

## RUSSIA KEY BUYERS REPORT 2022 – a comprehensive and in-depth research report covering key content buyers from Russia and CIS interested in foreign content: major TV Channels, OTT platforms, Mobile operators, Distributors



**Part 1:** Discover television industry structure including leading media holdings, television channels, OTT platforms and distributors' activities and acquisition trends.



**Part 2:** Stay in touch with acquisition executives and decision makers in major companies with use of round the year updated contact information.



We provide with 1-year consulting support dealing with changes in companies' contact information.

### Key Buyers Report:

- All Key Buyers – 172 companies
- Russia – 142 companies
- CIS – 34 companies
- 108 TV Channels
- 15 OTT Platforms
- 52 Distributors

**Pre-sell price: 1,000 USD**

by 1 October 2022

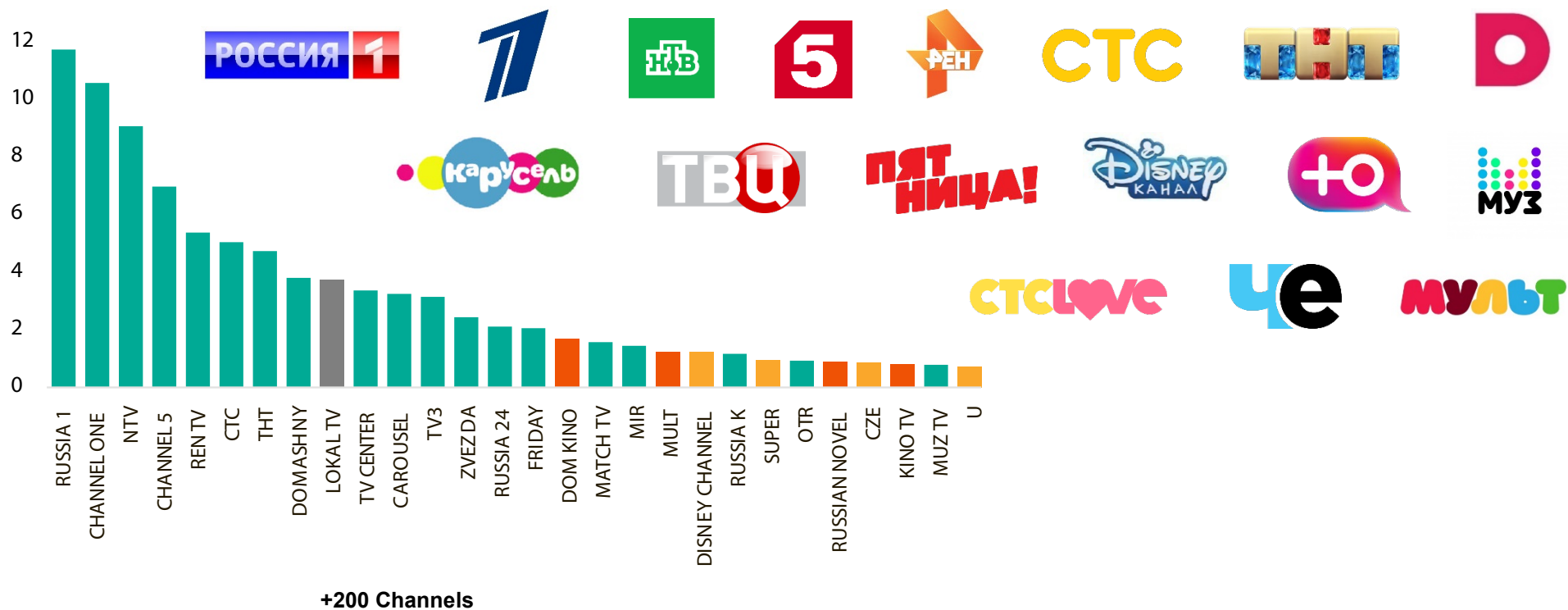
Volume: 150 pages

Date of production: 1 November 2022

Normal price: 1,500 USD

All exhibitors of in person and online market 2022 will receive the report free of charge.

# Russia: TV Channels' audience share



Source: Mediascope, TV Index, TV Index +, Russia 100, 4 +, 2019, share %

## 20 Federal TV Channels

Until 2010, almost half of the population of Russia (44%) watched only 4 TV channels for free. Thanks to the introduction of digital broadcasting technologies, nowadays, 98.4% of the country's residents got an opportunity to watch 20 TV channels of the first and second multiplexes for free.



## Key Media Holdings

### VGTRK



### GPM ETV



### CTC Media



### Gazprom – Media Holding



### National Media Group



### UTV



## Key Russian OTT platforms



ökko

more.tv

**KION**  
Created by MTC

Jvingle<sup>RU</sup>

▶ PREMIER



START

СМОТРИМ


КиноПоискHD

PEERS TV

# Report Example

**GPM RTV**

**GPM ETV**



Broadcasting: free/pay

Genres: All

gpm-rtv.ru

GPM Entertainment Television (GPM ETV) is a part of the Gazprom-Media holding company and Russia's entertainment television market leader.

The entertainment TV branch of the group includes major Free TV channels — TNT, TV-3, Friday! TNT4, 2x2, Saturday! tv channel, an OTT platform — Premiere, as well as a group of sports channels united by the Match TV brand. The group also represents several diversified production companies, including Comedy Club Productions, Good Story Media, Studio Friday! Animation Studio 2x2 and 123 Production, providing the group with endless source of high-quality content. GPM ETV produces shows of every genre, from high concept dramas and original comedies to director driven features and unique animation, meeting the demands and interests of wide audience. All shows are developed by the brightest and most experienced creative teams in the industry. The expertise allows GPM ETV to observe and control the entire production cycle, starting with an idea for a show to filming and distribution, best quality and audience affinity guaranteed.

**TV CHANNEL KULTURA**



**COMPANY NAME**  
TV Channel Kultura

**COUNTRY**  
Russia

**ACTIVITY**  
TV Channel

**COMPANY PROFILE**

Russia-K (TV CHANNEL Russia-Kultura), part of VGTRK group, is a national television channel, broadcasting culture and arts-oriented programs, including history, science, literature, music, fine and decorative arts, architecture, etc. Content includes meetings with interesting people, documentary series, lectures by leading domestic and foreign scholars, programs, and discussions on various spheres of social life. Classical music concerts, operas, ballets, and musical competitions are working well.

**ACQUISITION PERSONS**

Name: [Redacted]

Position: [Redacted]

Required content: [Redacted]

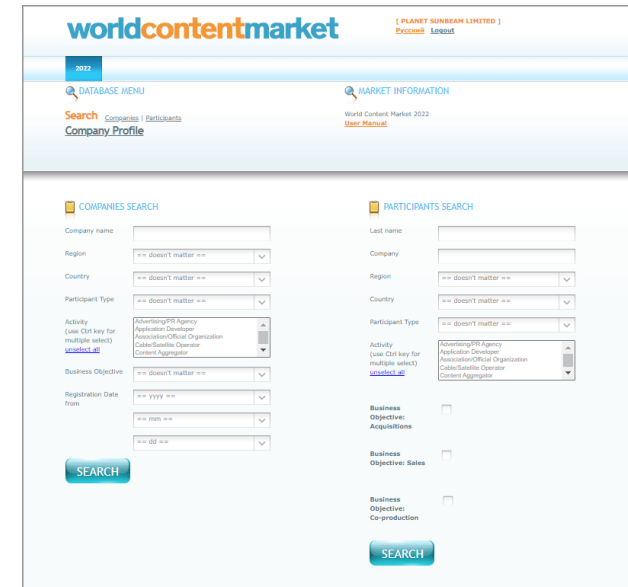
Phone: [Redacted]

Email: [Redacted]

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tvkultura.ru



The screenshot shows the World Content Market database search interface. It includes a search bar, navigation links for 'Database Menu', 'Market Information', 'Search', 'Company Profile', and 'User Manual'. The main search area is divided into 'COMPANIES SEARCH' and 'PARTICIPANTS SEARCH'. Both sections have dropdown menus for 'Region', 'Country', and 'Participant Type', and a 'SEARCH' button. The 'PARTICIPANTS SEARCH' section also includes a 'Last name' field and checkboxes for 'Business Objective: Acquisitions', 'Business Objective: Sales', and 'Business Objective: Co-production'.

**Part 1:** Russian television industry structure including leading media holdings, description of television channels, OTT platforms and distributors/ activities.

**Part 2:** Contact information of acquisition executives and decision makers in major companies.

**Bonus:** Access to the World Content Market Database.

PLEASE, CONTACT:



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*Elena Sunbeam, organizer of the World Content Market, during last 20 years, organized markets, matchmaking programs, showcases and territory trips for international sales companies in Eastern Europe, Russia, Ukraine and Central Asia.*