WORLDWIDE INFORMATION PROMOTION ON THE INTERNATIONAL MEDIA

INVITATION TO COOPERATE

THE POSITIVE IMAGE FORMATION OF THE BRAND IS A RECIPE FOR THE COMPANY’S SUCCESS.

THE INVITATION FOR PROMOTION OF EVENTS, EXPORT, SPORTS, MEDICINE, TECHNOLOGIES, SCIENCE, TOURISM AND CULTURE.
GLOBAL INFORMATION PRESENCE IN THE INTERNATIONAL INFORMATION MARKETS

Geopolitical and international (including sanctions) measures have a significant impact on consumer behavior in the economic markets and significantly affect the volume of international investments in the national economy.

The most important tool for entering the international economic markets is the constant information presence in the international information space.

The Eurasian Economic Cooperation Organization (EECO) acts as an organizer and information partner for the promotion of economic and public interests in the information field of international media in order to:

- attract the foreign investments;

- promote the export and promotion of national companies, events and brands in foreign markets;

- establish good-neighborly relations and cooperation with international organizations and business;

- provide the presence in the international information space;

- promote the dissemination of information about national and cultural values, achievements of science, culture, technology, medicine, tourism and sports.
INVITATION TO COOPERATION
GLOBAL INFORMATION PRESENCE
IN THE INTERNATIONAL INFORMATION MARKETS

The World experience shows that the information presence in the international information space gives a significant economic effect in the various sectors of the economy, technology, science, education, culture, sports, tourism and investment.

Attaching a great importance to the global information presence in the international media:

We provide the broadcasting on the numerous international channels and publications in the numerous international print( electronic) media. We promote the necessary information in the target markets.

We provide worldwide information support and global media promotion of regions( territories) , events, investment projects, unique technologies, brands, goods( works , services), tourism products, investment and tourism attractiveness and much more.

We form a positive image of countries in the international media and promote investment, economic and tourist potential of regions and territories in the global information markets.

We provide a unique opportunity to present specific investment projects to the potential foreign investors in the foreign information space.
INVITATION TO COOPERATION
GLOBAL INFORMATION PRESENCE IN THE INTERNATIONAL INFORMATION MARKETS

We announce to the world community the emergence of the new unique brands or technologies, promote business in the foreign information and economic markets, provide the recognition and promotion of brands in the global media information space.

THE FINAL RESULT

We guarantee the appearance of the necessary (objective, proven) information in the numerous international media in specific counties and/or different regions of the world.

We control and edit (together with the customer) the television and information content of the final materials before the release of printed materials and/or video reports.

We provide the customer with the final written report confirming the fact, time and place of the specific publications and/or video reports in the relevant international media.

We provide the final report: confirmed figures of media coverage and potential audience, the geography of the final distribution of the necessary information on the continents, countries and regions of the world.
THE PURPOSES OF THE REGULATORY PRESENCE IN THE INTERNATIONAL MEDIA:

- Formation of the positive image of stakeholders in the information field of foreign media;
- World information support for the promotion of export in foreign markets;
- Promotion of the goods (works, services), technologies in the international markets;
- Prompt, reliable and comprehensive information of foreign citizens of current national events in the field of domestic and foreign policy, culture, tourism, sports, education, science, business, spiritual life and other areas;
- Information promotion and positioning of foreign policy activities of states in the international media;
- Coverage in the international media the major international events, forums, conferences, exhibitions, sporting events, cultural events and etc;
- Ensure the permanent information presence in foreign countries;
- Information support, promotion and popularization of the production (technology) abroad, increasing the awareness of foreign consumers about the consumer properties and characteristics;
- Promotion and positioning the investment attractiveness of the territories (regions), investment projects in the international media;
- Promotion of the information and national tourist product (including priority national and regional tourist routes) on the world tourist markets;
- Promoting the values of national culture in the humanitarian information space in foreign countries;
- Promotion and representation of different brands in the foreign markets.
TASKS
OF THE INFORMATION PRESENCE
IN THE INTERNATIONAL MEDIA

EXPORT:

increase in the share of exports in the non-oil sectors of the economy and small and medium-sized business;

domestic companies gain access to the international informational markets;

permanent presence of the domestic exporters in the international media space and information field of foreign countries.

TOURISM:

strengthening of the international image of the state as a country with the high level of culture favorable for the international tourism;

promotion of the national tourist product in the international media space;

information promotion of the investment attractiveness of the national tourist infrastructure.
TASKS
OF THE INFORMATION PRESENCE IN THE INTERNATIONAL MEDIA

THE EXPORT OF EDUCATION:

Increasing the number of foreign citizens studying in the educational institutions;

increasing the attractiveness and competitiveness of the domestic education in the international market of educational services;

Promotion of the brand of domestic education in the international educational market.

BRAND PROMOTION:

promotion of the specific brands in the international economic market;

announcement to the world community about the emergence of the new unique brands and technologies;

Promotion of the brand awareness in the global media space.
TASKS
OF THE INFORMATION PRESENCE
IN THE INTERNATIONAL MEDIA

TECHNOLOGIES

promotion of national advanced technologies (products) in the world economic markets;

gaining a leading position in the world markets of technological products (works, services);

wide announcement to the world community about the breakthrough achievements of the domestic technologies;

brining information about the attractiveness to invest in domestic breakthrough technological developments to a wide range of international investors.

SCIENCE:

promotion the achievements of national science in the international formation markets;

world informational support for the establishment of national research centres;

Explanation to the foreign scientists (researchers) about the benefits of the domestic research activities.
TASKS
OF THE INFORMATION PRESENCE
IN THE INTERNATIONAL MEDIA

HEALTH SERVICES:

improving the image of the health care system of the country in the foreign market;

increasing the export of medical services, technologies, medicines, medical equipment to the international markets;

promoting of the marketing strategy for the entry of medical tourism and export of high-tech medical services provided by the domestic medical organizations;

wide awareness of foreign citizens about the achievements and opportunities of the quality medicine and medical services.

CULTURE:

strengthening the international image of the state as a country with a high level of culture conducive to cultural progress;

creation of the positive international information environment for the sustainable development of culture and tourism;

promotion of the state cultural potential in the interests of the international cooperation.
TASKS OF THE INFORMATION PRESENCE IN THE INTERNATIONAL MEDIA

TRANSPORT AND INFRASTRUCTURE:

brining up the information about the attractiveness (advantages) of the financial investments in the domestic transport infrastructure to the foreign business;

formation of the international transport companies and/or business the sustainable opinion on the financial attractiveness of the use of transport corridors of cargo transportation (West-East, North-South);

promotion in the international global information market the positive information about the attractiveness (reliability, comfort) of the national carries.

INVESTMENTS:

formation of a favourable information environment for the international investments in the economy the respective territories;

increase the positive information about the territory in the international information space and/or an attractive investment projects;

increase in the share of foreign citizens regularly receiving a positive information about the events taking place in the relevant territory and its investment opportunities;

international promotion of the investment attractiveness of the national (regionally) investment projects.
NANOTECHNOLOGIES:

increasing the demand for domestic nanotechnology products from the existing and/or potential consumers;

information assistance to the inclusion of the domestic nanotechnology producers in the global supply chain of products;

information promotion in the foreign markets of achievements and opportunities of the domestic nano industry;

bring to a wide range of the potential foreign investors the information about the investment attractiveness of the investments in the unique domestic nano-technologies;

announcement to a wide world audience about the emergence of the unique nanotechnology products.
1. Determination of the region of the distribution (country, region, city)
   - The establishment of the basic group of media

2. Signing of the agreement on the information promotion
   - Payment of 100% of the contract price (Euro is a base currency)

3. Final approval by the customer of the Irish TV content and text

4. Obtaining a licence from the copyright holders

5. Customers final report on printed or electronic media
   - 24-48 hours

6. Receiving customer final report on TV media
   - 30 days

7. Signing the act of acceptance of services
   - End of information promotion

Start of video making and/or the preparation of texts for the printed electronic media.
**SUCCESSFUL STORY**

**CUSTOMER REQUESTS:**

- Creating a positive image of Kazakhstan abroad;
- Increasing the interest of the population of Kazakhstan to the physical culture, sports and healthy lifestyle;
- Positioning of Kazakhstan as a state capable of organizing the successful holding of major international sports comp of;
- Increasing the competitiveness of Kazakh sports in the international sport arena.

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**RESULTS OF THE INFORMATION PROMOTION (TV)**

<table>
<thead>
<tr>
<th>TOTAL AIR TIME</th>
<th>1,617.76 hours</th>
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</thead>
<tbody>
<tr>
<td>Airtime int. Networks:</td>
<td>38.99 hours</td>
</tr>
<tr>
<td>Airtime Asia:</td>
<td>923.33 hours</td>
</tr>
<tr>
<td>Airtime Europe:</td>
<td>529.12 hours</td>
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<tr>
<td>Airtime outside Asia/EU:</td>
<td>126.32 hours</td>
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<thead>
<tr>
<th>TOTAL TECHNICAL RANGE</th>
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<tr>
<td>Technical range int. Networks:</td>
<td></td>
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<tr>
<td>Technical range Asia:</td>
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<tr>
<td>Technical range Europe:</td>
<td></td>
</tr>
<tr>
<td>Technical range outside Asia/EU:</td>
<td></td>
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<table>
<thead>
<tr>
<th>EQUIVALENT MEDIA VALUE:</th>
<th>€ 727,636,900</th>
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<tbody>
<tr>
<td>media value int. Networks:</td>
<td>€ 259,970,875</td>
</tr>
<tr>
<td>media value Asia:</td>
<td>€ 365,379,597</td>
</tr>
<tr>
<td>media value Europe:</td>
<td>€ 68,411,325</td>
</tr>
<tr>
<td>media value outside Asia/EU:</td>
<td>€ 33,875,103</td>
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</tbody>
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<table>
<thead>
<tr>
<th>REGIONS OF DISTRIBUTION</th>
<th></th>
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<tbody>
<tr>
<td>net-range int. Networks:</td>
<td></td>
</tr>
<tr>
<td>net-range Asia:</td>
<td></td>
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<tr>
<td>net-range Europe:</td>
<td></td>
</tr>
<tr>
<td>net-range outside Asia/EU:</td>
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<table>
<thead>
<tr>
<th>10 218 935 000 home audience</th>
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<tbody>
<tr>
<td>audience</td>
<td>audience</td>
</tr>
<tr>
<td>6,099,494,000</td>
<td>2,928,413,000</td>
</tr>
<tr>
<td>814,082,000</td>
<td>376,946,000</td>
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</table>

<table>
<thead>
<tr>
<th>1 396 733 408 viewers</th>
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<tbody>
<tr>
<td>viewers</td>
<td>viewers</td>
</tr>
<tr>
<td>320,509,280</td>
<td>935,199,818</td>
</tr>
<tr>
<td>87,668,455</td>
<td>53,355,855</td>
</tr>
</tbody>
</table>

**TOTAL:** 1,396,733,408 viewers all over the world

**TOTAL:** 1,617.76 hours
SUCCESSFUL STORY

THE CUSTOMER REQUESTS:

- Promoting the forum in the international arena,
- The creating of the world’s leading platform for the communication between the representatives of the world business circles,
- Creating a positive of Kazakhstan abroad,
- Promotion of Kazakhstan as a investment attractive country to the foreign business.

RESULTS OF THE INFORMATION PROMOTION (TV)

<table>
<thead>
<tr>
<th>Total air time</th>
<th>243.69 hours</th>
<th>Regions of distribution</th>
<th>533,059,493 viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Эфирное время межд.сетей:</td>
<td>7.93 часа</td>
<td>Охват межд.сетей:</td>
<td>264,052,500 зрителей</td>
</tr>
<tr>
<td>Эфирное время в Азии:</td>
<td>88.97 часа</td>
<td>Охват сети в Азии:</td>
<td>172,057,288 зрителей</td>
</tr>
<tr>
<td>Эфирное время в Европе:</td>
<td>140.17 часа</td>
<td>Охват сети в Европе:</td>
<td>62,137,805 зрителей</td>
</tr>
<tr>
<td>Эфирное время на других рынках:</td>
<td>6.62 часа</td>
<td>Охват сети на других рынках:</td>
<td>34,811,900 зрителей</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Equivalent media value</th>
<th>€ 110,215,022</th>
<th>Total technical range</th>
<th>6,255,818,000 families</th>
</tr>
</thead>
<tbody>
<tr>
<td>Медийная ценность межд.сетей:</td>
<td>€ 25,388,866</td>
<td>Технический охват межд.сетей:</td>
<td>4,239,200,000 семей</td>
</tr>
<tr>
<td>Медийная ценность в Азии:</td>
<td>€ 17,699,597</td>
<td>Технический охват в Азии:</td>
<td>1,546,666,000 семей</td>
</tr>
<tr>
<td>Медийная ценность в Европе:</td>
<td>€ 4,045,294</td>
<td>Технический охват в Европе:</td>
<td>349,554,000 семей</td>
</tr>
<tr>
<td>Медийная ценность на других рынках:</td>
<td>€ 63,081,265</td>
<td>Технический охват на других рынках:</td>
<td>120,398,000 семей</td>
</tr>
</tbody>
</table>

**TOTAL:** 533,059,493 VIEWERS  
**TOTAL:** 243.69 AIRTIME ALL OVER THE WORLD  
**TOTAL:** 110,215,022 € EQUIVALENT MEDIA VALUE  
**TOTAL** FULL TECH CAL COVERAGE 6 000 000 000 FAMILIES
SUCCESSFUL STORY

CUSTOMER REQUESTS:

FORMATION OF THE POSITIVE IMAGE OF SAUDI ARABIA IN THE INTERNATIONAL ARENA;
RAISING THE AWARENESS OF FOREIGN CITIZENS ABOUT THE POSSIBILITIES OF SAUDI ARABIA IN THE WORLD TOURISM MARKET;
INFORMATION PROMOTION AND POPULARIZATION OF THE NATIONAL TOURISM PRODUCT;
PROMOTION OF SAUDI ARABIA AS AN ATTRACTIVE DESTINATION FOR TOURISTS IN THE WORLD MARKETS OF TOURIST SERVICES;
PROMOTION OF THE COUNTRY’S INTEGRATION INTO THE WORLD CULTURAL PROCESS;
PROMOTION OF THE CULTURAL POTENTIAL OF THE COUNTRY IN THE INTERESTS OF THE MULTILATERAL INTERNATIONAL COOPERATION;
PROMOTION OF THE NATIONAL TOURISM PRODUCT IN THE INTERNATIONAL MEDIA SPACE.

RESULTS OF INFORMATION PROMOTION (PRINT AND ELECTRONIC MEDIA)

🌟 TOTAL: 90 COUNTRIES RELEASED THE INFORMATION IN THE MEDIA
⏰ TOTAL: 450 PRINT AND ELECTRONIC MEDIA (WORLDWIDE)
🌱 TOTAL: 750 000 000 PEOPLE (POTENTIALLY CONFIRMED AUDIENCE FROM AROUND THE WORLD)
OUR MISSION

TO PROMOTE THE INFORMATION PRESENCE IN THE INTERNATIONAL INFORMATION MARKETS.

Eurasian Economic Cooperation Organization is a non-inancial, non-political, non-profit, non-governmental organization for the professional and business community.

Our mission is a quality, effective information promotion and the assistance to the participants of the foreign economic activities in the improving the international competitiveness and increase exports.

We enchanted the well-being of the society by opening up the global markets.