



# MEDIA KIT

2024





# POSITIONING

**RTVI US** - is an **international media outlet** for the **Russian-speaking audiences** around the world

## OUR MISSION

We deliver **independent, objective and unbiased** reporting on the political, economic, social, and cultural landscape of the United States and the rest of the world, ensuring a **comprehensive portrayal of all perspectives involved.**



# ABOUT

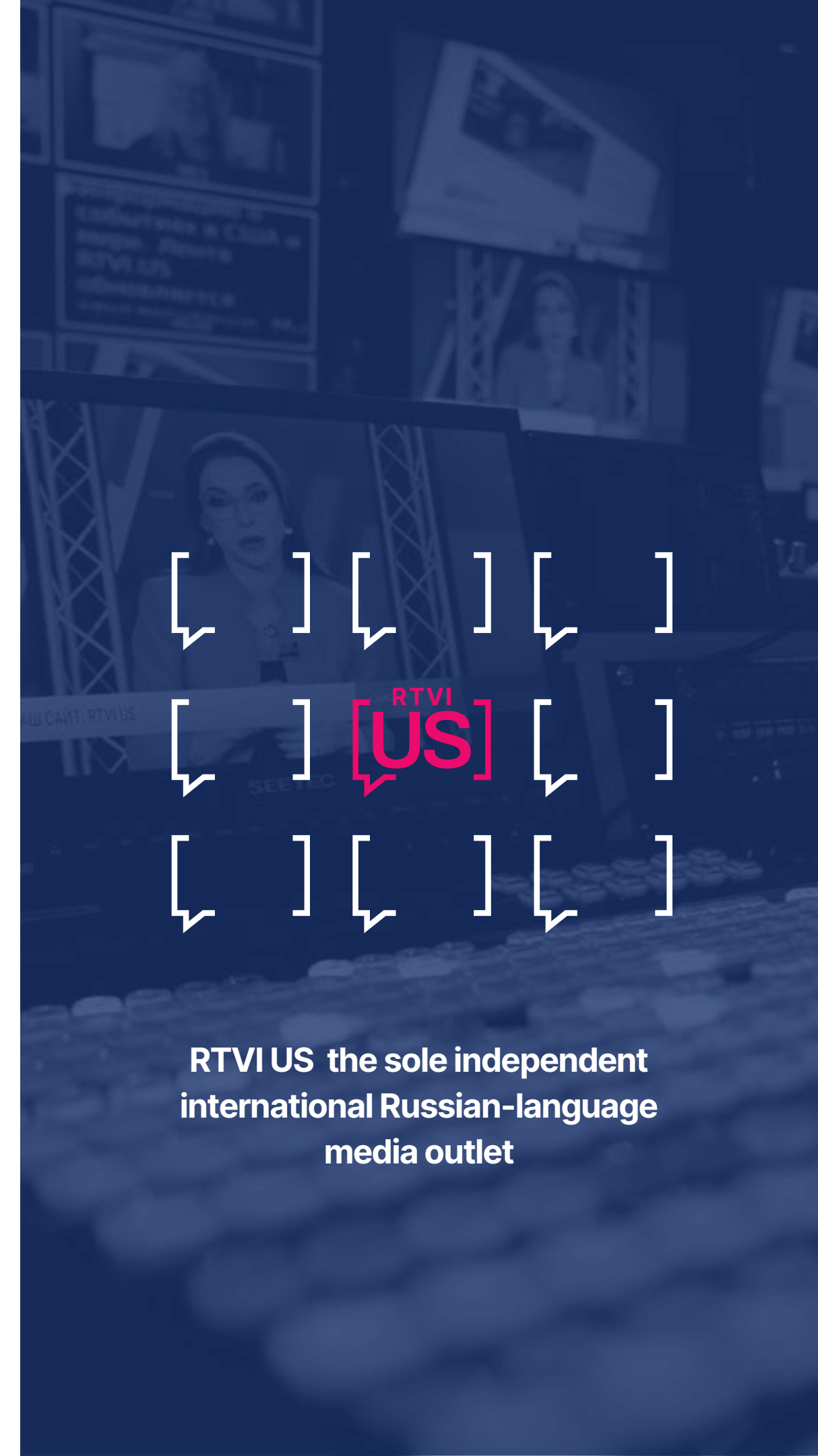
## For over two decades

**RTVI US** has served as a gravitational center for the **worldwide Russian-speaking community**, continuously expanding its reach amidst challenging geopolitical circumstances. Our vast network of top reporters make sure that no news-worthy story goes unnoticed, wherever it happens.

**RTVI US** takes great pride in **being the thought-provoking media** that resonates with audiences of all backgrounds.

**RTVI US** is committed to **facts, truth and balanced approach** in delivering news and information to our viewers.

**RTVI US** headquarters are proudly nestled in the bustling **metropolis of New York**, it has been a beacon of excellence in broadcasting, promoting honest and objective journalism.

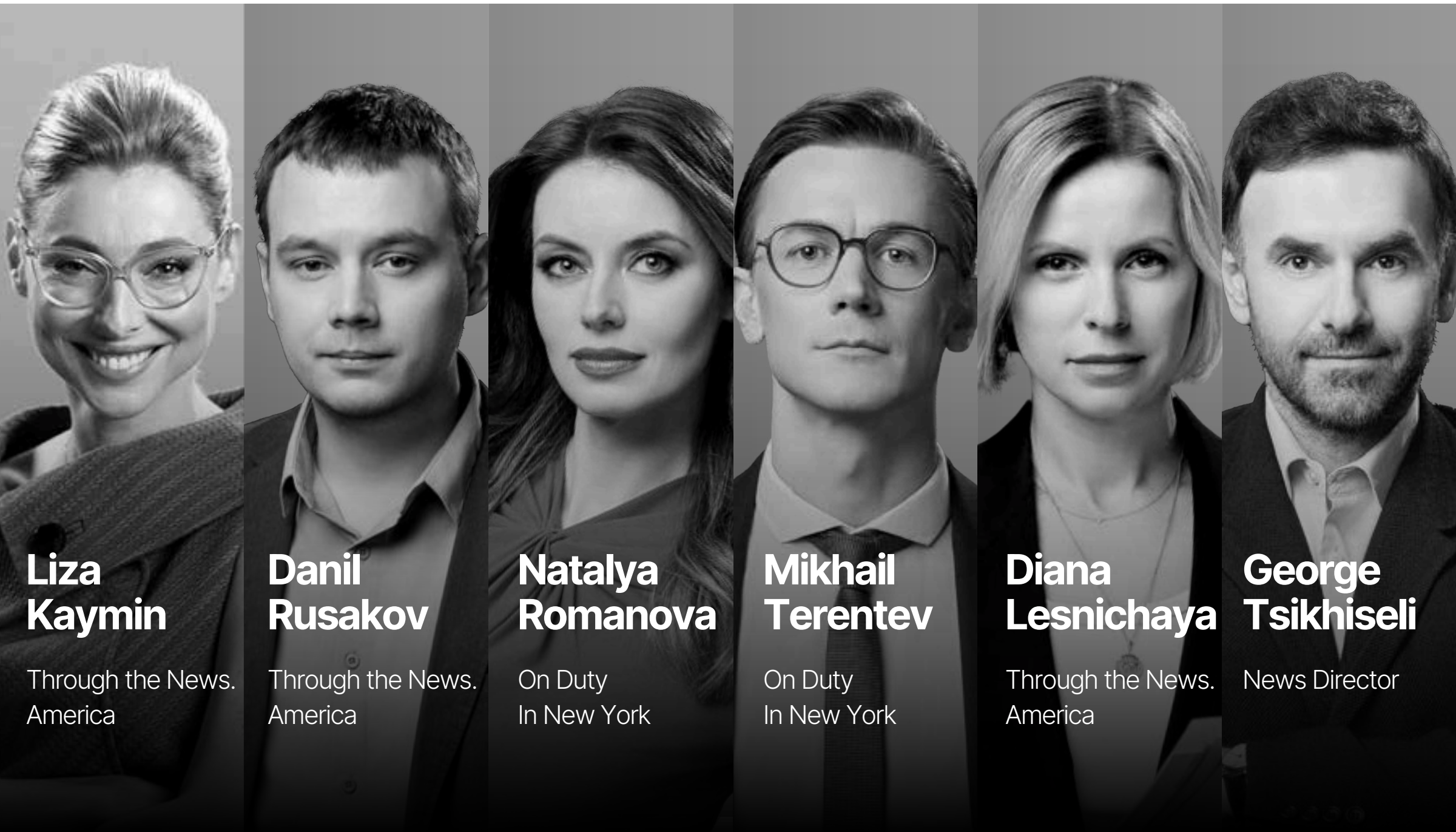


**RTVI US** the sole independent  
international Russian-language  
media outlet



# CHANNEL'S KEY PERSONALITIES

RTVI [US]



## INTERNATIONAL PRODUCTION



**Marianne Minsker**

«New results»,  
«Just hold on!»  
and others



**Alexey Pivovarov**

Project «Redaktsiya»



**Stanislav Drobyshevsky**

«Drobyshevsky:  
Homo sapiens»



**Boris Shtern**

Host of programs  
«Israel weekly»  
«Israel News»

And more



# [TOP GUESTS]



**Eric Adams**  
Mayor of New York



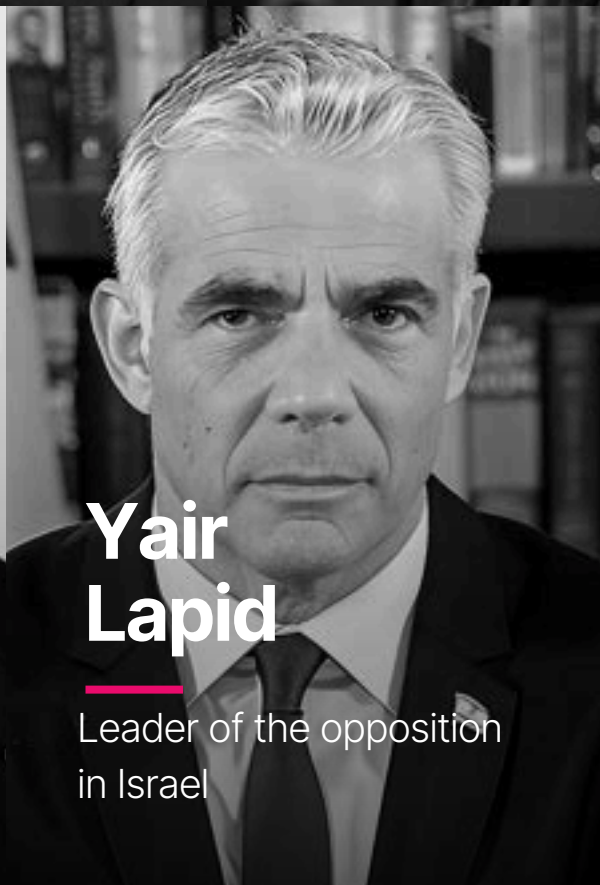
**Charles Michel**  
President of the European Council



**Silveria Jacobs**  
Prime Minister of Sint Maarten



**Edgars Rinkēvičs**  
President of Latvia



**Yair Lapid**  
Leader of the opposition in Israel



**Andrea Kalan**  
US State Dept, Russian-language Spokesperson



**Robert Mardini**  
General Director, Intl Committee of The Red Cross

## OTHER SPEAKERS



**Nicholas Berliner**



**Ned Price**



**Michael R. Carpenter**



**Egils Levits**



**John Herbst**



**Jan Lipavský**



**Deborah Bronnert**



**João Gomes Cravinho**



**Marina Kovalyov**



**Michael Novakhov**



**Ivan Eland**



**Alec Brook-Krasny**



**John Erath**



**John Bolton**

# RTVI US IN THE MEDIA FIELD

We are **quoted by:**



The New York Times

Bloomberg



YAHOO!



The Washington Post



I Handelsblatt

THE Sun

The Guardian

The Moscow Times



euronews.



Le Monde



THE INDEPENDENT



More than

**120,000**

Citation in 2023

across various  
media platforms



# 360 DEGREE ECOSYSTEM

360-degree ecosystem concept envisages integration and synergy of content across various platforms including television, website, social media, and YouTube to ensure the maximum audience reach and deliver a unified and seamless user experience.

## TELEVISION

- Live news programming
- Entertainment shows
- Infotainment
- Special reports

For high-quality impact on the audience.

## WEBSITE:

- Extended content
- Program archive
- Articles
- Interviews

For detailed insights into every news story

## SOCIAL MEDIA:

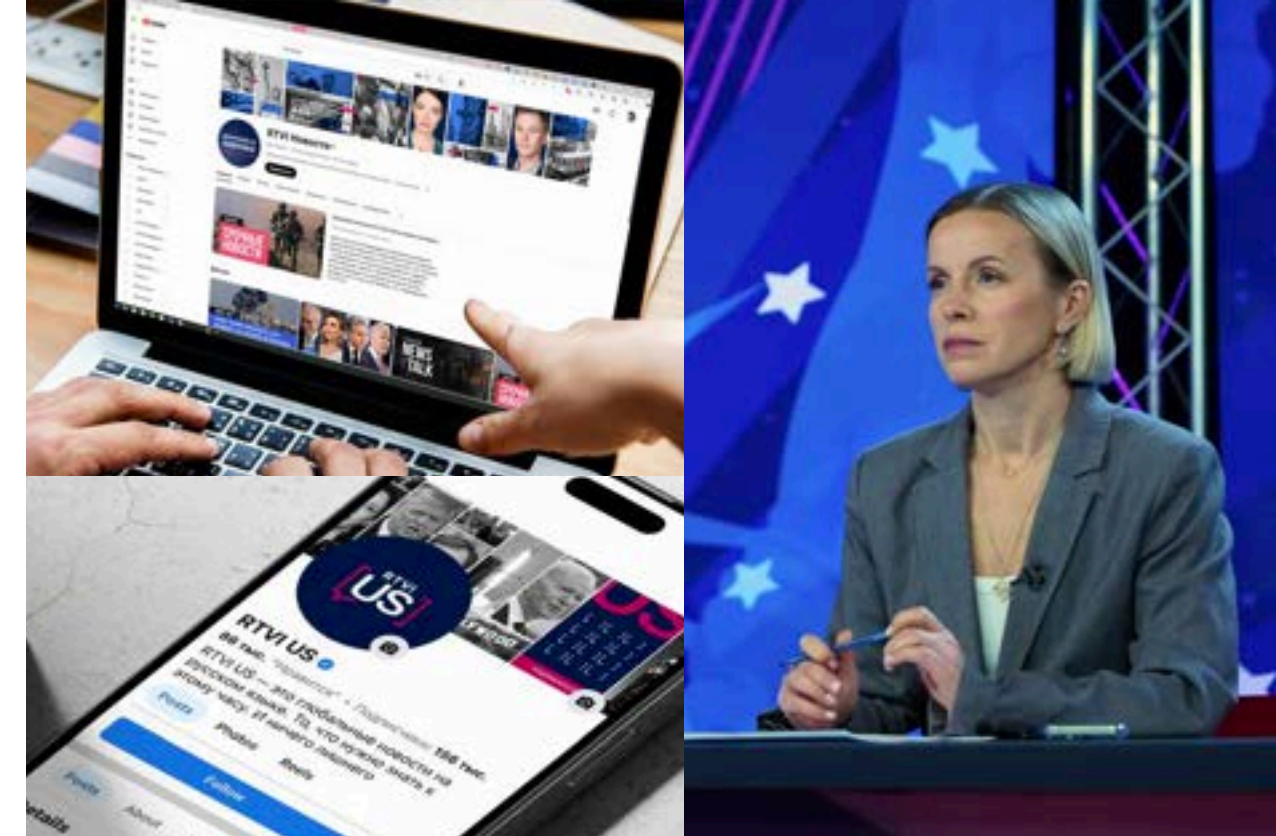
- Headline news
- Exclusive content
- Behind-the-scenes materials
- Facebook, Twitter, Instagram, Telegram, and LinkedIn

For engagement and interaction.

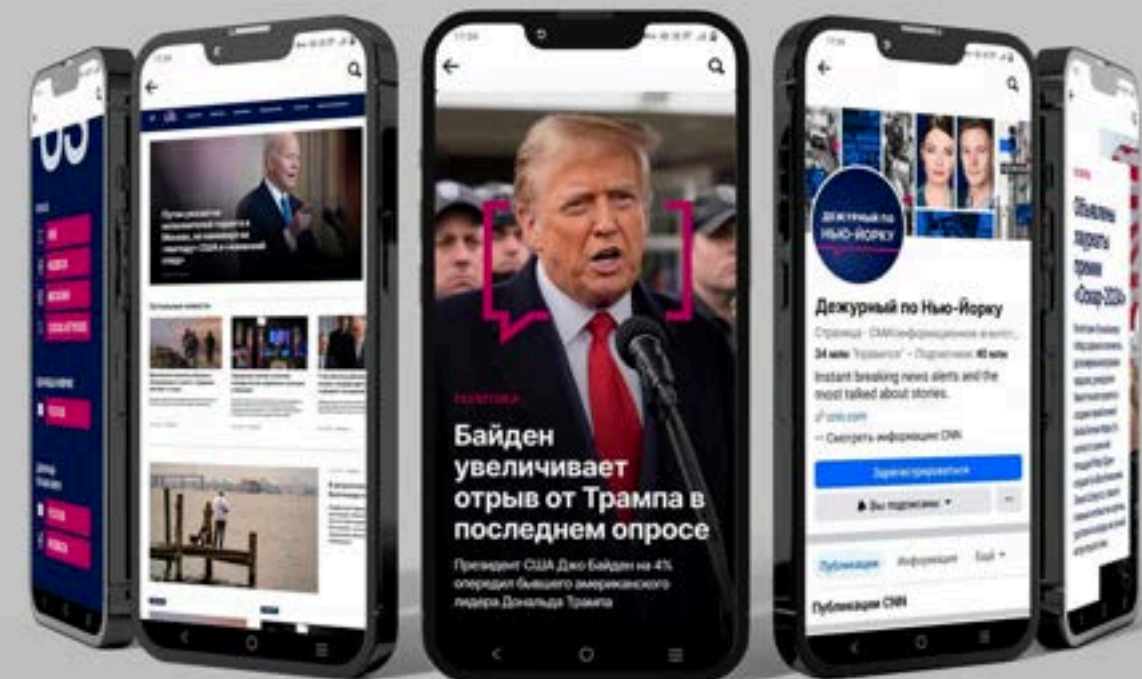
## YOUTUBE:

- Live News programming
- Entertainment
- Special projects
- Playlists

For new audiences and "chain viewers".



Synergy of materials across various platforms allows maximizing the potential of each, providing unique and targeted touchpoints with the audience and creating a unified brand perception.



# RUSSIAN-SPEAKING DEMOGRAPHICS IN THE USA

Reach

**5.5-6.5**

million Russian-speaking individuals residing in the USA

Average age:

**32.5 - 38.1**

Average income:

**\$50,000-\$80,000**

Education:

**50%** bachelor's degree or higher

Information preferences:

**> 50** years old  
Print media, TV

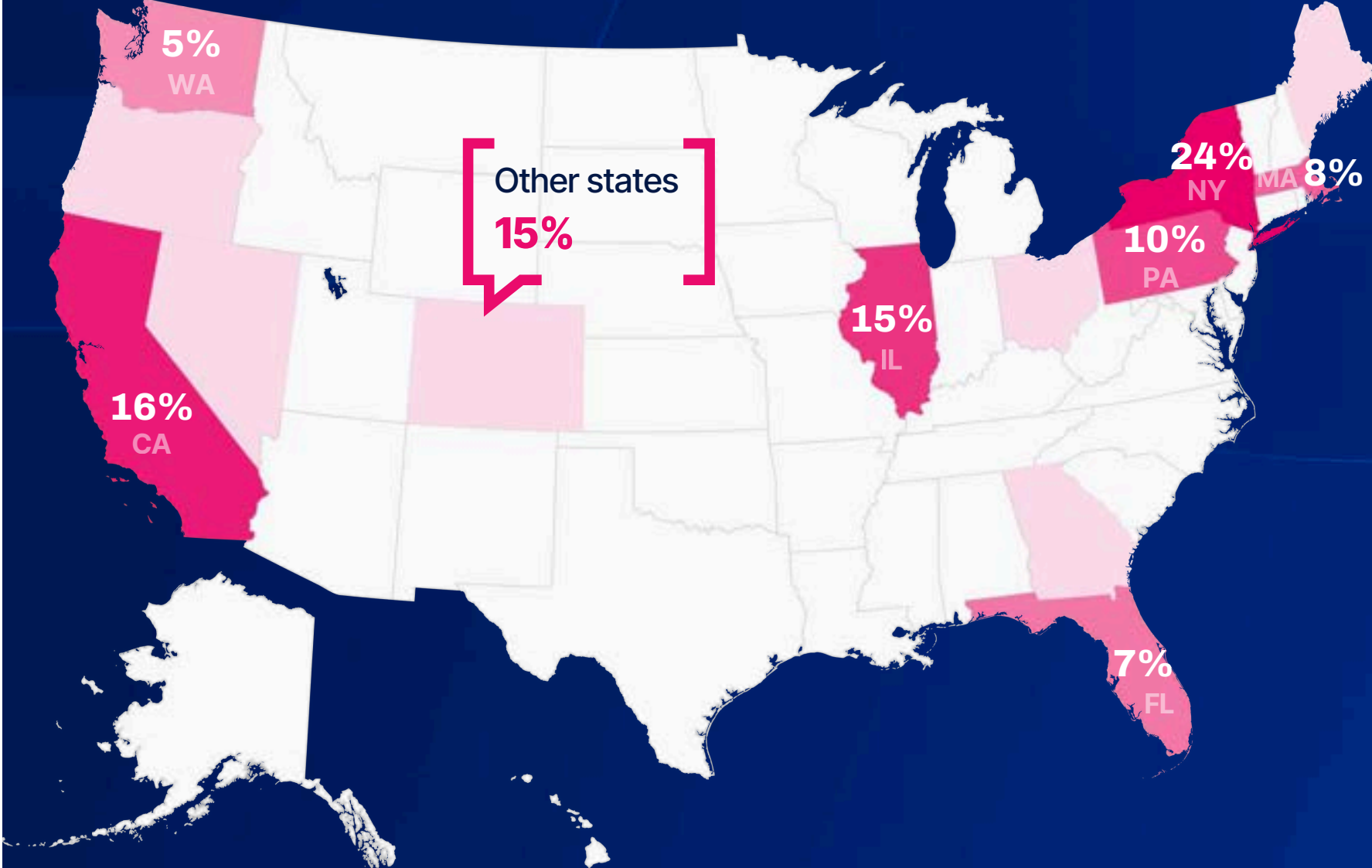
Dominant language:

**Bilingual (Russian and English)**

Marital status:

**64% married  
1.6 children per family**

**< 50** years old  
Digital media and social networks



Demographic distribution of Russian-speaking audience by states



age **32-54**



# TV DISTRIBUTION

**20.5** Mln

Viewers is the channel's coverage

**350**

TV providers Broadcast RTVI US worldwide

**14**

News Bureaus:

New York, Tel Aviv, Berlin, Riga, Yerevan,  
Tbilisi, Kiev, Tallinn, Paris, London, Moscow,  
and Vilnius

**162**  
BROADCASTING  
COUNTRIES



# TV DISTRIBUTION ACROSS THE US

## DISTRIBUTION PLATFORMS

**optimum.**  
a brand of altice

**Spectrum**

**DIRECTV**

**RCN**

**verizon**

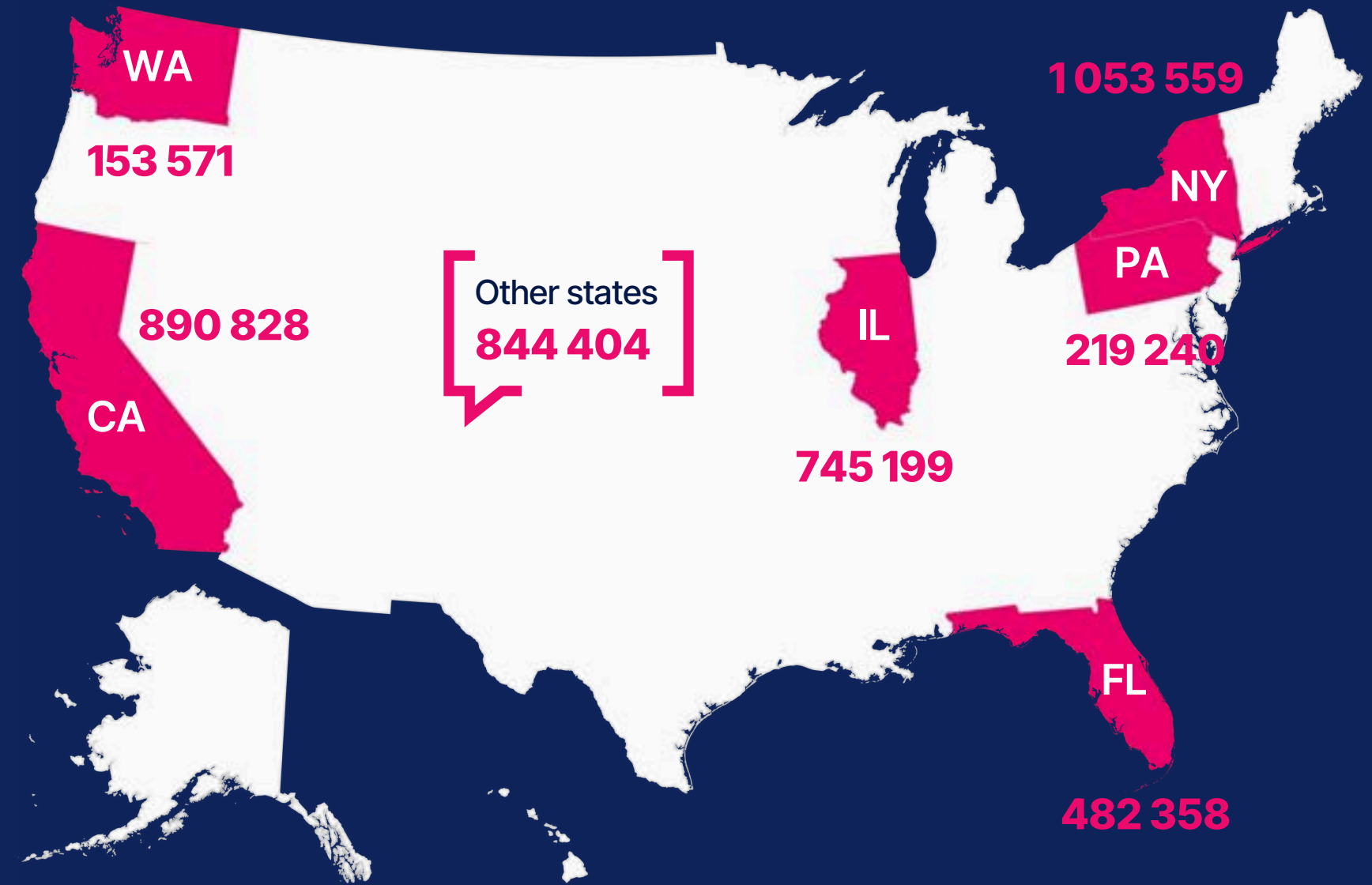
**xfinity**

**etvnet**

**KARTINA  
TV**

**TVTEKA**

**RTVI US** audience reach by state:



**Total**  
**4 389 160**



# WORLDWIDE TV DISTRIBUTION

## DISTRIBUTION PLATFORMS



PYUR

Telekom Slovenije

bulsatcom™  
YOUR DIGITAL WORLD

M7 GROUP  
A CANAL+ COMPANY

A1

T2

alma TELECOM

NetCologne

m:tel

VIVACOM

lyntia  
NETWORK TO BUSINESS

sasag  
Kabelkommunikation

GGA:maur  
Genau mit uns.

ANTIK  
telecom

BEER

NOVOE  
TV

VMEDIA

KARTINA  
TV

acaciophone



cgates

SILKNET

elisa

Rostelecom

àlma™

init

O!

STV

აქაოთი  
MAGTI

## CANADA

Bell

ROGERS™

TELUS

Shaw)

COGECO

KARTINA  
TV

comwave

etvnet

TVTEKA

## ISRAEL

yes.

Partner

Cellcom

HOT

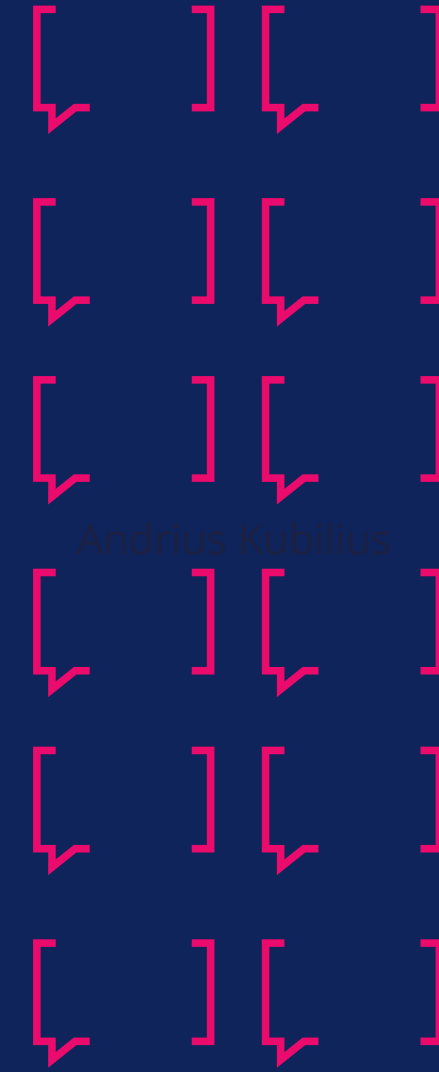
KARTINA  
TV



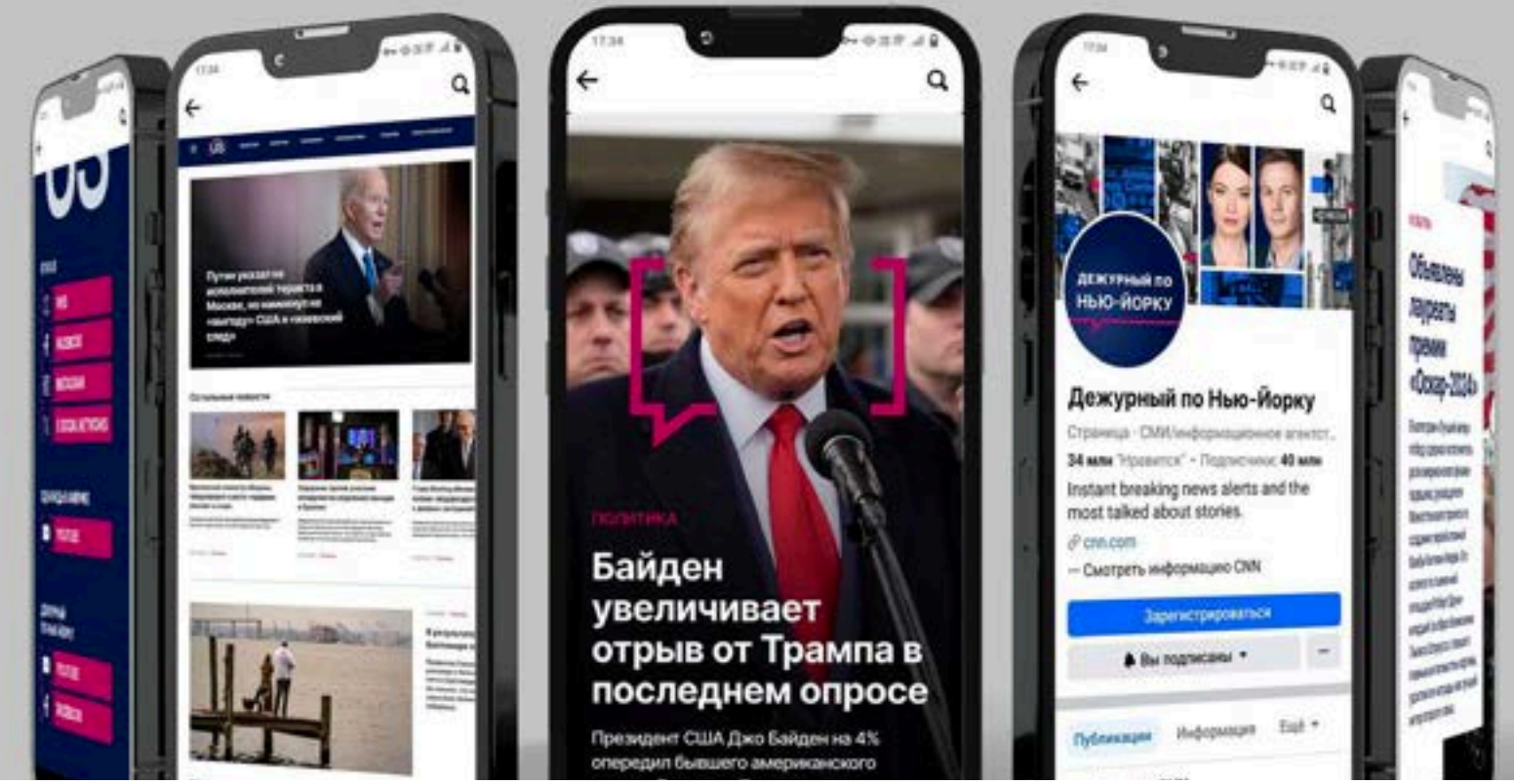
# DIGITAL PRESENCE

# 3 700 000

subscribers on social networks



Andrius Kubilius





# SOCIAL MEDIA

## Geography

 USA	 ARMENIA
 RUSSIA	 UZBEKISTAN
 UKRAINE	 KAZAKHSTAN
 GEORGIA	 BELARUS

## Demographics

**32-54**

age



**53.8%**

female

**46.1%**

male

### RTVI US

Reach.....14 046 887

Subscriptions.....157 406

Engagement.....586 049

### On Duty in New York

Reach.....228 544

Subscriptions.....9 496

Engagement.....20 672

### RTVI US

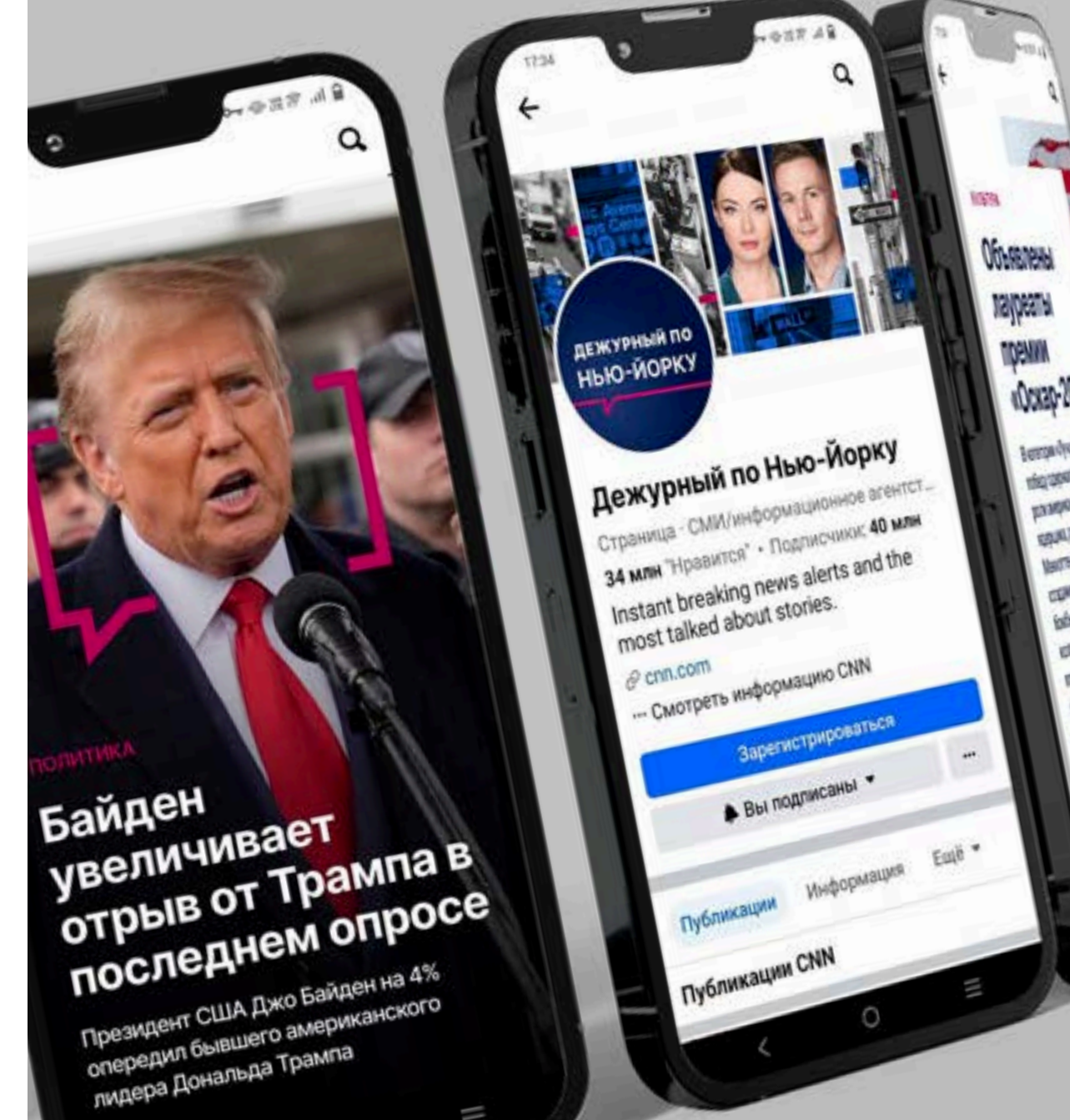
Reach.....7 153 295

Subscriptions.....33 847

### Twitter

Reach.....1 100 000

Subscriptions.....14 115



RTVI US has launched its own Telegram channel, which has gained momentum over the past 3 months, demonstrating a growth rate of 21% in subscribers and 4% in audience reach.



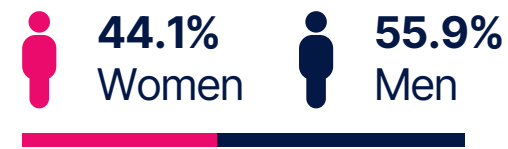


# RTVI US YOUTUBE CHANNELS

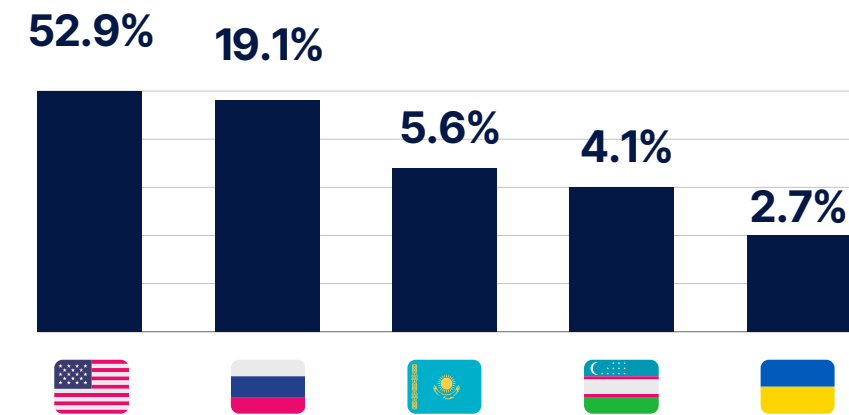
## On Duty in America

Welcome to "On Duty in America," where our team brings you compelling news stories from across the United States. Through programs like "On Duty in New York," "Through the News. America," and "Special Broadcasts," we delve deep into the heart of the action, from incident reviews to breaking news. Join us as we uncover the stories that matter most.

35 600 000.....LIVE impressions  
 36 800 000.....VOD impressions  
 10 000 000.....views  
 35 081.....subscribers



### Top 5 regions:



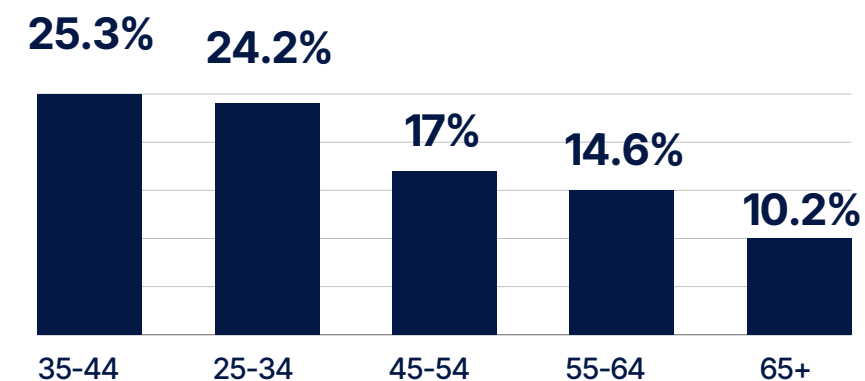
## Once upon a time in America

Explore RTVI US Flagship Projects, revealing stories from unexpected corners of America. Immerse in captivating events and human narratives reshaping our world. From insightful interviews to addressing societal questions, our programming offers meaningful perspectives and answers

214 900 000.....impressions  
 29 400 000.....views  
 259 347.....subscribers



### Age Groups:





# WEBSITE

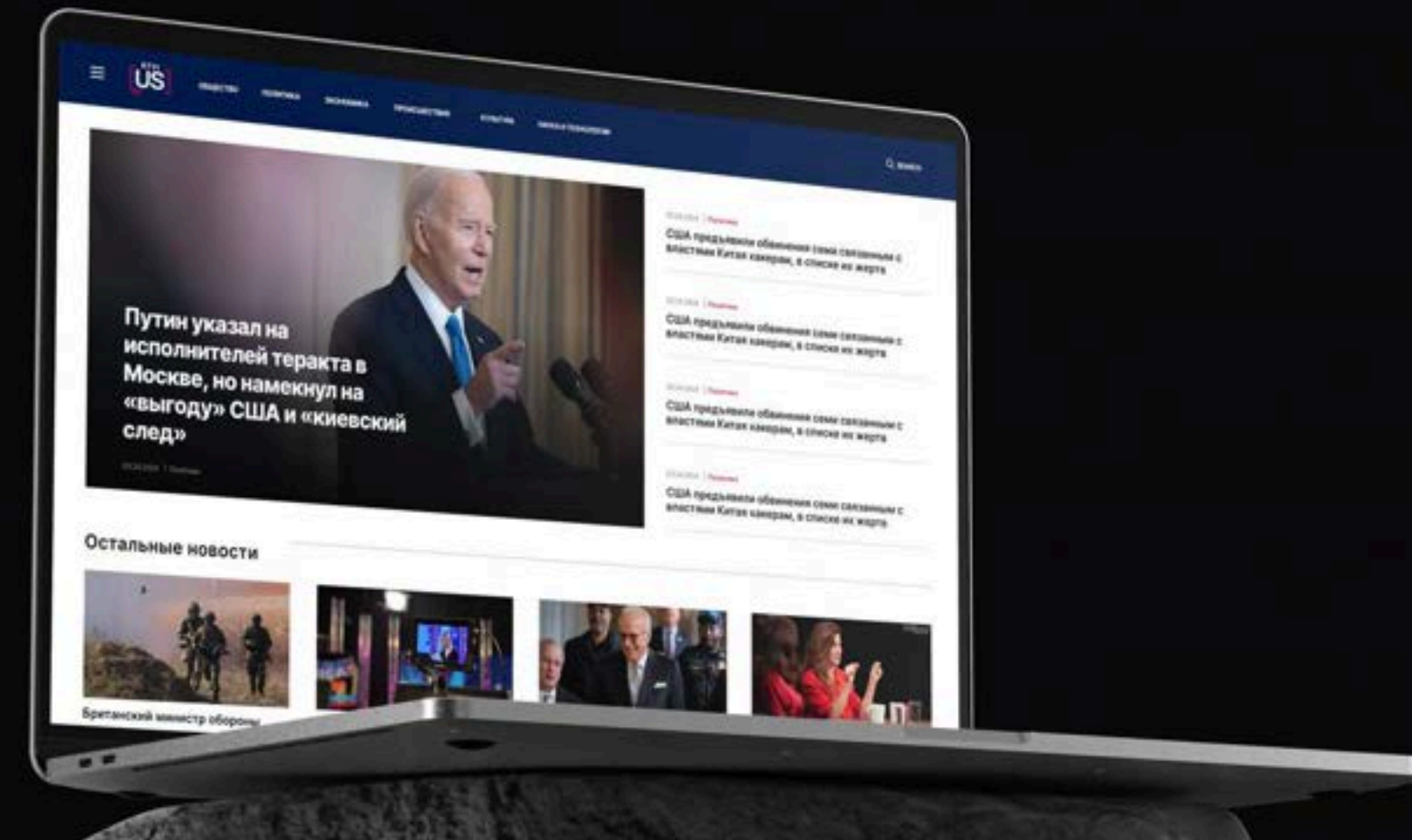
The website **rtvi.us**, launched in December 2023, is gaining views and showing positive growth dynamics.

**360 k** Total Views     **231 k** Unique Visitors

## User Geography: Top 5 Countries



## User Geography: Top 5 States



## Website Referrals: Primary Sources



## Popular News Topics

- Political updates, including elections and global affairs
- Incidents in the US, particularly in New York
- Practical tips for daily life in the USA
- Lifestyle discussions
- Insights into the US economy and emerging trends



# NEWS PROGRAMMING: RTVI US LOCAL PRODUCTION

## On Duty in New York

New York is a world of its own. Our daily city news program is delivered by dedicated reporters, eyewitnesses, and experts. Through the TV channel and active engagement on social media, hosts Mikhail Terentev and Natalia Romanova create a must-watch daily story of the most diverse and admired city on Earth.

## Through the News. America

Embark on an immersive journey into the day's most impactful events across America and beyond, guided by hosts Diana Lesnichaya, Liza Kaymin, and Danil Rusakov, where compelling storytelling meets firsthand accounts from witnesses and insights from expert commentators. Tune in every Monday through Friday for live streams featuring RTVI US on-scene reporters and stories from diverse regions of the US.





# NEWS PROGRAMMING: RTVI US LOCAL PRODUCTION

## Special Broadcasts

Experience live coverage of rallies, political debates, court sessions, and more with RTVI. Gain exclusive access to live streams featuring our correspondents worldwide, including our dedicated team at RTVI US. From presidential election nights to major natural disasters, award ceremonies, or social uprisings, RTVI US delivers comprehensive coverage to audiences in the US and globally.

## Special Interviews

Gain insights from leading voices across diverse subjects in our interview series, where our hosts meet face-to-face with the "who's who" of politics, showbiz, the business world, arts, and more. From the President of Latvia to the Prime Minister of St. Maarten, from Mayor Eric Adams to EU President Charles Michel - we ask tough questions, and we get honest answers.





# INTERNATIONAL NEWS PRODUCTION

## Big Newstalk

The biggest news of the day on both sides of the ocean. Hosts, experts, correspondents and guests in the RTVI studio discuss in detail events of the day.

## Outcome of the week

Weekly information and analytical live show. The presenter, together with experts and journalists, sums up the the results of outgoing week. Everything you might have missed is in the stories and reports from all over the globe

## What Was That?

Every Friday we discuss the main Russian and international events and sum up the week in social and political context. Together with experts, we analyze the reality and try to understand what happened in a week.

## Asia. In Focus

A Fresh Perspective on Central Asia's Key Events: Reports, interviews, and investigations, complemented by a comprehensive overview of significant regional news, enriched by insights from experts and opinion leaders.

## Israel news

The latest events in Israel twice a week. The most interesting topics about Israel today, from politics and economics to culture and sports.





# INFOTAINMENT HIGHLIGHTS

**RTVI US** has produced a plethora of entertainment and informational projects, amassing **millions of views** across various platforms.

Our endeavors have been honored with **numerous international awards**, including accolades from esteemed film festivals worldwide.

Notable recognitions include winning awards at international film festivals in the **USA, France, Japan, the United Kingdom, India, Italy and more.**





# INFOTAINMENT HIGHLIGHTS

## American Stories

Dive deep into the lives of Russian-speaking residents in America with thought-provoking interviews that explore their professional and personal journeys, along with the hurdles and successes of adapting to life in the USA. Join esteemed personalities including Nadya Shpachenko, Gleb Savchenko, Mikhail Gulko, Rubin Singer, Malika Kalantarova, Dmitry Sitkovetsky, Dmitry Krymov, Oleg Novikov, Marina Kovalyov, Nargiz, and many others as they share their unique stories

## Once Upon a Time In America

"Once Upon a Time in America" is a compelling documentary series addressing pressing issues shaping the United States. With over 17 million views on YouTube, we explore personal narratives, showcase captivating individuals, and delve into sensitive cross-cultural and religious themes, offering profound insights. Each episode, ranging from thirty minutes to one hour, covers important topics such as Gay Parenthood, Poverty, Domestic Violence, the School Education System, and more. Recognized with international awards, we proudly present this acclaimed production





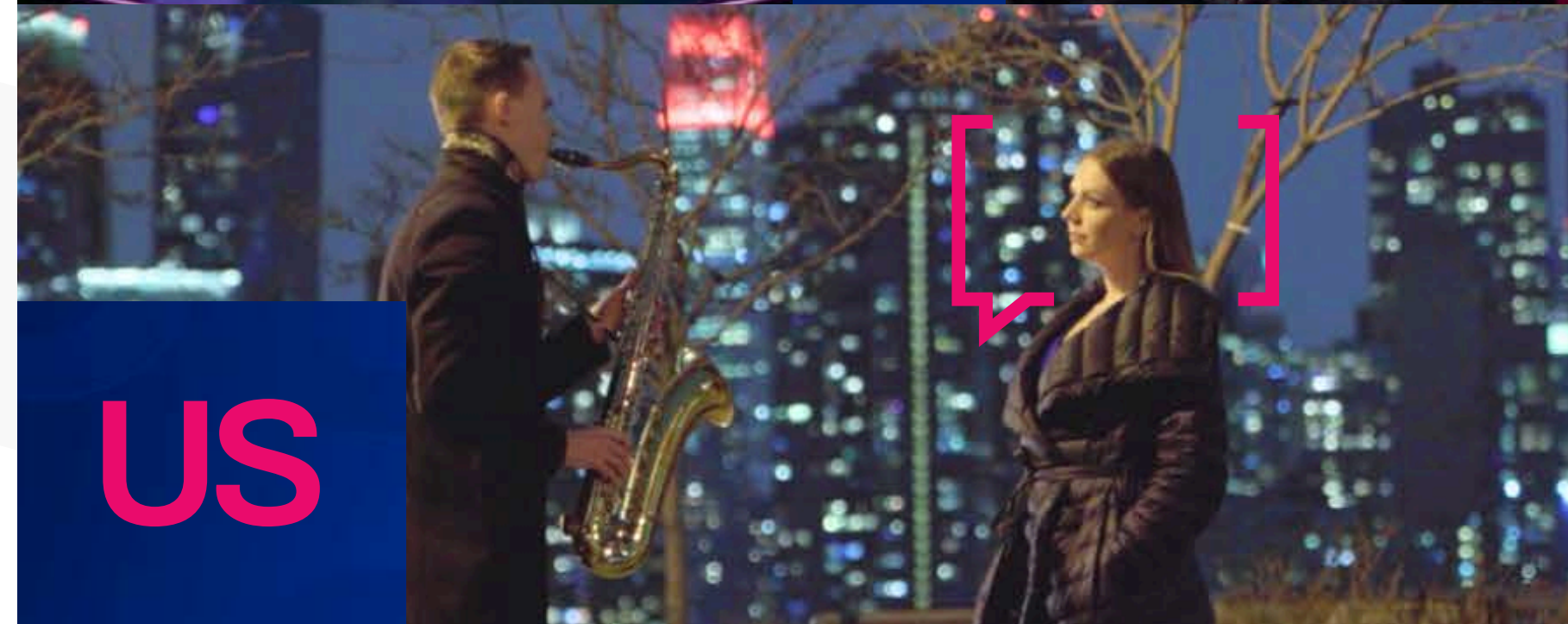
# INFOTAINMENT HIGHLIGHTS

## Outlanders

"Outlanders" is a compelling dialogue with social psychologist Svetlana Komissaruk, delving into the experiences of Russian-speaking immigrants as they adapt to new cultures abroad. We explore whether individuals undergo changes in views and behaviors after relocating. Topics include language and immigration, financial dynamics, family relationships, religious beliefs, gender roles, patriotism, political attitudes, safety concerns, and more. Join us as we navigate these critical themes that shape the immigrant journey and societal integration.

## Amazons of the XXI Century

"Amazons of the XXI Century" is a critically acclaimed documentary series spotlighting immigrant women in the US. From diverse backgrounds, they overcome obstacles, embodying resilience. Featuring Elena Rosen, Daria Karelina, Marina Kovaleva, Lola Mananova, Marina Furman, and more, it highlights their successes in cosmetology, athletics, philanthropy, and entrepreneurship. Recognized at international film festivals, their stories resonate universally.





# INFOTAINMENT HIGHLIGHTS

## On Kitchen Duty

Explore the passion and creativity behind every dish on "On Kitchen Duty", our culinary segment featuring top restaurants and renowned chefs. Witness the artistry and skill in crafting exceptional dishes as culinary masters share their techniques and inspirations.

Experience the sizzle and aroma of fresh ingredients as chefs transform traditional recipes into modern masterpieces. Every ingredient is meticulously chosen to create tantalizing flavors.

Learn from the best with time-honored techniques and innovative cooking approaches. Whether you're a seasoned cook or a novice, find inspiration and practical tips to elevate your skills. Discover accessible yet extraordinary recipes to inspire your inner chef and bring joy to your table.

Join us on a flavorful journey celebrating culinary traditions and innovations. Explore the stories behind dishes, the chefs' creative processes, and the vibrant food culture. Celebrate the joy of cooking and the endless possibilities in every kitchen!





# INFOTAINMENT HIGHLIGHTS

## "America: The Voice of Law"

This engaging program is dedicated to simplifying the U.S. legal system for viewers from all backgrounds. Each episode features a single expert attorney, allowing for a focused exploration of a specific area of law, such as criminal, immigration, family, business, tax, or real estate law. This approach ensures that viewers receive in-depth insights and clear explanations tailored to the lawyer's expertise. The program aims to foster engaging discussions and in-depth analyses of relevant legal matters, news, and cases that impact the community. By equipping viewers with a clear understanding of their rights and responsibilities under the law, we empower them to navigate legal challenges with confidence.

We invite viewers to submit their questions, providing them with direct answers and practical advice from seasoned legal professionals. This interactive approach enhances viewer engagement and ensures that the content remains relevant to the audience's needs.





# ENTERTAINMENT HIGHLIGHTS

## Highest ratings in the Russian box office

\*according to Kinopoisk

Genres: Detectives, melodramas, dramas, comedies, biopics, crime

### TV Series

Brigada, Foundling, Liquidation, Londongrad, Sklifosovsky, Master and Margarita, Port, Actor, Silver Wolf, She Couldn't Otherwise, Ricochet, Method, Magomaev, Balabol

### Children's Cartoons

#### golden collection of Soviet heritage:

The Flying Ship, 38 Parrots, Cipollino - the Onion Boy, Three from Prostokvashino, Moydodyr - Wash 'til Holes, Umka, A Kitten Named Woof, Well, Just You Wait!

### Concerts

#### of the best Russian musicians:

Bi-2, DDT, Splin, KINO

### Feature Films

#### Classics of Soviet cinema:

Twelve Chairs, Hello, I'm Your Aunt!, Winter Cherry, Carnival, Striped Voyage, Frost, Three Men in a Boat, Not Counting the Dog, Whiskered Nanny.

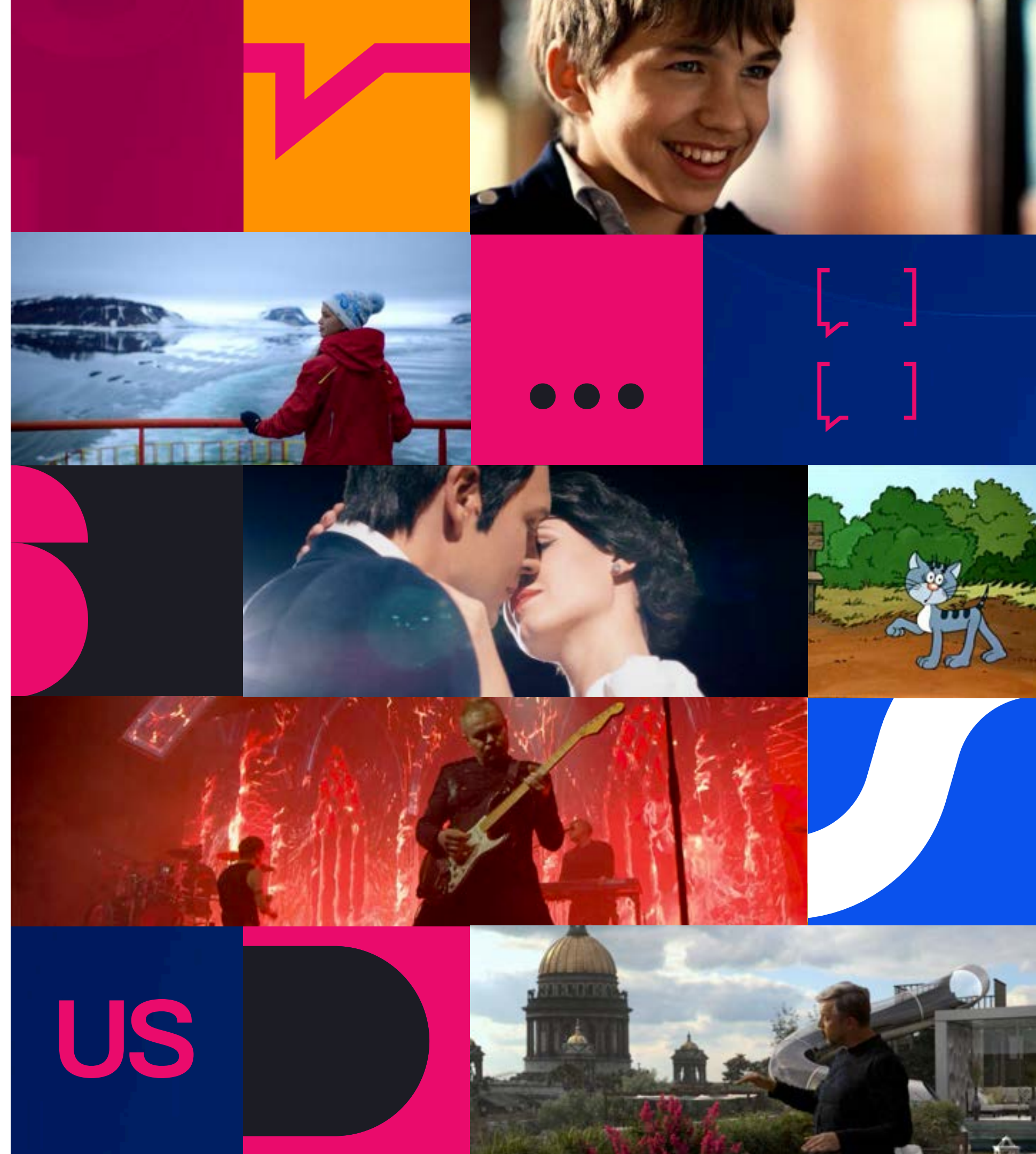
#### New releases and well-known films:

Election Day, What Men Talk About, Major, Well, Hello, Oksana Sokolova, Brother, Brother-2, Sisters, Legend No. 17, Admiral, The Best Day

### Documentary Films

#### (Biographical, Cultural, Historical, Educational)

Rudolf Nureyev, Bulgakov, Brodsky, Lakes, Peoples, Vinyl, Korea, Antarctica, Everest, Tatarstan. Medicine.



US



# ADVERTISING OPPORTUNITIES

The 360-degree ecosystem of RTVI US is prepared to host projects of any structure, no matter how challenging they are.

## TV

### Title Grand Show Sponsorship:

- Sponsor's name in bumper
- Verbal and visual representation during the show
- Animated banner

### Expert Sponsorship:

- Opportunities for expert opinions
- Sponsor announcements

### Special Projects:

- Verbal integrations
- Segments in Channel's shows
- Tailor-made shows for clients

### Product Placement:

- Integration of the product into show content
- Natural mentions and demonstrations

### Story Spot:

- Brand integration into main show segments as a story package

### Direct Commercial Placement:

- Opportunity for direct advertising during commercial breaks

## WebSite

- All features of digital premieres.
- Archive of the shows with sponsor descriptions.
- Special projects and additional brand pages.
- Custom articles, reports, and interviews.

## Social Media

- Interactive support of all content created for TV Broadcast or Web site with sponsor's tagging
- Sponsored article or post

## Production

- Advertisement video production
- Production of sponsor story
- Production of sponsor's special project
- Production of sponsor-involved special project
- Production of highlight reel from program featuring sponsor

Feel welcome to request media kits showcasing **our special projects** and explore sponsorship options



# METaverse INITIATIVES: NFT VENTURES AND AI INTEGRATION

**RTVI** has acquired land in Decentraland, a leading virtual reality platform on Ethereum's blockchain, with the aim of pioneering media representation in the metaverse. Leveraging Decentraland's gaming mechanics and NFT monetization, RTVI will offer exclusive content to enhance user engagement.

**RTVI** and Maff agency have joined forces to introduce a project in the Spatial metaverse – an AI-powered news art gallery created by Midjourney. These news paintings cover a spectrum of current topics, from global geopolitical affairs to cultural trends, including technology, cinema, and pop culture. The gallery is designed as a futuristic three-story space station, meticulously crafted by the Maff creator team, offering interactive elements like a virtual parkour zone, conference hall, lounge, and photo area.

**RTVI** regularly harnesses the power of artificial intelligence in its content creation processes. Utilizing neural networks like Midjourney and DALL-E, we produce visuals that depict agenda topics and illustrate various programs, articles featured on our website, and posts distributed via Telegram. Furthermore, we leverage ChatGPT to craft engaging neurohoroscopes for our audience.





**SPECIAL PROJECTS  
PRODUCER**

**Ian Grigorev**

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**NEWS  
DIRECTOR**

**George Tsikhiseli**

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**CHIEF OPERATING  
OFFICER**

**Mikhail Romanovskiy**

[MRomanovskiy@rtvi.com](mailto:MRomanovskiy@rtvi.com)

