

Carousel



Each month Wotsat highlights one of the best European TV channels



A cat teaches young viewers *Funny English*



Russian fairy tales in *Masha and the Bear*



In *Let's Draw*, while the kids learn art, the Violet Fairy provides a 'distraction' for watching fathers

CHANNEL FACTFILE

- **Name:** Carousel
- **Country:** Russia
- **Hot Bird TV Awards category:** Children's
- **Final result:** Winner
- **Language:** Russian
- **Launch date:** December 27, 2010
- **Satellite:** Eutelsat 36A (36°E)
- **Transponder:** 12.207GHz/R
- **Broadcast standard:** DVB-S2
- **Symbol rate:** 27500
- **Website:** www.karusel-tv.ru

RUSSIAN NATIONAL children's channel **Carousel (Карусель/ Karusel)** was created by a decree of the President of the Russian Federation, Dmitry Medvedev, to merge together two existing channels from the biggest Russian TV broadcasters – **TeleNyanya** from Perviy Kanal (Channel One) and **Bibigon** from the All-Russian State Television and Radio Broadcasting Company (RTR).

Broadcasting 24 hours a day throughout Russia, Carousel is required by law to be publicly accessible. The overseas version, Carousel International is broadcast in the CIS, Baltic states, the USA, Canada and Israel, and is available free-to-air by satellite across Europe (Eutelsat 9A (9°E) at 11.919GHz/V 27500 3/4).

Carousel is an 'edutainment' TV channel for children from three to 14 years of age. The programmes develop kids' learning and artistic abilities, teaches them to read and write, and helps to integrate them into the socio-cultural environment of modern Russia. Combining traditional Russian upbringing and innovative modern methods of preschool education, the

channel is completely free of violence and aggression.

The programmes are just 10-20 minutes long, and there are over 70 shows each day. While Carousel shows some imported children's favourites such as *Postman Pat* and *Garfield and Friends*, most of the programmes are home-grown and original.

In addition to educational subjects such as reading and writing, road safety, and learning English, many of the programmes promote creativity and imagination.

Parents appreciate Carousel as a source of instructive games, amusing stories and fairytales, and a great communicator with the children – not to mention a welcome distraction and 'time off'.

Because the schedules are not filled with video game spin-offs, Manga cartoons or wise-cracking US high school kids, Carousel can seem a bit quaint, but this is also its real value to over 51 million viewers worldwide.

TOOLKIT

- What you need to receive Carousel**
- 60cm dish aimed at Eutelsat 9A 9°E with a FTA DVB receiver.



How to make cartoons in *Multistudio*



Russian kids and the *Jump-Skip Team*

Flagship shows

The top programmes on Carousel

Let's Draw!

Drawing

The Violet Fairy (Catherine Mazhul) and Kalyaka-Malyaka (Sergei Druzyak) teach children how to draw and paint, explaining composition, colour, proportions, interaction, etc, and bring creations to life with the magic of television.

It's Time To Space!

Science and technology

Explaining the mysteries of the universe and the life and work of cosmic explorers. Viewers have the opportunity to see how astronauts live and work in the International Space Station and tour the legendary Star City. *It's Time to Space!* is produced in cooperation with the Russian Federal Space Agency.

Traffic ABC

Road Safety

In the studio children and 'Inspector' Peshekhodov recreate

traffic situations to learn to make decisions, and again and again repeat the rules of the road. Produced in cooperation with the State Inspectorate of Road Safety.

Jump-Skip Team

Sport and exercise

With games, dances, and fun exercises, this 10-minute programme engages kids' interest in sports and physical fitness, stimulates them to move more, and helps avoid continual passive TV watching.

NeoKitchen

Food and science

There are many kids' programmes about food and cooking, but *NeoKitchen* tells the story with chemical experiments! Young viewers learn about proteins, carbohydrates, fats, vitamins, etc, what is good and what is harmful, and how to make healthy food.

THE WINNERS



Carousel CEO, Nikolay Dubovoy, receives the Hot Bird TV Award in the Children's category

The Eutelsat TV Awards

The Eutelsat TV Awards (previously called the Hot Bird TV Awards) recognise channels broadcast by satellite over Europe for their programming excellence.

Presented annually since 1998, a jury of independent media experts selects the winners for original programming, quality production and new concepts.

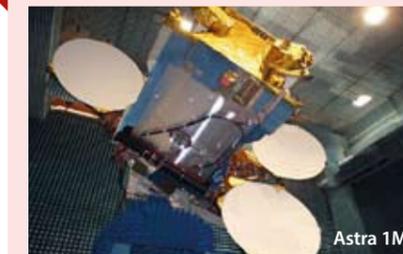
In addition, viewers vote for the People's Choice Award. The winners receive their awards at 'The Night of Satellites', a glitzy gala ceremony in Venice, Italy.

Registration is now open for channels on any Eutelsat satellite in 10 categories: Children's, Cinema, Culture/Documents, Fiction/General Entertainment, Lifestyle, Music, News, and Sports.

Awards will also be presented for the Best Programme and to the Most Innovative Channel overall.

To register your favourite for the People's Choice Award 2012, voting is now open on www.eutelsattvawards.com

FOOTPRINT



19.2°E

Although not the first broadcasting satellite position, 19.2°E is where Astra started and the iconic birthplace of European DTH satellite TV.

Astra 1A launched to 19.2°E in 1989, followed by Astra 1B, 1C and 1D to complete SES' analogue broadcasting plan. In 1995, Astra 1E was positioned at 19.2°E to broadcast the first Astra digital TV channels.

The latest satellite destined for 19.2°E is Astra 1N, launched in August 2011, but this has been temporarily positioned at 28.2°E, and Astra 2C stationed here.

The satellites of the 19.2°E position have been dedicated to broadcasting TV and radio signals to Europe and these are received direct in some 45 million homes.

■ Operators: SES (www.ses.com)

Satellites

- **Astra 1H (inactive)**
Launched: June 18, 1999
Manufacturer: Hughes (BSS-601HP)
Transponders: 28 Ku-band, 2 Ka-band
Peak Ku-band EIRP: 51dBW
Beams: Europe, steerable Ka spot beams
- **Astra 1KR**
Launched: April 20, 2006
Manufacturer: Lockheed Martin (A2100AXS)
Transponders: 32 Ku-band
Peak Ku-band EIRP: 51dBW
Beams: Europe
- **Astra 1L**
Launched: May 4, 2007
Manufacturer: Lockheed Martin (A2100AXS)
Transponders: 29 Ku-band, 2 Ka-band
Peak Ku-band EIRP: 54dBW
Beams: Europe, steerable Ka spot beams
- **Astra 1M**
Launched: November 6, 2008
Manufacturer: EADS Astrium (Eurostar 3000)
Transponders: 36 Ku-band
Peak Ku-band EIRP: 53dBW
Beams: Europe, Widebeam
- **Astra 2C**
Launched: June 16, 2001 (by Proton, Baikonur)
Manufacturer: Hughes (BSS-601HP)
Transponders: 32 Ku-band
Peak Ku-band EIRP: 51dBW
Beams: Europe



Astra 1M's footprint stretches beyond Europe