



TV CHANNEL

ACTIVE  
LIFE



# FEATURES OF THE TV CHANNEL

**UNIQUE  
CONTENT**

**24/7**  
BROADCASTING

**HD**  
FORMAT

**30+**  
AUDIENCE

**150**  
HOURS OF CONTENT

**100%**  
OWN PRODUCTION

**WORLD-FAMOUS  
EXPERTS**



# OUR VIEWERS



*IN OUR DIFFICULT TIMES, YOUR CLASSES ARE SO IMPORTANT, ESPECIALLY FOR US WHO ARE LONELY... I HAVE WORKED AS A MUSIC TEACHER FOR 30 YEARS AT THE SCHOOL, BUT THE TIME COMES, LIKE FOR EVERYONE ELSE, IT'S TIME TO RETIRE... AND WHAT A PITY IT WAS TO PART WITH YOUR FAVORITE THING, WORK... BUT LIFE IS LIFE... AND WE HAVE TO PUT UP WITH EVERYTHING THAT HAPPENS TO US... THANK GOD THAT THERE WAS SUCH A WONDERFUL AND USEFUL PROGRAM «IT'S COOL TO BE HEALTHY» !!! I WAIT FOR IT EVERY DAY AND TRAIN WITH IT IT AT 9 O'CLOCK AND AT 14 O'CLOCK!!! A HEARTFELT THANK YOU TO YOUR TEAM AND TO YOU PERSONALLY.*

**Anna, 70 years old, Sterlitamak**



*I HAVE JUST LISTENED TO YOUR INTERVIEW WITH PSYCHOLOGIST GULNARA TIMIRBULATOVA, WHO DOES RELAXATION WITH US AFTER OUR CLASSES WITH SHAMIL. IT WAS SUCH A JOY FOR ME!!! THANK YOU FOR YOUR INTERESTING AND VERY USEFUL QUESTIONS. I GOT ANSWERS TO MANY QUESTIONS. DO YOU DO THESE INTERVIEWS EVERY SUNDAY AT THIS TIME? I'M LOADING YOU UP WITH MY QUESTIONS, SORRY. I AM TAMARA FROM ORSK, I AM 75 YEARS OLD, BUT LIFE IS INTERESTING TO ME AND EVERYTHING THAT I DO NOT KNOW YET IS INTERESTING. WITH RESPECT AND GRATITUDE.*

**Tamara, 75 years old, Orsk**



*MANY THANKS TO THE STAFF OF THE CHANNEL "ACTIVE LIFE". GRATITUDE FOR THE WORK AND KNOWLEDGE THAT I (WE) RECEIVE WHILE HEALING OURSELVES. HOW TRAININGS ARE NEEDED FOR THOSE WHO WANT TO IMPROVE THEIR WELL-BEING. IMPROVE YOUR HEALTH. GOOD QUALITY. AND YOU DO NOT DO IT ALONE (NOT ALONE), AND IN A GROUP WITH AN INSTRUCTOR, A TRAINER. YOU DO NOT NEED TO GO TO THE GYM, AND YOU CAN CHOOSE THE TIME FOR TRAININGS. AND ALL THE INSTRUCTORS ARE VERY GOOD THEY SHOW AND EXPLAIN EVERYTHING.*

**Nadezhda, 60 years old, Salavat**



# OUR OWN PROJECTS



## «Healthy back»

PROJECT AUTHOR -  
**Elena Myachina,**  
FITNESS TRAINER



## «Personal trainer»

PROJECT AUTHOR -  
**Marat Khakimov,**  
ATHLETE



## «It's cool to be healthy»

PROJECT AUTHOR -  
**Shamil Gaisin**  
WUSHU AND QIGONG  
INSTRUCTOR



## «Relax-meditations»

PROJECT CO-AUTHOR -  
**Gulnara Timerbulatova,**  
CLINICAL PSYCHOLOGIST



## «Respiratory gymnastics»

PROJECT CO-AUTHOR -  
**Tatiana Novikova,**  
PHYSICAL THERAPY  
INSTRUCTOR



## «Exercise rules»

PROJECT CO-AUTHOR -  
**Zamir Tagirov,**  
OSTEOPATH



## «Active longevity»

PROJECT AUTHOR -  
**Elvira Melkumyan,**  
FITNESS DOCTOR



## «Yoga»

PROJECT AUTHOR -  
**Vitaly Lyalin,**  
YOGA TEACHER



# OUR CONTENT

**70%**

**Trainings**

**10%**

**Conversations about  
a healthy lifestyle**

**10%**

**Food**

**10%**

**Relax-  
meditations**



# Elnara Kadyrova

*Editor-in-Chief and head  
of the TV Channel «Active life»*



**In mature age, an active life is just beginning!  
Together with us, you will be able to feel cheerful and energetic  
again. We created all our training sessions, interviews, and  
conversations with care.**

*«Active life» TV channel,  
a TV channel for active longevity*





# ADVANTAGES OF OUR TV CHANNEL

## ● End-to-end programming

*This is appreciated by people with a certain daily routine, because you can train according to a schedule*



## ● TV shows dynamics is balanced

*According to the intensity of the training - high-intensity trainings are replaced by stretching and relaxation*



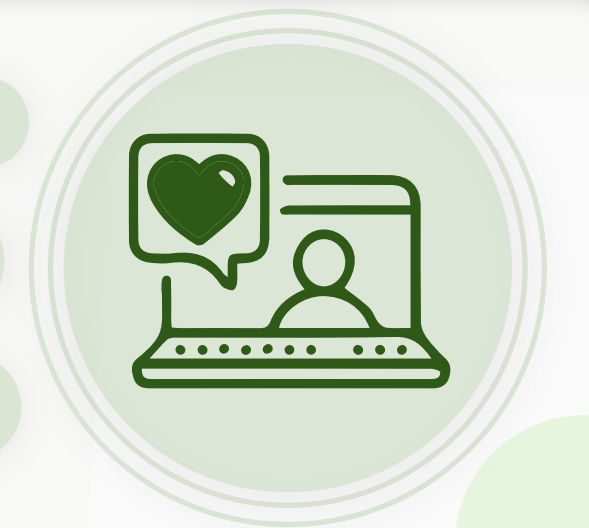
## ● The the programs authors are from the same age group as the audience, and understand their needs

*They are on the same wave with the audience*



## ● There is feedback, including communication in messengers

*The viewer can ask any question and get an answer*



# CONTACT US



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**Signal is available by:**

**UDP**

**Attachment points  
in the data center of the  
Russian Federation  
(M9, Medialogistics)**

**HLS**

**Links**

*«Active life» TV channel, registration number  
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