



RTVI US

**MEDIA KIT & SALES
INVENTORY 2026**



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.

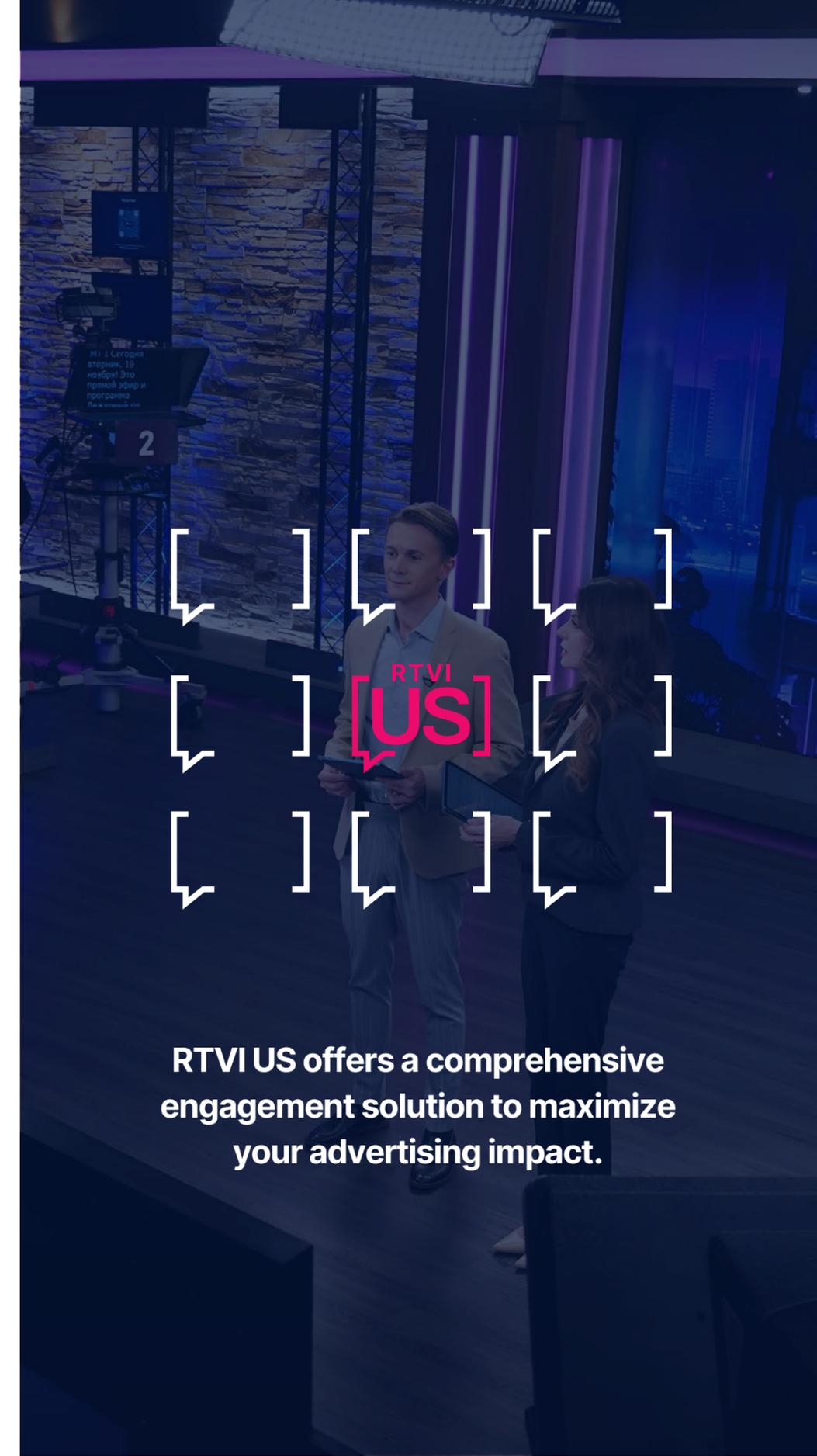
3. Campaign Execution:

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

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.

SOCIAL MEDIA:

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

For engagement and interaction.

WEBSITE:

- Extended content
- Program archive
- Articles
- Interviews

For detailed insights into every news story

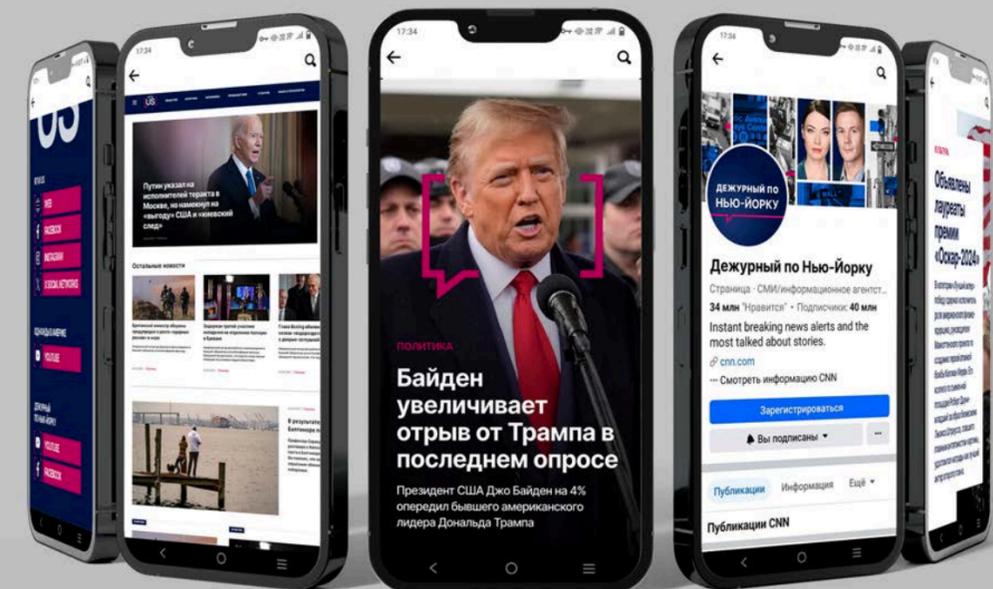
YOUTUBE:

- 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.



**George
Tsikhiseli**

The Week in
Context



**Natalya
Romanova**

US: Insights



**Mikhail
Terentev**

On Duty
In America



**Diana
Lesnichaya**

US: News



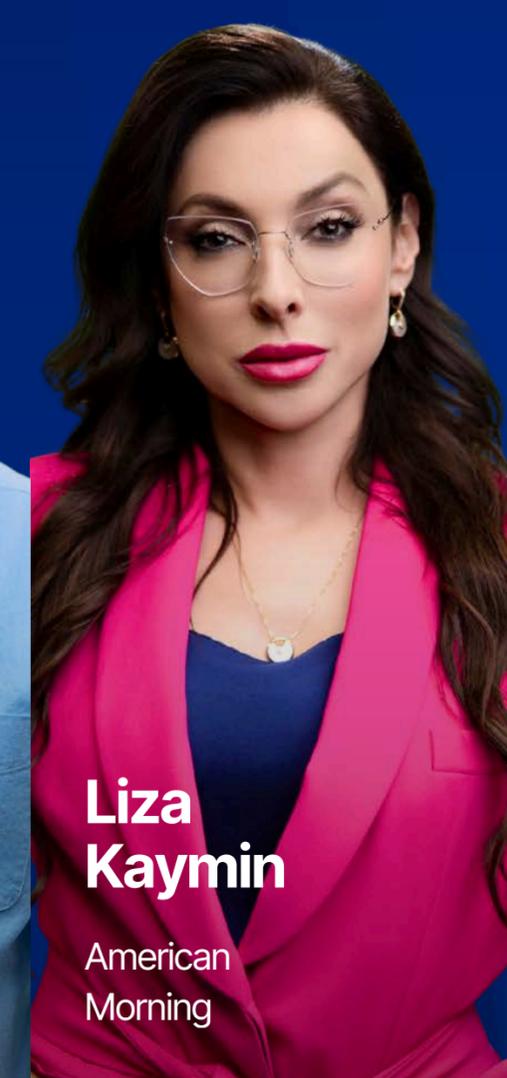
**Kat
Pokras**

US: News Recap



**Dmitry
Sergeev**

American
Morning



**Liza
Kaymin**

American
Morning

TOP GUESTS



Eric Adams
Mayor of New York



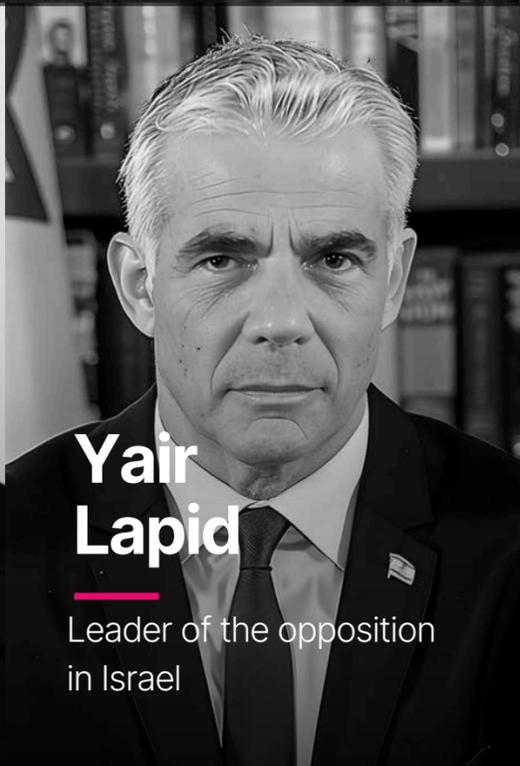
Charles Michel
President of the European Council



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:**



The New York Times

Bloomberg



YAHOO!



The Washington Post



Handelsblatt

THE Sun

The Guardian

The Moscow Times



euronews.

TV//RAIN
OPTIMISTIC CHANNEL

Le Monde



THE INDEPENDENT



More than

190,000

Media Citations in 2024 - 2025

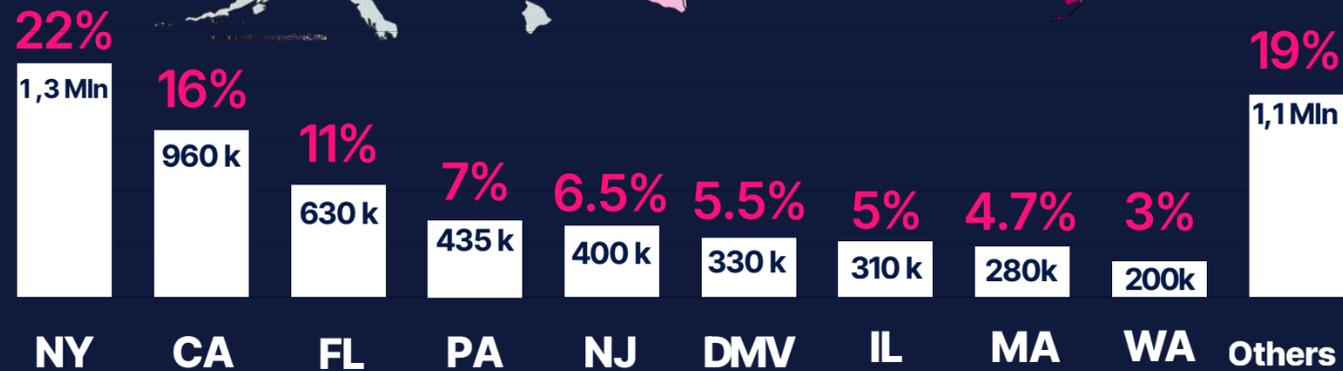
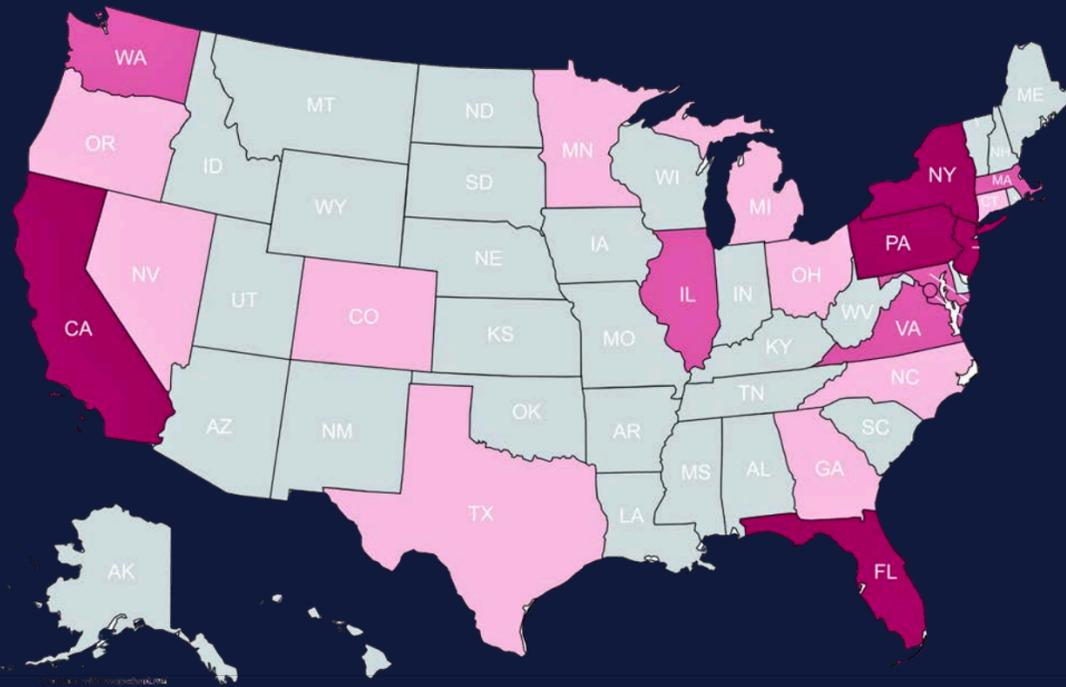
across various
media platforms

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

RUSSIAN-SPEAKING DEMOGRAPHICS IN THE USA

Includes immigrants and descendants from

Russia, Ukraine, Belarus, Kazakhstan, Uzbekistan, Georgia, Armenia, and other Russian-language backgrounds; scaled to reflect migration surge post-2022.



Aggregated from state-level data on ancestry and origin groups (Russia, Ukraine, Kazakhstan, Uzbekistan, Belarus, Latvia, Estonia, Georgia, Armenia, etc.), weighted by estimated share of Russian-language speakers, then scaled to a national total of ~6 million to reflect increased migration and bilingual populations.

Source: U.S. Census ACS, WorldPopulationReview, internal modelling (2023–25).

Reach

5.5-6.5

million Russian-speaking individuals residing in the USA

Education:

65% bachelor's degree or higher

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**

Average age:

32.5 - 38.1

Dominant language:

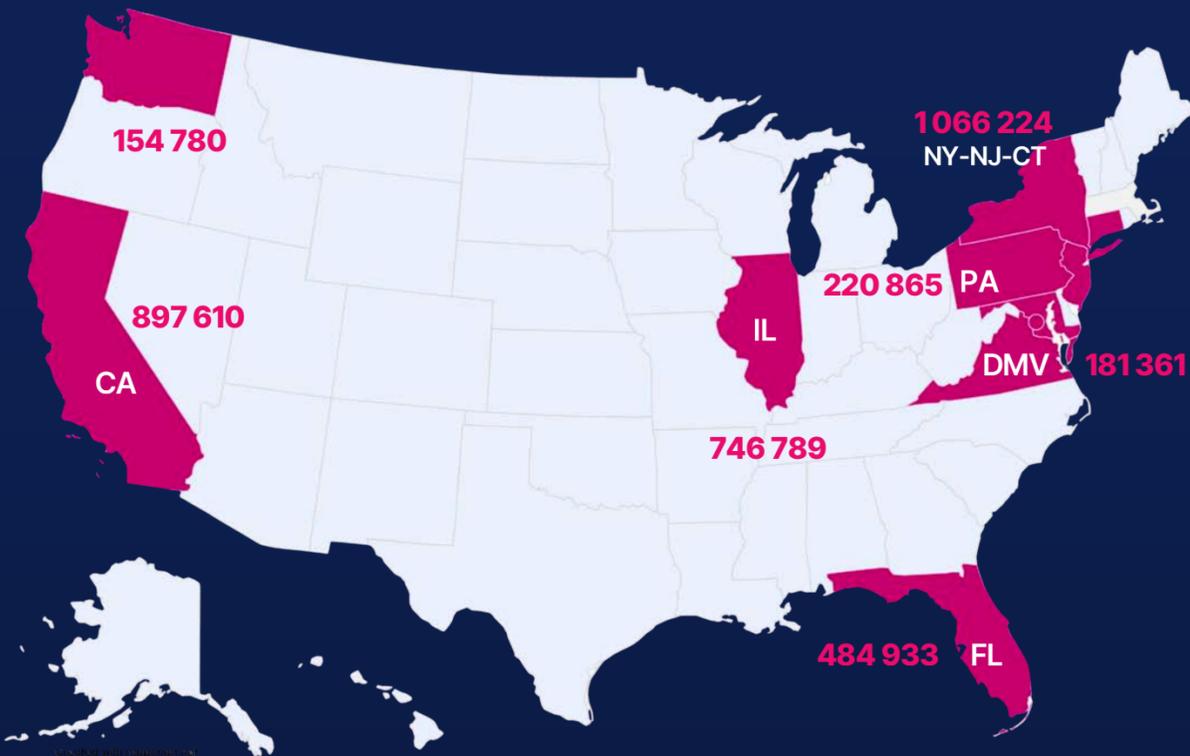
Russian and English

Average annual income:

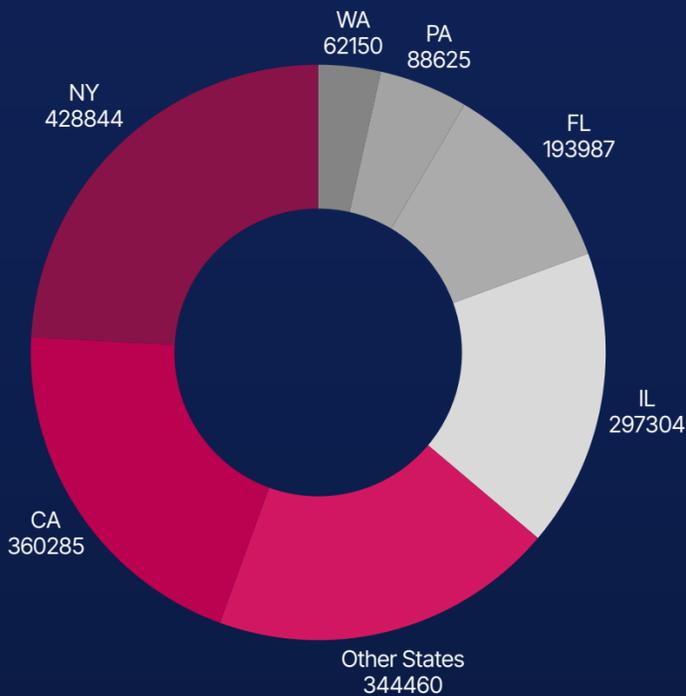
\$120,000 +

TV DISTRIBUTION ACROSS THE US

Audience Reach via Providers Based on Household:



Subscribers of Providers Broadcasting RTVI US



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



Total HH Reach:

4 423 000

Total Subscribers of Providers:

1 775 655

10% Viewership

442 300

15% Viewership

663 500

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**

Platform Rollout: January–October 2025

- **Territory:** USA & Canada; global via 280+ ISP/operator partners (150+ NA, 100+ LATAM, 25+ MEA, 5+ EU/APAC) — Europe & UAE coming soon
- **Platforms:** Roku, Apple TV, Android TV / Google TV, Fire TV, LG TV, Samsung TV; plus iOS / Android apps & Web
- **Monthly Reach:** ~6.4M users across Gan Jing, Streamix, FreeCast, FreebieTV & WISPTV

orkatv



STREAMiX

FreebieTV



sling free,stream

COMING SOON

SOCIAL MEDIA

Jan 2025 - Mar 2026

f RTVI US

Reach.....145 287 787
Subscriptions.....177 621
Engagement.....1 280 714

o RTVI US

Reach.....102 485 004
Subscriptions.....45 237

RTVI US

As of March 2026, the RTVI US Telegram channel has 2,792 subscribers with a total reach of 3,309,660, demonstrating continued and stable audience growth. The channel maintains strong engagement through news digests, RTVI US updates, notable political and cultural statements, explainers, and timely trending content.

f On Duty in America

Reach.....5 366 620
Subscriptions.....12 097
Engagement.....47 857

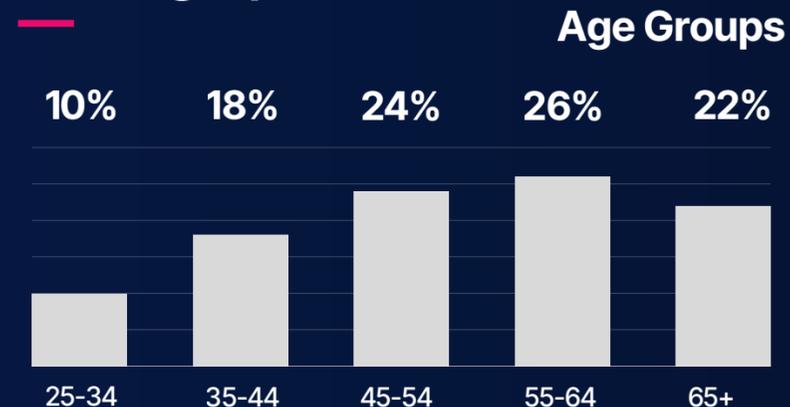
x Twitter

Reach.....3 056 488
Subscriptions.....14 016

TOP Geography

- USA
- GERMANY
- 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.

65 400 000.....LIVE impressions
148 700 000....VOD impressions
27 948 700.....views
88 220.....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

2239 900 000....impressions
32 017 800.....views
257 777.....subscribers



WEBSITE

Launched in December 2023, **rtvi.us** is steadily growing in views and visitors.

2,1 Mln Total Views **1,7 Mln** Unique Visitors **6,7 Mln** Event Count

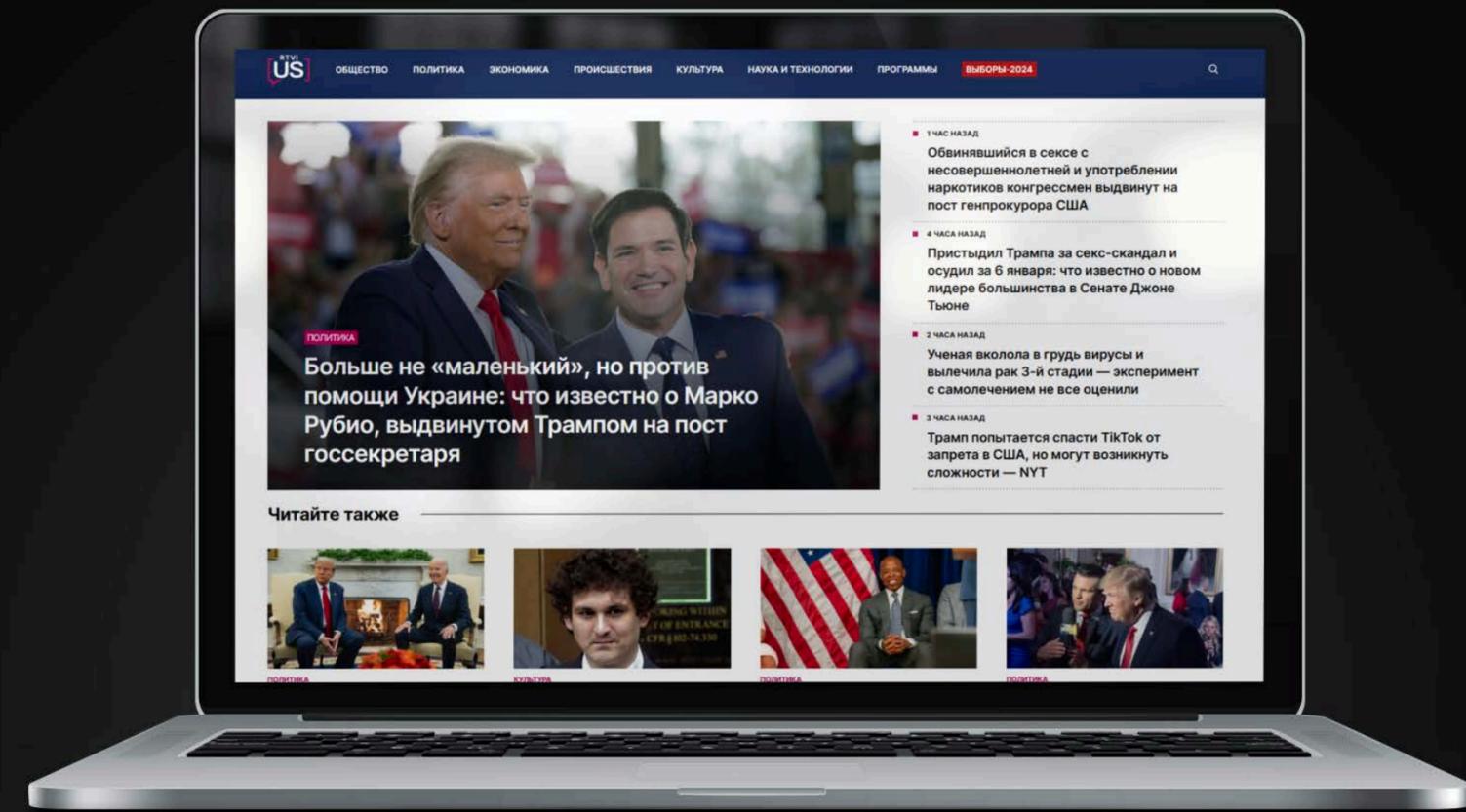
On average, the site records **steady monthly traffic** and engagement.

105,8K Total Views **90K** Unique Visitors **339,5K** 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



Host: Diana Lesnichaya
On air: Monday - Friday
Duration: 00:26:00
Premiere: 09:00 PM
Re-run: 06:00 AM



STRAIGHT TO THE POINT

[US] NEWS

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.

USA

INSIGHTS

IN-DEPTH ANALYSIS

US: Insights unpacks key events shaping the US. Host Natalia Romanova engages experts for professional insights.

EXPERT INSIGHTS

Each episode covers two 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: Natalia Romanova
On air: Monday - Friday
Duration: 00:26:00
Premiere: 09:30 PM
Re-run: 12:30 PM

ON DUTY IN AMERICA

AMERICAN LIFESTYLE

Highlights everyday life, culture, and diverse experiences from coast to coast, capturing the unique essence of American lifestyle across different states.

BUSINESS SPOTLIGHT

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

COMMUNITY VOICES

Amplifies the stories of local heroes and community movements from various states, reflecting the American spirit and resilience in different regions.

INVESTIGATIVE REPORTING

Delves into critical issues affecting communities, uncovering stories that resonate with people from multiple states.

AMERICAN NEWS

Covers stories originating from different U.S. states with global significance, connecting local events to worldwide audiences.

Hosts: Mikhail Terentev
On air: Monday - Friday
Duration: 00:26:00
Premiere: 06:00 PM
Re-run: 08:30 PM | 05:30 AM





Hosts: Liza Kaymin & Dmitry Sergeev
On air: Monday - Friday
Duration: 00:26:00
Premiere: 07:30 AM
Re-run: 09:30 AM

AMERICAN MORNING

AMERICAN MORNING

A fresh daily morning show offering lighthearted, engaging content to start the day. Hosts Lisa Kaymin and Dmitry Sergeev explore everyday topics with humor and curiosity, from cultural trends and curiosities to practical tips and little-known facts.

DYNAMIC LIFESTYLE

Each episode blends studio conversations with guests — experts, bloggers, or interesting personalities — delivering a lively mix of insights, entertainment, and practical advice for viewers.

ENGAGING ATMOSPHERE

With a playful, ironic tone and TikTok-inspired energy, the show creates a friendly, positive rhythm for the morning, making it a perfect start to the day.

NO HEAVY NEWS

The program avoids heavy political content, focusing instead on cultural, lifestyle, and everyday stories — though topical events may be addressed with light humor.

SPECIAL INTERVIEW

AMERICA

IN-DEPTH CONVERSATIONS

Interviews with notable figures across U.S. society, culture, and politics. Episodes blend personal stories, expert insights, and engaging conversation.

VERSATILE APPROACH

Covers both lifestyle topics and professional perspectives, offering audiences unique viewpoints and fresh ideas.

THOUGHTFUL DISCUSSION

Explores the implications of current events and trends, providing clarity, context, and insight for viewers.

OUTSTANDING GUESTS

Features distinguished figures in their fields, offering audiences exclusive insights, professional expertise, and unique perspectives.



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.

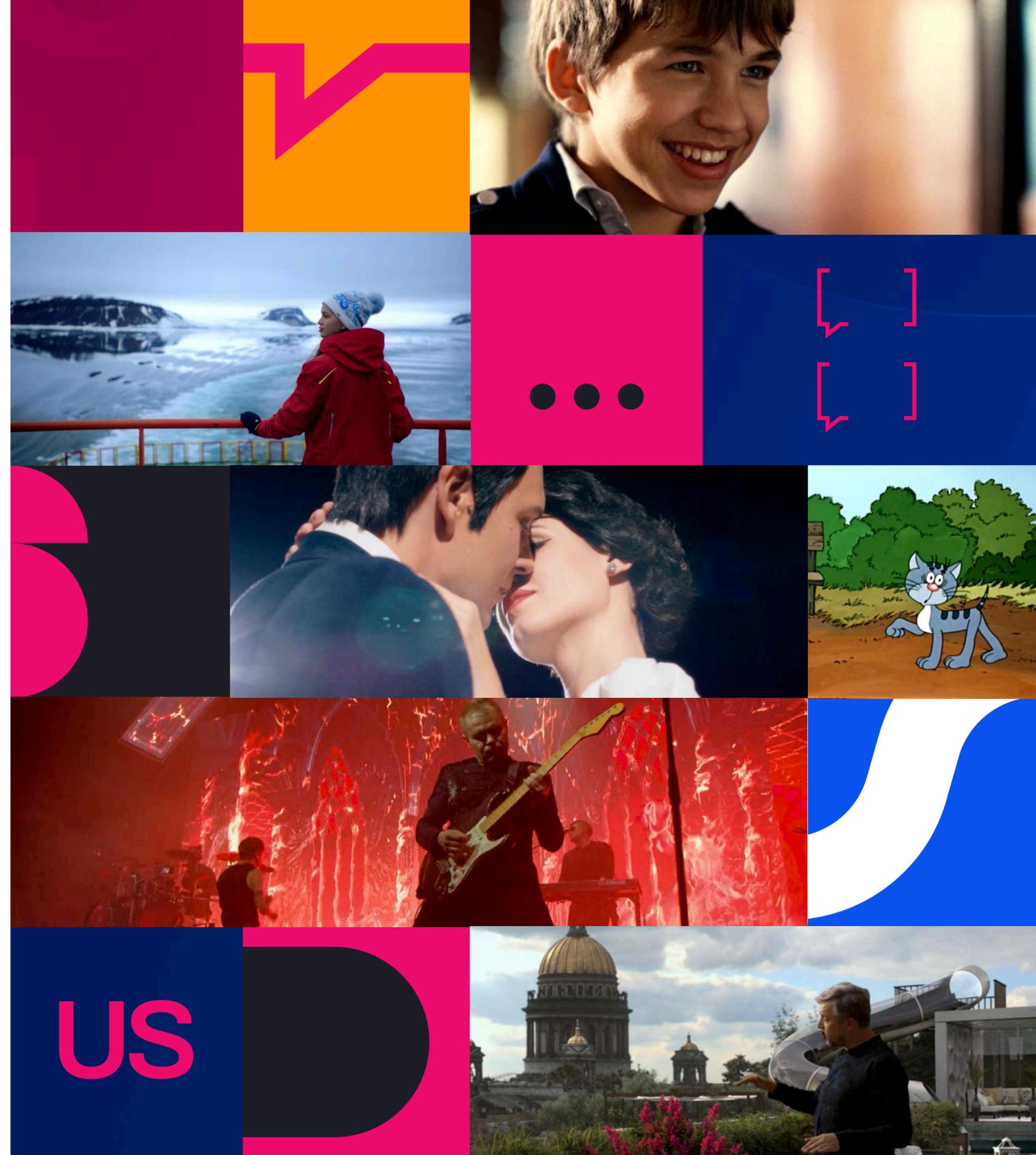
New releases and well-known films:

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

Documentary Films

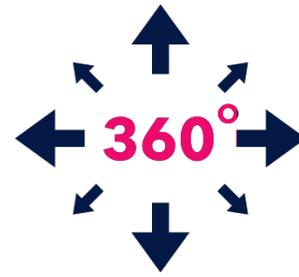
(Biographical, Cultural, Historical, Educational)

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



US

ADVERTISING OPPORTUNITIES



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

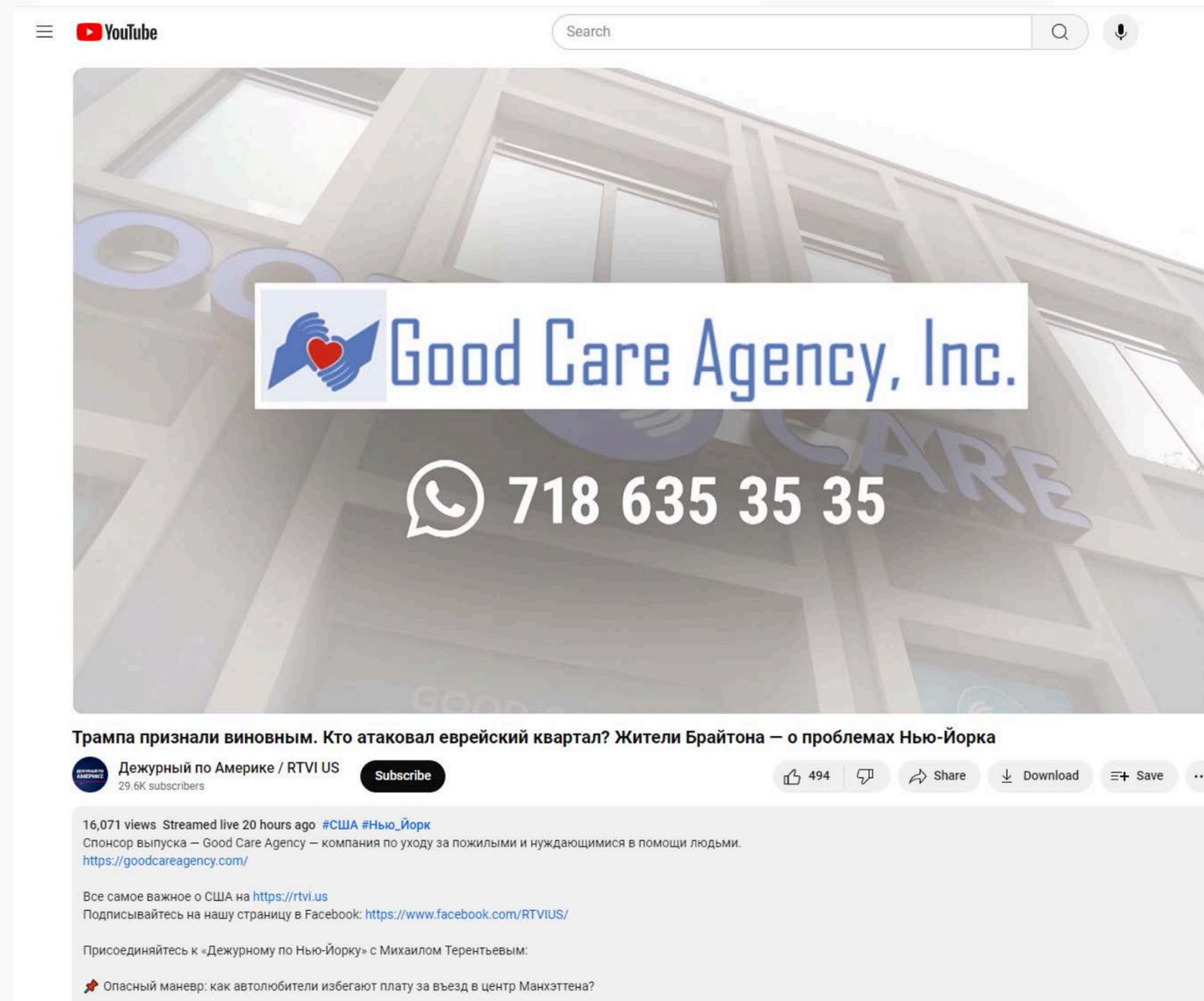
7 000 000

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



YouTube

Search

Good Care Agency, Inc.

WhatsApp icon 718 635 35 35

Трампа признали виновным. Кто атаковал еврейский квартал? Жители Брайтона — о проблемах Нью-Йорка

Дежурный по Америке / RTVI US
29.6K subscribers

494 likes

Share Download Save

16,071 views Streamed live 20 hours ago #США #Нью_Йорк

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

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

Подписывайтесь на нашу страницу в Facebook: <https://www.facebook.com/RTVIUS/>

Присоединяйтесь к «Дежурному по Нью-Йорку» с Михаилом Терентьевым:

Опасный маневр: как автолюбители избегают плату за въезд в центр Манхэттена?

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**.

COMMISSIONED SEGMENT

INTEGRATED INTO THE NEWS PROGRAMMING

3-5 MIN

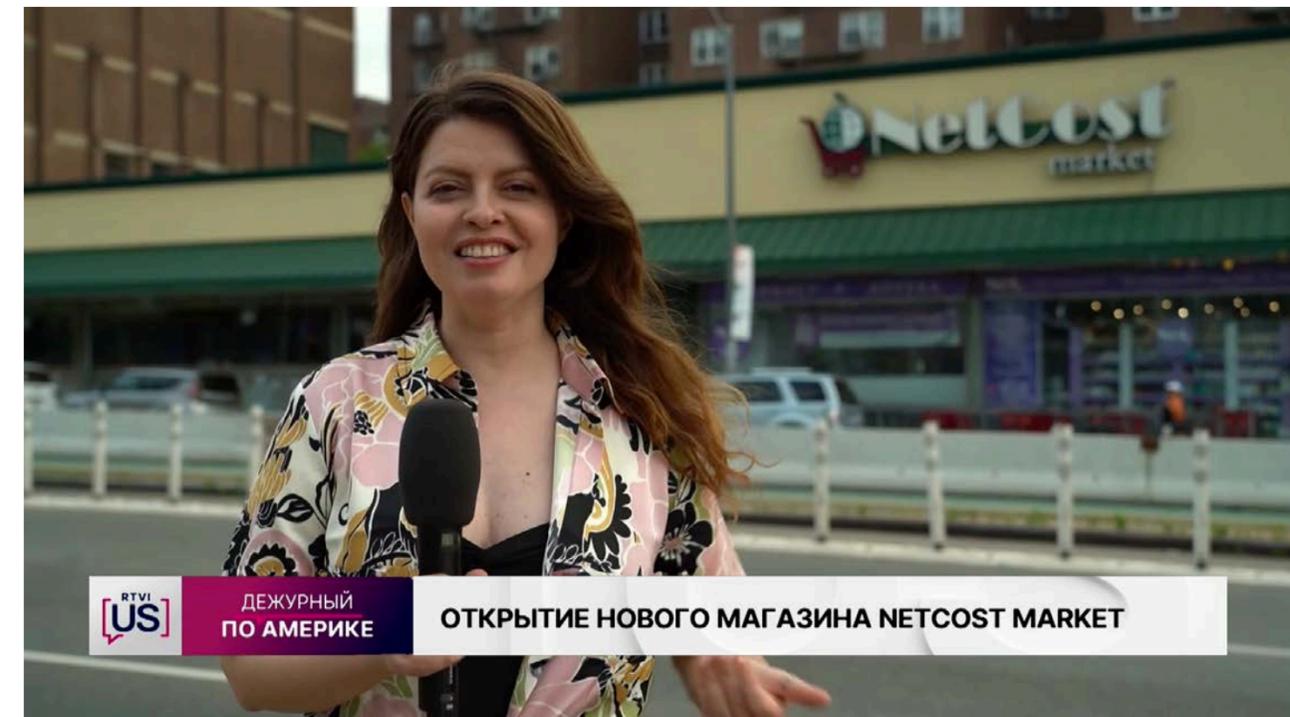
WITH NATIVE SHOW INTEGRATION
PREMIERE AND RE-RUN

AVAILABLE SHOWS FOR INTEGRATION:

ON DUTY IN AMERICA | US: NEWS | AMERICAN MORNING

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 IMPACT



COMMISSIONED INTERVIEW

WITH NATIVE SHOW INTEGRATION

Up to 7 min

TV - DIGITAL - WEBSITE PREMIERE

26 or 54 min



Skype Interview

RTVI US Studio

Client's location

OFF CAMERA INTERVIEW

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.

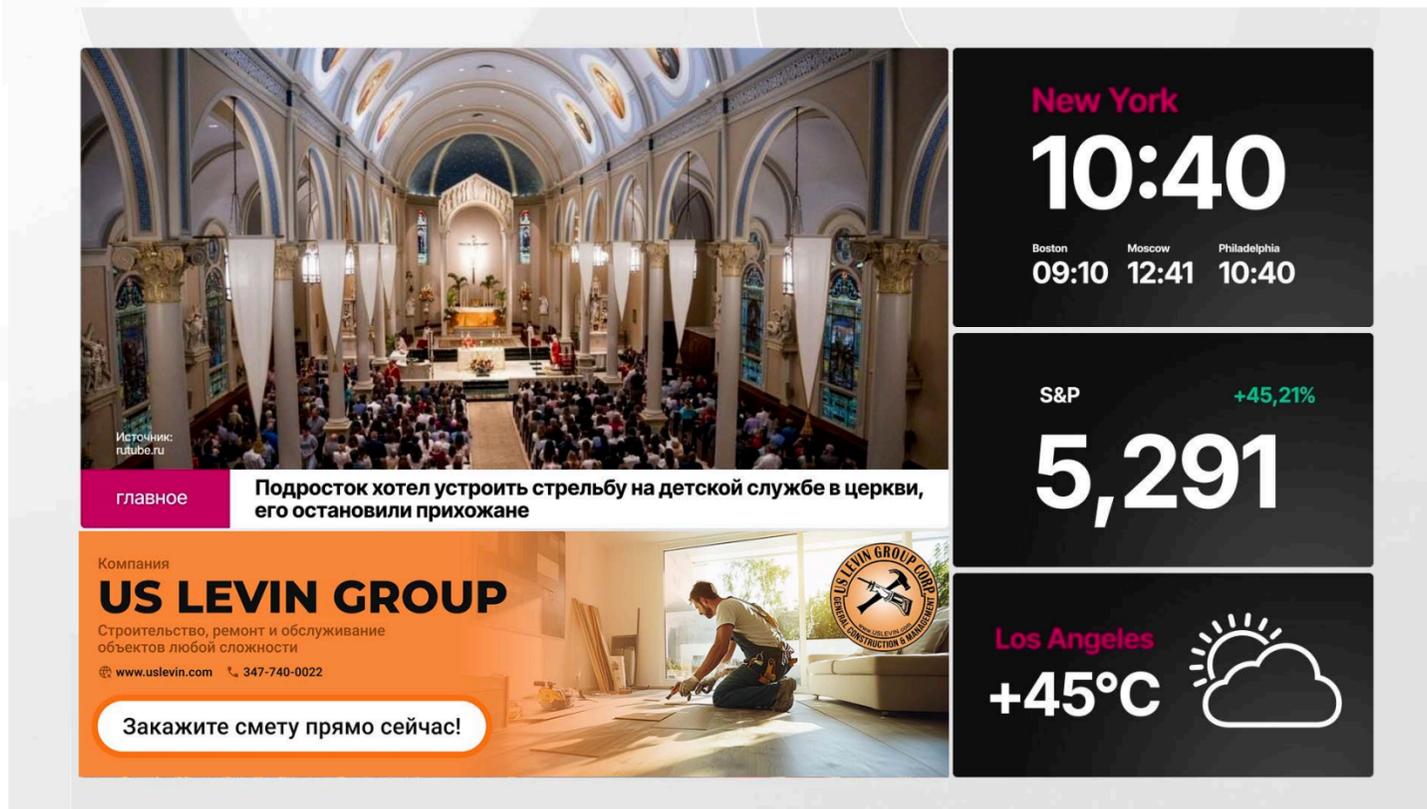


RTVI US New Studio features a cutting-edge **video wall**, offering unique opportunities:

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

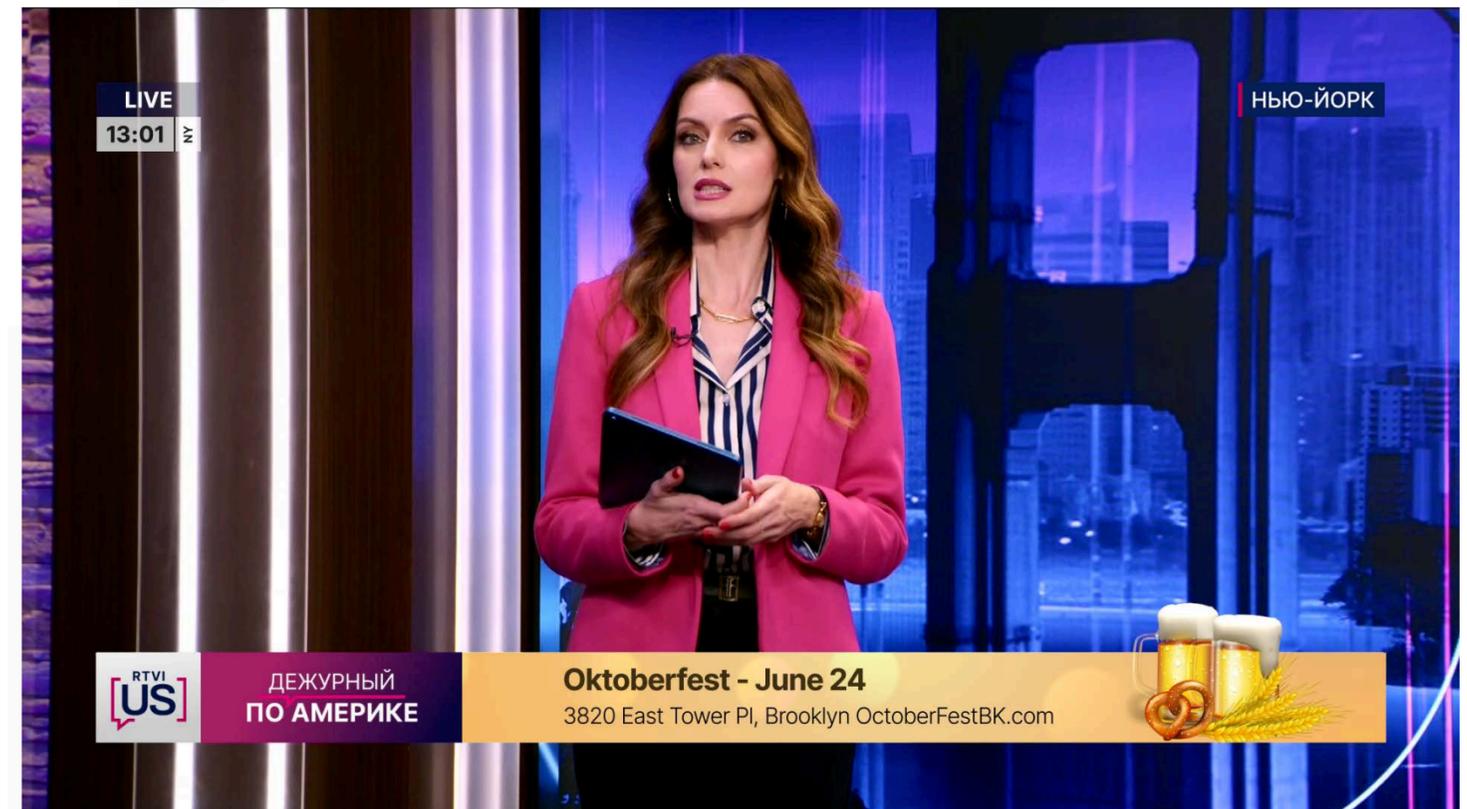
TV BANNER

Interstitial TV info banner



The banner is divided into several sections. On the left, there is a large image of a church interior with a crowd of people. Below it, a pink box contains the text "главное" and "Подросток хотел устроить стрельбу на детской службе в церкви, его остановили прихожане". Below that, an orange box features the "US LEVIN GROUP" logo, the text "Компания Строительство, ремонт и обслуживание объектов любой сложности", the website "www.uslevin.com", the phone number "347-740-0022", and a button that says "Закажите смету прямо сейчас!". On the right side, there are three stacked black boxes with white and red text. The top box shows "New York" in red, "10:40" in large white font, and smaller times for "Boston 09:10", "Moscow 12:41", and "Philadelphia 10:40". The middle box shows "S&P" in white, "+45,21%" in green, and "5,291" in large white font. The bottom box shows "Los Angeles" in red, "+45°C" in white, and a white sun and cloud icon.

In-Show Banner

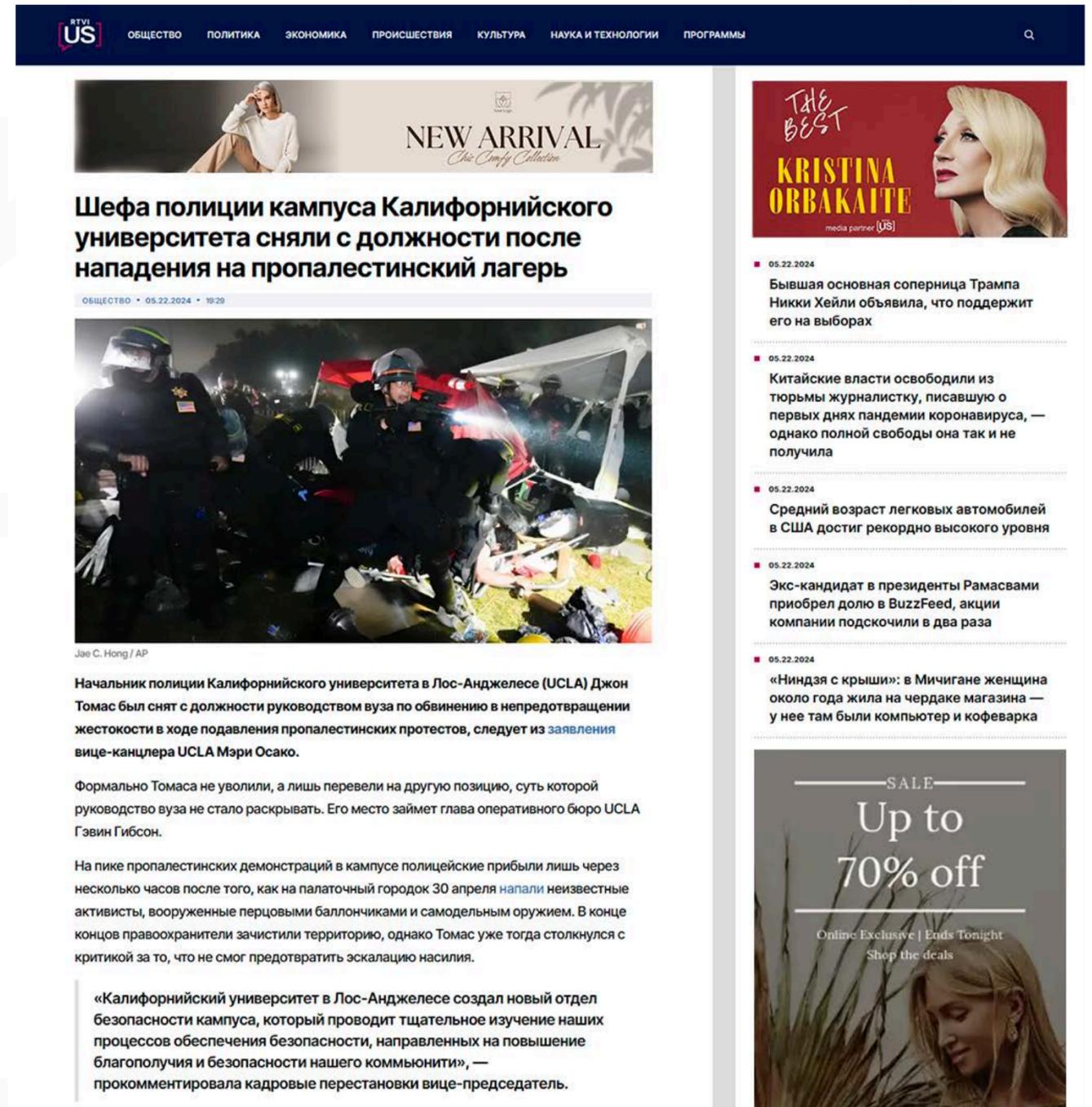
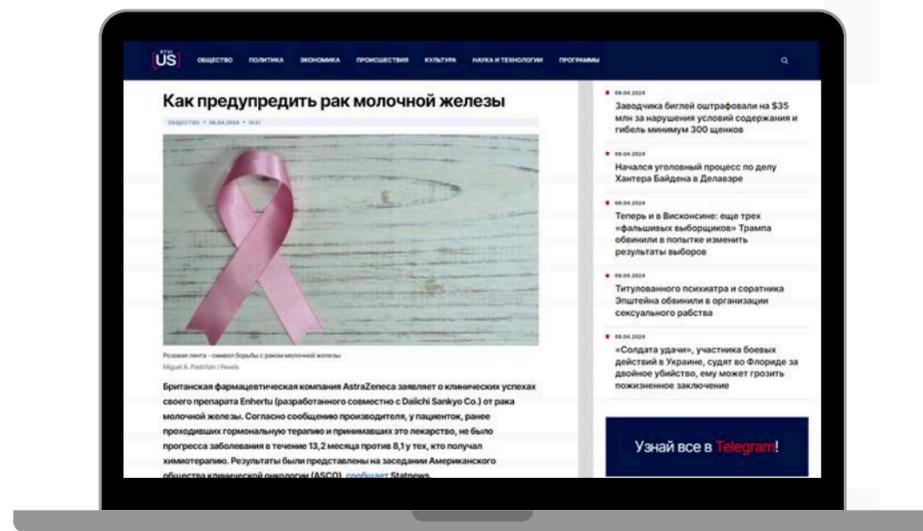


The banner shows a female news anchor in a pink blazer standing in a studio. In the top left corner, there is a "LIVE" indicator and a "13:01 NY" time display. In the top right corner, there is a "НЬЮ-ЙОРК" location indicator. At the bottom, there is a yellow banner with the "RTVI US" logo on the left, the text "ДЕЖУРНЫЙ ПО АМЕРИКЕ" in the center, and "Oktoberfest - June 24" and "3820 East Tower Pl, Brooklyn OctoberFestBK.com" on the right. To the right of the text is an image of two glasses of beer and pretzels.

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

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



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

Спонсор выпуска



GOODCARE
agency

goodcareagency.com

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Присоединяйтесь к «Дежурному по Нью-Йорку» с Михаилом Терентьевым: https://www.youtube.com/live/Y-Zge3U1GwI?si=elwAlY_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?
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