



MEDIA KIT

2025



ABOUT

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

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.



OUR MISSION

A large, stylized red bracket graphic is superimposed over the Statue of Liberty, framing the text to its right.

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**.

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.



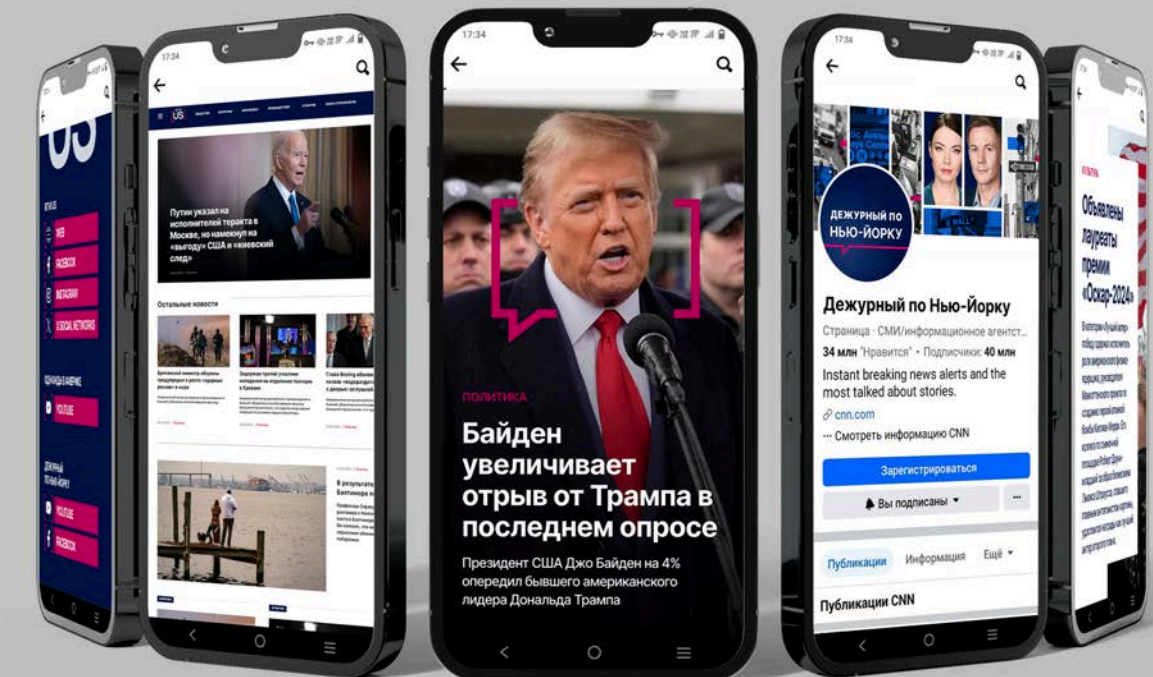
YOUTUBE:

- 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.



[RTVI US LEADING VOICES]

RTVI US is powered by a dynamic team of hosts who bring expertise, energy, and unique perspectives to every broadcast. From breaking news to compelling stories, they connect viewers to the events shaping America with professionalism and approachability.



**Liza
Kaymin**

US: Insights



**George
Tsikhiseli**

American Context



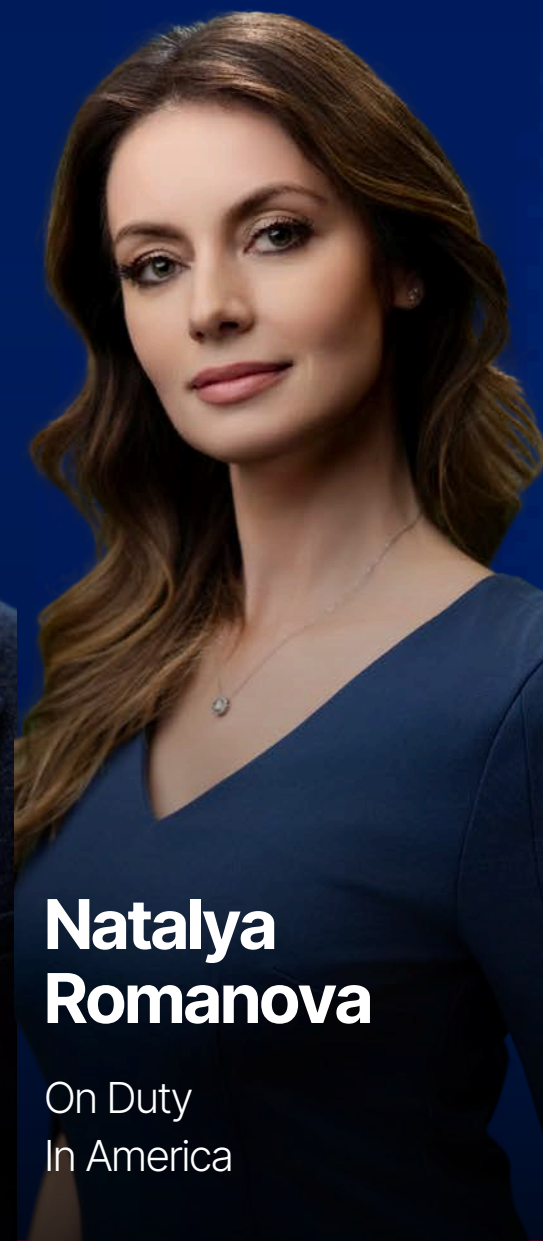
**Diana
Lesnichaya**

US: News



**Mikhail
Terentev**

On Duty
In America



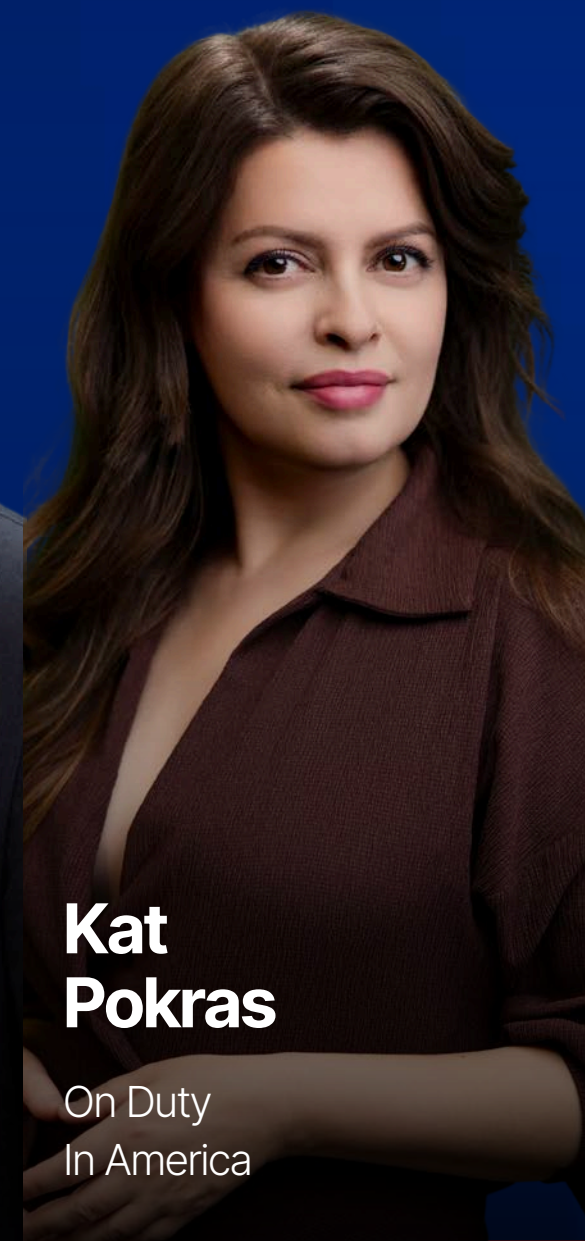
**Natalya
Romanova**

On Duty
In America



**Danil
Rusakov**

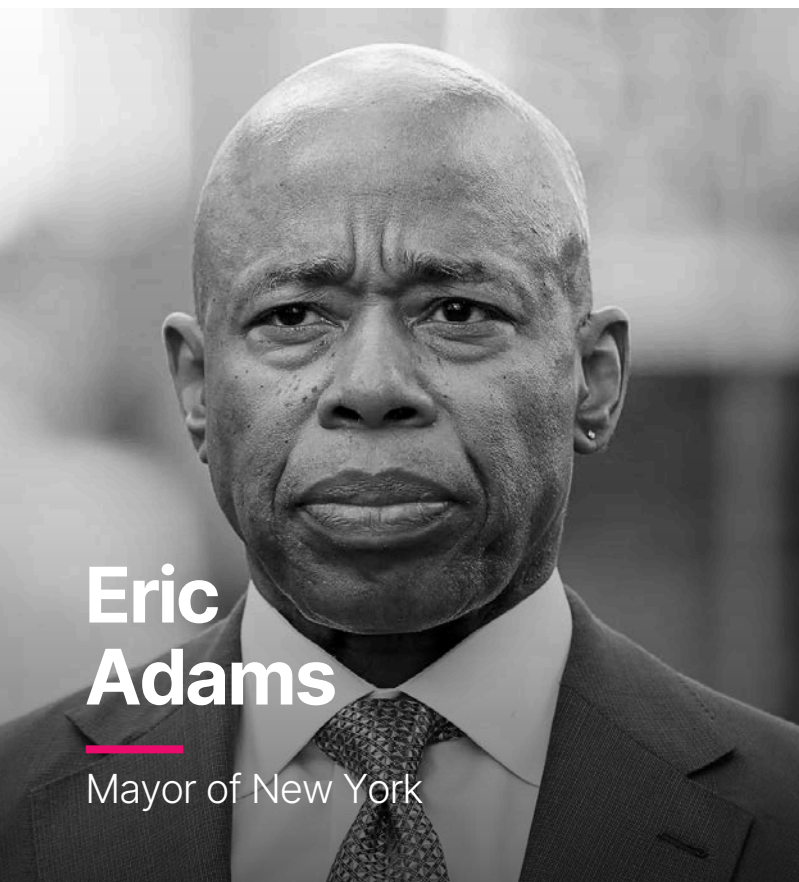
US: News



**Kat
Pokras**

On Duty
In America

[TOP GUESTS]



Eric Adams
Mayor of New York



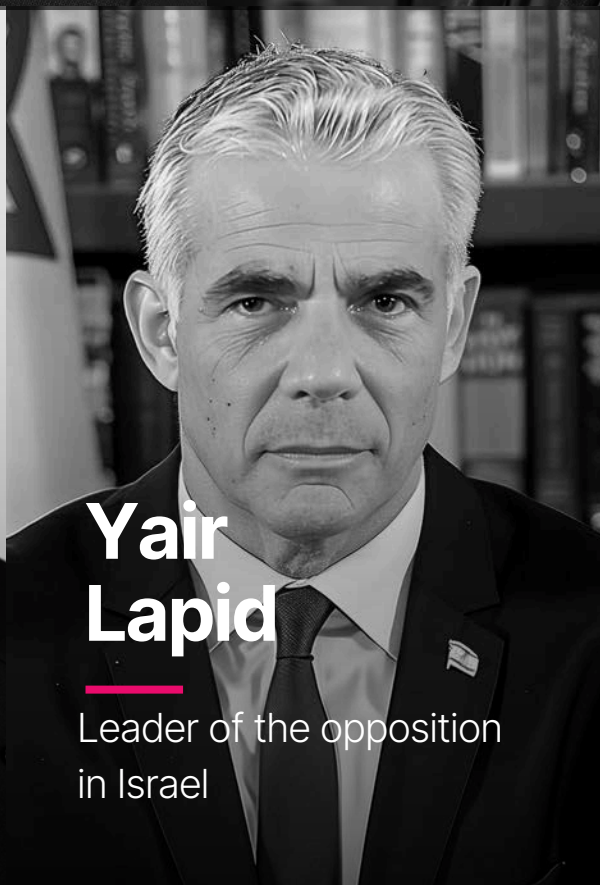
Charles Michel
President of the European Council



Silveria Jacobs
Prime Minister of Sint Maarten



Edgars Rinkēvičs
President of Latvia



Yair Lapid
Leader of the opposition in Israel



Jill Stein
US Presidential Candidate in 2012, 2016, and 2024



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



Kristina Orbakaite



Alec Brook-Krasny



Giorgi Margvelashvili



John Bolton

RTVI US IN THE MEDIA FIELD

We are **quoted by:**

FT FINANCIAL
TIMES

The New York Times

Bloomberg

 REUTERS

abc NEWS

YAHOO!

BBC
NEWS

The Washington Post

AP Associated Press

I Handelsblatt

THE
Sun

The
Guardian

The Moscow Times

DW Deutsche
Welle

Bild

euronews.

TV///RAIN
OPTIMISTIC CHANNEL

Le Monde

P

THE
INDEPENDENT



More than

120,000

Citation in 2023

across various
media platforms

RTVI US – an independent, international
Russian-language media outlet frequently
cited by trusted sources worldwide

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

Dominant language:

Russian and English

Education:

50% bachelor's
degree or higher

Average annual income:

\$50,000-\$80,000

65% Above Average Income

Information preferences:

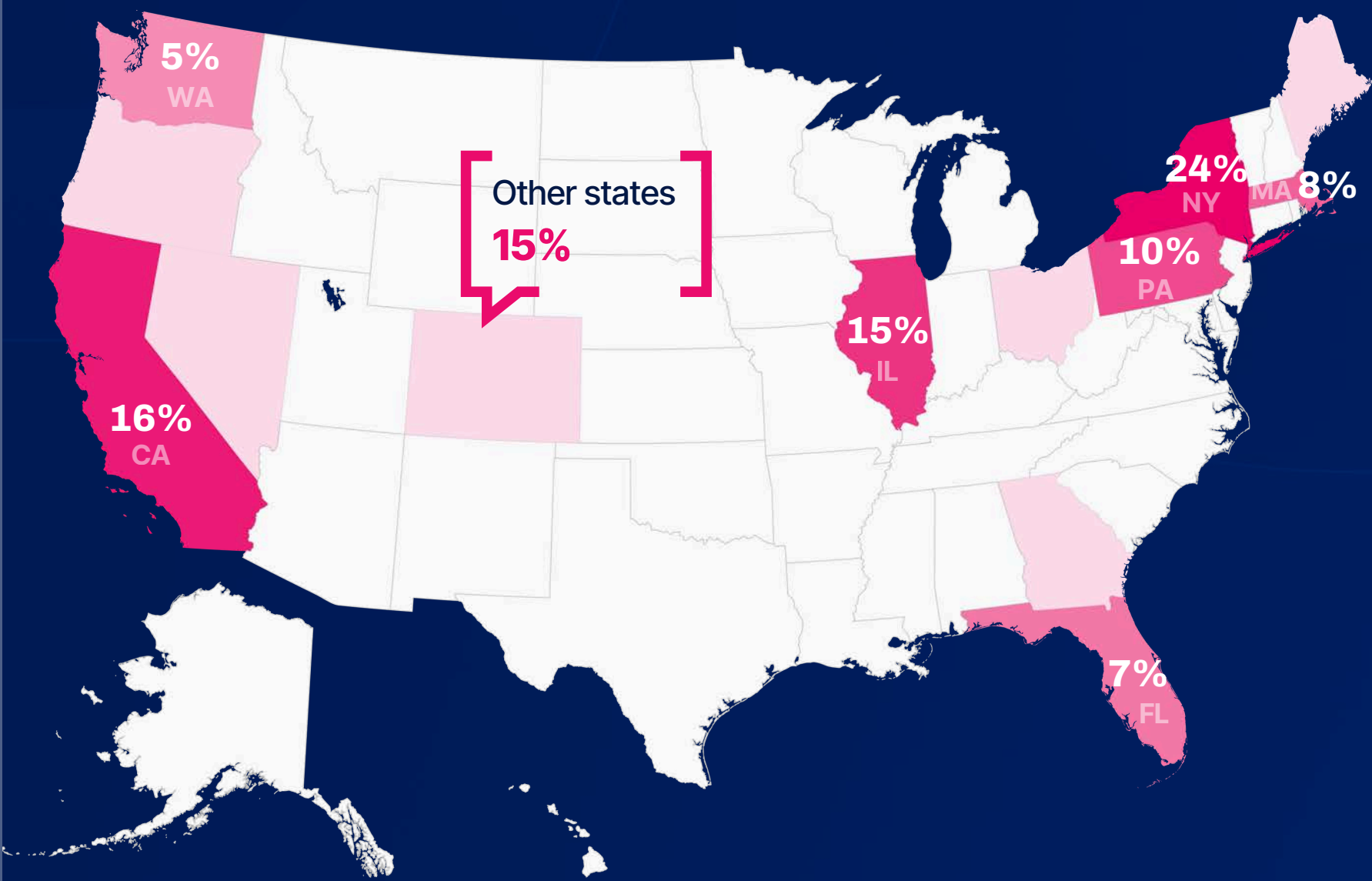
> 50 years old
Print media, TV

< 50 years old
Digital media and social networks

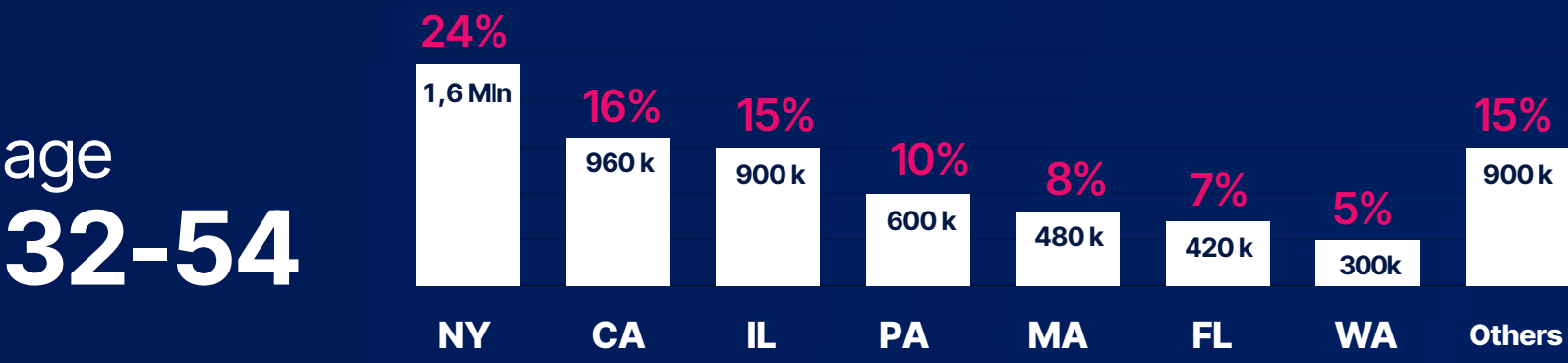
Marital status:

 **64% married**

 **1.6 children per family**



Demographic distribution of Russian-speaking audience by states



RTVI GLOBAL BRAND: TV DISTRIBUTION

25 Mln

Viewers is the channel's worldwide coverage

350

TV providers Broadcast RTVI US worldwide

14

News Bureaus:

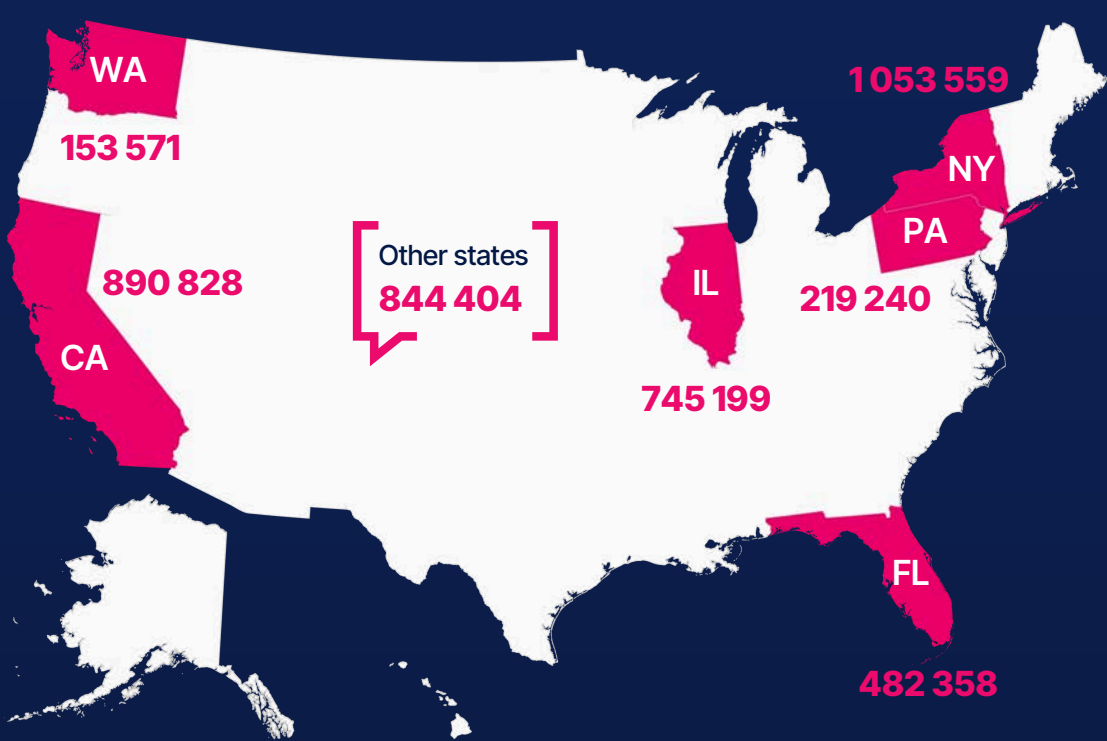
New York, Tel Aviv, Berlin, Riga, Yerevan,
Tbilisi, Kiev, Tallinn, Paris, London, Moscow,
and Vilnius

BROADCASTING
COUNTRIES



TV DISTRIBUTION ACROSS THE US

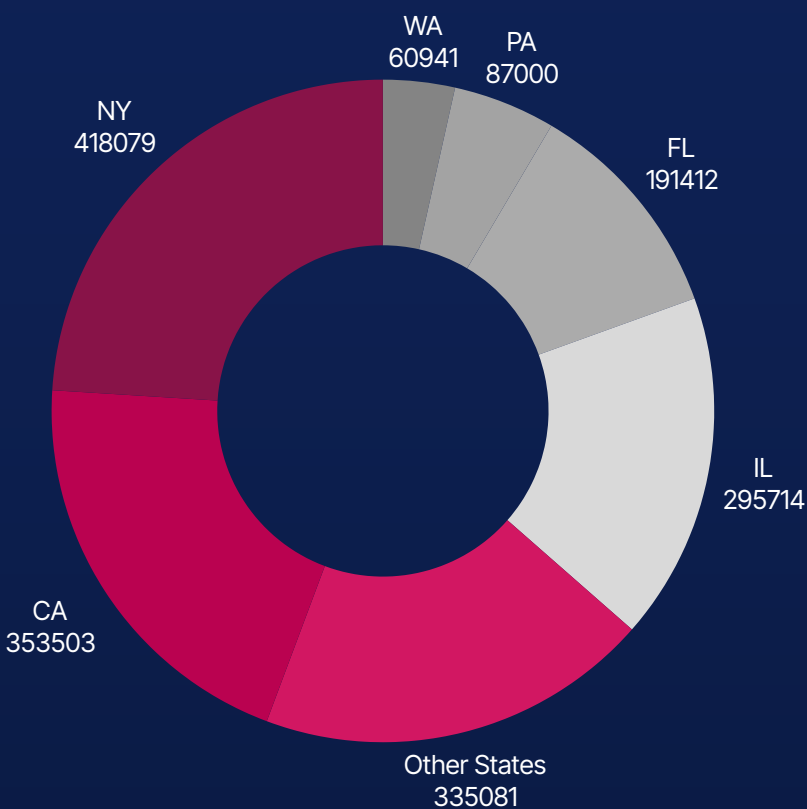
Audience Reach via Providers Based on Household:



Total HH Reach:

4 389 160

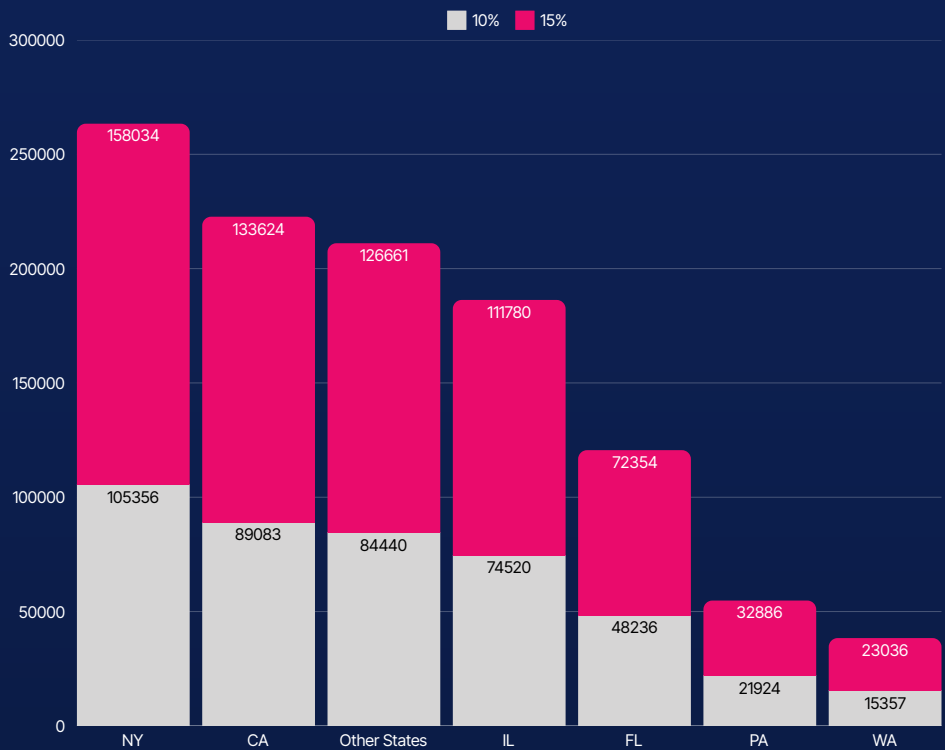
Subscribers of Providers Broadcasting RTVI US



Total Subscribers of Providers:

1 741 730

Subscriber Reach for RTVI US Viewers by Provider at Viewership Levels Ranging from 10% to 15% Across States



10% Viewership

438 916

15% Viewership

658 374

DISTRIBUTION PLATFORMS:



FAST: TV STREAMING WORLDWIDE



What is FAST?

Free Ad-Supported Streaming TV (FAST) is a rapidly growing digital television format that delivers linear TV channels for free, supported by ads.

RTVI US is the **first international Russian-language media outlet to launch on FAST** platforms, expanding access to high-quality news and entertainment for global audiences. **Available on Smart TVs & Mobile | Larger Audience Than Cable | More Viewers Are Switching to FAST | Advertisers Are Investing in FAST**

Freebietv®



xiaomi
TV+

COMING SOON

Launched: January 13, 2025

- **Territory:** **USA, Canada**
- **Platforms:** Roku, Apple TV, Android TV, Amazon Fire TV, Vizio
- **Monthly Reach:** **300,000+ active users**

Launched: January 20, 2025

- **Territory:**
 - **150+** operators in North America
 - **100+** operators in Latin America
 - **25+** in the Middle East & Africa
 - **5+** in Europe & Asia

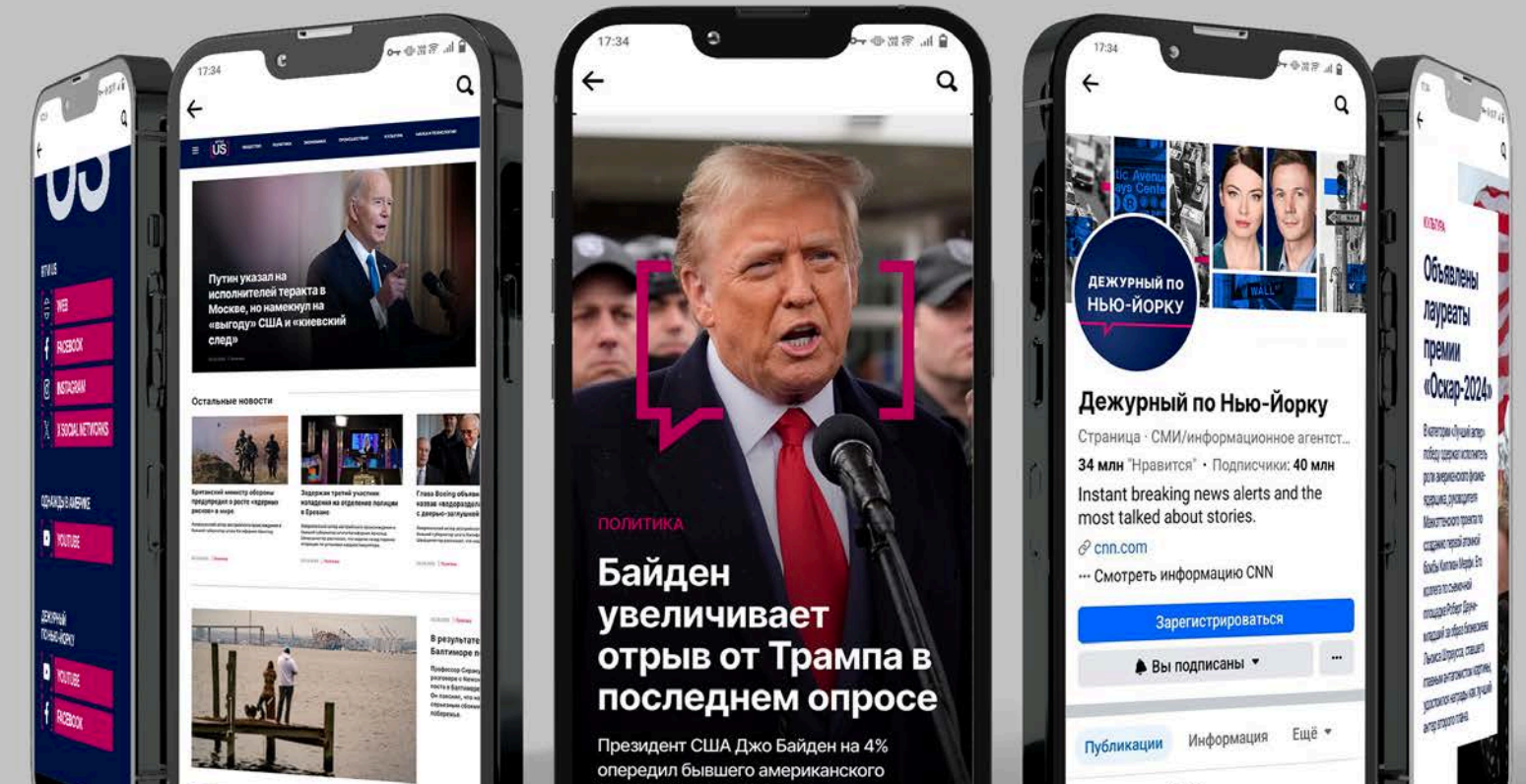
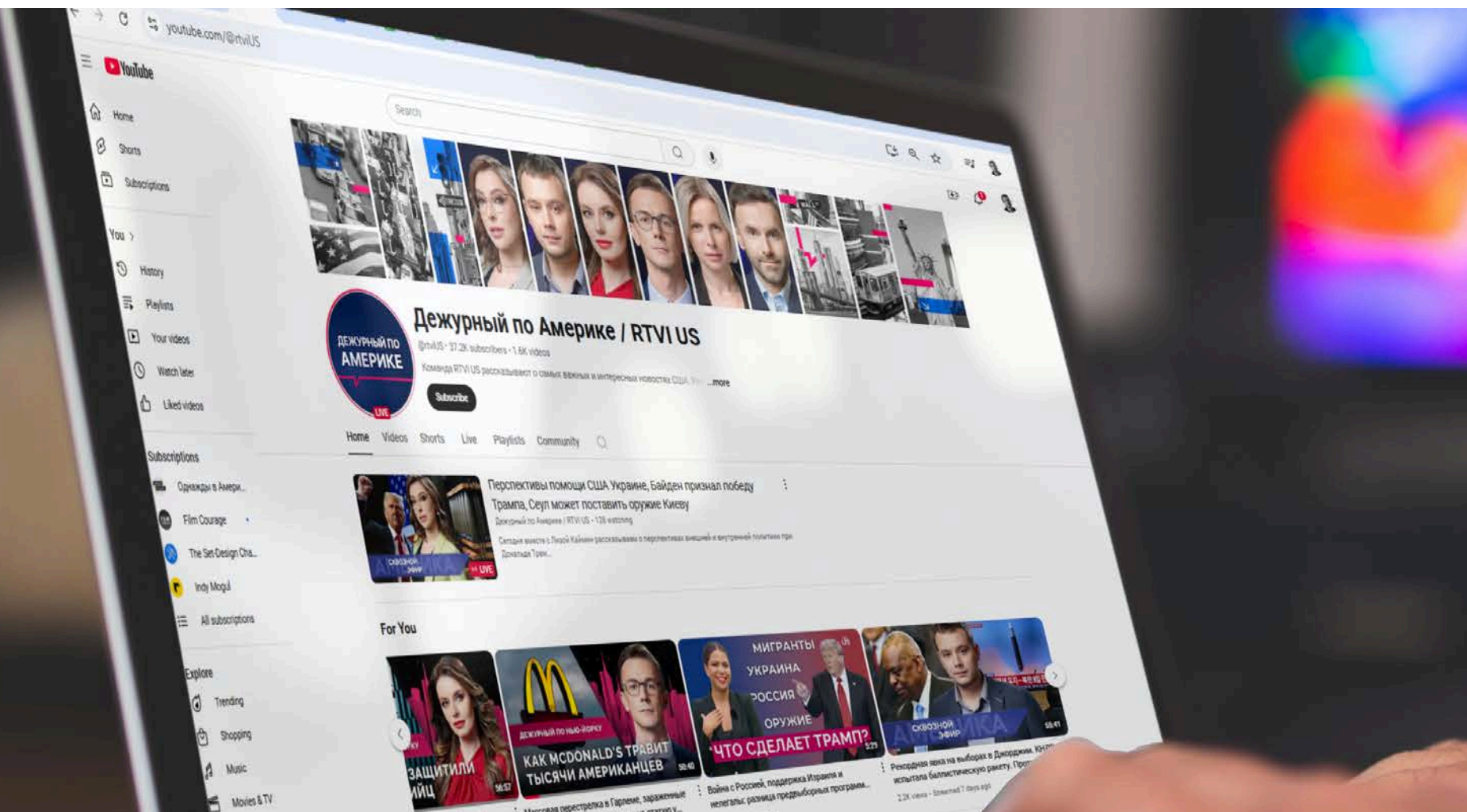
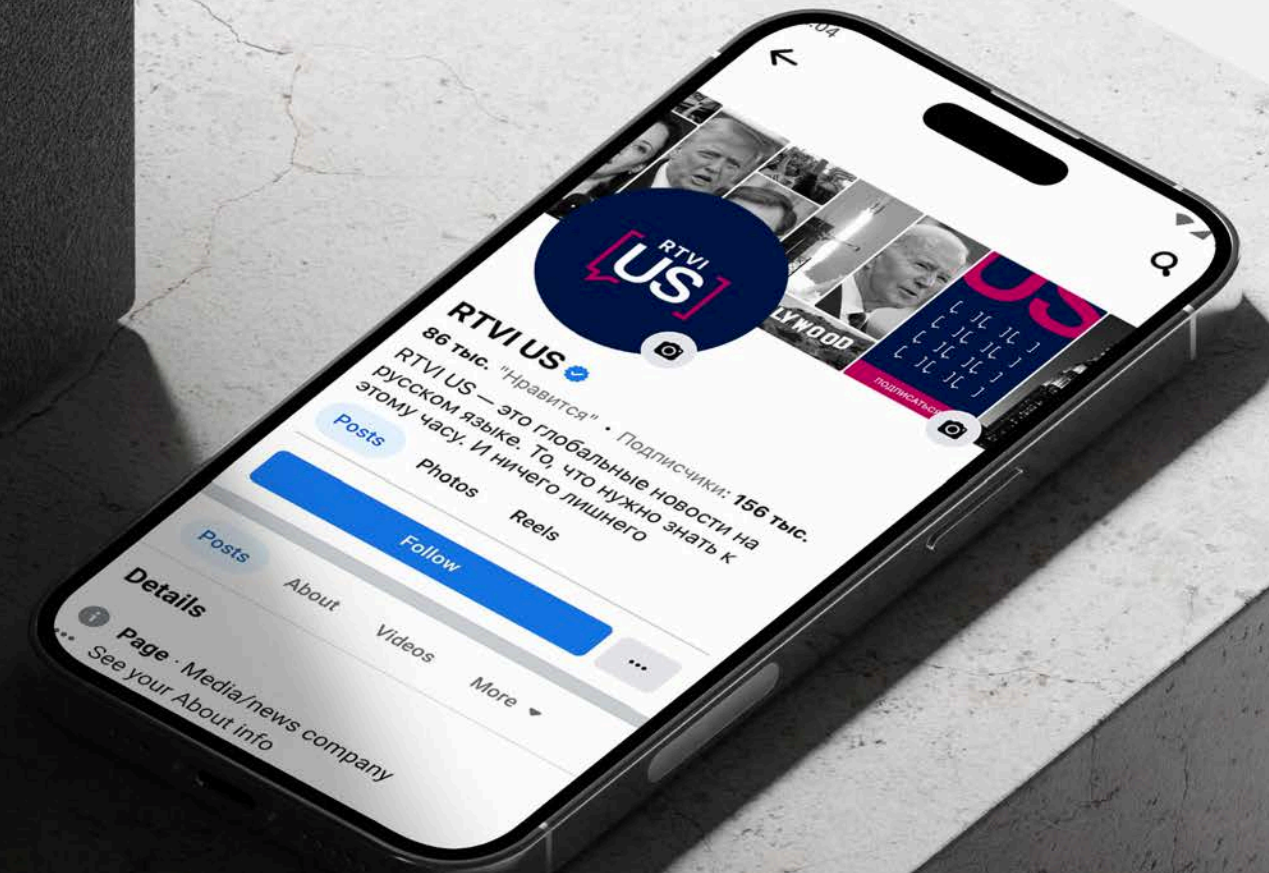
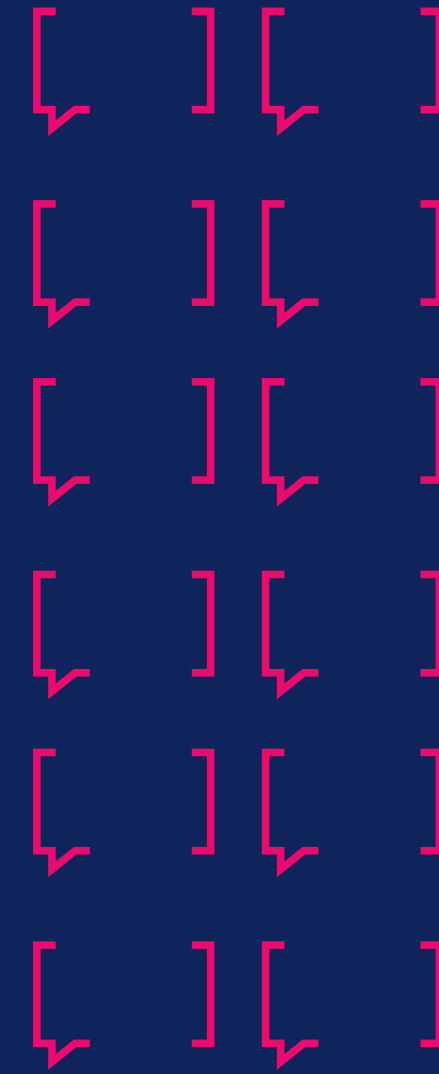
Expected Launch: March 2025

- **Territory:**

Confirmed: India, France, Germany, Italy, Spain, UK
Possible: Malaysia, Vietnam, **Brazil, Mexico**
- **Monthly Reach:** **5+ million active users**

DIGITAL PRESENCE

RTVI US engages **655,000** users
within of RTVI's **global network** of
4,000,000



SOCIAL MEDIA

RTVI US

Reach.....19 699 219
Subscriptions.....161 062
Engagement.....650 034

On Duty in America

Reach.....289 851
Subscriptions.....9 688
Engagement.....17 847

RTVI US

Reach.....26 440 907
Subscriptions.....36 626

Twitter

Reach.....1 587 380
Subscriptions.....14 127

RTVI US

By the end of February 2025, the RTVI US Telegram channel reached 1,328 subscribers, reflecting a 7.79% increase from the previous month. The monthly reach grew to 124,616. The channel continues to provide news digests, updates, top statements, explainers, and trending content, maintaining steady audience engagement.

YOUTUBE

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 America", "US: News", "US: Insights", 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.

47 086 676.....LIVE impressions
58 799 935.....VOD impressions
13 538 636.....views
51 127.....subscribers

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

226 500 000.....impressions
30 966 404.....views
259 118.....subscribers

TOP Geography



USA



RUSSIA



UKRAINE



GEORGIA



ARMENIA



UZBEKISTAN



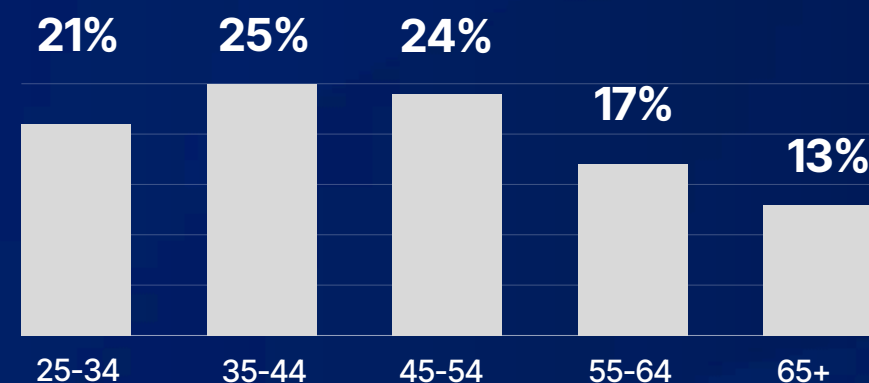
KAZAKHSTAN



BELARUS

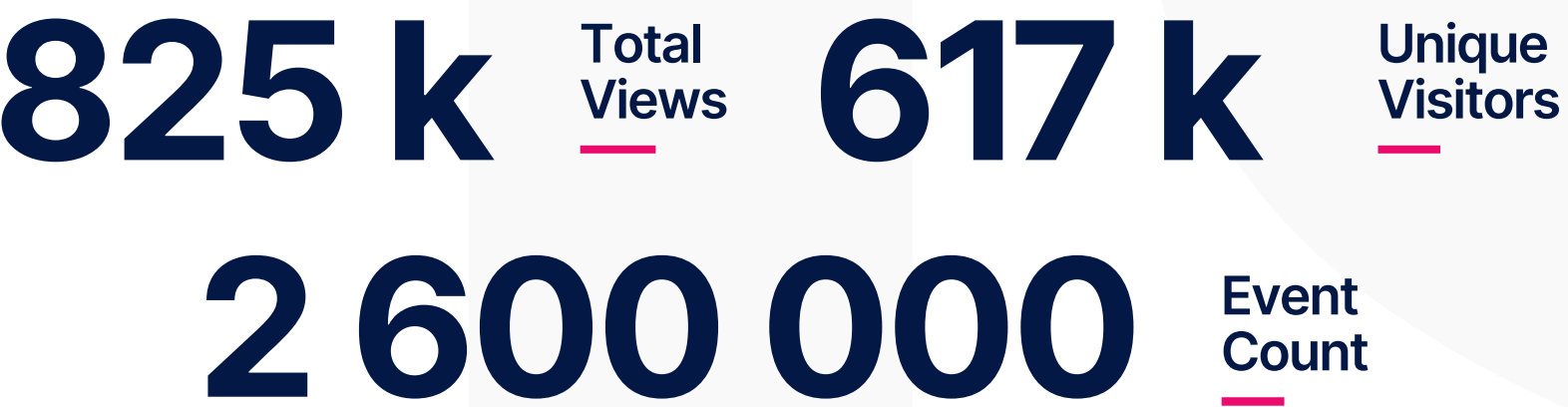
Demographics

Age Groups

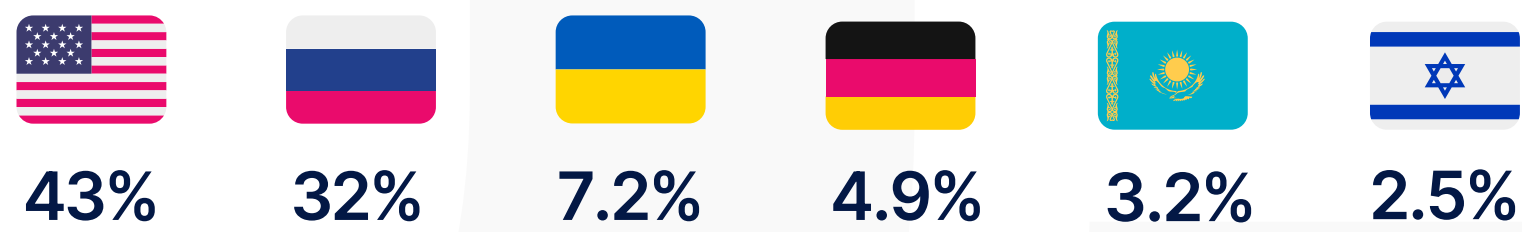


WEBSITE

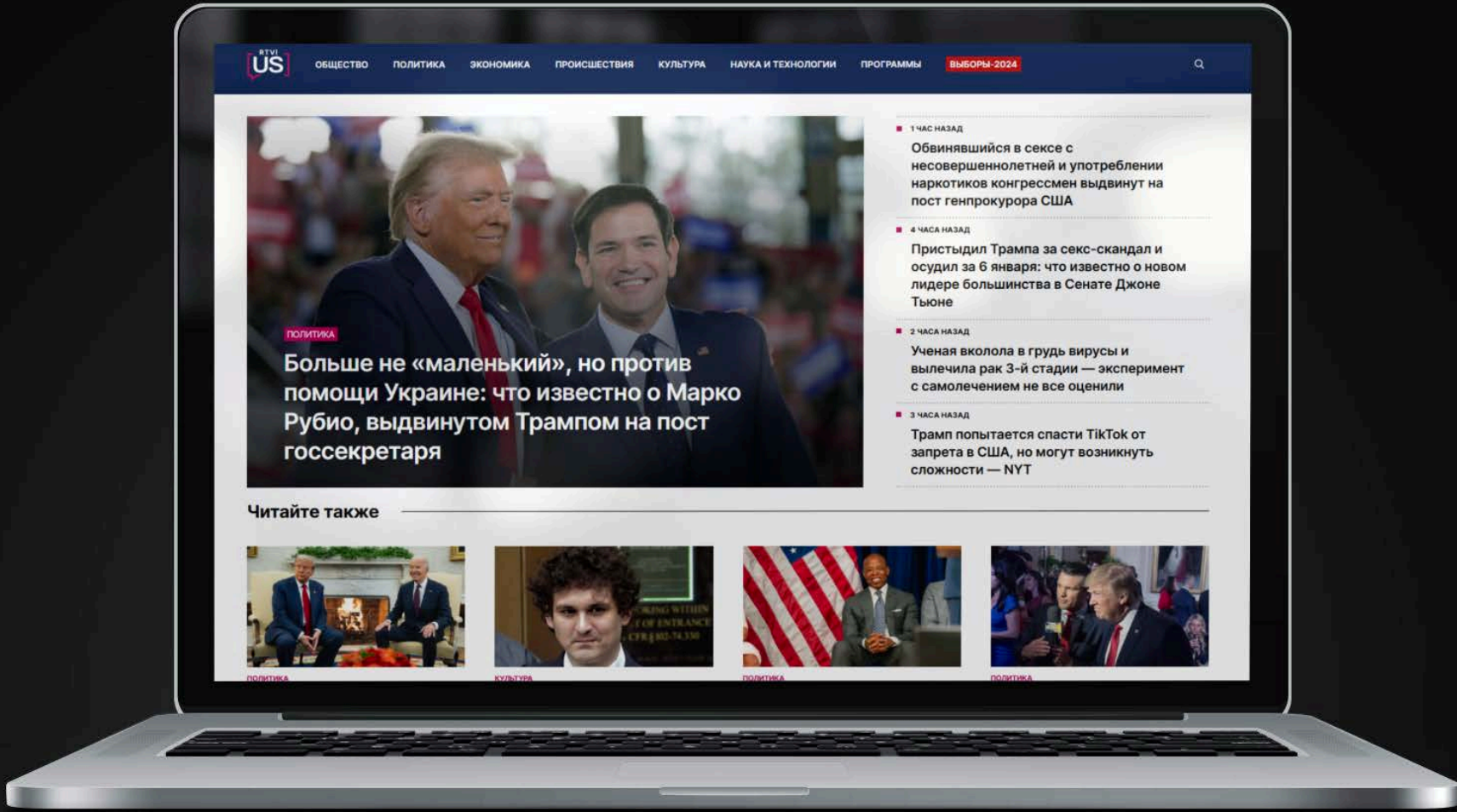
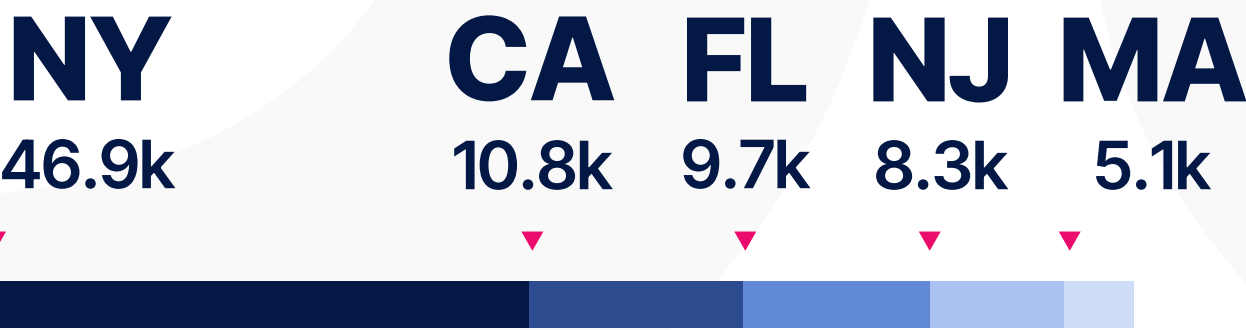
The website **rtvi.us**, launched in December 2023, is gaining views and showing positive growth dynamics.



User Geography: Top 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
- Popular science discoveries and health insights

PROGRAMMING


RTVI US LOCAL PRODUCTION

On Duty in America



The new show On Duty in America, formerly On Duty in New York, returns with a fresh format, blending news and lifestyle to explore how key events—from politics to science—impact daily life across the U.S.

US: News




US: News – straight to the point on the key events shaping life in the U.S., covering politics, economy, social issues, technology, and culture at both federal and regional levels.

US: Insights



US: Insights is an analytical show where Lisa Kaymin and RTVI US hosts engage experts to provide in-depth insights into major news and its impact on everyday life.

American Context




American Context is a satirical show that humorously exposes absurdities in American politics, with sharp commentary on radical ideologies and insights from social media.

PROGRAMMING


RTVI US LOCAL PRODUCTION

Special Broadcast




RTVI US delivers live coverage of major events, from political debates to significant incidents, with exclusive reports from our global correspondents for audiences in the U.S. and beyond.

Special Interviews




Our interview series offers insights from top figures in politics, business, and the arts. From the President of Latvia to NYC Mayor Eric Adams, we ask tough questions and get honest answers.

On Kitchen Duty



On Kitchen Duty brings you into the kitchens of top chefs, sharing techniques, inspiration, and innovative recipes to celebrate the art of cooking and food culture.

America: The Voice of Law



This program simplifies U.S. law with expert attorneys, offering insights and guidance to help viewers understand their rights and navigate legal issues.

PROGRAMMING

INTERNATIONAL 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 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 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.

Redakcia

In-depth stories about people, events, and phenomena through the eyes of RTVI's former editor-in-chief. Each week, Alexey Pivovarov and his team share real-life stories everyone should hear.

Documentary Investigations by Sergey Morozov

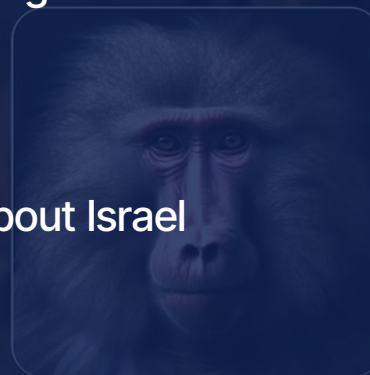
In-depth investigations and special reports on the most sensational events, phenomena, and trends. When will global hunger strike? What's happening with the world economy? Why are human organs so prevalent on the black market? How does the drug trade operate, and what route do drugs take to reach Russia? Sergey Morozov provides answers to these and other pressing questions.

Drobyshevsky Plus

A series of interviews where Stanislav Drobyshevsky meets three experts to explore different aspects of human life, offering diverse perspectives on each topic.

Raise a Question

A podcast with Elena Kirsanova discussing modern women's challenges in relationships, careers, and personal growth. Experts share insights on love, trust, boundaries, and self-discovery.



ПАВИАНЫ

РОД ПРИМАТОВ

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.

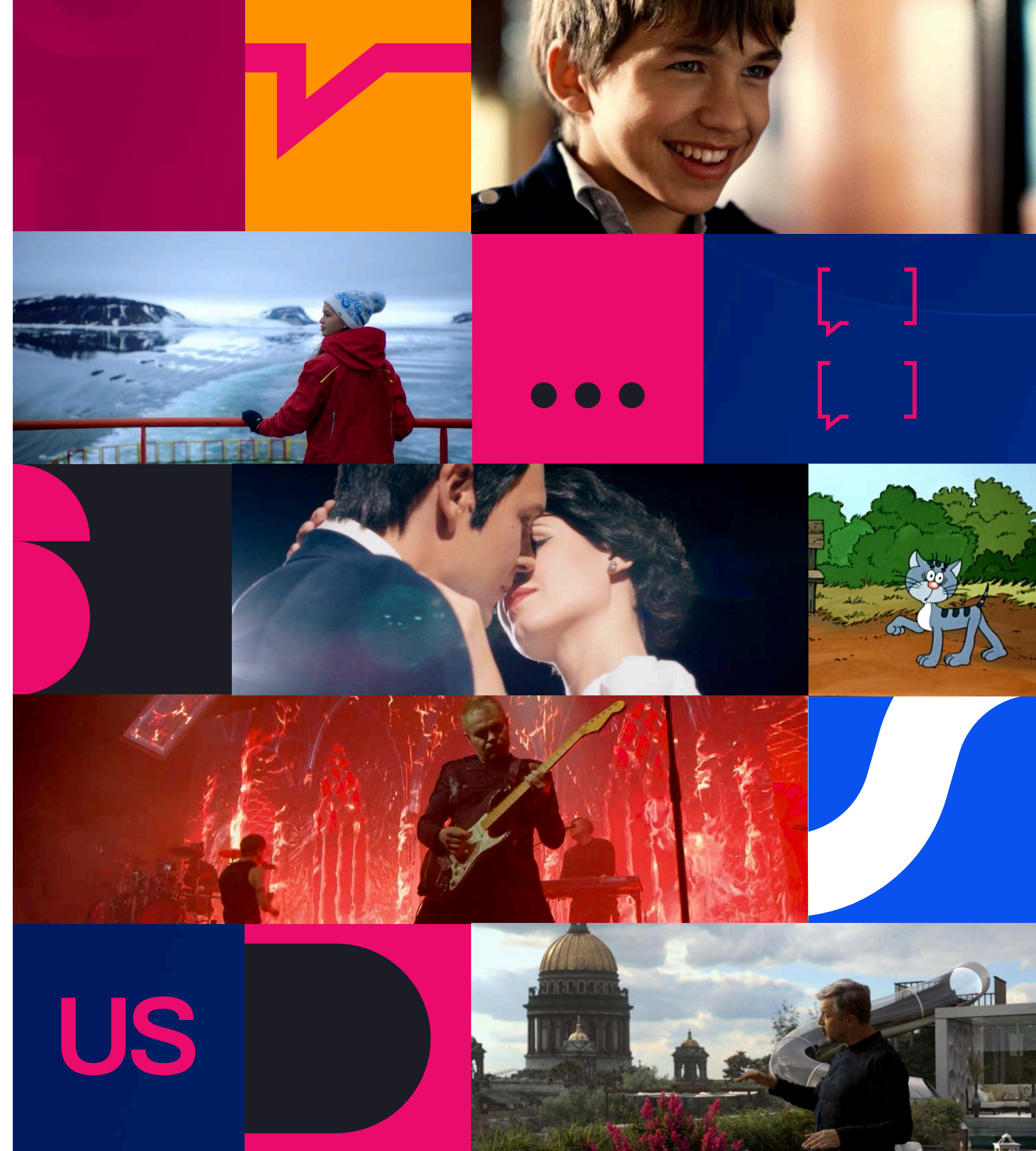
New releases and well-known films:

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

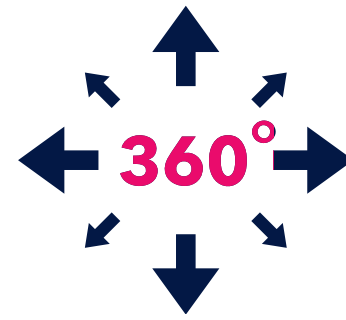
Documentary Films

(Biographical, Cultural, Historical, Educational)

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



ADVERTISING OPPORTUNITIES



RTVI US provides a 360-degree ecosystem designed to bring even the most complex projects to life

TV

- **Title Sponsorship:** Brand showcased at the start, middle, and end of the show with verbal and visual mentions. Sponsored description on YouTube, website, and social media.
- **Story Spot:** Brand integration as a package within main show segments.
- **Direct Advertising Placement:** Ads during commercial breaks.
- **Expert Sponsorship:** Showcase expert opinions and sponsored announcements.
- **Product Placement:** Natural product mentions and demonstrations within the show.
- **Special Projects:** Custom-made shows tailored to client needs.
- **Interstitial Banner:** Displayed during commercial breaks throughout the day.

WebSite

- **Sponsored Articles:** Branded articles supporting published TV-sponsored segments for audience engagement.
- **Banner Ads:** Display banners in high-traffic areas.
- **Video Integration:** Embed brand videos in articles or sections.
- **Product Listings:** Highlight products with descriptions and links.
- **Digital Premieres:** Custom descriptions and sponsor info for show premieres.
- **Program Archive:** Brand visibility in archived episodes.
- **Custom Content:** Original articles, or interviews aligned with your brand.

Social Media

- **Sponsored Posts & Articles** for audience engagement.
- **Story Mentions:** Brand visibility in Stories.
- **Video Highlights:** Placement in key video clips.
- **Giveaways:** Brand-sponsored contests.
- **Interactive Tagging:** Sponsor tagging across platforms.

Production

- **Ad Video Production:** Custom ad videos tailored to your brand.
- **Sponsored Project:** Full-cycle production of sponsor-driven projects.
- **Highlight Reels:** Branded highlight reels from shows.
- **Sponsor Story Production:** Create a narrative around your brand.

Media kits are available for each show upon request. Contact us to explore sponsorship opportunities

**SALES
MANAGER**

Jay Headen

JHeaden@rtvi.us

**SPECIAL PROJECTS
PRODUCER**

Ian Grigorev

IGrigorev@rtvi.us

**CHIEF OPERATING
OFFICER**

Mikhail Romanovskiy

MRomanovskiy@rtvi.us

