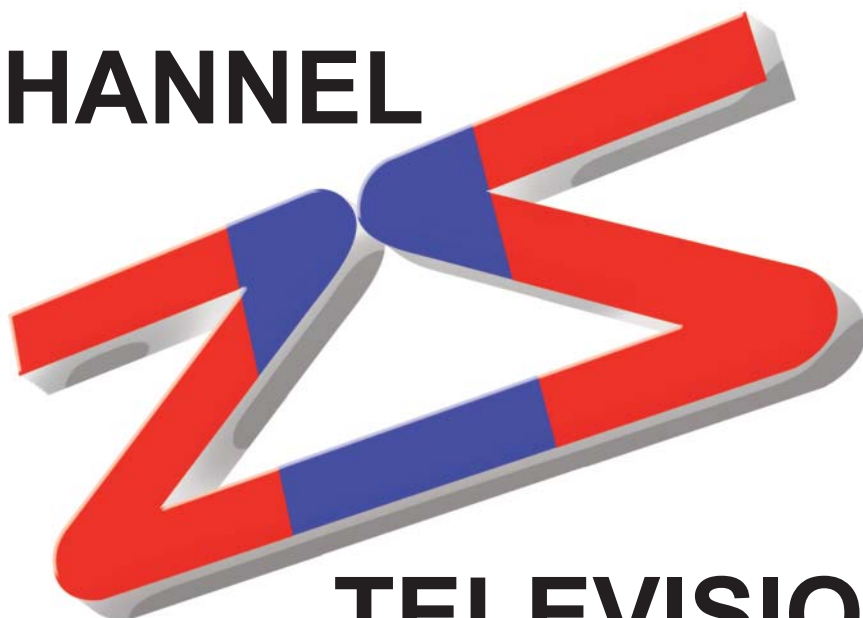


**MONGOLIAN FIRST INDEPENDENT TELEVISION**

**CHANNEL**



**TELEVISION**

**МОНГОЛЫН АНХНЫ ЧӨЛӨӨТ ТЕЛЕВИЗ**





# “CHANNEL 25” TELEVISION



## "CHANNEL 25" TELEVISION

In 1990, the democratic revolution took place in Mongolia, and the Communist regime began to fall. As political and economic innovation thrived, the monopolization of State resources set the stage for a reassessment of human rights. the era of Government controlled media was over, and free agencies spoke out.

Channel 25 was established on the back of the democratic revolution, and it is a symbol democracy and freedom in the press. When Channel 25 was established, it was the second television station opened in Mongolia, the first being established in 1967 to deliver the Communist message, dominating media outlets.

The channel has a close relationship with the Mongolian people. It is a symptom of our hard won democratic freedom, being the first channel grown from the capital of ordinary citizens.

## MONGOLIAN FIRST INDEPENDENT TELEVISION

When Channel 25 was established, it set a benchmark in that it opened the market of free media. It was fundamental in the establishment of private television corporations. For the first time, the people of Mongolia had the opportunity to receive information through a series of channels.

Not only was Channel 25 groundbreaking in its independence from the Government, it also promoted the concept of self-financing as a viable means for the press to operate. In many ways, the channel helped reinvent the Mongolian media's sense of self.

Since its establishment, it has been Channel 25's policy was to honor human rights and the public's right to information; pursuing the freedom of press, and gaining national dignity.

Channel 25 Television founded by  
AE and JAAG company

**Founders:**

**Sh.OTGONBILEG**

**Ts.BALDORJ**

**L.JARGALSAIHAN**

**Z.ALTAI**

**A.AVIRMED**

**D.GALSANJARGAL**

VENTURE:	Private
AIR TIME:	19 hours per day
SYSTEM:	Pal
BROADCAST:	Nationwide
CHANNEL:	10th metric channel
STAFF:	over 110 employees
PREMISES:	700 square meters
INCOME GENERATION:	Programing, advertising



## History

- On September 27, 1996 Mongolia's first independent Channel started broadcasting at 7pm. Its first program used a decimeter wave and pal system.
- On January 22, 1999 the channel collaborated with the American WorldNET channel in a one-hour live video interview between former US secretary of State James Baker and the Mongolian parliamentarians. Channel 25 connected Ulaanbaatar with Houston and Washington D.C, the first such event in Mongolian history.
- On May 11, 2000 channel 25 started transmitting on the the 10th channel of metric waves.
- On September 15, 2005 it started broadcasting nationwide through American IntelSat satellite system.



## AWARDS:

1997, 1998: Goo Maral  
Awards winner

2003: Mongolian  
journalist  
association best tv

2003: Next top Gran-Pix

2004: Free press prize

2005: Customer's  
trust TV

2006: Mongolian  
Journalist  
Association Prize

2007,  
2008,  
2009,  
2010: Mongolian  
Television  
association prize

2009: Best agent

CHANNEL  
TELEVISION





## MEMBERSHIP:

**Association of Mongolian televisions**

<b>The International Academy of Television Arts &amp; Sciences</b>
--



**Asia pacific  
broadcasting society**



## TELEVISION PROGRAMS:

NEWS PROGRAM

**20%**

MOVIE

**20%**

SHOW ENTERTAINMENT

**15%**

COMMERCIALS AND ADVERTISING

**15%**

SCIENCE PROGRAM

**15%**

CHILDREN PROGRAM

**5%**

SPORTS PROGRAM

**10%**

# News program

- **POLITICAL, ECONOMICS, SOCIAL NEWS**
- **BREAKING NEWS**
- **EVENT NEWS**



**Everyday 140 minute**



Monday to Saturday  
«25 hour» news time

19.00-20.00



Monday to Friday  
Breaking news

15.00-15.30



Monday to Friday  
Evening news

22.00-22.30



Sunday  
«168 hour» political review

19.00-20.00



## BIG CITY NIGHT

Despite the Mongolian heritage of conquering half the world, our people are not metropolitan. We are nomadic, and our happiness is linked to the natural beauty of our country. Channel 25 aspires to ease the strain of urban living. Our programing includes music, talk shows and celebrity updates, connecting Mongolians with their modern country.





## *TO gallery*

Channel 25 has the biggest coverage of the arts in the Mongolian media. In our programming we discuss the best modern Mongolian art, as decided by prominent figures and professionals.





# NEVER ENDING TALKS

What is parliament doing? What are our parliament members thinking? What are they overlooking? What are the issues facing our country right now? Never ending uncovers the answers you are seeking in the Mongolian community. The Never ending talk show deliver these issues to people of Mongolia.



## GOLDEN FUND

I have a right to talk about myself, I am proud man. I have a major role in society and politics. To maintain my right to talk, I need to work hard, I need wisdom, patience and I need to be brave.

This show reveals the people who had a major role in Mongolian history. The «Me show» introduces the leaders of Mongolian society, people who have gained the right to speak through their efforts. We invite people who have done something, people who dominate their sectors, and people who have something to say.



Television is the mirror of modern history. Channel 25 not only broadcasts present people and events, but also the historical events that have designed the country we live in. The «Me show» concentrates on the individual, as well as their place in Mongolia's historical context. The show gathers together an unmatched wealth of resources, matching ancient documents with the modern media, it creates a treasure that can't be measured.





#### **NEWS AGENCY:**

Inside News  
World News  
Sport News

#### **BROADCAST:**

Entertainment Shows  
Science program  
Health program  
Art and music program  
Social, politics program  
Entertainment program

#### **ENGINEER TECHNOLOGY OFFICE:**

Technique and hardware

#### **ПРОГРАММЫН АЛБА:**

Эфирийн найруулга

#### **MARKETING OFFICE:**

Commercial & Advertising  
Interrelation  
Marketing  
Finance and budget

#### **MOVIE OFFICE:**

Broadcast  
Translation  
Television arts

**TELEVISION CHANNEL 25-2**

*Meet in every morning and part the evenings*



## **TELEVISION CHANNEL 25-2**

FOUNDERS:	"AE and JAAG" company
VENTURE:	Private
AIR TIME:	17 hours everyday
SYSTEM:	Pal
BROADCAST:	Ulaanbaatar city and local area
CHANNEL:	conductor
EMPLOYEE:	over 20 employees
INCOME GENERATION:	Program, advertising

In February of 2007 Channel 25-2 using conductor system aired it first broadcast through Ulaanbaatar city in the name of television 25.

Today, channel 25-2 broadcasts between 7.30-24.00 pm usually shows science programs.

Every day Channel 25-2 uses a Mongol news agency to source and broadcast a live press conference for about 3-4 hours every day. Channel 25-2 broadcasts hot news live and listens to the diverse opinions of our people without a break. Mongol news agency has become the most popular news agency in Mongolia, and its income is rising every year. we share and exchange information with the community throughout Mongolia through hot line communications.

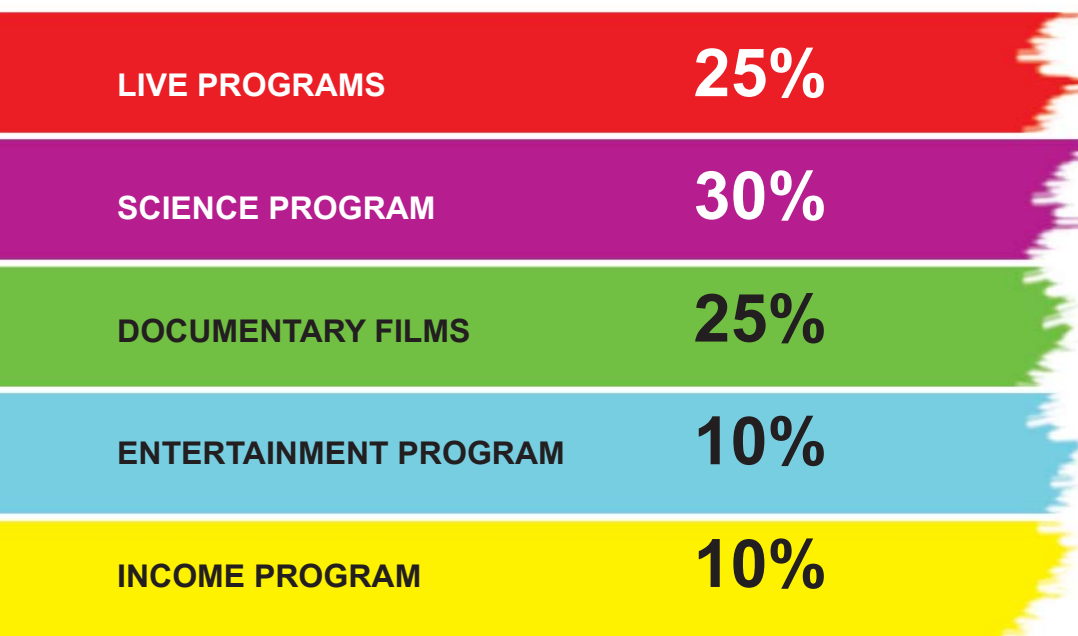
Channel 25-2 also broadcasts latest movies, drama, reality shows and documentary films;

- Old and new Mongolia (historical program)
- Corner (political program), Night in capital (people's platform)
- Boliyo Boloshdee( live talkshow)
- Board of honor (a social program aimed at the youth)
- Time to meet authors invites writers who have published their book and gained popularity in Mongolia.
- Baga Ud, shown on weekdays, broadcasts entertainment and science programs.



- Television channel 25 gathered many historical events documents in 15 years of our work.
- Mongolian and international movies
- Concerts, art performances and carnivals
- Scientific and technological press conference s
- Live broadcasts of press conferences held in the MN agency
- And live call 1619, using latest technology so that 70 people can reach us during air time on air in same time.

### **TELEVISION CHANNEL 25-2 PROGRAMS:**



Channel 25-2 individually develops 85% of program  
that broadcasts on air

## Old and New Mongolia



In the beginning of 20th century foreign traveler described Mongolia as old Mongolia. The day the Communist regime began, people began to describe Mongolia as new Mongolia.

After the democratic revolution, Mongolian opened new page in history of Mongolia, Communist Mongolia become old Mongolia. In the 21st century, Mongolia has many historical events hidden in its opaque past. The Old and New Mongolia program was established to reveal these secrets, and restore the true cultural and religious concepts to the country. The main goal of this program is to restore and correct falsified truths.

Old and New Mongolia separates idea of legacy and truth



# «Morning» program

Waking up early means you are on top, sleeping lately means hearing new things. Every morning you can see brand new news and other entertainment shows in our Morning show. Waking up early and turning on television you are able to see Morning show. Watching Morning show before going work we are able to deliver brand new information only to you

## Time to meet authors

In this program you can meet the latest book authors and translators published in Mongolia's literary circles. The best Mongolian and foreign authors are invited to share their opinions, and express their ideas through television. 'Time to Meet Authors' program broadcasts every Sunday and Saturday in 14.00pm



# Internet TELEVISION



Since 2007 channel 25 broadcasts its program through the internet in order to reach out to those living in a foreign country. Live streaming is available all over the world.

Using the site [www.25.mn](http://www.25.mn) you can see our programs archive and latest news anywhere in the world without losing a single second.

Also joining in our site you can see the latest news about channel 25 and pictures of our staff workers. You can see the latest news on Mongolian stars and all videos are in HD.

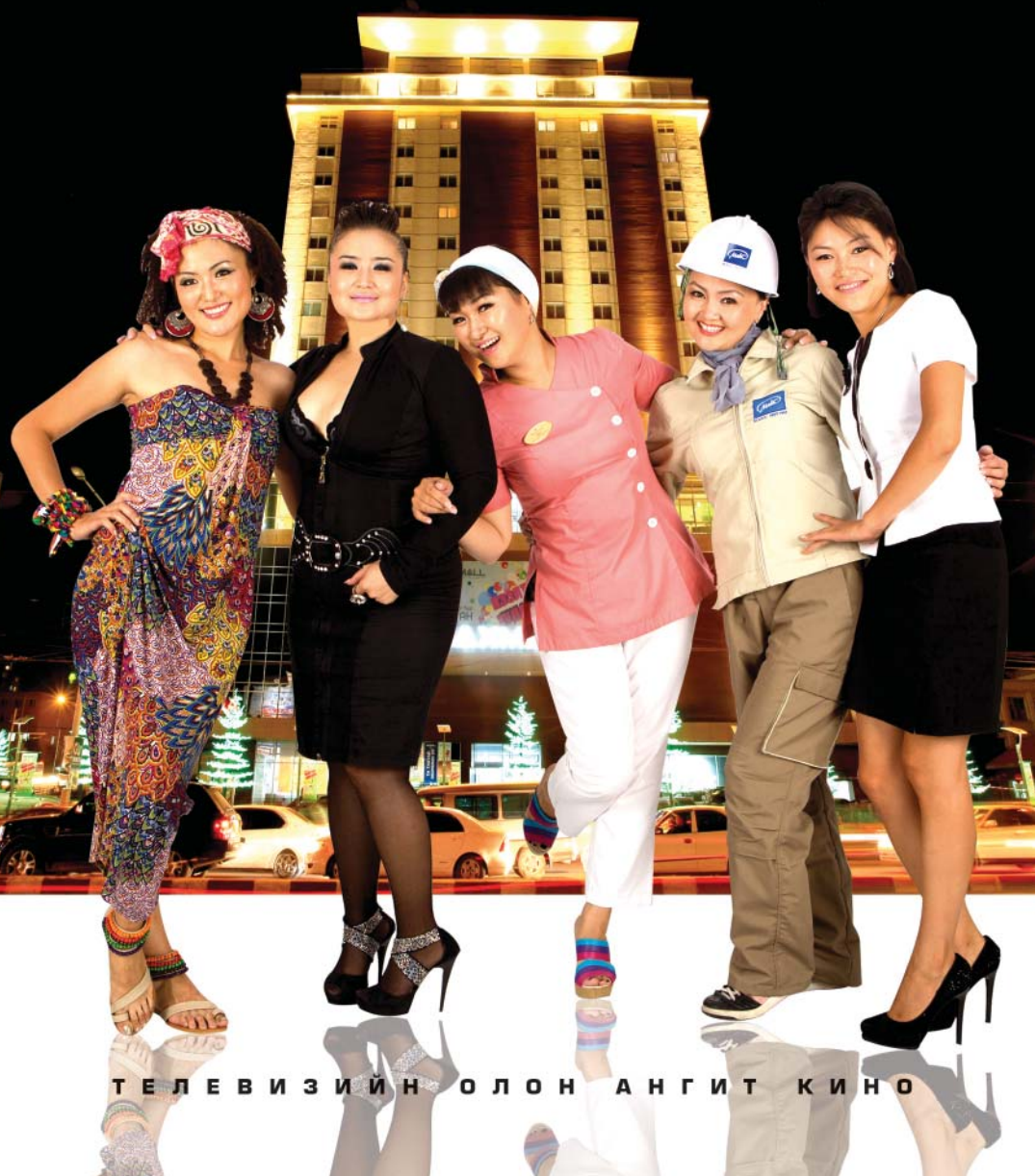
The staff of channel 25 that use the web site are proactive in receiving and responding to viewer feedback.



# ХАНИЛСНААС ИЛҮҮ

CHANNEL  
25  
TELEVISION

## Амраг...



ТЕЛЕВИЗИЙН ОЛОН АНГИТ КИНО

1:1 ⌚ ХАТУУ ҮГ ⌚ МАРТАХГҮЙ ⌚ ЦОНХ ⌚ ХАДААС ⌚  
LIFE ⌚ ТАНД Л ГЭЖ ХЭЛЭХЭД ⌚ НУУЦ ⌚ БАЙНА УУ,  
БАЙНА УУ ⌚ ТАНАЙД ХОНОЁ ⌚ БИ ⌚ ТЕЛЕШОП ⌚  
ЁО-ЁОГ АНАГААХ НЬ ⌚ ROCK NEWS ⌚ ДУУЛИАНТ  
ХЭРЭГ ЦУВРАЛ ⌚ ТАРХИНЫ ТҮГЖЭЭ МУЛТЛАГЧ ⌚  
60 СЕКУНД ⌚ 25 ЦАГ МЭДЭЭЛЛИЙН ХӨТӨЛБӨР ⌚  
БАЯРЛАЛАА ⌚ ХЭЛЭХ ҮГ БАЙНА ⌚ ҮДШИЙН МЭДЭЭ  
⌚ ДУУ ТӨРСӨН ТҮҮХ ⌚ СЭДЭВ ⌚ 10.000 ⌚ ЭДИЙН  
ЗАСГИЙН ТОЙМ ⌚ ТВ ГАЛЕРЕЙ ⌚ ТЭРСЛҮҮ ҮГ ⌚  
168 ЦАГ ⌚ УЛААНБААТАРТ 15 ЦАГ МЭДЭЭЛЛИЙН  
ХӨТӨЛБӨР ⌚ МИНИЙ МЭРГЭЖИЛ СЭТГҮҮЛЧ ⌚  
МАНЦУЙТАЙ ТАМИРЧИН ⌚ ИХ ХОТЫН ҮДЭШ ⌚ БИ  
ЧАМААС ЧИ НАДААС ⌚ AMAZING TIME ⌚ НЭМЭЛТ  
ЦАГ ⌚ ДУЭТ & ДУЭЛЬ ⌚ МИНИЙ МУУСАЙН НАЙЗУУД  
⌚ ДУУСДАГГҮЙ ЯРИА ⌚ АМ НЭЭВЭЛ ⌚ БОЛЬЁО  
БОЛООШДЭЭ ⌚ БИЗНЕС МЭДЭЭ ⌚ ЖАРГАЛАН ⌚ NON  
STOP ⌚ ӨДРИЙН ХӨТӨЛБӨР ⌚ ӨГЛӨӨ ХӨТӨЛБӨР  
⌚ ХОТЫН ДАРГА ТАНАА ⌚ АМЬДРАЛАА ГЭЖ... ⌚  
ДЭЛХИЙН ТВ ⌚ НОГООН СУВАГ ⌚ COOK SHOW ⌚  
ХУУЧИН БА ШИНЭ МОНГОЛД ⌚ BON APRETIT ⌚ БОДЪЁ  
⌚ ҮҮРГЭВЧТЭЙ АЯЛАЛ ⌚ КИНО ЭХЛЭХИЙН ӨМНӨ ⌚  
ОДДЫН ЭЭЖ ⌚ СТИЛЯГА ⌚ БИД ⌚ ХӨГЖМИЙН ТҮЦ  
⌚ СААРАЛ ОРДНООР СОНИН ЮУ БАЙНА? ⌚ ИКС  
ХӨТӨЛБӨР ⌚ ОКЕЙ ⌚ МИНИЙХ ⌚ ЭНХЭЭГИЙН ЦАГ ⌚  
РИНГ ⌚ ОТОН ТОГЛОЛТ ⌚ А-Я ⌚ ЯАГААД ⌚ ХҮҮХЭД  
НАСНЫ ГАЛТ ТЭРЭГ ⌚ FRIDAY NIGHT ⌚ ДАЙРАЛЦААН  
⌚ ДӨРВӨН БЭРХ ⌚ ХАР ЦАГААН ⌚ КАМЕРТОН ⌚  
НЯМ ГАРИГ ⌚ ҮЛЭМЖИЙН ЧАНАР ⌚ ЗОХИОЛЧТОЙ  
УУЛЗАХ ЦАГ ⌚ ӨНЦӨГ ⌚ ЕРӨНХИЙ САЙД ТАНАА ⌚  
ЛИФТ ⌚ ТЕЛЕ ЗОХИОМЖ ⌚ ХЭН ЮУ ХЭЛЭВ? ⌚ ӨВРИЙН  
ДЭВТЭР ⌚ ДУУДЛАГА ⌚ ЗАНГИАГҮЙ ЯРИА ⌚ MUSIC  
TRAIN ⌚ BANANA ⌚ ӨНӨӨДӨР ⌚ PONY TIME ⌚ ШАЛ  
ХУДЛАА ⌚ БОЛОМЖ ⌚ СҮМТЭЙ БУДРЫН ЧУЛУУ ⌚

СОНИН ХАЧИН ⌚ КЕНГУРУ ⌚ ХАЙР УУ? ⌚ ХАВТАСТ  
ХЭРЭГ ⌚ ХҮНИЙ ХҮН ⌚ ХЕТ ТРИК ⌚ СПОРТ - WEEK-  
END ⌚ КОМАНД ⌚ ТАЛСТ ⌚ МИНИЙ КЛИПУУД ⌚ MOON  
TOWN ⌚ NET BOOKS ⌚ 25 - ЭНЭ ӨДӨР ⌚ АЛДААГ ОЛ  
⌚ ШӨНӨ ДУНДЫН ЯРИА ⌚ 9 ЭРҮҮ ⌚ ЦАСНЫ ХААД  
⌚ НИЙСЛЭЛИЙН ҮДЭШ ⌚ РАВДАНГИЙН ЦАГ ⌚ ХОНХ  
⌚ ТЭГШ ТАВАН ХҮСЭЛ ⌚ ТУСГАЙ РЕЙС ⌚ ДЭЛХИЙН  
ХҮМҮҮС ⌚ 20-Р ЗУУН ⌚ ХОСУУД БА ЗАХИДАЛ ⌚  
ТАВИЛАН ⌚ MILLENIUM MUSIC ⌚ МОНГОЛ НААДАМ ⌚  
БООЦОО ⌚ ТОДОТГОЛ ⌚ ШИНЭ ЗУУНЫ ДУУНУУД ⌚  
АРДЫН АВЪЯАСТАН ⌚ MAKING THE BAND ⌚ ТРИО  
⌚ ХҮН ⌚ REC ⌚ ХАНИЛСНААС ИЛҮҮ АМРАГ ОАК ⌚  
ТЕЛЕ КОНЦЕРТУУД ⌚ «БИ»-ЭЭС «БИД» ⌚ УРИЛГА  
⌚ ШАТ ⌚ ПРОБЛЕМ ⌚ ЭНЭ ҮНЭН ҮҮ? ⌚ УРСГАЛ ⌚  
MOUSE ⌚ ГУДАМЖ ⌚ SUPER MODEL ⌚ ТУУРАЙН  
ТӨВӨРГӨӨН ⌚ TV IDOL ⌚ АСУУДАЛ ⌚ АРАЙ Ч ДЭЭ  
⌚ НАРГИАНТАЙ ДЭЛГЭЦ ⌚ АВДРЫН МУХАРТ ⌚ ХИТ  
ПАРАД ⌚ СЭДЭВТЭЙ НЭВТРҮҮЛЭГ ⌚ ХАРАНХУЙ ⌚  
ЭМЭГТЭЙ ⌚ ИЙМ Л НЭГ ⌚ ШОУ МИКС ⌚ АРГА БИЛИГ  
⌚ УНАХ БОСОХЫН УХААН ⌚ АВАРГУУД ⌚ ХОББИ ⌚  
НОТНЫ МЭДЭЭ ⌚ МОДА ⌚ ЭРЭЭНТЭЙ БАРААНТАЙ  
ОН ЖИЛҮҮД ⌚ ШИНЭ ЦАГИЙН ҮЛГЭР ⌚ ХАМГИЙН  
ХАМГИЙН ⌚ ТОМИЛОЛТ ⌚ ӨНӨӨДРИЙН АЗТАН ⌚  
ХӨӨРХИЙ, ХҮН ГЭЖ ⌚ БОСОО ГОЛЧИЙН БОДЛОГО  
⌚ ЗУРГАА ДАХЬ МЭДРЭХҮЙ ⌚ МААМУУ НААШ ИР  
⌚ ХХ ЗУУНЫ ДУУНУУД ⌚ МИНИЙ МОНГОЛЫН ДУУН  
ЦЭНГҮҮН ⌚ НАМРЫН ИНЭЭМСЭГЛЭЛ ⌚ ХАМТДАА ⌚  
МАНАЙХАН ⌚ ГАЙХАМШИГТ ЕРТӨНЦ ⌚ ХӨГЖИЛТЭЙ  
ГУРВАН ОХИН ⌚ ЯАДГИЙМ ⌚ ЮМ ЮМНААС ⌚ ПАЯН ⌚  
НЭВТЭРХИЙ ТОЛЬ ⌚ ГОЁЛ ⌚ МИНИЙ ГЭР ⌚ САЙХАН  
ХАЙР ГЭЖ БАЙДАГ ЮМ ⌚ ТИТЭМ ҮГ ⌚ ЮУ ХИЙХ ВЭ? ⌚  
УХААРАЛ ХАЙРЛА ⌚ НУУЦ БИШ НУУЦ ⌚ МЭТГЭЛЦЭЭН  
⌚ НИЙСЛЭЛИЙН ҮДЭШ ⌚ ⌚ ⌚ ⌚ ⌚ ⌚ ⌚ ⌚



## **“CHANNEL 25” TELEVISION**

**Address:  
Mongol news company  
Headquaters,  
Juulchin street-40,  
Ulaanbaatar, Mongolia.  
Tell: 321989  
Fax: 321959  
[www.tv25.mn](http://www.tv25.mn)**