



RTVI US

MEDIA KIT & SALES INVENTORY 2025



WE adhere to the **360-degree ecosystem concept**, which includes the integration and synergy of content on television, the website, social media, and YouTube channels.

This presentation aims to help agents understand our **unique capabilities** and the **advantages** of a multi-platform approach.

Starting a collaboration with RTVI US is straightforward:

1. Initial Consultation:

Discuss your goals and how RTVI US can help achieve them.

2. Proposal Development:

A tailored advertising plan or package based on your specific needs.

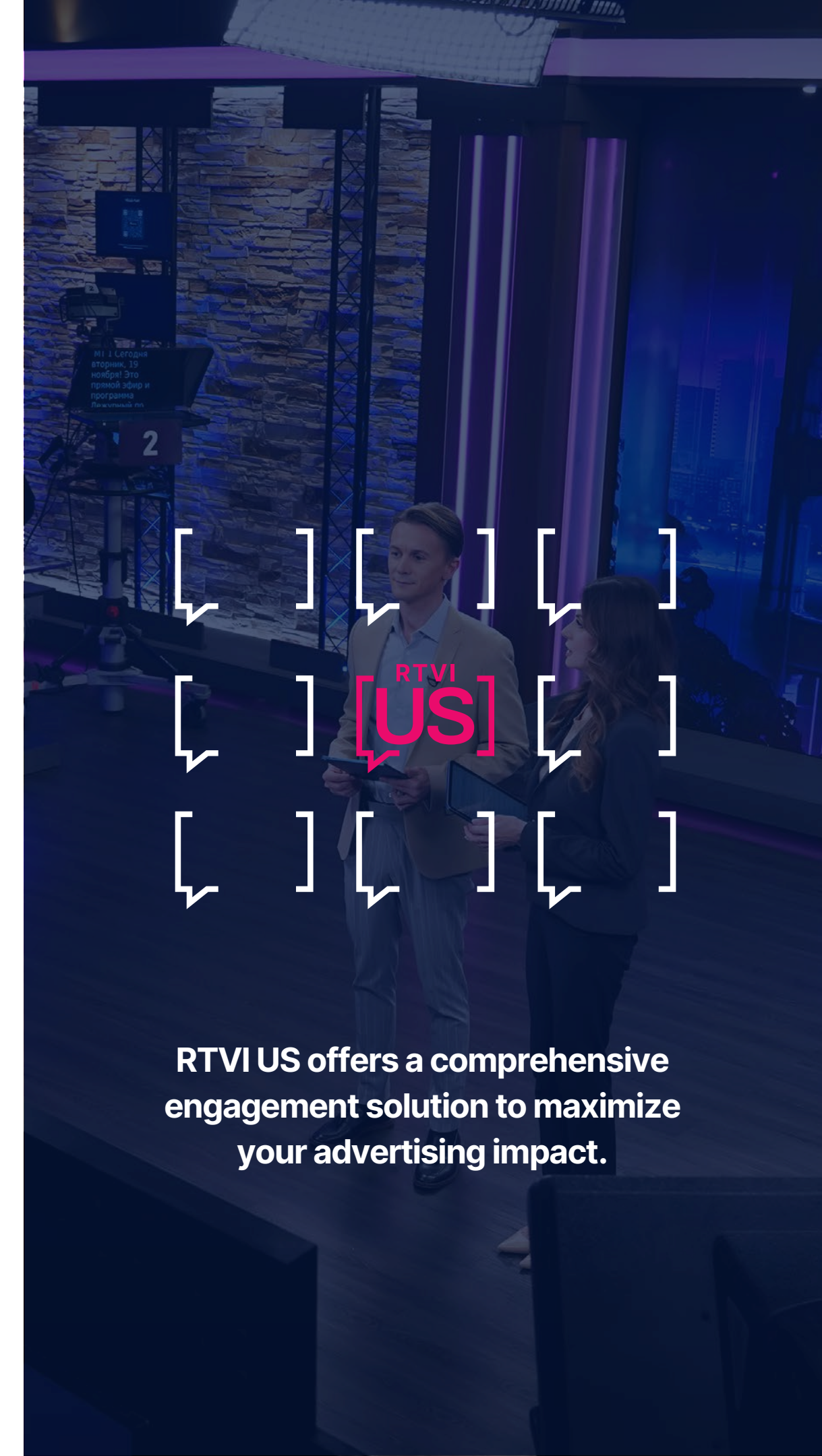
3. Campaign Execution:

Our team handles the implementation and optimization of your campaign.

4. Performance Review:

Analyze results and plan future steps for continued success.

Reaching diverse audiences with synergistic content **enhances your client's brand presence** and **drives meaningful connections**.



RTVI US offers a comprehensive engagement solution to maximize your advertising impact.

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.



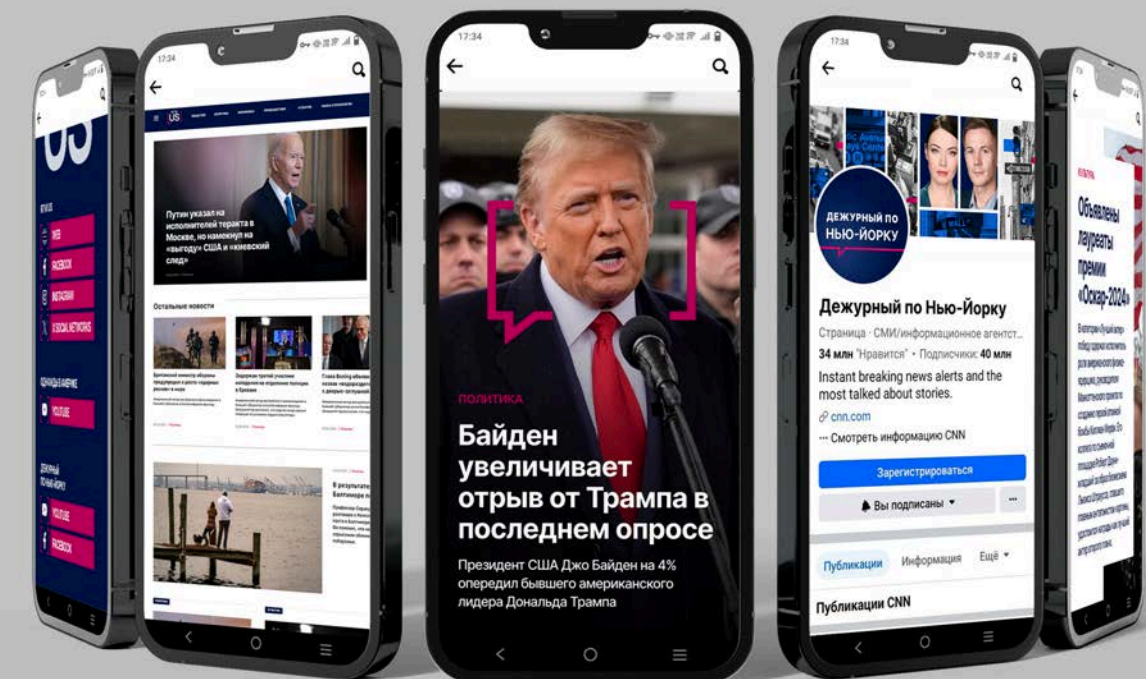
YOUTUBE:

- Live News programming
- Entertainment
- Special projects
- Playlists

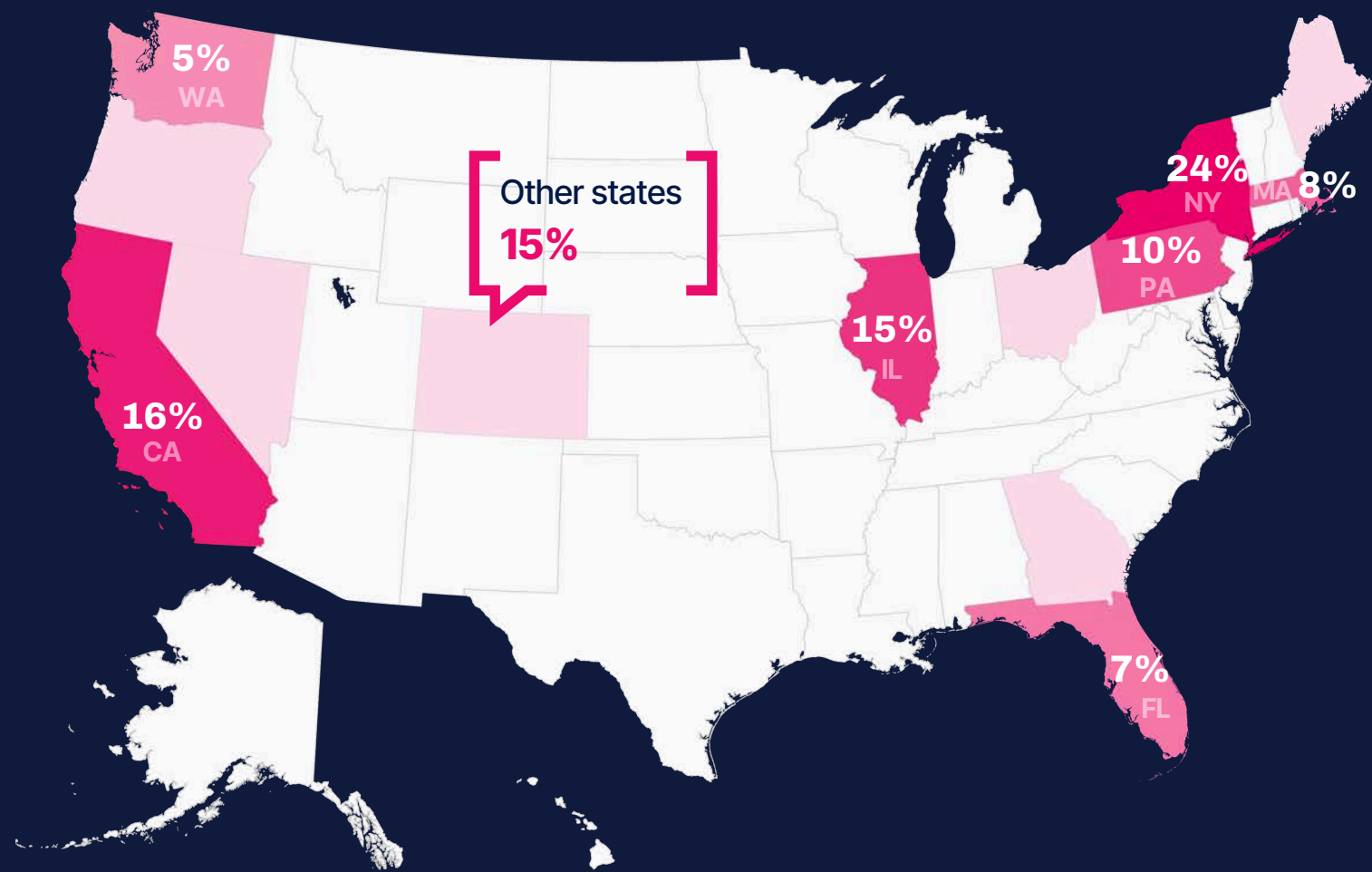
For new audiences and "chain viewers".



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.



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:

65% bachelor's degree or higher

Average annual income:

\$80,000 +

Information preferences:

> 50 years old
Print media, TV

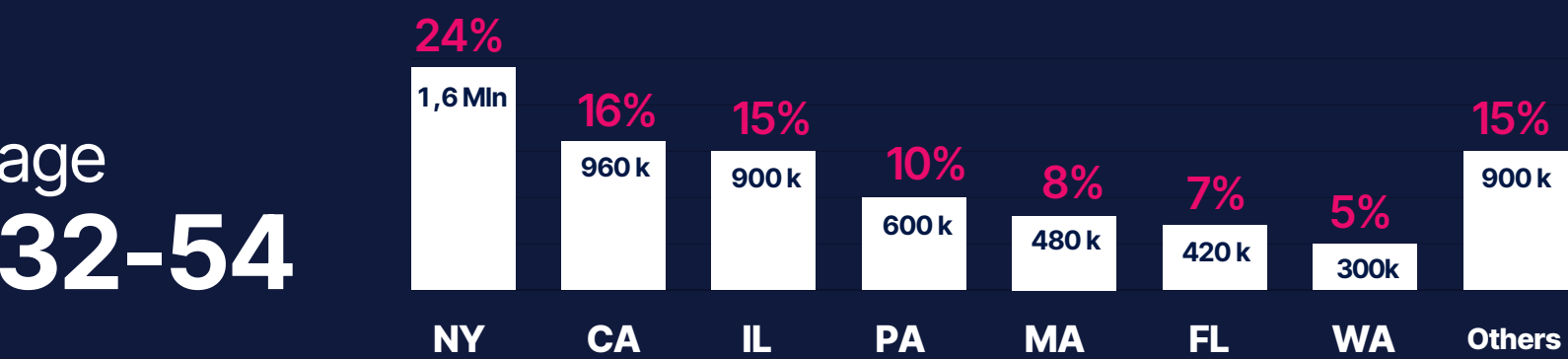
< 50 years old
Digital media and social networks

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

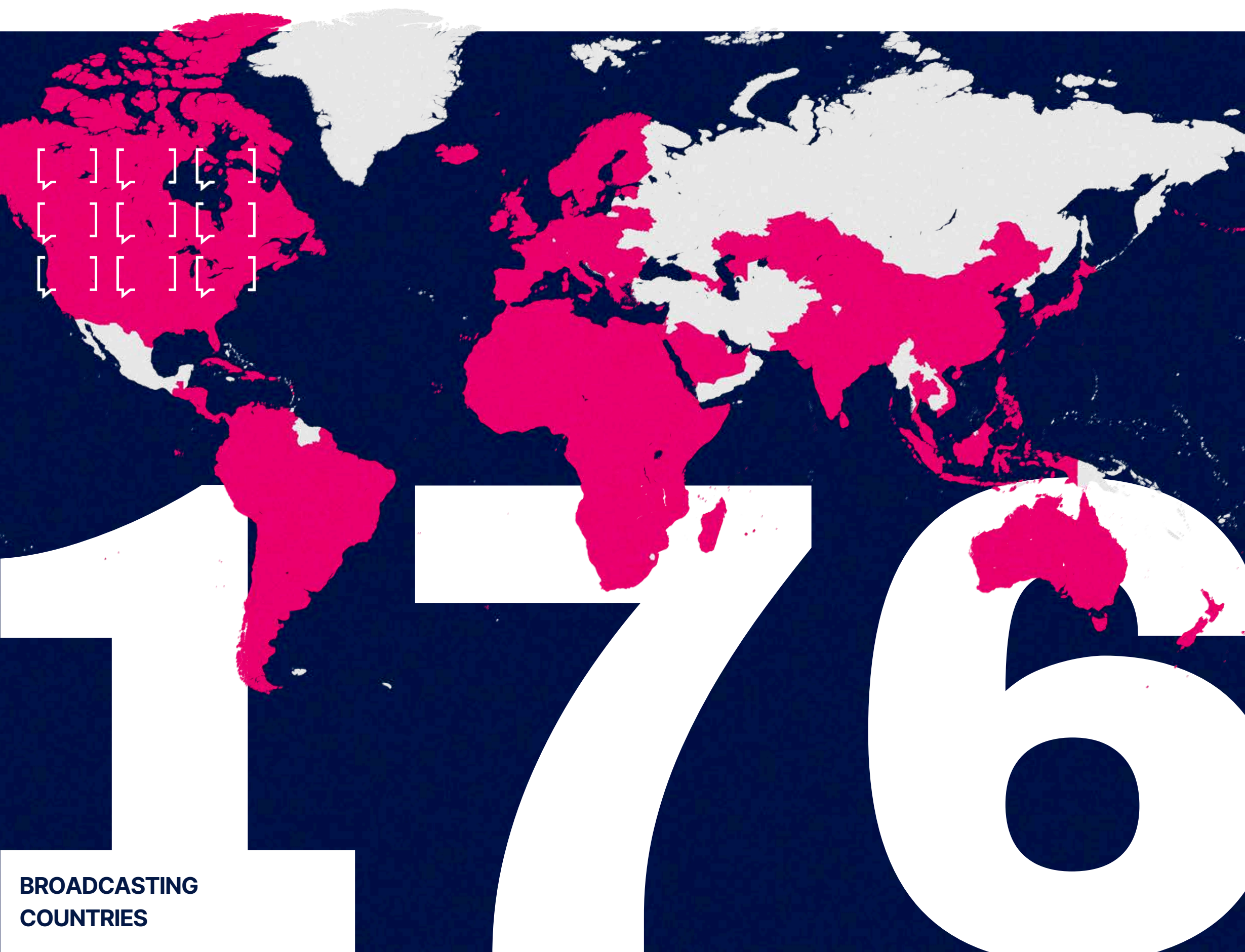
350

TV providers Broadcast RTVI US worldwide

14

News Bureaus:

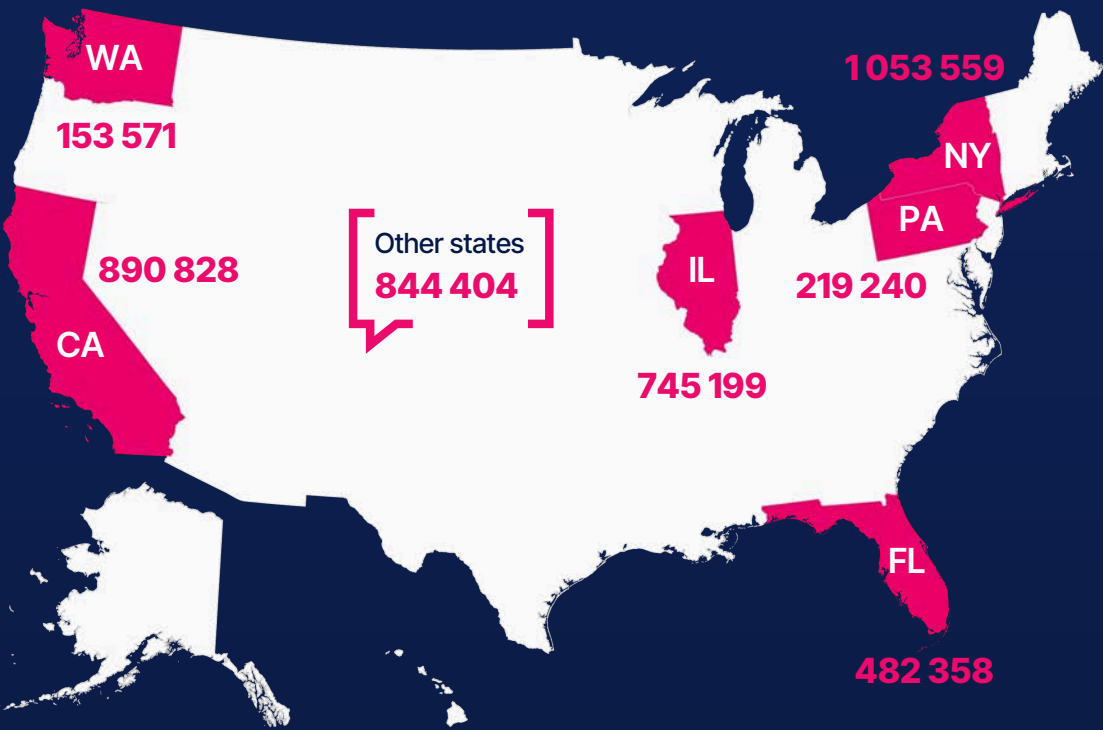
New York, Tel Aviv, Berlin, Riga, Yerevan,
Tbilisi, Kiev, Tallinn, Paris, London, Moscow,
and Vilnius



BROADCASTING
COUNTRIES

TV DISTRIBUTION ACROSS THE US

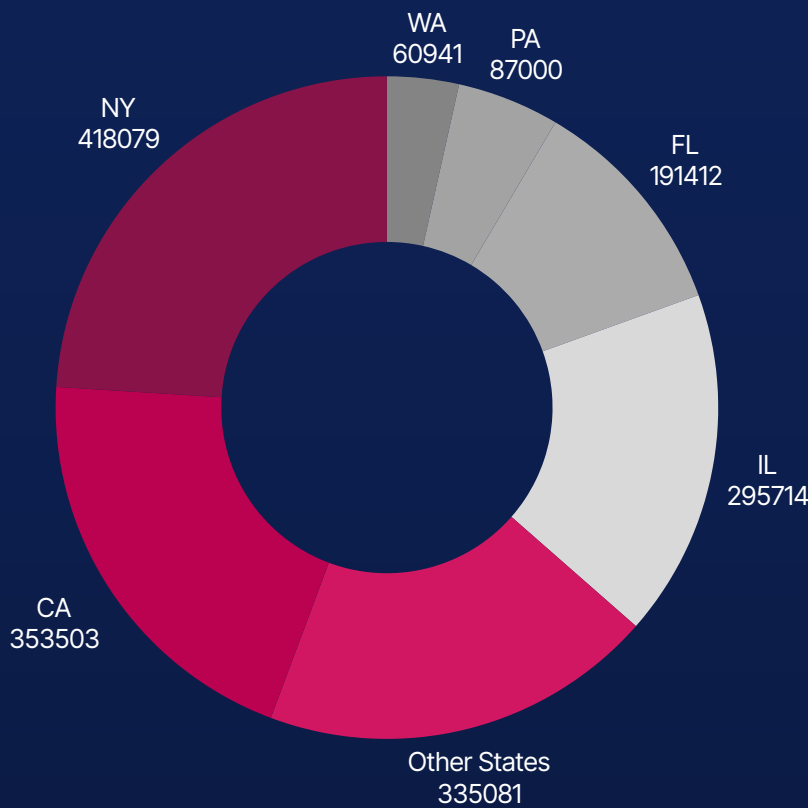
Audience Reach via Providers Based on Household:



Total HH Reach:

4 389 160

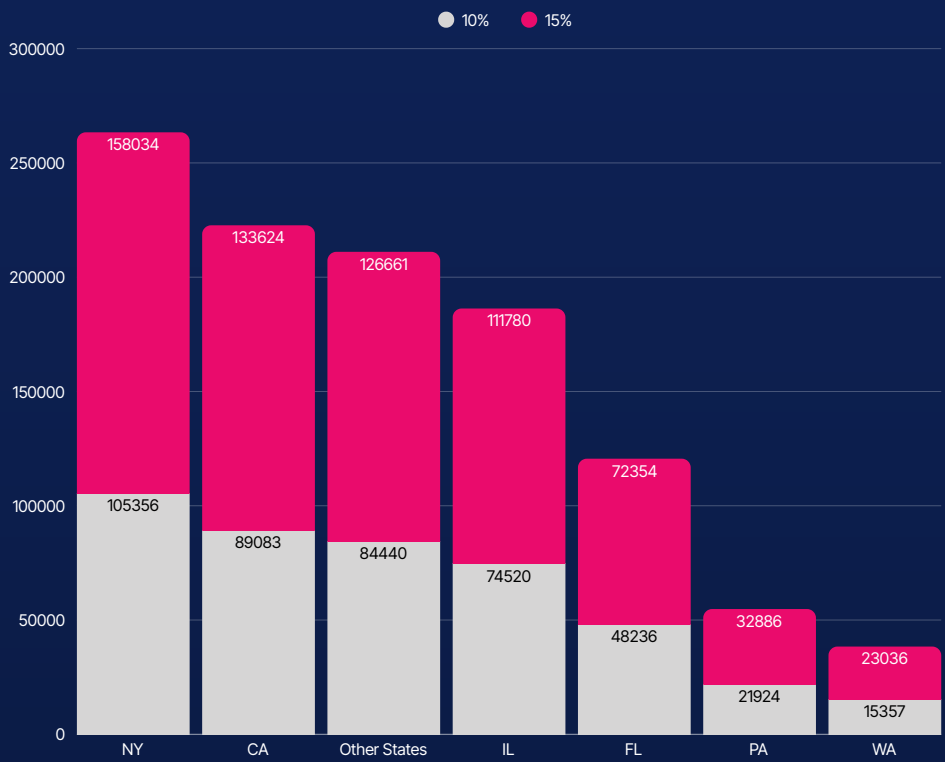
Subscribers of Providers Broadcasting RTVI US



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:

optimum.
a brand of altice

Spectrum

verizon

kartina.tv

xfinity

DIRECTV

TVTEKA

RCN

etvnet

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**

Freebie^{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

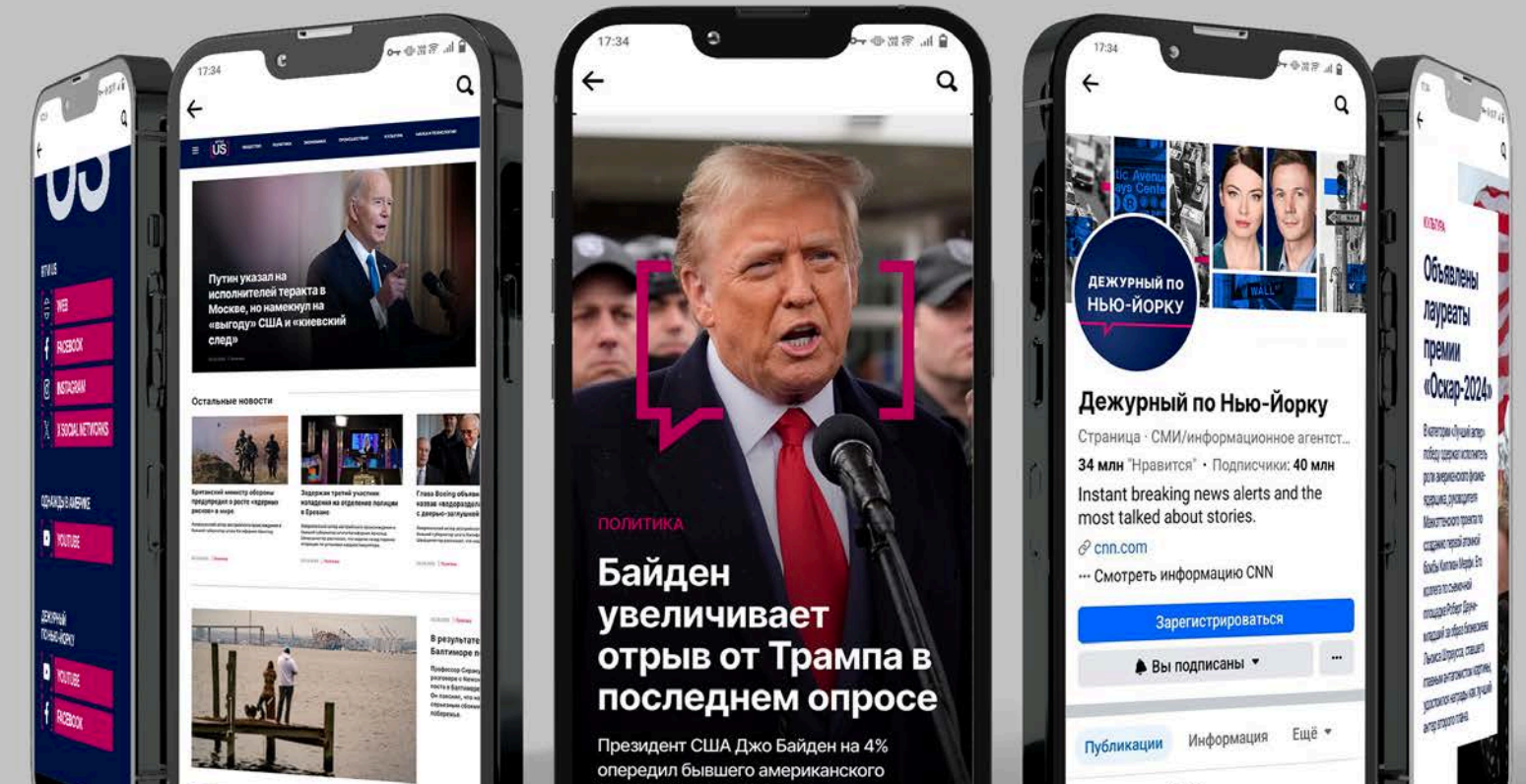
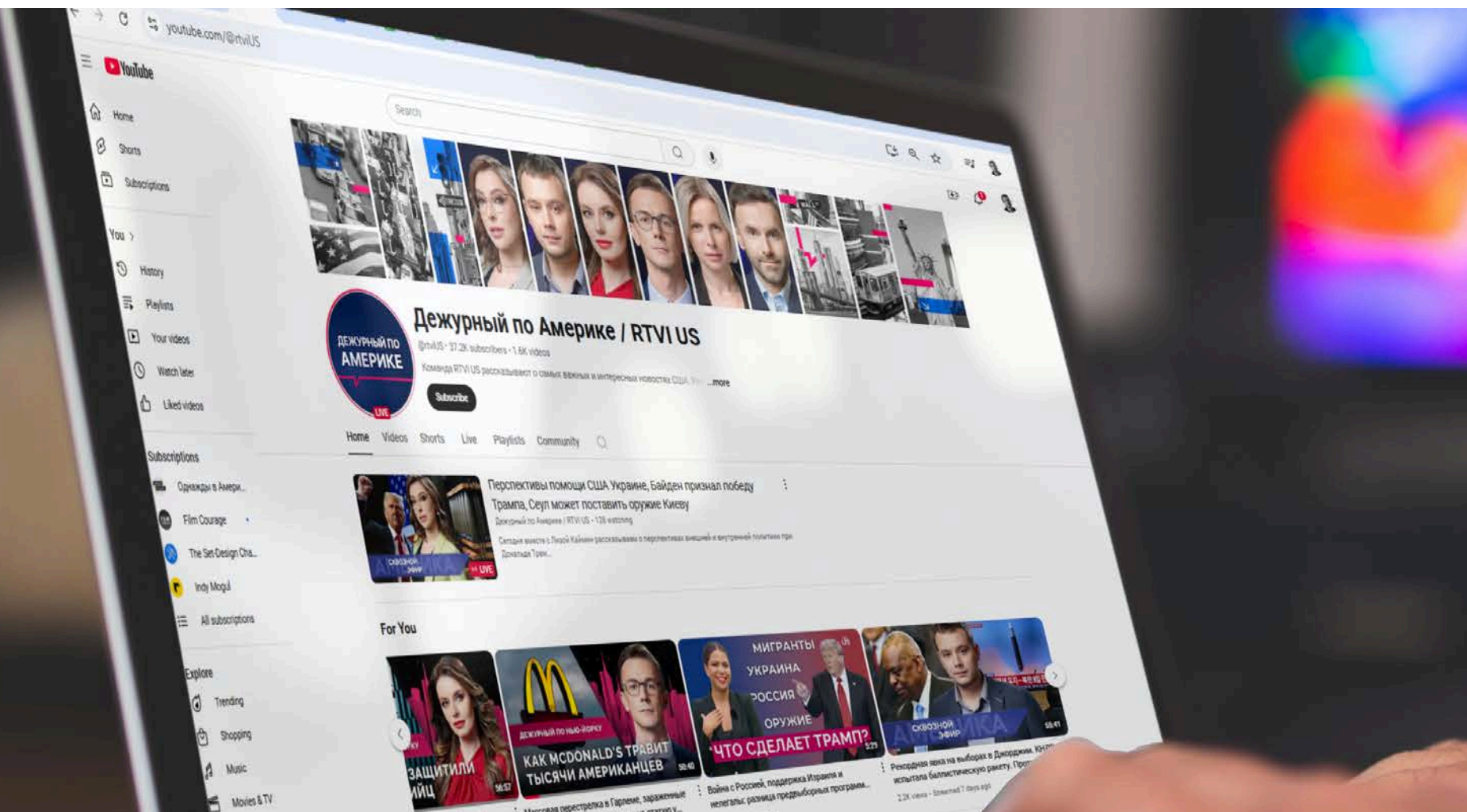
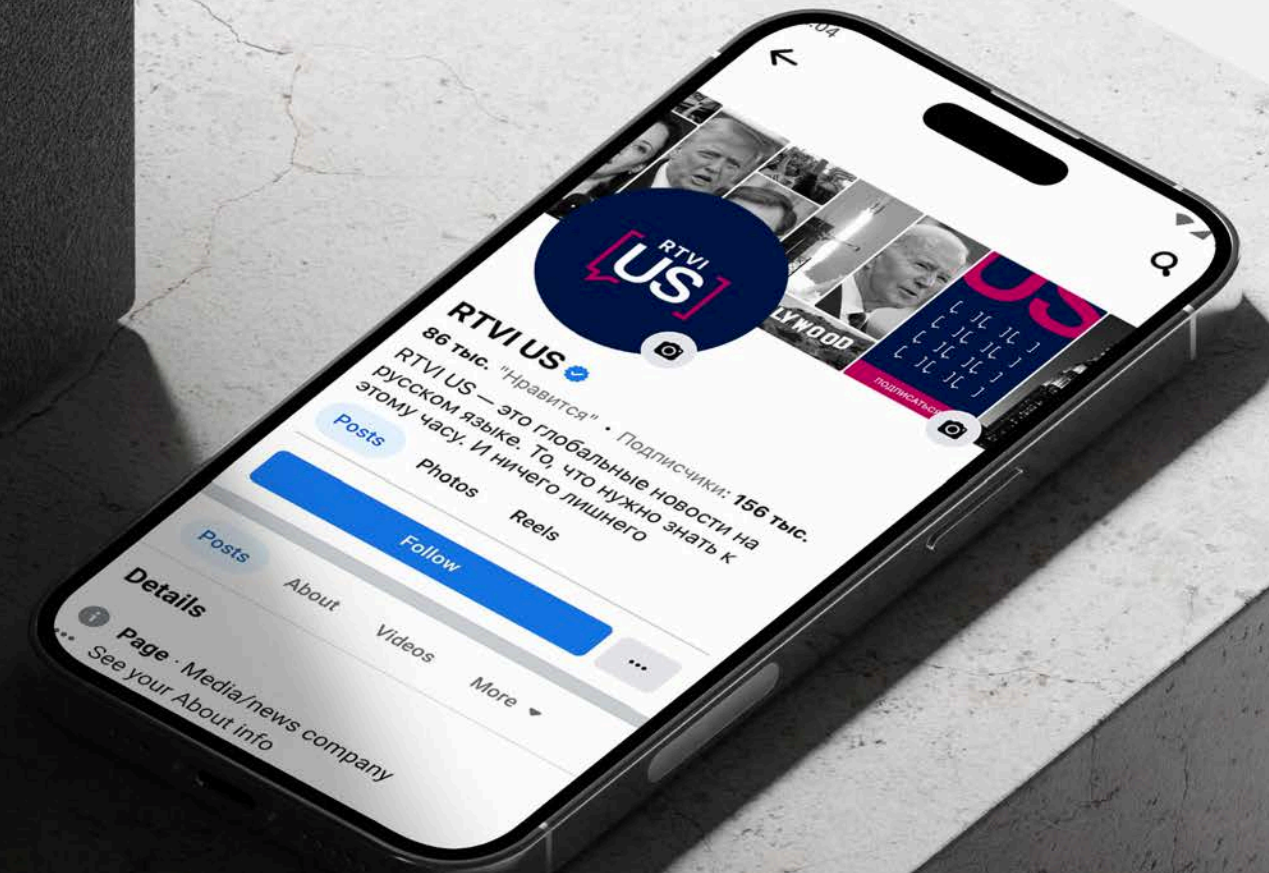
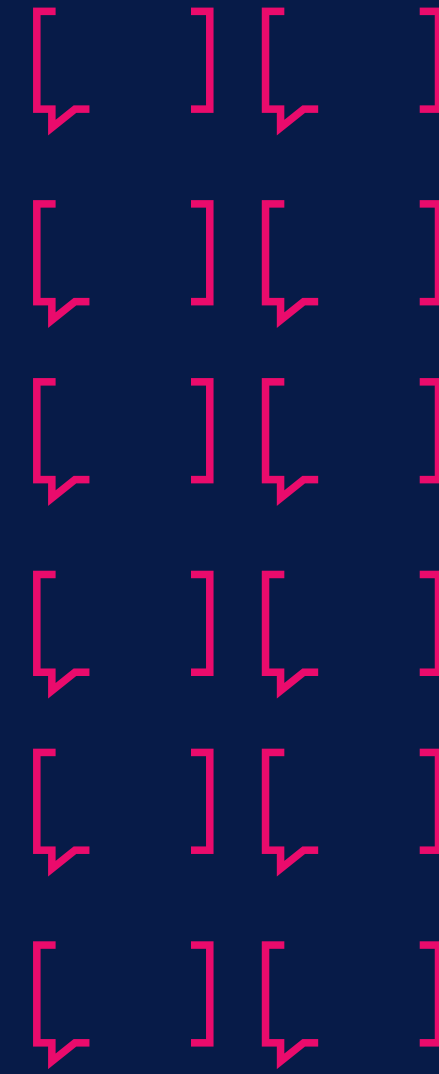
Launched: January 20, 2025

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

xiaomi TV+ STREAMiX
sling free,stream

DIGITAL PRESENCE

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



SOCIAL MEDIA

April 2024 - May 2025

RTVI US

Reach.....57 877 792
Subscriptions.....165 207
Engagement.....660 125

RTVI US

Reach.....59 932 030
Subscriptions.....40 342

RTVI US

As of June 1, 2025, the RTVI US Telegram channel reached 1,765 subscribers (+28% since February) and a monthly reach of 1,697,897 (+1,240%). The channel continues to grow steadily, offering news digests, RTVI US updates, key political and cultural statements, explainers, and trending content — maintaining strong audience engagement.





On Duty in America

Reach.....469 125
Subscriptions.....9 763
Engagement.....7 483

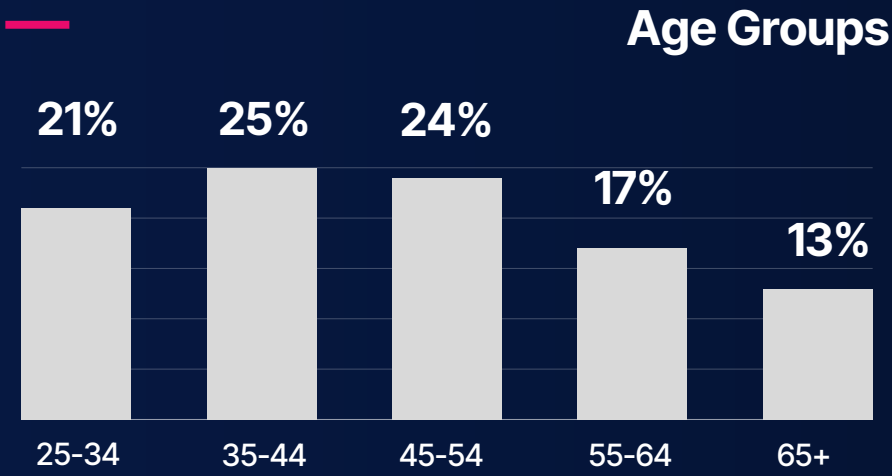
Twitter

Reach.....1 818 566
Subscriptions.....14 049

TOP Geography

 USA	 ARMENIA
 RUSSIA	 UZBEKISTAN
 UKRAINE	 KAZAKHSTAN
 GEORGIA	 BELARUS

Demographics



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.

52 500 000.....LIVE impressions
94 400 000.....VOD impressions
18 768 657.....views
70 437.....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

229 700 000.....impressions
31 185 911.....views
258 655.....subscribers

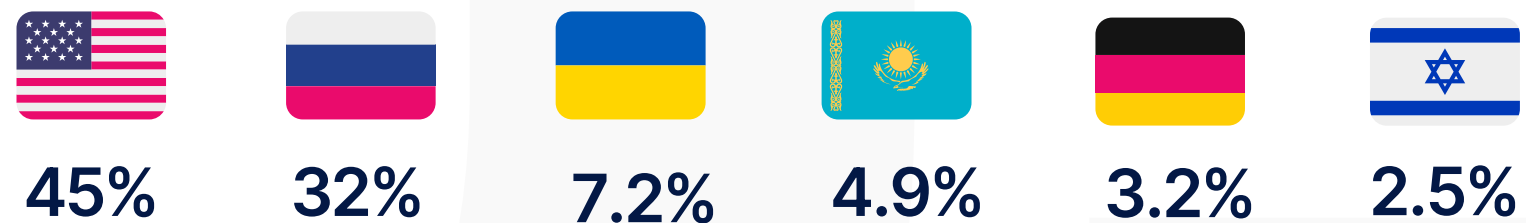


WEBSITE

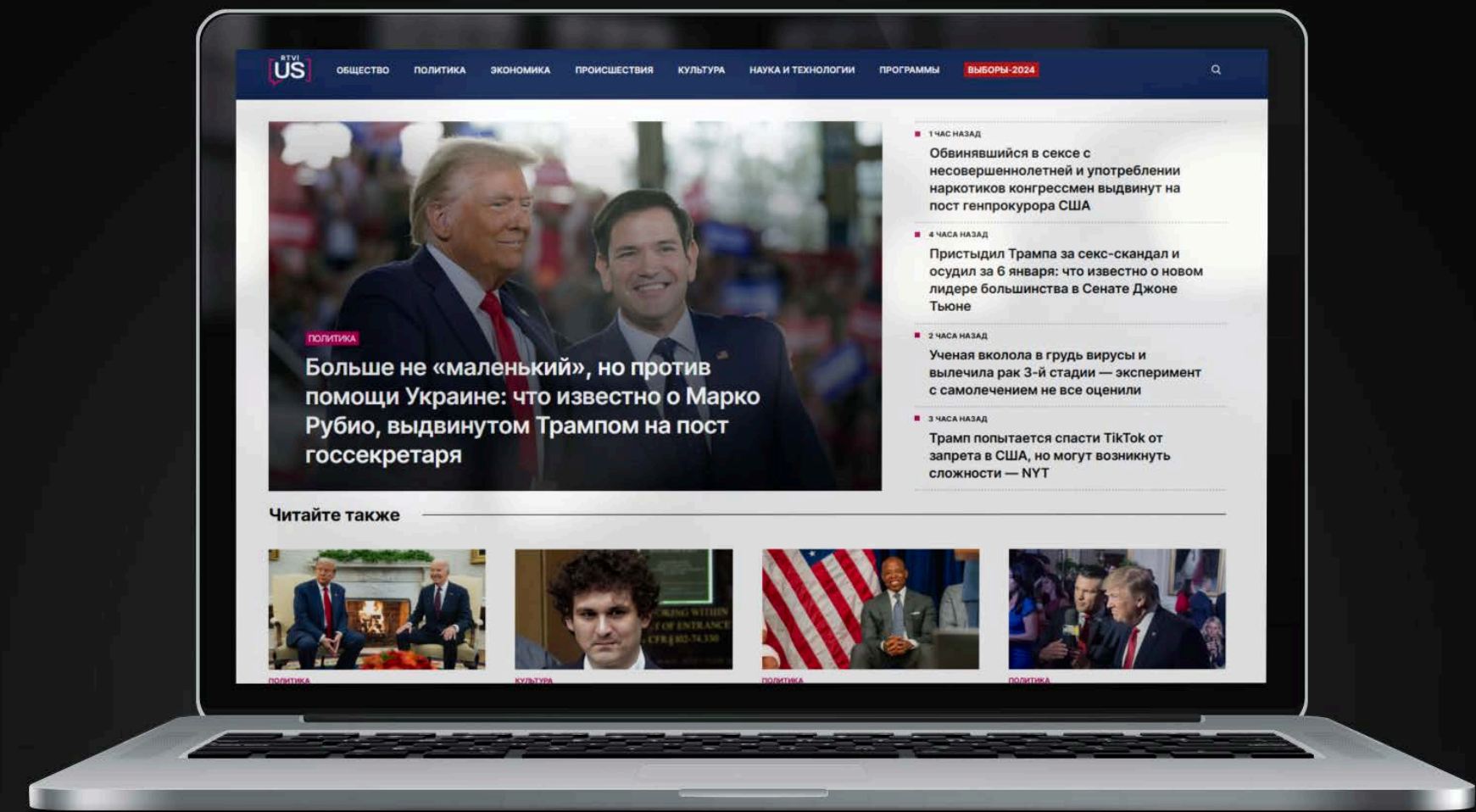
The website **rtvi.us**, launched in December 2023, is gaining views and showing positive growth dynamics.

1,2 Mln Total Views **931k** Unique Visitors
3 800 000 Event Count

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



Hosts: Mikhail Terentev & Natalya Romanova
Reporter: Kat Pokras
On air: Monday - Friday
Duration: 00:54:00
Premiere: 06:00 PM
Re-run: 10:00 PM

ON DUTY IN AMERICA

AMERICAN LIFESTYLE

Highlights everyday life, culture, and diverse experiences across the United States, capturing the unique essence of American lifestyle.

BUSINESS SPOTLIGHT

Focuses on the dynamic business landscape in the U.S., from innovative startups to major corporations, showcasing economic vitality and entrepreneurship.

COMMUNITY VOICES

Amplifies the stories of local heroes and community movements, reflecting American spirit and resilience.

INVESTIGATIVE REPORTING

Delves into critical nationwide issues with in-depth investigations, uncovering stories that resonate with people across the country.

AMERICAN NEWS

Covers stories originating from the United States with global significance, connecting local events to worldwide audiences.

▶ 47166

+

+

Host: Diana Lesnichaya
On air: Monday - Friday
Duration: 00:26:00
Premiere: 09:00 PM



STRAIGHT TO THE POINT



COMPREHENSIVE COVERAGE

US: News delivers essential updates on key events defining life in the United States, spanning politics, the economy, society, and culture.

DAILY HIGHLIGHTS

Quick, focused summaries of the most significant stories help audiences stay informed about what matters most.

OBJECTIVE REPORTING

Accurate and unbiased, the program breaks down complex issues, providing clarity and insight into their real-world impact.

+

TIMELY INSIGHTS

With a focus on current events and actionable updates, US: News keeps viewers ahead, offering the context needed to stay informed and engaged.

▶ 47166



IN-DEPTH ANALYSIS

US: Insights unpacks key events shaping the US. Hosts Lisa Kaymin and RTVI US anchors engage experts for professional insights.

EXPERT INSIGHTS

Each episode covers 2-3 major topics, blending current events with in-depth analysis from guests.

ENGAGING DISCUSSIONS

From historical context to societal implications, hosts guide conversations that help viewers gain a deeper understanding of the day's stories.

THOUGHTFUL PERSPECTIVE

The program goes beyond headlines, helping viewers understand the impact of the day's stories on their lives.



Host: Liza Kaymin
On air: Monday - Friday
Duration: 00:26:00
Premiere: 04:00 PM
Re-run: 09:30 PM

on KITCHEN DUTY

RESTAURANTS SPOTLIGHT

Discover the passion and creativity behind the menus of top restaurants as their chefs transform fresh ingredients into unforgettable dishes.

INNOVATIVE ARTISTRY

From traditional flavors to modern twists, each dish highlights the unique culinary identity of every restaurant.

ELEVATE YOUR BRAND

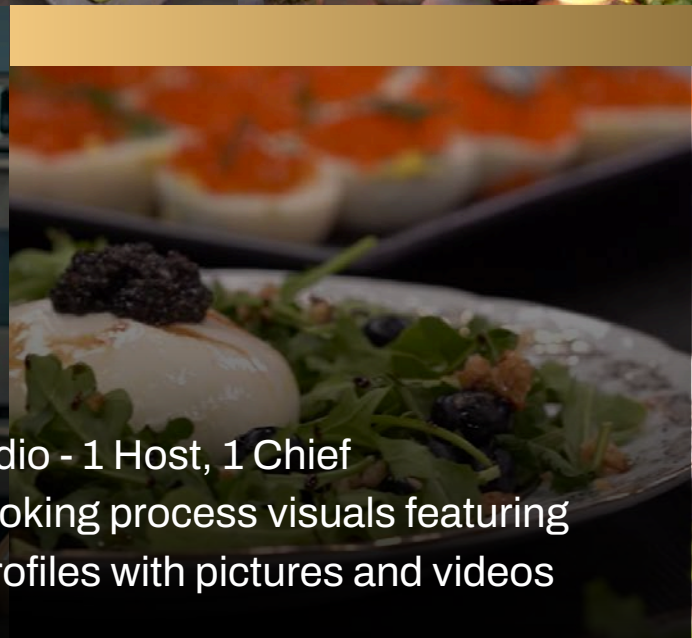
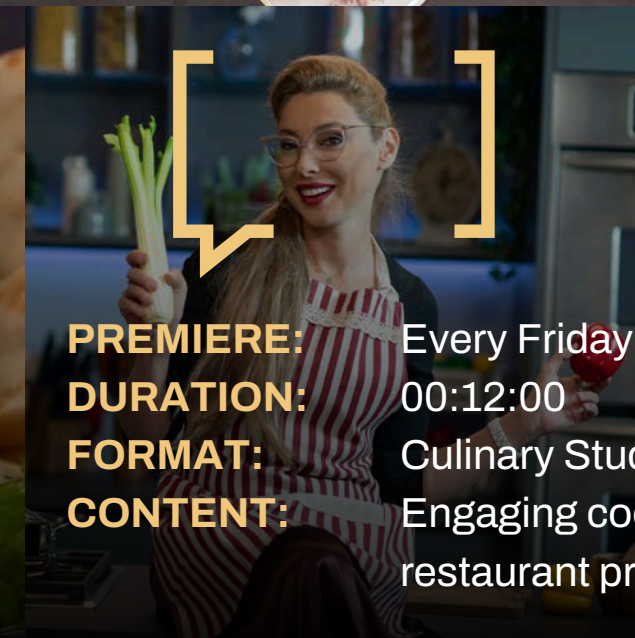
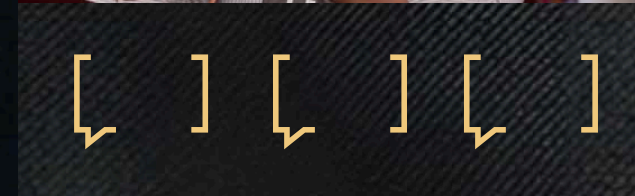
Partner with us to showcase your restaurant, inspire audiences with signature recipes, and unlock new opportunities for growth.

CELEBRATE EXCELLENCE

Join us in celebrating the vibrant stories, flavors, and culinary excellence that define the restaurant world.



US



ON DUTY
IN AMERICA

FRIDAY'S SEGMENT

PREMIERE: Every Friday
DURATION: 00:12:00
FORMAT: Culinary Studio - 1 Host, 1 Chief
CONTENT: Engaging cooking process visuals featuring restaurant profiles with pictures and videos

AMERICA: THE VOICE OF LAW

JUSTICE AND INTEGRITY IN FOCUS

Exploring the complexities of the U.S. legal system with clarity and expertise

FOCUSED EXPERTISE

Each episode features an attorney specializing in fields like criminal, immigration, or family law, offering practical insights.

COMMUNITY IMPACT

Unpacking real-world cases and legal matters to deepen understanding of rights and responsibilities.

ENGAGEMENT

Providing expert answers to pressing legal questions, ensuring relevance and accessibility

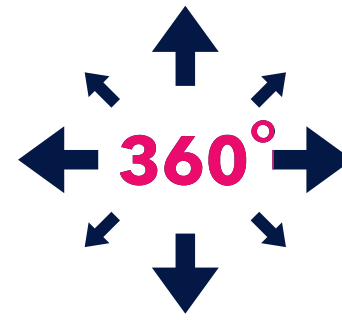


26
MINUTES
FOR YOUR
BUSINESS

PREMIERE: Spring 2025
DURATION: 00:26:00
1 SEASON: 12 episodes
FORMAT: Studio - 1 Host, 1 Expert
Expert profile - Filmed in their Law office



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

DIRECT COMMERCIAL TV PLACEMENT

Prime and Regular Broadcasting Time Slots:

Category	Time Period
Morning	05:00 AM - 07:00 AM
Morning Prime	07:00 AM - 11:00 AM
Day	11:00 AM - 06:00 PM
Evening Prime	06:00 PM - 11:00 PM
Night	11:00 PM - 05:00 AM

WE offer **free translation** of your commercial into Russian
provide **10, 20, and 30-second** ad slots.

By placing ads during prime and regular time slots, clients can choose from 2 to 8 daily airings. Thus, our packages are designed to deliver

60, 90, 120, 180, 240
AIRINGS PER MONTH

Additionally, we offer the option to expand geographic coverage to the European territory, reaching a total audience of

7 000 000
VIEWERS

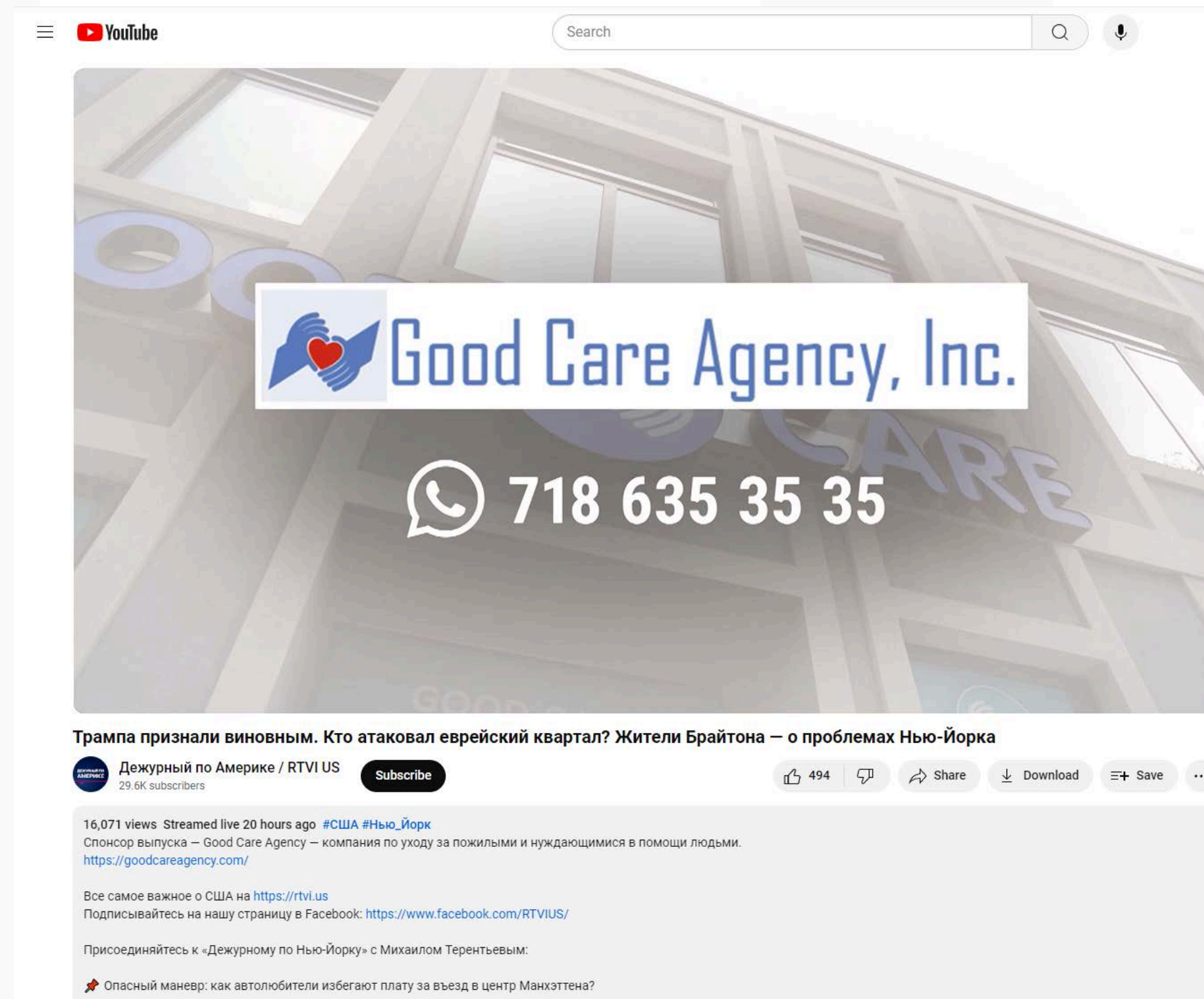
EU Reach:

- 4.5 million through local **cable networks** and **OTT** platforms.
- 2.5 million potential viewers through the **Hotbird13 satellite**.

DIRECT COMMERCIAL DIGITAL PLACEMENT

YT LIVE - Facebook - Website

Digital commercial placement is an effective way to **capture the audience's attention** at moments when they are already primed to receive information. It provides better control over **campaign results** and increases **return on investment**, and is the easiest way to **track the number of ad views**.



YouTube interface showing a live stream advertisement for Good Care Agency, Inc. The video displays the agency's logo and contact number (718 635 35 35) overlaid on a background image of a building facade. The video title is "Трампа признали виновным. Кто атаковал еврейский квартал? Жители Брайтона — о проблемах Нью-Йорка". The video is sponsored by "Дежурный по Америке / RTVI US" (29.6K subscribers). The video has 16,071 views and was streamed live 20 hours ago. The description includes the agency's website (<https://goodcareagency.com/>) and social media links.

COMMISSIONED SEGMENT

INTEGRATED INTO THE NEWS PROGRAMMING

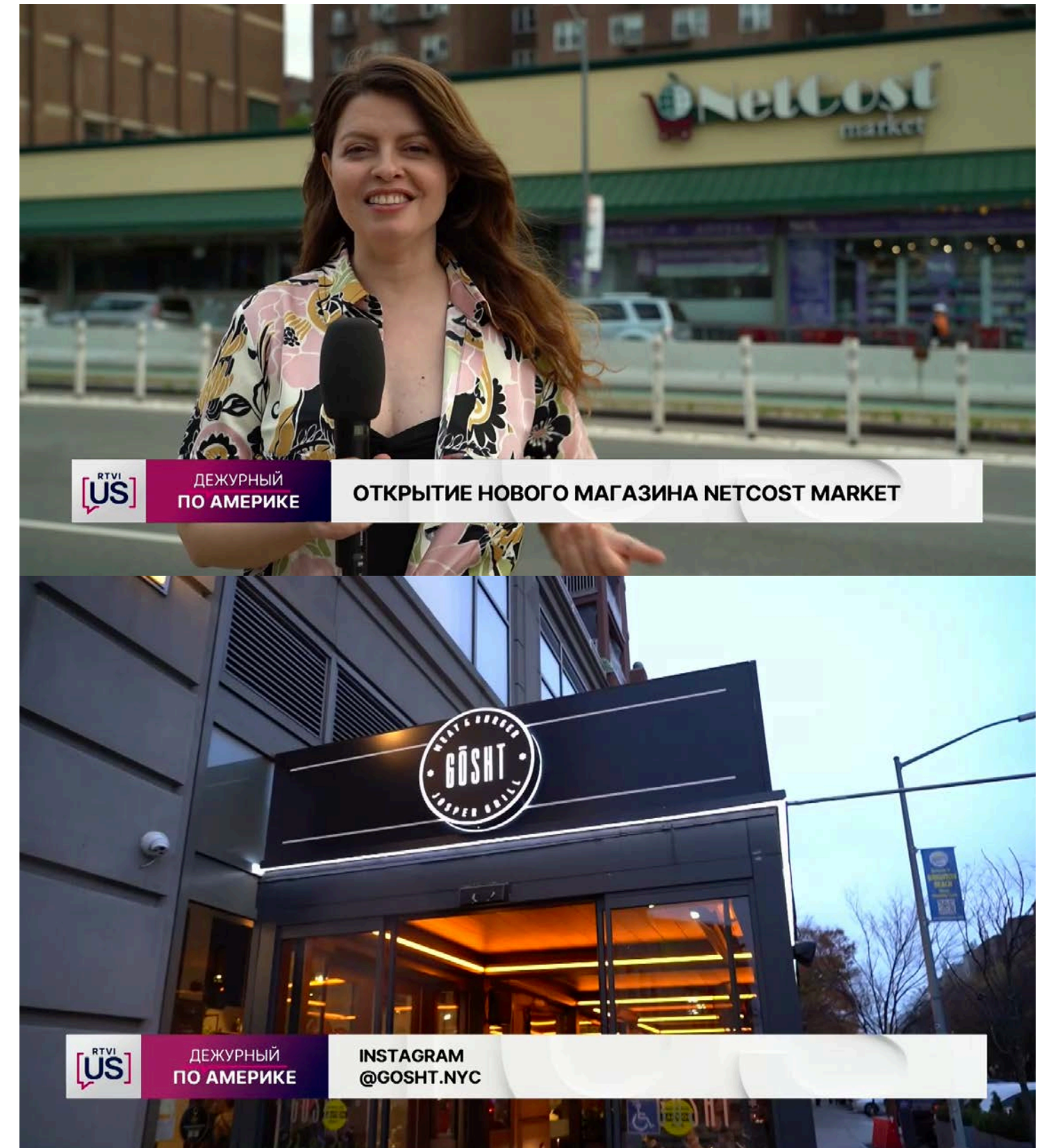
3-5 MIN

WITH NATIVE SHOW INTEGRATION
PREMIERE AND RE-RUN

AVAILABLE SHOWS FOR INTEGRATION:
ON DUTY IN AMERICA & US: NEWS

A COMMISSIONED NATIVE SEGMENT SEAMLESSLY
INTEGRATES INTO THE CONTENT, **BUILDING MORE
TRUST AND ENGAGEMENT**, WHICH BOOSTS BRAND
AWARENESS AND DRIVES SALES.

ADDITIONALLY, IT CAN BE REPURPOSED FOR USE
ON **SOCIAL MEDIA AND THE BUSINESS'S WEBSITE**,
MAXIMIZING ITS IMPAC



COMMISSIONED PRE-RECORDED INTERVIEW

WITH NATIVE SHOW INTEGRATION

Up to 10 min

TV - DIGITAL - WEBSITE PREMIERE

26 or 54 min



Skype Interview

RTVI US Studio

Client's location

SMALL TALK

SOLO INTERVIEW

Television and Website Premiere

Best production solution for any business:

- Focuses and clearly delivers **key business messages**.
- Provides **cost savings** on production.
- **Enhances trust** and demonstrates brand competence.
- Creates a sense of **direct dialogue** with the viewer.
- Easily **adaptable** for social media.
- Excellent content format for the **business website**.

Clients receive a **physical copy and full rights** to use the content across their platforms.

We offer the option to produce **Small Talk in English** to meet the specific needs of your audience

The client can answer questions on or off-camera, ensuring flexibility and personalization. The format is available in 5, 10, or 15-minute segments, either in the studio or at the client's location.

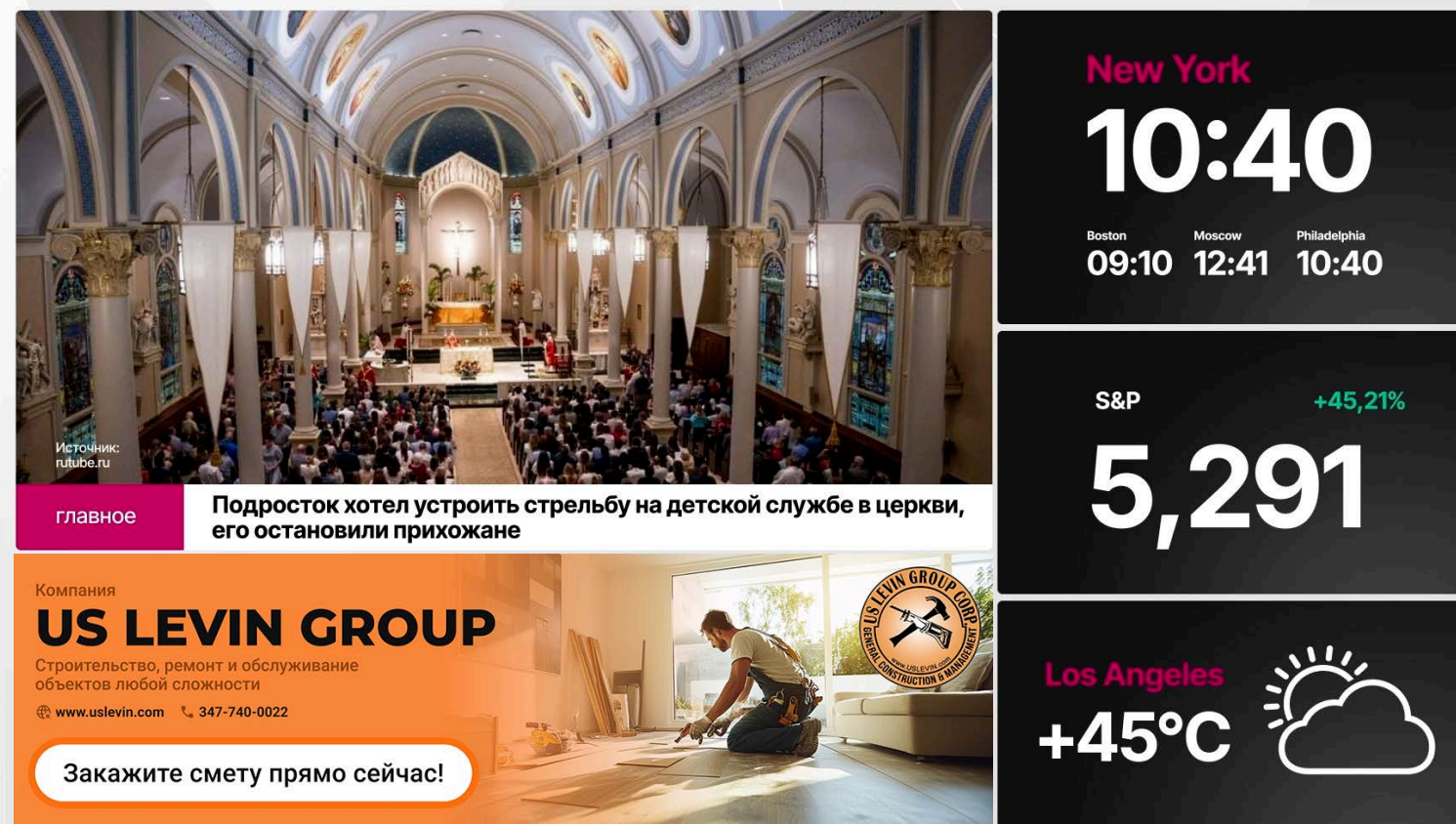


RTVI US New Studio features a cutting-edge **video wall**, offering unique opportunities:

- Display any background, such as a stunning New York City skyline.
- Showcase the client's logo as a single image or in a step-and-repeat style.

ANIMATED BANNER

Interstitial TV info banner



The banner is divided into three main sections. The top section features a large image of a church interior with a crowd of people. Below this image is a headline in Russian: "Подросток хотел устроить стрельбу на детской службе в церкви, его остановили прихожане" (A teenager wanted to organize a shooting at a children's service in church, he was stopped by parishioners). The middle section displays financial data: "New York 10:40" with sub-times for Boston (09:10), Moscow (12:41), and Philadelphia (10:40); "S&P 5,291" with a green increase of "+45,21%"; and "Los Angeles +45°C" with a sun and cloud icon. The bottom section is an advertisement for "US LEVIN GROUP" with the text "Компания Строительство, ремонт и обслуживание объектов любой сложности" (Company Construction, repair and maintenance of objects of any complexity), website "www.uslevin.com", phone "347-740-0022", and a call to action "Закажите смету прямо сейчас!" (Order the estimate now!).

4 - 6 Showing Spots Daily (120 - 240 per month)

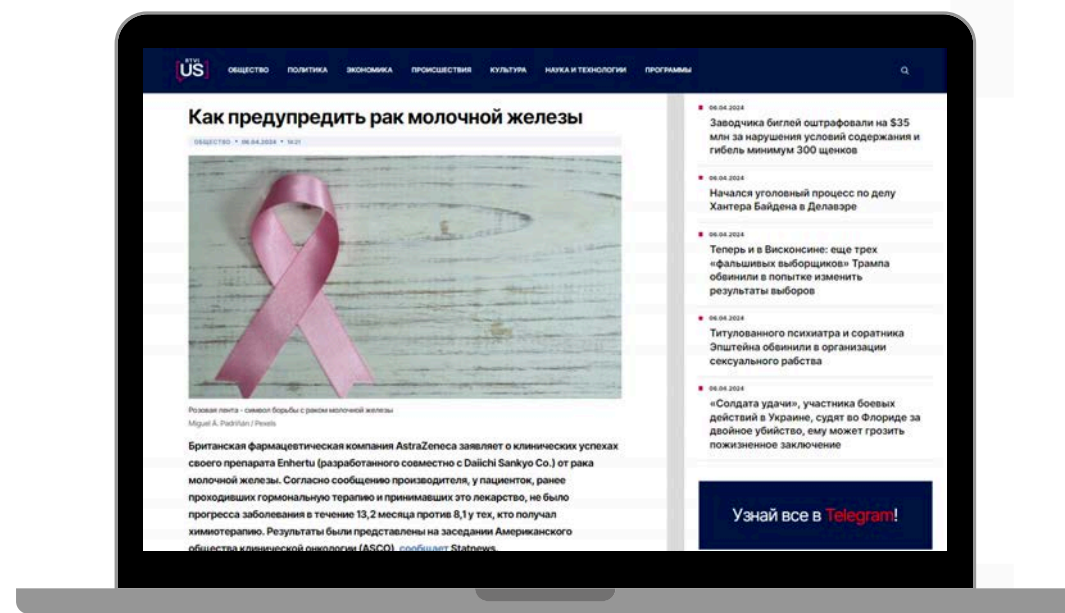
In-Show Banner



The banner is overlaid on a news broadcast. It features a female news anchor in a pink blazer. The top left corner shows "LIVE 13:01 NY". The top right corner shows "НЬЮ-ЙОРК" (New York). The bottom left corner has the "RTVI US" logo and the text "ДЕЖУРНЫЙ ПО АМЕРИКЕ" (On-duty for America). The bottom right corner features an advertisement for "Oktoberfest - June 24" with the address "3820 East Tower Pl, Brooklyn" and the website "OctoberFestBK.com". An image of beer mugs and pretzels is also present.

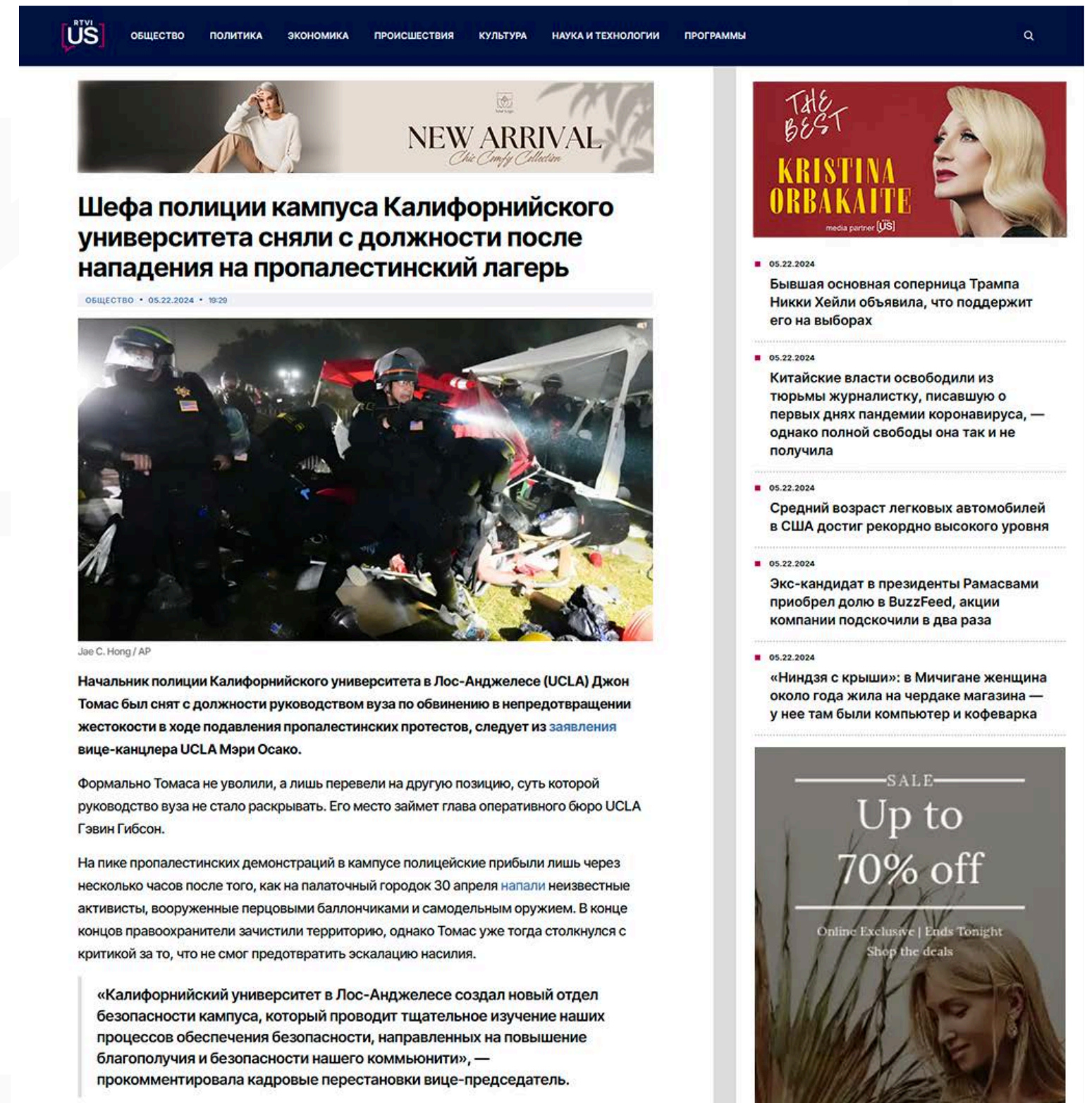
Showing Options for different shows

WEBSITE OPTIONS



- Commissioned **interview** for the website
- Natively integrated commissioned **article**
- Expert **opinion** on the news hook
- **Homepage Banner**
- **Fixed Banner** across pages

Active sponsor's **website link** Included



SOCIAL MEDIA



DIRECT PLACEMENT & NATIVE PROMOTION



В 2022 рак молочной железы выявили у 2,3 млн женщин во всем мире, умерли 670 000

Не откладывайте диагностику на потом — пройдите ее прямо сейчас в клинике Women's Health

[WWW.WOMENS_HEALTH.COM](#)

@womens_health

Как предупредить рак молочной железы?

Поговорили с главным врачом онкологической клиники Women's Health Робертом Слейтером

[ЧИТАТЬ](#)

@woman's_health

Placement of a **native post leading to a commissioned article** on the website [rtvi.us](#)

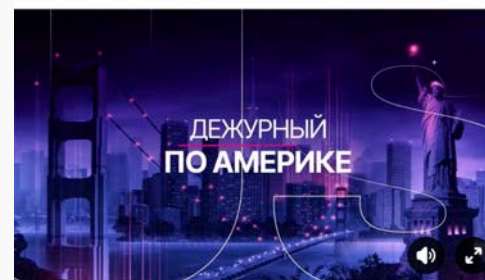
Sponsor's links & tags are included

SPONSORSHIP OPTIONS

Дежурный по Америке was live.
25 Nov · 🌐

Смертельно опасные бактерии в продуктах: что с этим делать? Канье Уэста обвиняют в домогательствах: повторит ли он судьбу Пи Дидди? Цены растут: насколько подорожал праздничный стол в этом году?

Спонсор выпуска — Good Care Agency — компания по уходу за пожилыми и нуждающимися в помощи людьми. <https://goodcareagency.com/>



RTVI US and 289 others · 1889 plays

Like Comment Send Share



Мэр Адамс вернет деньги в карманы жителей. Кто скупает жилье в Нью-Йорке? US Open открылся

Дежурный по Америке / RTVI US · 38.8K subscribers · 503 likes

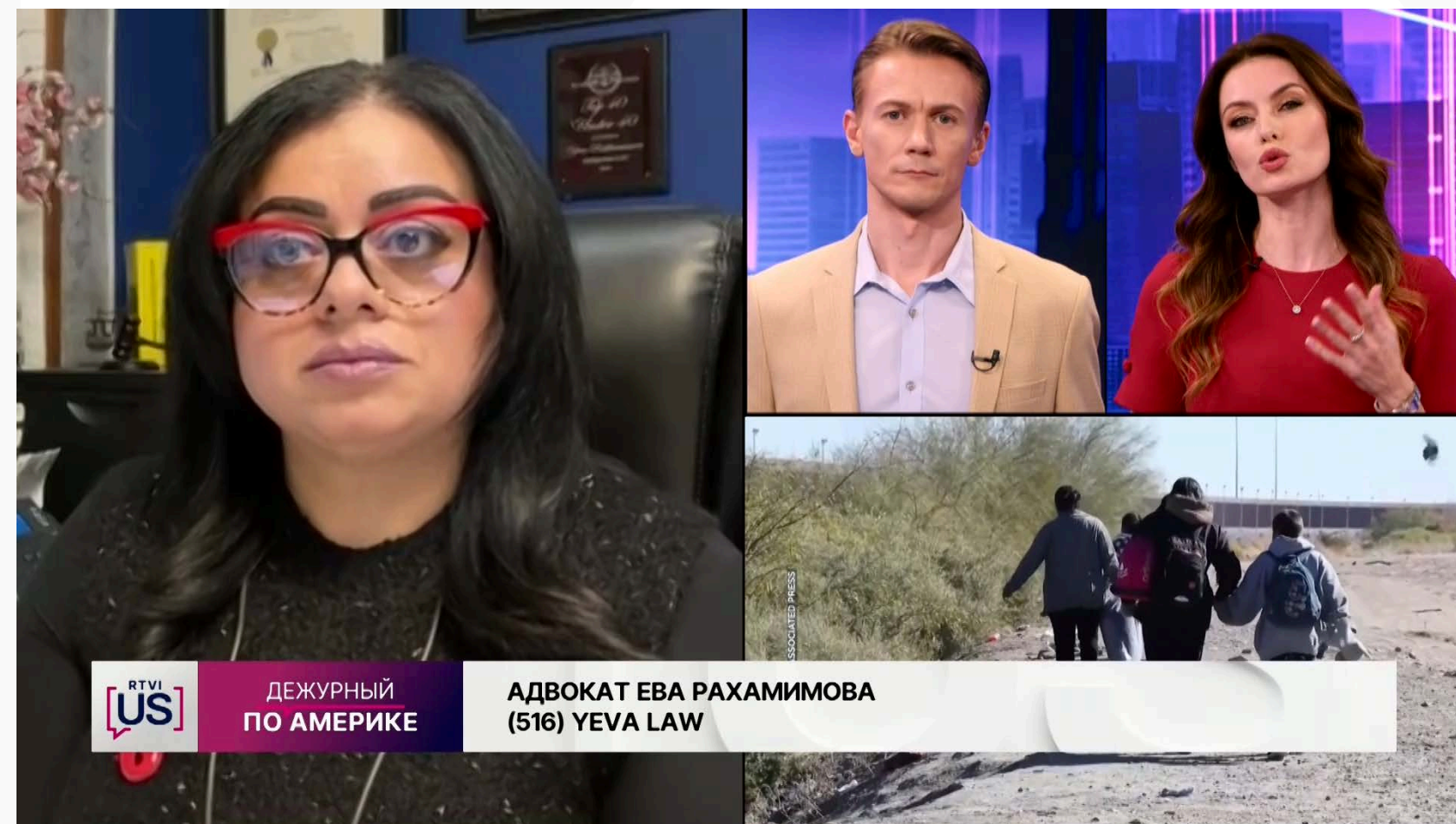
14,479 views · Streamed live on Aug 26, 2024 · #США #Нью_Йорк

Спонсор выпуска — Good Care Agency — компания по уходу за пожилыми и нуждающимися в помощи людьми. <https://goodcareagency.com/>

Проходите опрос в нашем тг-канале! <https://t.me/rtvius/5407>

Все самое важное о США на <https://rtvi.us>

Подписывайтесь на нашу страницу в Facebook: [f / rtvius](#)



RTVI US · ДЕЖУРНЫЙ ПО АМЕРИКЕ · АДВОКАТ ЕВА РАХАМИМОВА (516) YEVA LAW



Присоединяйтесь к «Дежурному по Нью-Йорку» с Михаилом Терентьевым: https://www.youtube.com/live/Y-Zge3U1Gwl?si=elwAIY_XcEADaTjU

📌 День Израиля в Нью-Йорке. Как прошел ежегодный парад в центре города?

📌 Toyota попала на обмане. Какие марки машин не прошли тесты по безопасности?

📌 Этого ждали 15 лет. Где, когда и как подать заявку по Восьмой программе? Комментирует иммиграционный адвокат Ева Рахамимова
YevaLaw - Law Office of Yeva Rakhimimova, PLLC (www.yevalaw.com) 347-312-4879

STUDIO RENTAL

TWO UNIQUE STUDIOS FOR YOUR NEEDS

RTVI US offers **unique, fully-equipped studios and state-of-the-art technology** available for rent. Our spaces are perfect for a wide range of production needs, from commercials to large-scale projects.

- **Flexible Rental Options:** Hourly and daily rental plans.
- **Makeup Room:** Fully-equipped space to ensure hosts and guests are camera-ready.
- **High-Speed Wi-Fi:** Reliable internet access
- **Conference Room:** A professional meeting space for pre-production discussions
- **Convenient Location:** Located in Long Island City, just a few subway stops from Manhattan and within walking distance of public transportation, making it easily accessible for your team.

Culinary Studio:

- Fully equipped **culinary set** for cooking shows, masterclasses, and commercials.
- **Green Screen** for dynamic and creative visual effects.
- **LED Set lighting**, allowing you to create the perfect atmosphere for your project.
- **Professional lighting**, ready for immediate use to simplify your production process.



STUDIO RENTAL

TWO UNIQUE STUDIOS FOR YOUR NEEDS

Large Studio:

- 270-degree news set, perfect for **news programs, talk shows, panels, and other formats.**
- Cozy **home-style set** with a view of nighttime New York City for interviews.
- Equipped with a **4K video wall, professional cameras, teleprompters, lighting, and LED** set decor.
- The large studio provides the option for **live streaming and real-time broadcasting.**
- The large studio features a **modular table** that can comfortably accommodate **up to 5 people for panel discussions.**



*Whether you're filming a commercial, hosting a live broadcast, or producing a panel discussion, RTVI US provides everything you need to bring your vision to life.
Contact us today to book a tour or discuss your project!*

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