

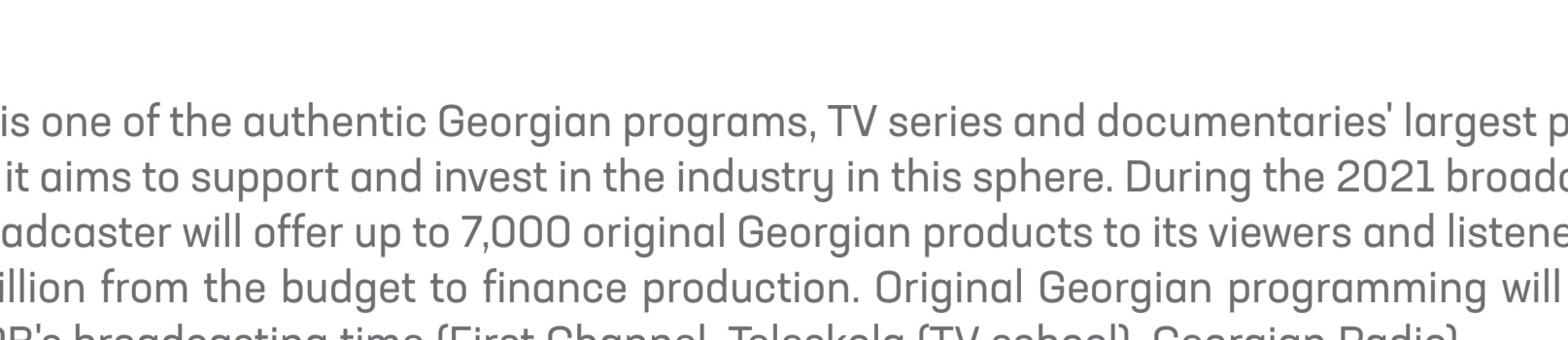


2021

Broadcast Season

Watch and listen to Georgian

According to the GPB First Channel's survey conducted in 2020, **85.9% of respondents name television as the priority source of information, 74.2% choose the Internet, and 4.8% go for the radio.**



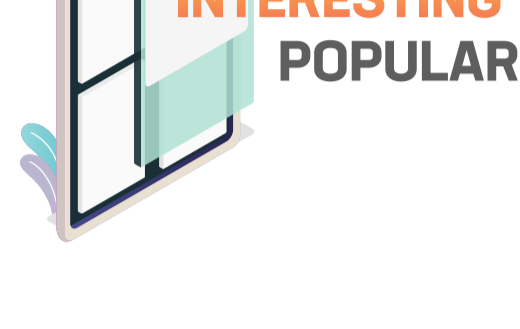
First Channel is one of the authentic Georgian programs, TV series and documentaries' largest producers in the country. Also, it aims to support and invest in the industry in this sphere. During the 2021 broadcasting season, the Public Broadcaster will offer up to 7,000 original Georgian products to its viewers and listeners and allocate over GEL 8 million from the budget to finance production. Original Georgian programming will occupy 70 per cent of the GPB's broadcasting time (First Channel, Teleskola [TV school], Georgian Radio).

What does the audience care about, and what does it need?

According to the GPB First Channel's survey conducted in 2020, traditional media is no longer the main source of information for a younger generation. But it remains the main medium for a relatively older audience. Consequently, the high-quality product available on all platforms is our top priority. Our concept is to make the interesting popular, while popular interesting. We care about informing, educating and entertaining the audience and the listener. We try to create an important and relevant media product that would promote unity in the society and the development of its values and culture. We want to become and make it better.

We focus on:

- Mainstreaming issues vital for the society
- Encourage critical thinking and constructive approach
- Overcoming the existing polarization, division and unacceptability in the society
- Increase confidence in socio-political processes and strengthen democratic institutions
- Promoting the development of Georgian media industry, TV movies/series, authentic Georgian programs



Authentic Georgian and procured premium TV products

Support for the local industry, promotion and popularization of the authentic Georgian production is a priority of the Georgian Public Broadcaster. Georgia's First Channel invests heavily in the development of the documentary film industry and introduces Georgian TV series in its show rundown. It also keeps and develops the radio drama as a unique media product of this genre.

GPB First Channel co-financed the production of over ten co-produced feature movies. The Public Broadcaster will premier these movies in 2021. GPB attaches great value to the official contracts with producers and procurement of licensed products. Georgian Public Broadcaster strictly adheres to copyright requirements. It seeks to establish and promote the official distribution of intellectual products.

Placing the European, American and Georgian premium class product in the rundown, GPB follows the values that reflect the western course of the development chosen by the country and the society.

In 2021, viewers will be able to watch premium documentary series produced by world-renowned studios: BBC Worldwide Limited, Discovery, Feature TV Series: Rai Com S.P.A., Boomerang TV, Film Quest Entertainment, LLC Ignition, Feature Films: The Walt Disney Company; Paramount Pictures International Limited; Film Quest Entertainment; FOX 21 Century; Lucasfilm, etc.



The First Channel - Sport

The Public Broadcaster unites viewers around the most important sporting events. It also aims to promote the development of Georgian sports and promote a healthy lifestyle. In 2021, the First Channel will broadcast important international sporting events:

- FIBA EuroBasket Qualifiers
- Summer Olympics European Championships
- UEFA EURO 2020
- European Judo Championships
- European Weightlifting Championships
- Georgian clubs and UEFA Europa League
- FIFA World Cup Qualifiers



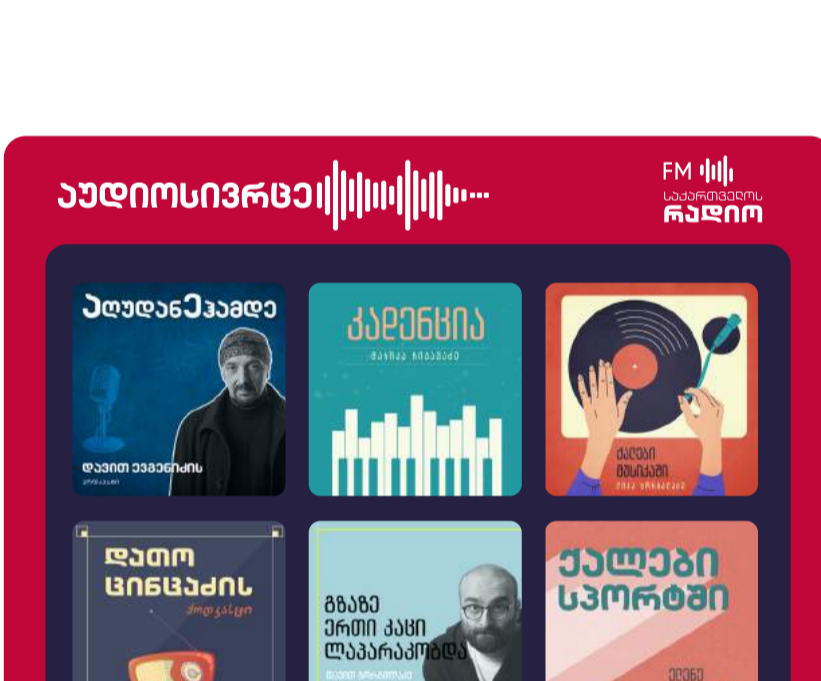
The First Channel for kids

GPB First Channel offers viewers the concept of safe media that includes TV and radio broadcasts that provide safe, verified, useful and necessary information for all family members. In 2021, Teleskola (TV School) will continue broadcasting with updated programming, several new TV programs, games, talk shows for children and parents are planned. The recently signed contract between the First Channel and The Walt Disney Company includes packages for children and family watch movies and animation, which will be professionally dubbed in Georgian and broadcasted on the First Channel and within the framework of the TV School.



Georgian Radio

The country's first broadcaster is 96 years old. Georgian Radio is fully focused on Georgia-made, quality, authentic product and, most importantly, Georgian music. Listen to Georgian is the 2021 claim of Georgian Radio. It is important to adapt traditional media formats to the new reality, especially for young audiences, alongside the new media opportunities. Georgian Radio, supported by the European Broadcasting Union, will involve a group of authors to prepare a series of podcasts in 2021. These podcasts will target listeners of all generations and different interests.



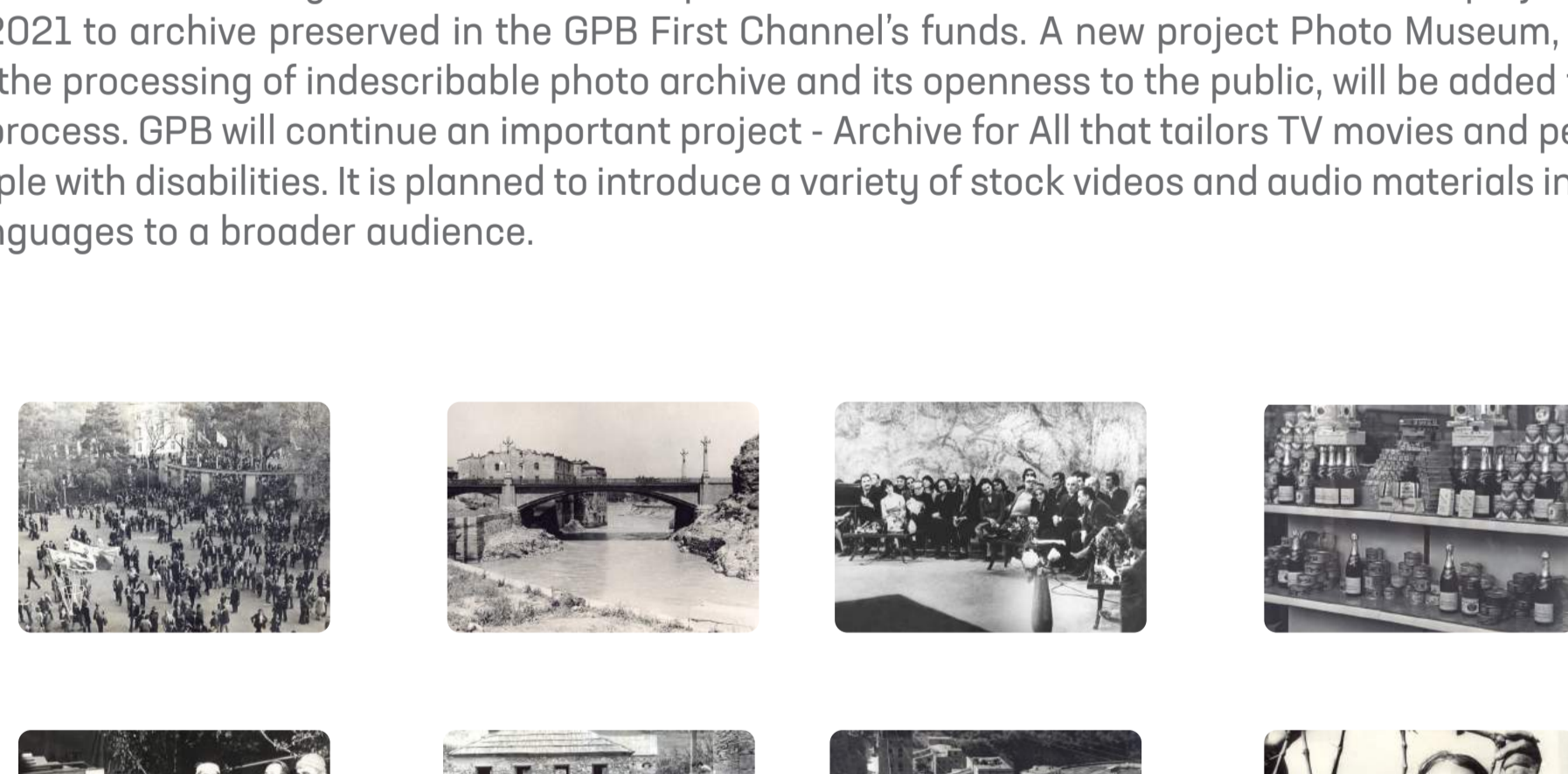
Diverse Georgia

Diversity is the wealth of our country. GPB First Channel's new targeted products. At the US Embassy assistance, GPB translates the main news program Moambe into Armenian and Azerbaijani languages (the language could be switched on via the remote control receiver). Besides, the Diverse Georgia Project envisages media coverage of the ethnic minorities living in Georgia in different languages, while interesting, topical issues are integrated into the Georgian language programs.



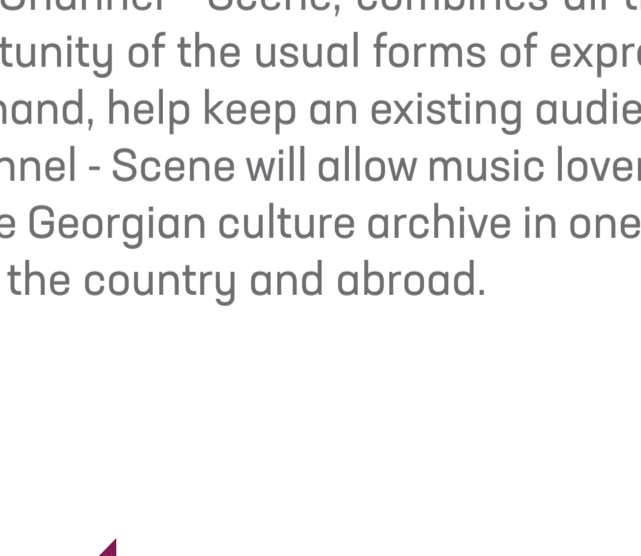
GPB Archive - Memory of the Nation

The revival and accessibility of the archive are important. The Telemuseum and Radio Museum projects will continue in 2021 to archive preserved in the GPB First Channel's funds. A new project Photo Museum, which provides for the processing of indescribable photo archive and its openness to the public, will be added to this irreversible process. GPB will continue an important project - Archive for All that tailors TV movies and performances to people with disabilities. It is planned to introduce a variety of stock videos and audio materials in ethnic minority languages to a broader audience.



First Channel - Scene

GPB First Channel's new project, First Channel - Scene, combines all the performance arts on a single digital platform. The art sphere lost the opportunity of the usual forms of expression due to the pandemic. GPB offers it an online space that will, on the one hand, help keep an existing audience and, on the other hand, enable it to attract a whole new segment. First Channel - Scene will allow music lovers to attend various concerts with online tickets. The online platform will offer the Georgian culture archive in one space. It will help to discover new faces and popularize Georgian culture inside the country and abroad.



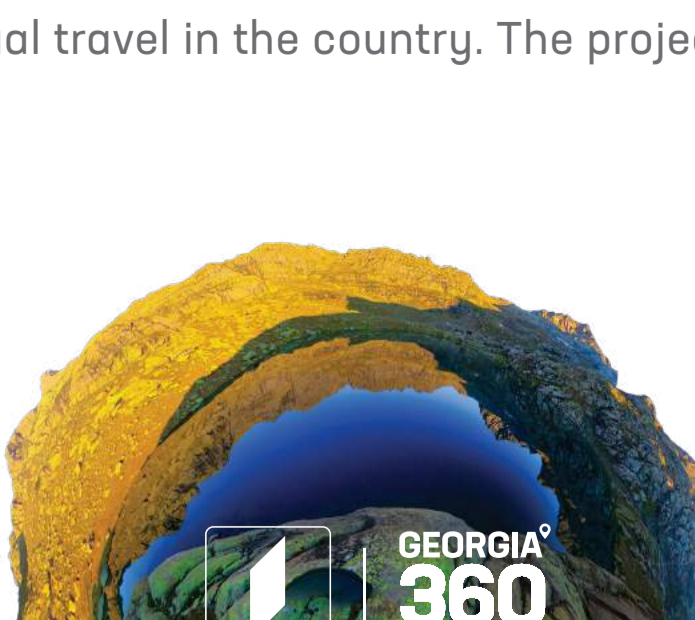
Online Media - Apps

First Channel applications target a diverse segment of the audience.



Mobile TV is a unique VOD application on the market, which will offer the premiere of popular products on the Digital First principle. The Simple Logic App is one of the most popular games in Georgia, which, on the one hand, develops logical skills, on the other hand, promotes the Georgian language. A new version of the game will be available in 2021.

Georgia 360 is the best tool for virtual travel in the country. The project photo database will be constantly updated.



With those well-planned steps on each of the GPB's platforms, implementing technological upgrades that directly mirror content improvement, offering high-quality international or local products, we believe 2021 will be a year of expanding audiences and building trust in the GPB.