

**RUSSIAN
MEDIA
GROUP**

www.rumedia24.com

RTV1

RTVI



RTVI



227

millions of people living
all over the world speak
Russian.

RTVI

socio-political TV channel for
Russian- Speaking audience around
the world

current channel
coverage
ml/people

6,3

RTVI

Potential channel
coverage
in 2020 ml/people

34

80

millions live abroad

monthly
coverage
in social media
ml/people.

5

million of
unique visitors

>1

USA — New York, Washington DC

European Union — Berlin

Israel — Tel-Aviv

CIS — Moscow

Canada

Baltic States

RUSSIAN LANGUAGE

RTVI

IN THE
WORLD

6

PLACE

is occupied by Russian language in the world by a number of Russian-speaking people

IN THE
INTERNET

2

PLACE

Is occupied by Russian language by popularity and frequency of use in the Internet

ON THE
PLANET

227

MILLIONS

For 220 millions of people Russian is a native language

IN SPACE

ISS

On the ISS some of the names are written in Russian, unofficially it is the language of international communication for manned space flights in near-earth orbit

«GLOBAL RUSSIANS»

RTVI

227

millions of Russian-speaking people among them

53 Post-Soviet space

13 EU and UK

6 USA and Canada

5 Germany

3 Other countries

total potential tv / digital-audience abroad will be 34 million people

among 147
millions of Russians live in Russia

80
live abroad

147
live in Russia

108
millions are at the age of 18+

among 108
millions of Russians are at the age of 18+

70
millions use the Internet daily

Channels potential audience on digital basis

«GLOBAL RUSSIANS»

RTVI

All these people have different nationalities, religious beliefs, political views **but they have one language!**

RTVI
broadcasts
for them:

Age 35-55,
affluence average
or above, higher
education



«GLOBAL RUSSIANS»

RTVI

6.3
ML

CHANNEL
CURRENT
COVERAGE

EUROPE



POTENTIAL
12
ML

CIS



POTENTIAL
10
ML

USA AND CANADA



POTENTIAL
4,5
ML

ISRAEL



POTENTIAL
1,5
ML



«GLOBAL RUSSIANS»

RTVI

Usa

New york

Miami

Boston

Chicago

Los angeles

Canada

Toronto

Germany

Frankfurt am Main

Dusseldorf

Stuttgart

Munich

Berlin

Great Britain

London

Israel

Tel Aviv

Ashdod

Moldova

Kishinev

Ukraine

Kiev

Belarus

Minsk

Gomel

The Baltic States

Vilnius

Riga

Tallinn

CHANNELS AUDIENCE

RTVI



RTVI

BRAND RECOGNITION

RTVI

GERMANY



USA



ISRAEL



32% OF THE RESPONDENTS
KNOW THE CHANNEL
AMONG THEM

38% WEEKLY AUDIENCE

62% OF THE RESPONDENTS
KNOW THE CHANNEL
AMONG THEM

60% WEEKLY AUDIENCE

40% OF THE RESPONDENTS
KNOW THE CHANNEL
AMONG THEM

40% WEEKLY AUDIENCE

ATTENDANCE DIGITAL-PLATFORM RTVI

RTVI

RTVI.COM

> 1 MILLION

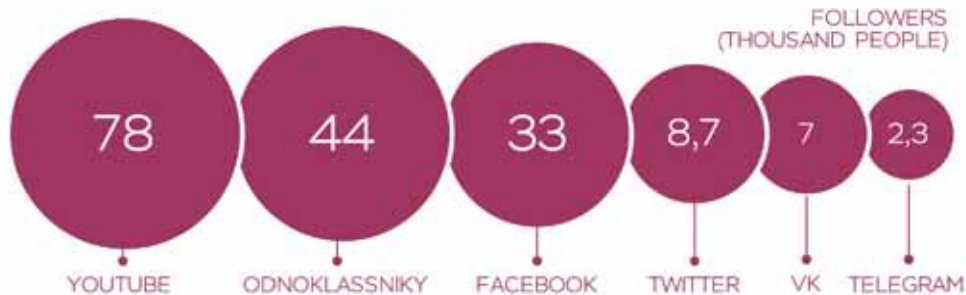
unique visitors of the RTVI
site in jan 2018

>170 thousand

followers in social
media

5 ml/people

monthly coverage
in social media



The RTVI channel is a multi-platform media of the new generation. Modern technologies allow the viewer to communicate with the channel in the most convenient way, getting exactly the content that he needs. Dynamics of growth of channel indicators prove the correctness of this approach and the influence of new media tools on the audience.

POSITIONING OF THE CHANNEL

RTVI

FOR THE VISITOR SEGMENT

our audience –
«Aspiring to cognition»:
is competent, knowledgeable
spectators

TV channel - chief expert
in the world-wide Russian-speaking
information agenda

ON EDITORIAL POLICY

RTVI –
is the only international Russian-speaking
centrist media

permanent presence
in the frame of representatives of the main
political poles makes the TV channel a unique
platform for discussions
on any socio-political topics

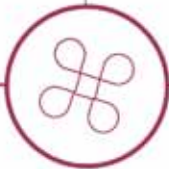
VALUES OF THE BRAND

RTVI

an association
of the scattered territories
into one global Russian-
speaking network



openness
and accessibility



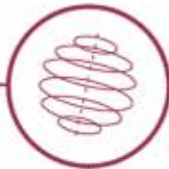
objectivity,
impartiality,
reliability,
professionalism



the relevance
of global challenges
and issues



digitalization:
avoiding the traditional «TV» to
alternative sites in the network



CONTENT POLICY OF THE CHANNEL

RTVI

PURCHASED CONTENT

MOST RATING
FILMS AND SERIALS
IN HISTORY

COOPERATION
WITH BEST
FILM MAKERS

>1500

HOURS OF THE ORIGINAL
CONTENT OF DIFFERENT
GENRE

OWN PRODUCTION

EXPERTISE IN THE FIELD
OF THE GLOBAL RUSSIAN
AGENDA

INCREASE IN
LEVELS OF
QUOTES

>100

HOURS
OF PREMIER
CONTENT PER MONTH

ON-AIR BROADCASTING

INCREASING
VISUAL
LOYALTY

OPTIMIZATION
OF BROADCASTING
ECONOMY

>1000

CONTENT UNITS
FOR DIGITAL SITE
PER MONTH

CONTENT POLICY OF THE CHANNEL

RTVI



CROSSING PROGRAM

RTVI



DAILY IN THE DIRECT WIRELESS
LEADING RTVI, EXPERTS, POLITICALISTS,
NEWSLETTERS AND THE PARTICIPANTS
OF THE EVENTS DISCUSS THE CURRENT
NEWS AGENDA IN THE MOSCOW
AND NEW YORK STUDIES.



INFORMATIONAL PROJECTS AND HEADINGS



NEWS

Every hour on the air RTVI summarize the latest news

ISRAEL PER WEEK

Weekly information-analytical program about the events that occurred in Israel

TIMECODE

Weekly information-analytical program about events occurred in USA

NEW RESULTS

The analytical program, during which the main world events of the past week are discussed

FOR THREE

Weekly program-interview, whose guests are prominent politicians, representatives of film, science and sport spheres

RUSSIANS

Program-interview with Lisa Osetinskaya about the life of successful Russians around the world

A MINUTE FOE PHILOSOPHY

Wise topical statement by Lev Novozhenov

INFO NOISE

Editorial analysis of excessively «bloated» news from the federal media

SOCIAL MEDIA

Review of all the most discussed in social networks

OH MY ART!

Author's column of Julia Pankratova about contemporary art

GLOBAL PROJECTS

RTVI

JOINTLY WITH LOCAL ADVERTISERS RTVI CREATES
A PARTNER CONTENT IN THE US, EUROPE AND CIS COUNTRIES



LISA FROM SOHO

Documentary reality about the luxurious life of Russian emigrants abroad

Liza Kaimin is a special agent of RTVI in the world of kitsch and glamor of American hangouts. In the lens (sometimes very carefully hidden) cameras are secular parties, weddings, closed hangouts of American Russian-speaking oligarchs and their children



I WISH I COULD EAT SO

Cooking showabout American food and fast, but effective ways to feed relatives

Two colorful leaders compete not only in the ability to cook deliciously, but also in worldly wisdom.



RECENTLY IN KARAOKE

Musical-nostalgic show of Leonid Parfenov

The history of the era through songs of past years and fascinating tales of star guests.

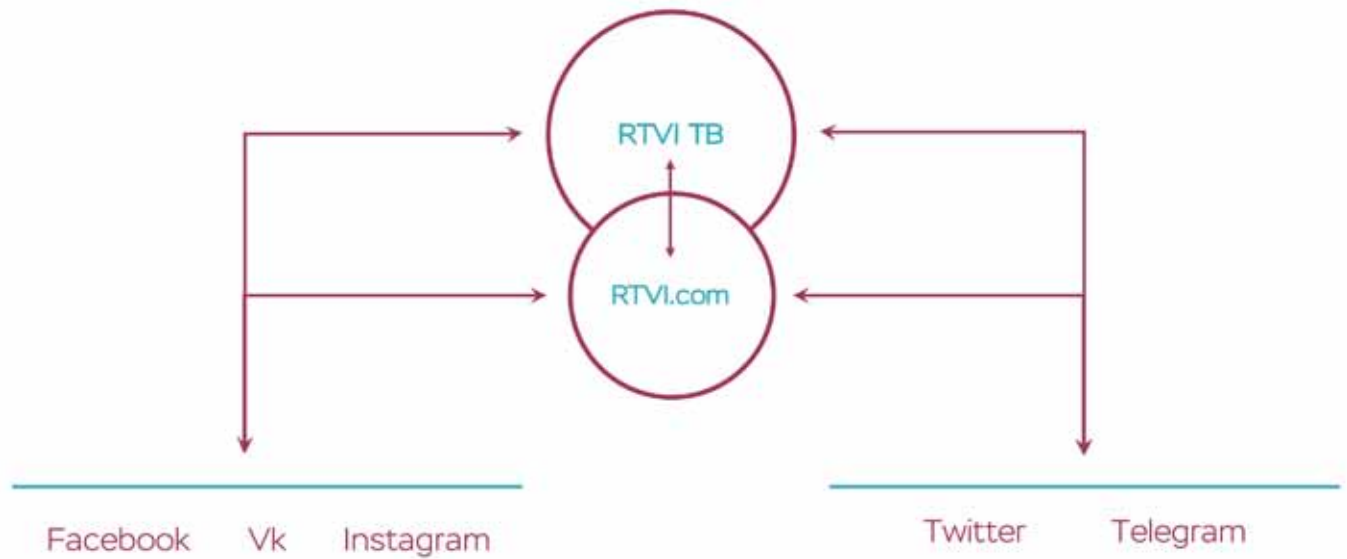
Heroes of the program – Mikhail Boyarsky, Andrei Makarevich, Leonid Yarmolnik and many others.



КВАРТИРНИК

Weekly meetings in the studio with singers and groups, whose work has changed the Russian musical landscape

MULTIPLATFORM MEDIA



FORMATS OF MEDIA ADVERTISEMENT

RTVI

BANNER ADVERTISING

FULL SCREEN BANNER

2 050 rub.
FOR 1 THOUSAND
showings

BANNER SIZED 240x400 PEXELES

435 rub.
FOR 1 THOUSAND
showings

BRANDING OF SITES PAGES

1 000 rub.
FOR 1 THOUSAND
showings



without VAT

FORMATS OF MEDIA ADVERTISEMENT

RTVI

• ADS

PRE-ROLL
(UNDER 15 SEC)

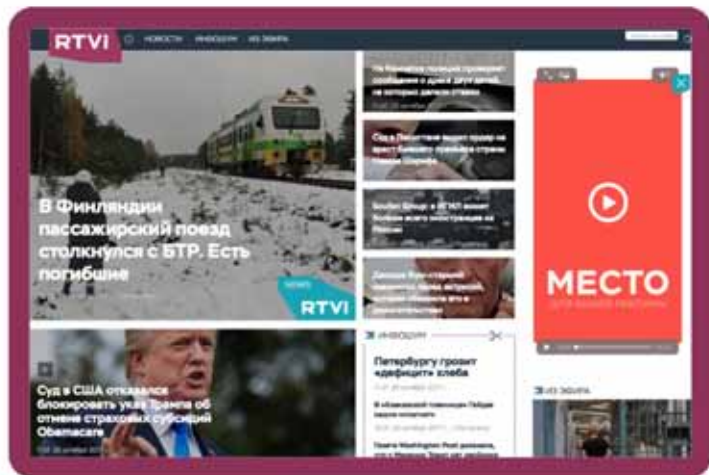
1 750 rub.
FOR 1 THOUSAND
showings

MID-ROLL
(UNDER 15 SEC)

1 000 rub.
FOR 1 THOUSAND
showings

POST-ROLL
(UNDER 15 SEC)

1 200 rub.
FOR 1 THOUSAND
showings



without VAT

FORMATS OF MEDIA ADVERTISEMENT

RTVI

ADS FOR PHONE AND PAD

FULLSCREEN BANNER

740 rub.

FOR 1 THOUSAND
showings

BANNER SIZED

600x500 / 300x250

500 rub.

FOR 1 THOUSAND
showings



without VAT

FORMATS OF MEDIA ADVERTISEMENT



● ADS IN APPS

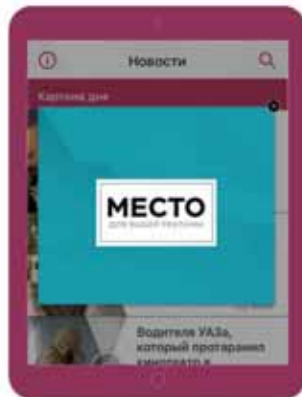
FULLSCREEN BANNER

450 rub.
FOR 1 THOUSAND
showings

BANNER SIZED

600x500 / 300x250

350 rub.
FOR 1 THOUSAND
showings



FORMATS OF NATIVE ADVERTISING AND PRODUCT PLACEMENT

RTVI

VIDEO FORMAT

INTEGRATION OF EXPERTS
OR PRODUCTS IN SHORT
VIDEO WITH THE ANCHORMAN

ON REQUEST

SPECIAL PROJECTS

PHOTOGALLERY
(PRICE WITHOUT ACCOUNTING COST
OF PHOTO AND PHOTO EDIT)

FROM 280 000 rub.

A SERIES OF ISSUES

FROM 280 000 rub.

VIDEO ADS

FORMATS ARE DESIGNED
INDIVIDUALLY.

ON REQUEST

without VAT

FORMATS OF DIRECT PLACEMENT (ADS)

RTVI

PLACEMENT OF 30 SEC ADS FOR FOUR WEEKS

LIGHT

106 439 rub.

This package is optimized to maintain a positive image of your company and as a reminder to your clients

PRIME-TIME: 1 AIRING PER DAY

OFF-PRIME: 2 AIRINGS PER DAY

TOTAL AIRINGS PER DAY: 3

TOTAL AIRINGS PER 4 WEEKS: 84



without VAT

FORMATS OF DIRECT PLACEMENT (ADS)

RTVI

PLACEMENT OF 30 SEC ADS FOR FOUR WEEKS

STANDART

169 728 rub.

The most popular package.
Optimal offer includes broadcasts
in prime time and in the daytime

PRIME-TIME: 2 AIRING PER DAY

OFF-PRIME: 3 AIRING PER DAY

TOTAL AIRING PER DAY: 5

TOTAL AIRING PER 4 WEEKS: 140



without VAT

FORMATS OF DIRECT PLACEMENT (ADS)

RTVI

PLACEMENT OF 30 SEC ADS FOR FOUR WEEKS

PREMIUM

215 756 rub.

A special package for companies, which are needed to differ.

A large number of broadcasts especially in prime time guarantees maximum audience focus and the effectiveness of the advertising company.

PRIME-TIME: 3 AIRING PER DAY

OFF-PRIME: 5 AIRING PER DAY

TOTAL AIRING PER DAY: 8

TOTAL AIRING PER 4 WEEKS: 224



without VAT

PLANS 2018-2020



COVERAGE OF TV AUDIENCE

| | COVERAGE (ML/PEOPLE.) | POTENTIAL (ML/PEOPLE.) |
|-----------------------------|--------------------------|---------------------------|
| GENERAL CHANNEL COVERAGE | 6,3 | 34 |
| EXPECTED GROWTH | | +28 |
| CIS | 2 | 10 |
| EUROPE | 3 | 12 |
| ISRAEL | 0,8 | 1,5 |
| USA AND CANADA | 0,5 | 4,5 |

DIGITAL-COVERAGE

| | FOLLOWERS (THOUSAND PEOPLE) |
|---------------|--------------------------------|
| VK | 70 |
| ODNOKLASSNIKI | 80 |
| FACEBOOK | 100 |
| TWITTER | 30 |
| TELEGRAM KRUG | 20 |
| TELEGRAM DOST | 12 |
| INSTAGRAM | 12 |

RTVI.COM

ATTENDANCE

| | |
|-----------------|--------------|
| UNIQUE VISITORS | 3 ML/MONTH. |
| VIEWING | 10 ML/MONTH. |



www.rumedia24.com



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