opportunity to live completely the strongest sensations of alive show in the best conditions possible, as close as possible to reality. All of the shows are shot in High Definition. Every month, MEZZO LIVE HD opens the doors to five of the greatest worldwide stages: Opera Houses, concerts, festivals, Dance theatres, Jazz clubs, etc...

The offer MEZZO (both channels) is received by 22 million subscribers in 45 countries.