

## History of Creation

The CTC television network was founded by American entrepreneur Peter Hervey, who was the first on the Russian market to offer a franchise network model of broadcasting, in which independent affiliate broadcasters are responsible for distributing the television signal in the regions, receiving a portion of the channel's advertising time for their services. The idea of creating such a network has been nurtured by StoryFirst Communications since 1993.

## Broadcasting

On December 1, 1996, the Moscow decimeter channel AMTV, St. Petersburg's Channel Six, and several regional television companies, which Hervey and his financial partner Myron Wick were developing with their own and borrowed funds, began broadcasting jointly under the CTC brand (which first stood for "Commonwealth of Television Stations" -"Содружество телевизионных станций" and since 2002, for "Network of Television Stations" - "Сеть телевизионных станций"). Initially it was planned to launch CTC in January and later in October 1996, but financial and legal problems prevented it from doing so. In the first months of the channel's existence the volume of broadcasting was only 9 hours a day, and the channel started broadcasting at 15:00 (on weekends), 17:00 (on weekdays).



In the early years, the channel's programming consisted mainly of foreign serials and a small number of home-produced shows. The "Movies at 21:00" section, which aired predominantly foreign films, including blockbusters, and the daytime block of cartoons (produced by Soyuzmultfilm, Walt Disney, Warner Brothers, and other studios) were very popular.

From 2000 to 2002, CTC aired a wrestling show - WWE SmackDown: the 45-minute international versions were broadcast in Russia out of order with a four-month delay (the original programming was 1.5 hours long, while the pay-per-view (PPV) was 3 hours long).

On August 27, 2000, due to a fire in the Ostankino television tower at around 16:20 Moscow time, the channel's broadcasting (the CTC-Moscow version, for Moscow and the Moscow region) was interrupted

## Executives

The channel's first general director was Sergei Skvortsov. Oleg Vakulovsky, a well-known TV journalist, served as the channel's chief producer, and Vasily Kiknadze was the sports producer. In 1998, Roman Petrenko became the general director of STS. Under him in 1999 the channel's numbers came close to those of the main channels ORT, RTR and NTV, with TV-6 and TV Center ahead of them (in the first year of its existence the viewing figures were just 1%, which was much lower than those of NTV and TV-6)

## Awards

 $\cdot$  2004 - Gold at the TV marketing and advertising contest BRAND OF THE YEAR/EFFIE.

· 2007 - Gold at Promax UK in London.

• 2008 - CTC won the TEFI award in the category "The

channel's overall design (branding)" for the "CTC -

Wonderland" promo campaign.

• Twice, in 2016 and 2017, the channel won gold at the Promax BDA Europe Awards.

· 2017 - gold at the Promax BDA Global Excellence Awards.

• In 2019 and 2020, the channel received gold at the Promax BDA Asia Awards.

