

TV CHANNEL

RTVI



INFOTAINMENT
CONTENT

FILMS, TV SHOWS,
DOCUMENTARIES

NEWS

• В состав RTVI входят:

- Телеканал
- Сайт RTVI.TV
- Аккаунты во всех основных соцсетях

03-07

ABOUT US

ЛЕТ В ЭФИРЕ

250

МЛН

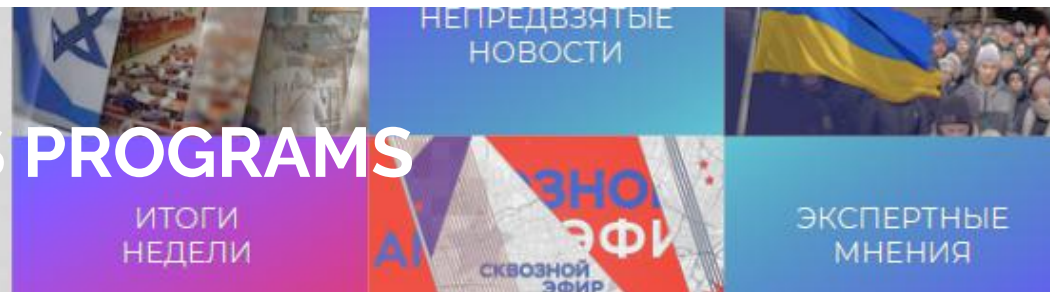
Германии, Латвии и других европейских стран

Эксклюзивные прямые включения о событиях дня и итогах недели

Широкое освещение международной повестки

08-17

NEWS PROGRAMS

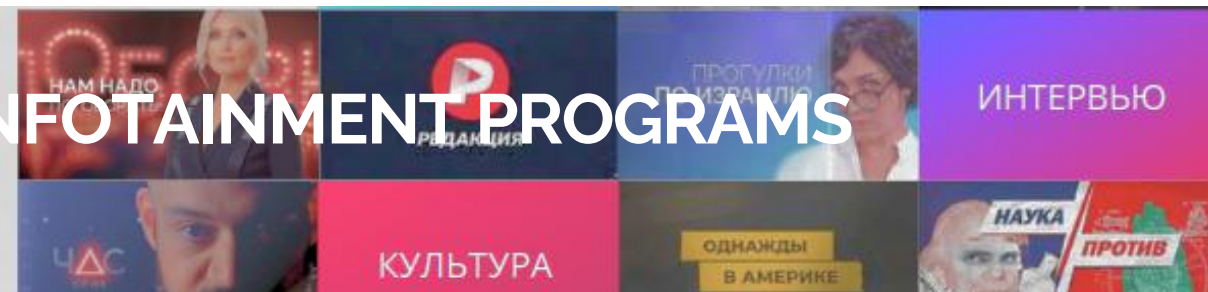


Производства

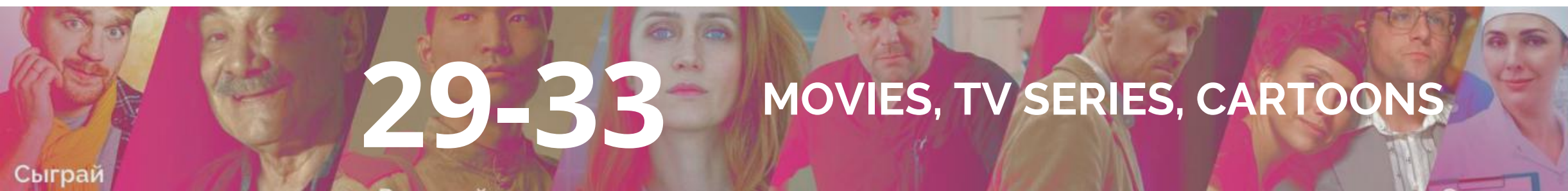
шоу и интервью с известными личностями на различные темы

18-28

INFOTAINMENT PROGRAMS



Эксклюзивный контент от популярных



29-33

MOVIES, TV SERIES, CARTOONS

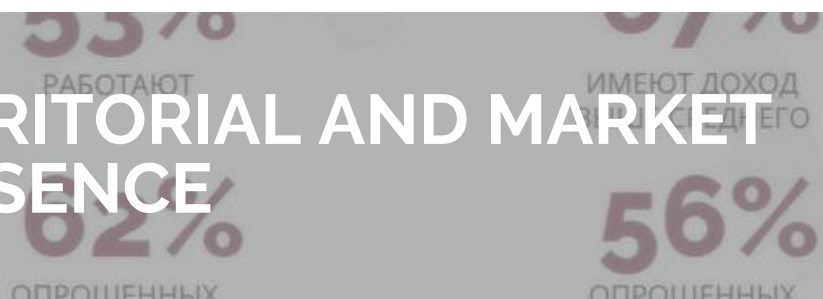
Присутствие во всех основных сетях операторов Канады:



34-41

TERRITORIAL AND MARKET PRESENCE

Программы локального производства:



POSITIONING

- RTVI Channel is a source of information for Russian-speaking communities originated from post-Soviet countries:
- Leading expert in global news agenda
- Global coverage
- Variety of formats for different types of audiences
- Local content
- RTVI includes:
 - TV channel
 - RTVI.TV and RTVI.US websites
 - Accounts in all major social networks
 - American Company headquartered in New York
- European License for broadcasting in Europe

1st

Russian-language channel that started broadcasting for a foreign audience

24

YEARS ON AIR

250 mln

people in the world speak Russian language

RTVI CHANNEL COVERAGE

176 broadcasting countries

Including USA, Canada, Israel, European countries, Asia and post-Soviet space

25,0 million viewers

overall TV channel coverage

14 bureaus and studios

New York, Los Angeles, Moscow, Tel Aviv, Berlin, Riga, Yerevan, Kiev, Paris, London and others

350 operators

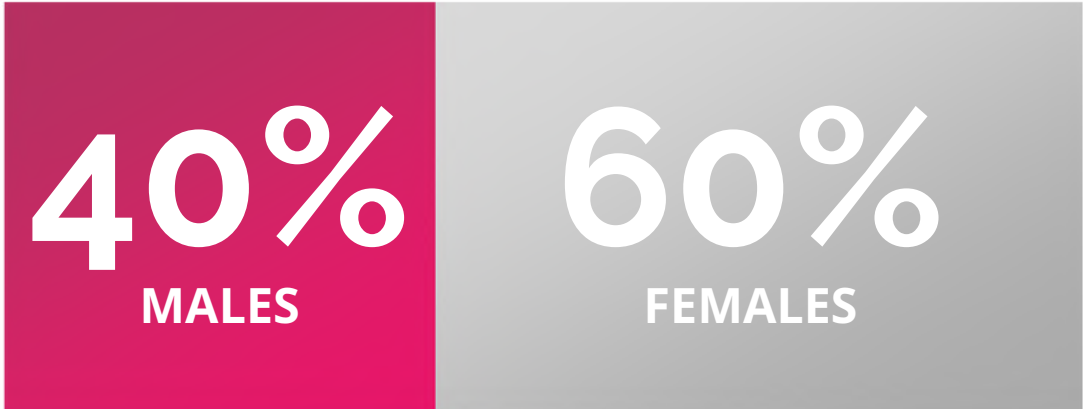
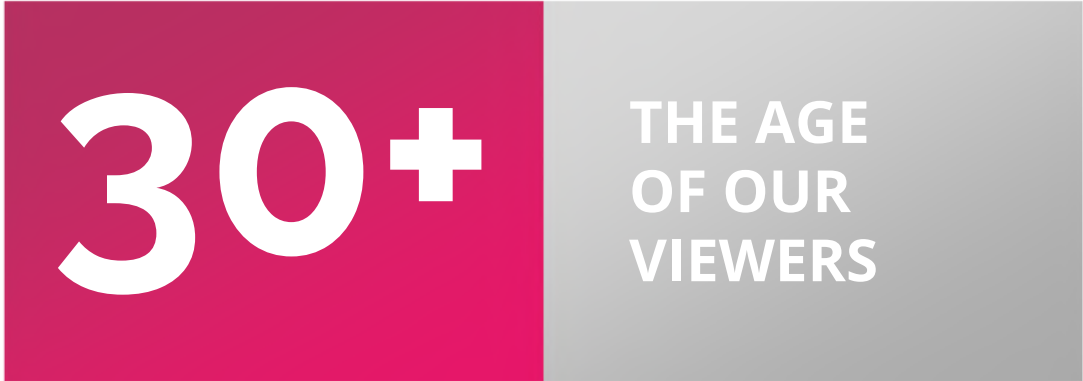
broadcast RTVI worldwide

RTVI MAIN PRINCIPLES AND EDITORIAL POSITION

- UNBIASED AND CENTRIST NEWS
- EXPERTISE
- EXCLUSIVITY
- HIGH-QUALITY, RESONANT CONTENT
- UNITING RUSSIAN-SPEAKING PEOPLE ALL OVER THE WORLD
- FREEDOM OF SPEECH
- OBJECTIVITY IN COVERING THE SITUATION
- CULTURAL AND SCIENTIFIC EDUCATION
- DIFFERENT POINTS OF VIEW ON WHAT HAPPENS IN THE WORLD
- RTVI DOES NOT PARTICIPATE IN POLITICAL STRUGGLE AND HAS NO POLITICAL PREFERENCES

ALL THIS ON RTVI!

RTVI CHANNEL AUDIENCE PROFILE



ACTIVE

MIDDLE CLASS AND ABOVE

APPRECIATE QUALITY CONTENT

OPEN-MINDED

PEOPLE, WHO NEED TO KEEP UP TO DATE WITH THE LATEST EVENTS

WELL-EDUCATED

RTVI CHANNEL CONTENT

25%

of the content consists of news and socio-political programs



75%

entertainment programs: talk shows, interviews, documentaries, movies and TV series, programs on psychology, business, culture and art, science, history, cooking

3000 hours of premiers per year

40% of premiere content (65 hours per week)

NEWS PROGRAMS



RTVI NEWS PROGRAMS

MORE THAN 10 INFORMATION AND ANALYTICAL PROGRAMS

News production from USA, Israel, Germany, Latvia and other countries

Exclusive broadcasts of the day's events and the week's results

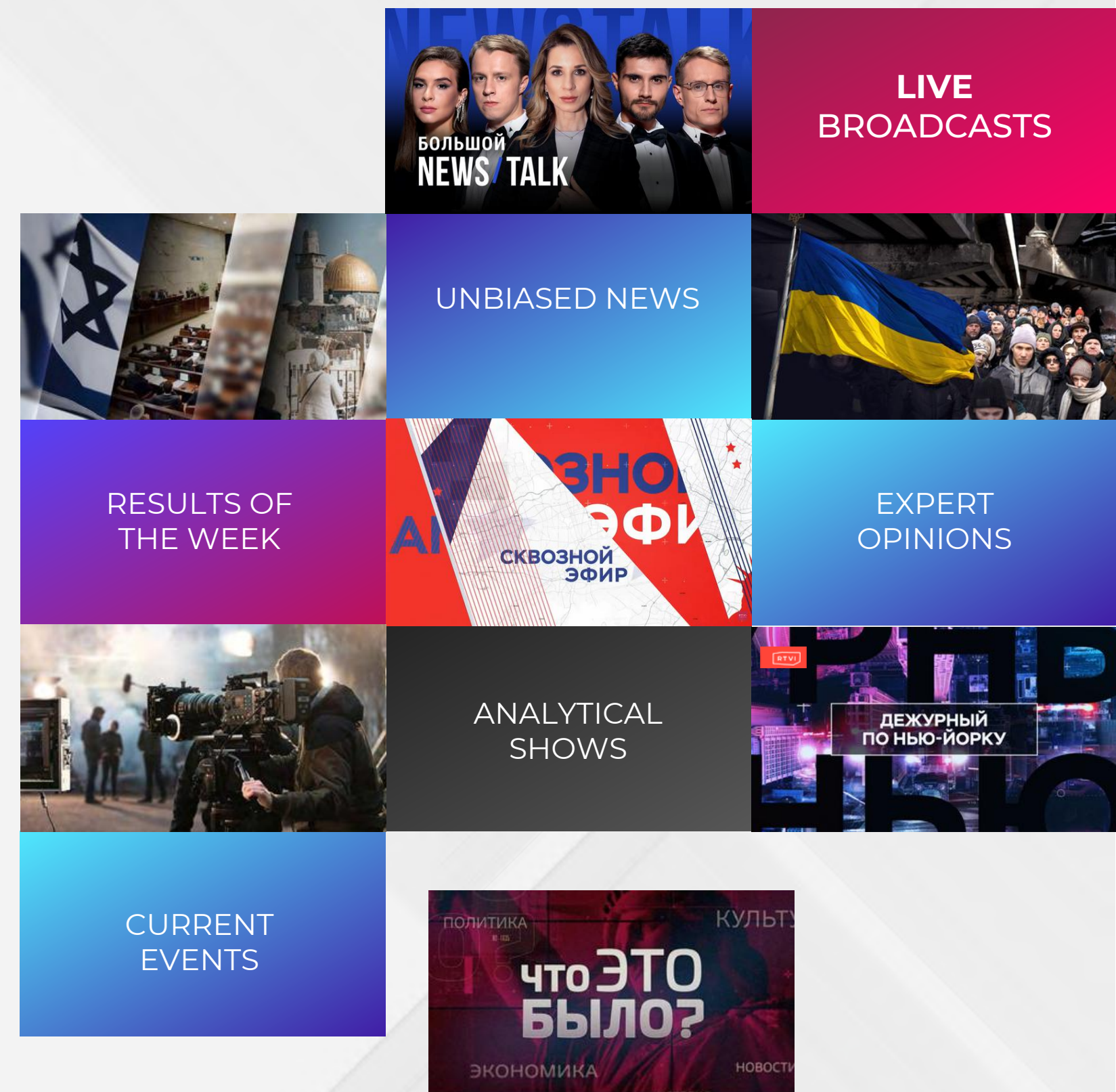
Broad coverage of the international agenda

Information and analytical programs with invited experts

Network of bureaus and studios around the world, current agenda here and now

Versatile and unbiased evaluation of current events in the world

THE MAIN ISSUES IN DETAILS!



TOP GUESTS

Guests of RTVI are top officials, politicians, businessmen, cultural and public figures of the world, Europe and the CIS.

USA and Europe



• John Bolton



• Eric Adams



• Deborah
Bronnert



• Ned Price



• Peter
Stano



• Maris
Riekstins



• Daniels
Pavluts



• Martins
Stakis



• Andrius
Kubilius



• Edgar
Rinkevich



• Anne-
Claire
Legendre



• Charles
Michel



• Moetai
Brotherson



• João Gomes
Cravinho



• Egils
Levits



• Yan
Lipavsky



• Claudia
Roth



• Orhan
Gazigil



• Vagan
Kerobyan



• Lynne
Tracy

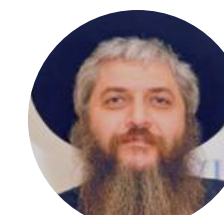
Israel



• Avigdor
Lieberman



• Yair Lapid



• Moshe
Reuven
Azman



• Berel
Lazar



• Alexander
Ben Zvi

Russia



• Dmitry
Peskov



• Maria
Zakharova



• Sergey
Ryabkov



• Elvira
Nabiullina



• Boris
Titov



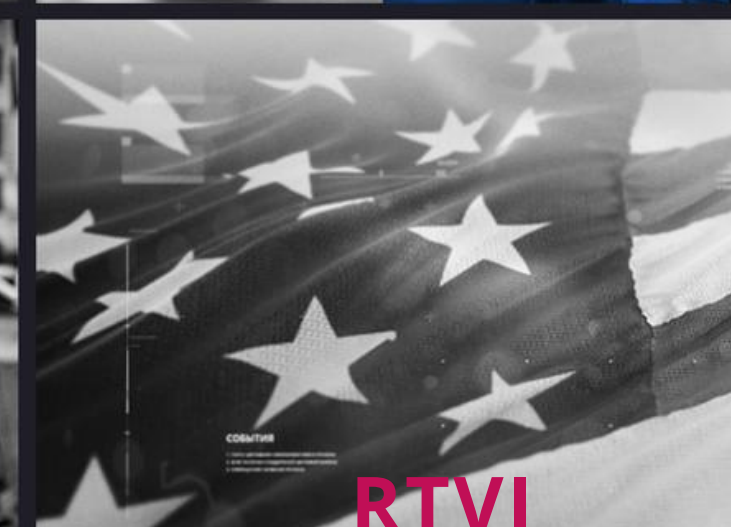
• Marat
Khusnullin

and others

NEWS PROGRAMMING RTVI

RTVI **EXPANDS** NEWS COVERAGE!

- News programs in the morning, afternoon, and evening on weekdays, as well as twice daily on weekends.
- Objective coverage of events worldwide.
- Daily news agenda.
- Exclusive live reports and current news of interest to the Russian-speaking audience worldwide.
- Analysis of events with experts from various fields.
- RTVI broadcasts all possible viewpoints on current events, , both from Ukraine, Russia, the USA, European countries, and other countries.



БОЛЬШОЙ NEWS / TALK

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 passing day. Hosts: Tatiana Bur, Mikhail Sheptun, Elizaveta Parshina, Alexander Pavlov, Dmitry Lobanov.

FROM MONDAY TO FRIDAY

EUROPE: 19:00



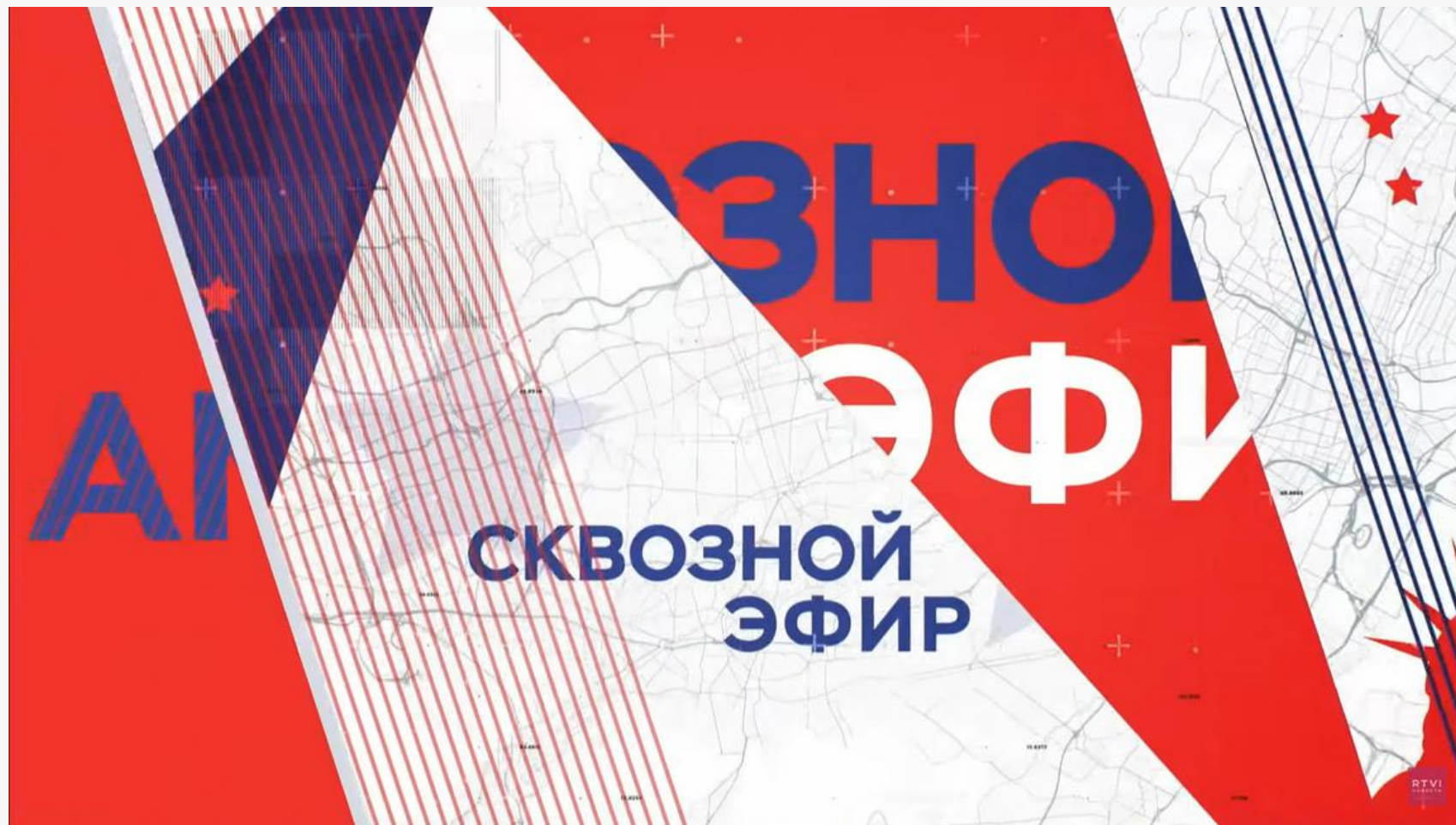
NEWS

Set of half-hour episodes will offer an overview of the latest news from around the world, broadcasting the key events of the day in real time and in a relevant format.

N

ON WEEKDAYS 12:00 14:00 16:00

ON WEEKENDS 14:00 16:00



Through the News. America

Information marathon with storytelling about the main events of the day in and around America. The program includes comments of the witnesses and experts, live streams with RTVI on-scene reporters and live broadcasts from different countries.

FROM MONDAY TO FRIDAY

EUROPE: 22:00



On Duty in New York

News about New York covered by reporters, experts and eyewitnesses of events.

FROM MONDAY TO FRIDAY

EUROPE: 00:00



What was that?

Every Friday in our studio 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.

ON FRIDAYS

EUROPE: 20:30



Special broadcasts

Live broadcasts of rallies, political debates, discussions, court sessions and other significant events. Exclusive live streams with RTVI correspondents from all over the world.

НОВЫЕ ИТОГИ X

New results is the main news of the week through the eyes of RTVI correspondents and experts from around the world.

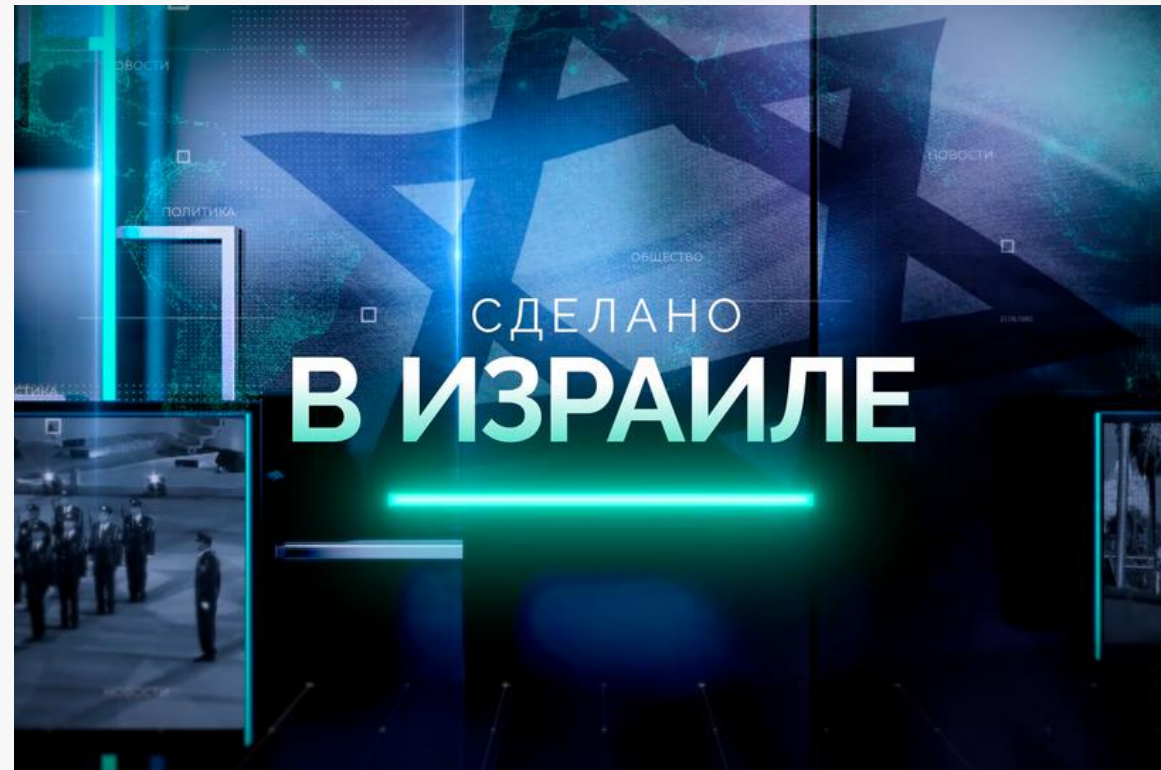
Weekly information and analytical show live on RTVI. The presenter, together with experts and journalists, sums up the the results of outgoing week. Everything you might have missed is in the stories and reports from all over the globe

NEWS PROGRAMS



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.



Made in Israel

Every Monday in Israeli RTVI studio we discuss the most important events in the Middle East and the main trends in socio-political life in the region. Together with experts, we analyze not only what is happening in Israel and with its neighbors, but also how these events affect the world agenda.



Israel in a week

News program about the events of the past week in Israel. Every Saturday on RTVI, together with guests and experts, we summarize Israeli news.

ON MONDAYS AND WEDNESDAYS

EUROPE 18:45

ON MONDAYS

EUROPE: 20:00

ON SATURDAYS

EUROPE: 21:00

INFOTAINMENT PROGRAMS



RTVI INFOTAINMENT PROGRAMS

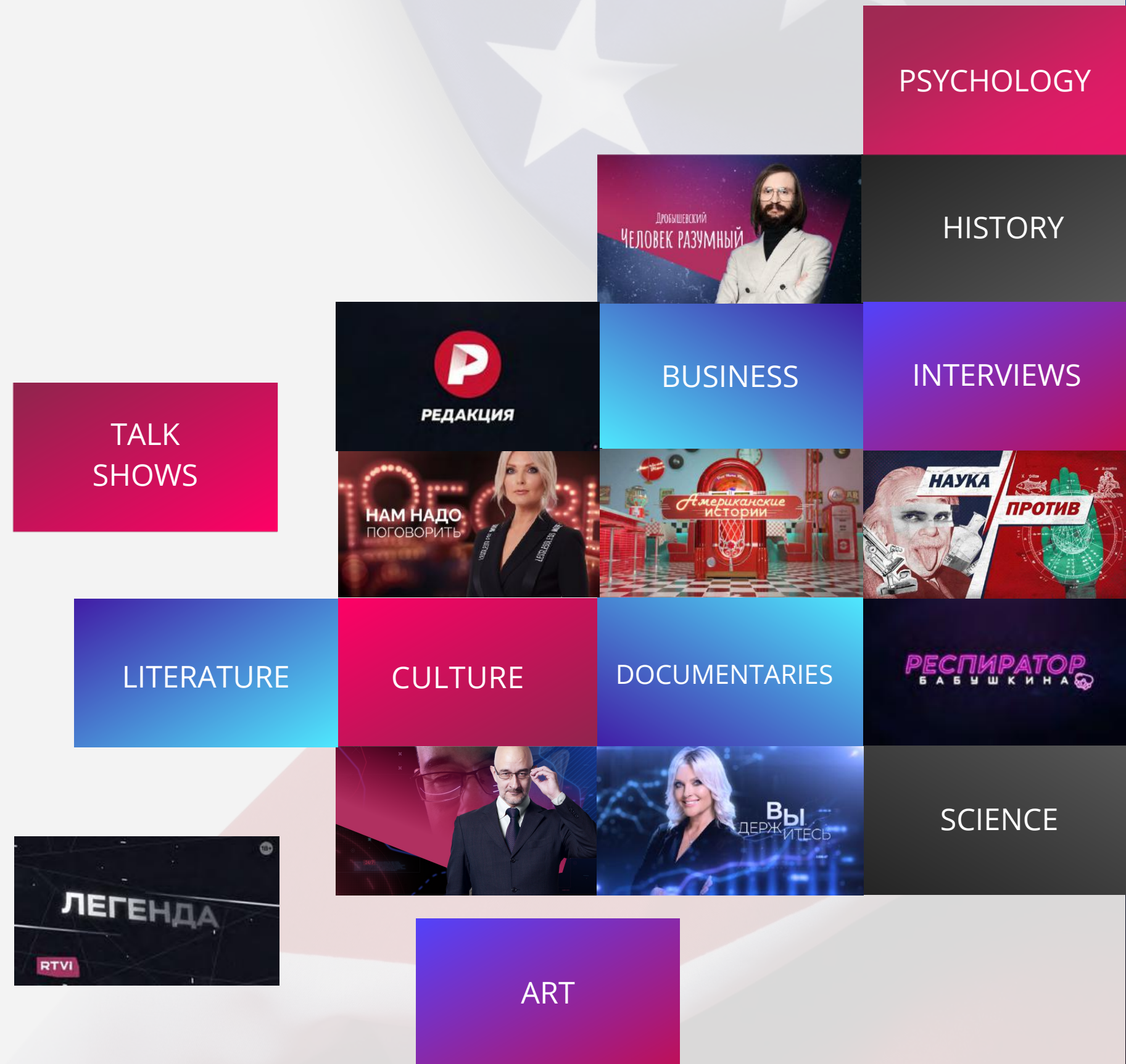
Projects of our own production

Talk shows and interviews with famous people on different topics

Exclusive content from popular bloggers

Highly rated films, series, cartoons from the best film companies

Various formats: interviews, documentaries, concerts, programs on psychology, business, culture and art, science, history, cooking and others



RTVI HOSTS — WELL-KNOWN EXPERTS



Alexey Venediktov

Host of the show
If tomorrow comes

Russian historian, teacher, journalist, editor and public figure. Editor-in-chief of the radio station "Echo of Moscow". Owner of the historical magazine "Dilettante".



Marianna Minsker

Host of the shows
We need to talk and Just hold on!

Famous journalist. Worked on RBC-TV as an observer of European market and host of the shows «Market» and «Investor's Alphabet».



Alexey Pivovarov

Creator of the project **Redakciya**

Alexey collaborated with NTV for 20 years: he was a correspondent of «Recently. Nonpolitical news», worked on «Today», «Results» and other projects, as well as was a producer on «CTC Media» holding.



Yaroslav Babyshkin

Host of the show
Babuskin's Respirator

Journalist, TEFI 2020 award winner in the nomination «Internet project».



Stanislav Drobyshevsky

Host of the show
Drobyshevsky: Homo sapience

Associate Professor of the Faculty of Biology, Moscow State University. Anthropologist, science popularizer.

Redaktsiya

РЕДАКЦИЯ



СПЕЦРЕП



Big stories about people, events and phenomena through the eyes of the former editor-in-chief of RTVI.

Every week Alexey Pivovarov and his team tell real life stories that everyone should know.



REDAKSTIYA:

ON THURSDAYS

EUROPE: 21:00

SPECIAL EDITION:

ON TUESDAYS

EUROPE: 21:00

NEWS:

ON SUNDAYS

EUROPE: 22:00

IF TOMORROW COMES

The RTVI program, based on dialogue between speakers about the future. Politicians, business representatives, and cultural figures discuss the world situation and provide their forecasts.

Guests on the program included:

- President of the European Council Charles Michel
- President of Latvia Edgar Rinkevich
- Minister of Foreign Affairs of the Czech Republic Jan Lipavsky
- Spokesperson of the Ministry for Europe and Foreign Affairs of the French Republic Anne-Claire Legendre

and many others.

The permanent speaker of the program is Alexey Venediktov.





Американские ИСТОРИИ

American Stories

The program in interview format featuring Russian-speaking residents of America. They talk about their professional and personal lives, the cost of finding themselves in the United States.

ON THURSDAYS

EUROPE: 18:30

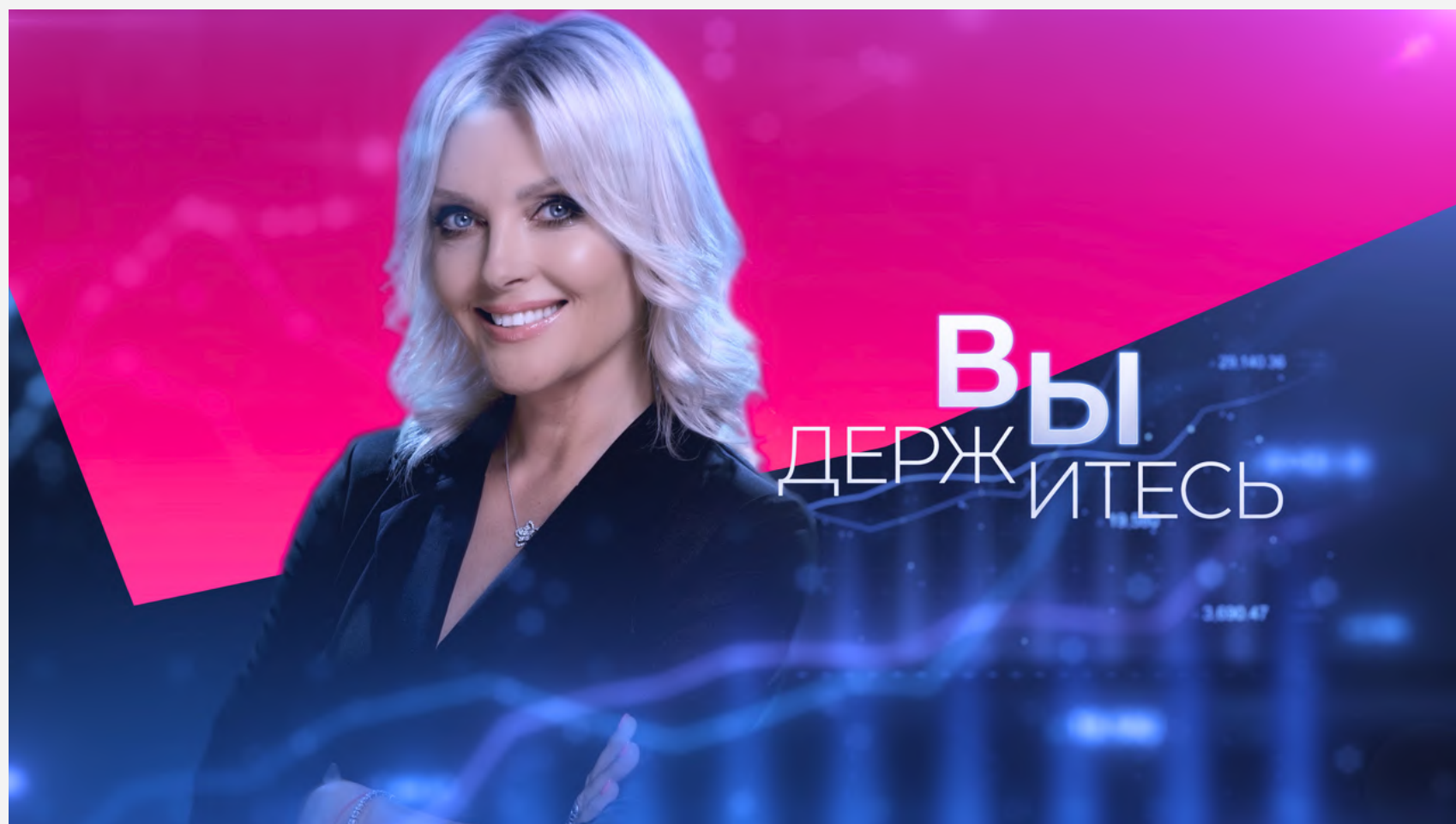
ЛЕГЕНДА

Legend

A series of programs about the lives of people who are well-known and remembered among Russia-speaking audience worldwide. They didn't lose their dignity in the way to fame. They are the idols of millions. Actors, politicians, musicians, scientists and athletes personally tell about the lessons they have learned from experience, about significant events of their lives, about the things we could see and everything that was left behind the scenes. Legend is a project about those who left their mark on history.

ON WEDNESDAYS

EUROPE: 21:00

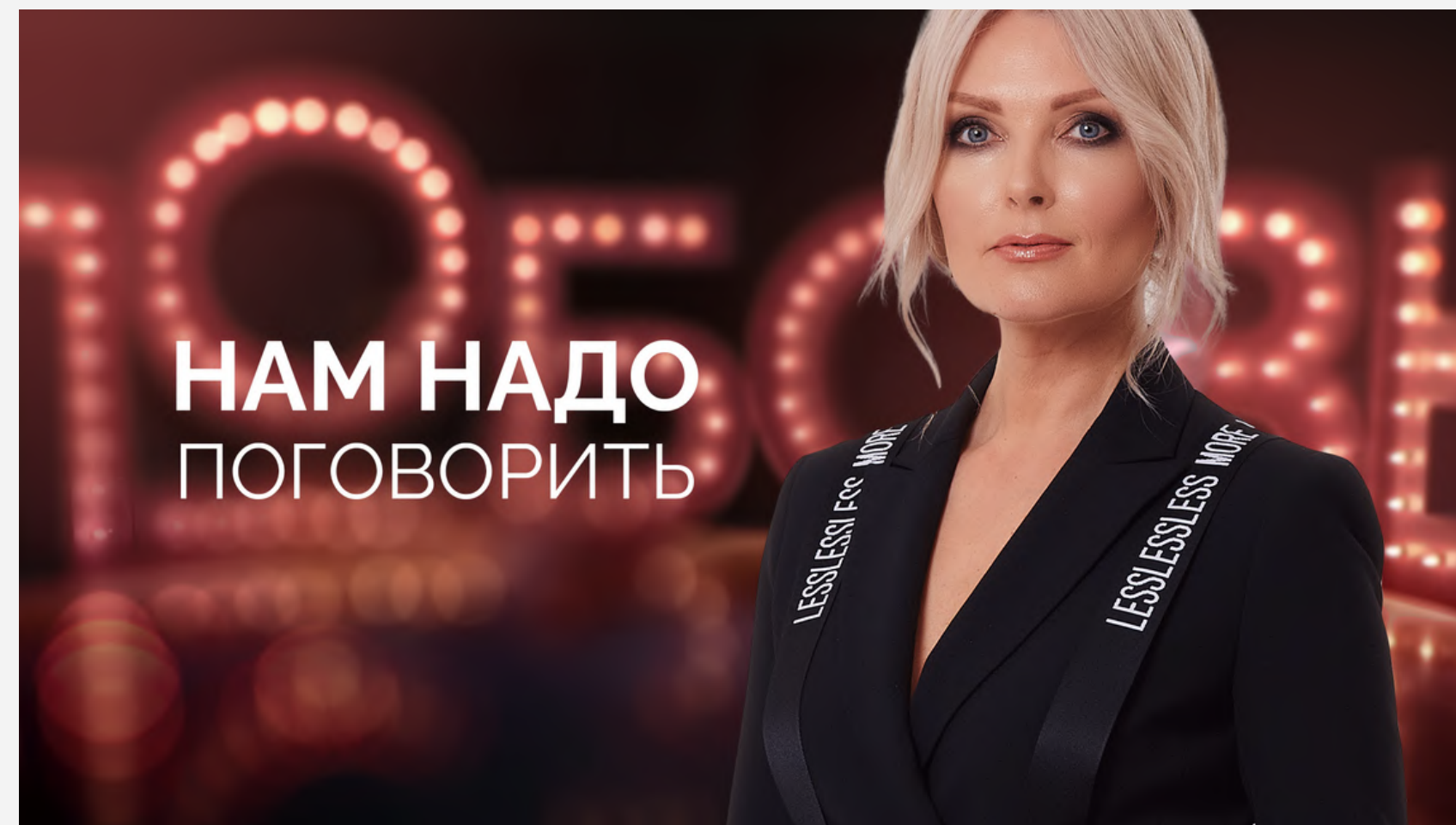


Just hold on!

A frank conversation about the economic problems in the world. Marianna Minsker talks to the best economists about money, investments, crises and how to handle finances.

ON WEDNESDAYS

EUROPE: 20:00



We need to talk

Original program of Marianna Minsker about psychology in all its aspects. The host, together with psychologists, discusses a variety of topics: education, personal growth, career and others.

ON TUESDAYS

EUROPE: 20:00

Investigative documentaries by Sergey Morozov

Documentary investigations and special reports on the most significant events, phenomena and trends. Are we staring at a potential global famine? What is happening to the global economy? Why are there so many human organs on the black market? How does the drug business work and how drugs are transported to Russia? Sergey Morozov will answer these and other questions.

24/7

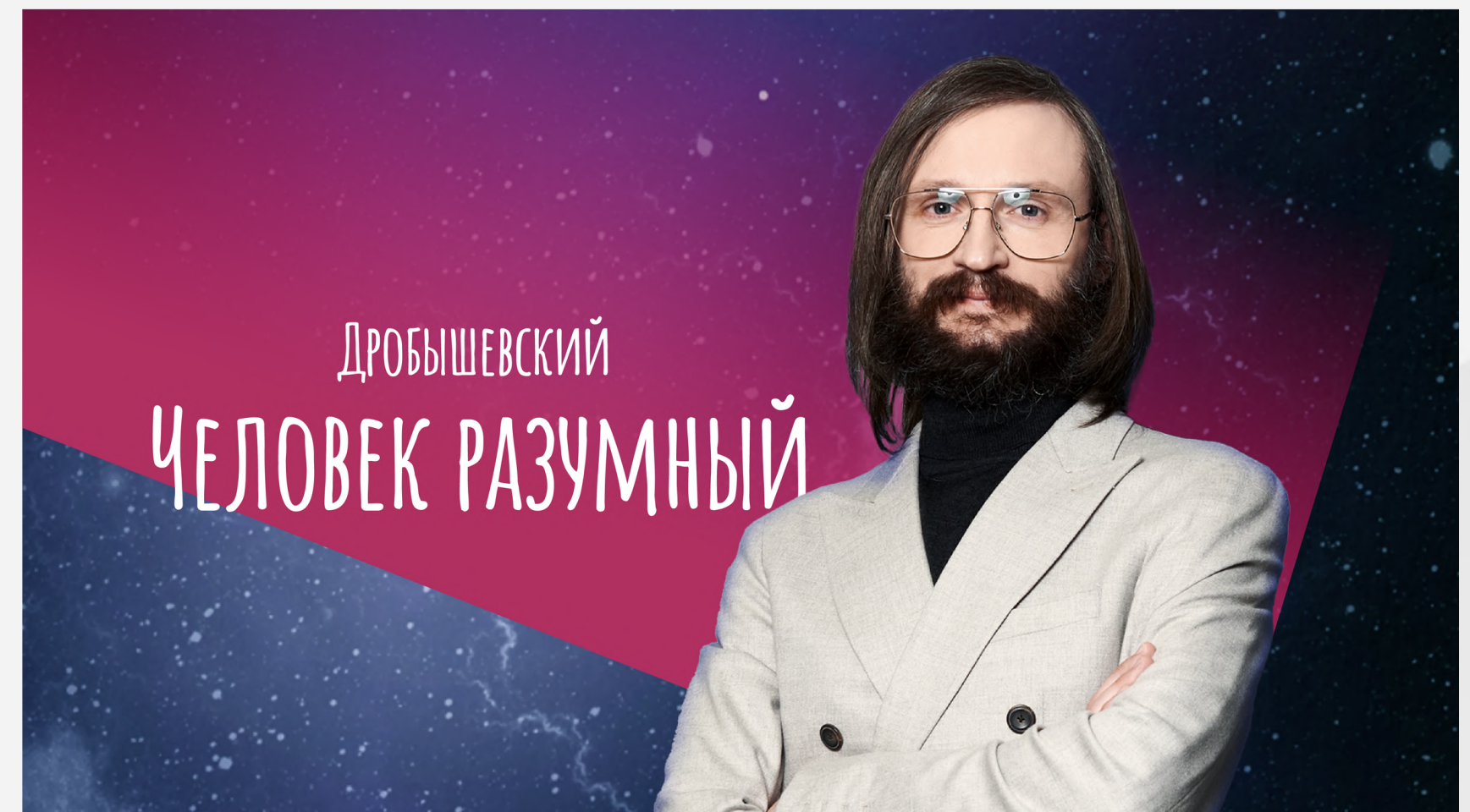


Babushkin's Respirator

A program where the presenter with guests from completely different fields, like a respirator, filters newsworthy events and topics with no limits, leaving the very best on the agenda.

ON MONDAYS

EUROPE: 21:00



Drobyshevsky: Homo sapiens

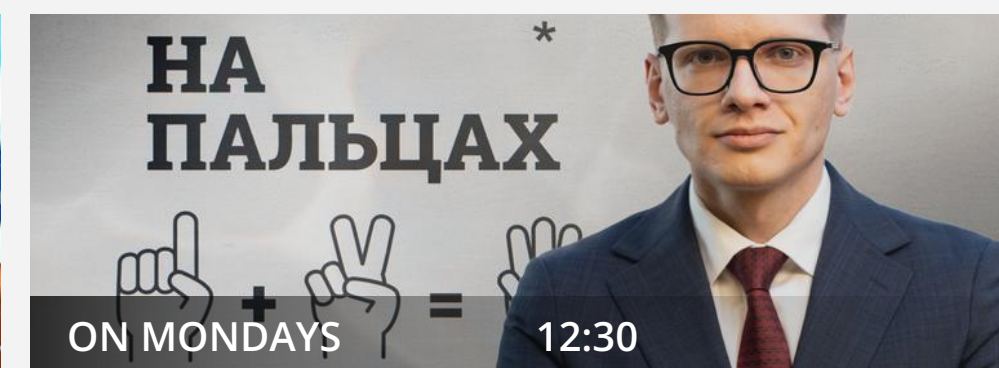
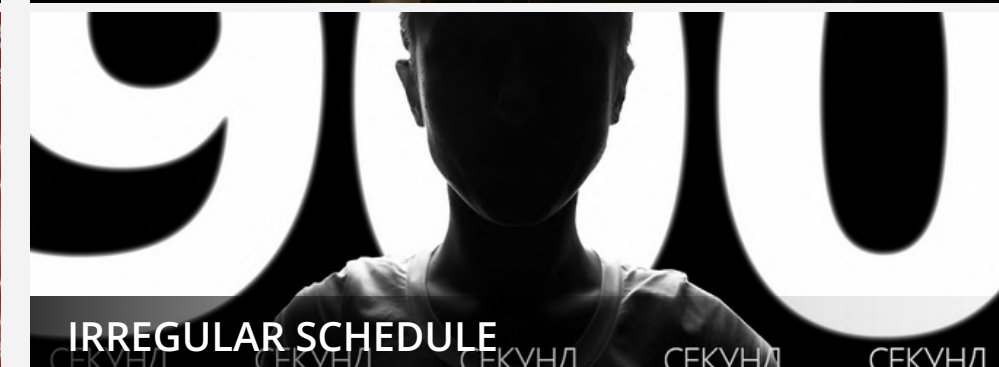
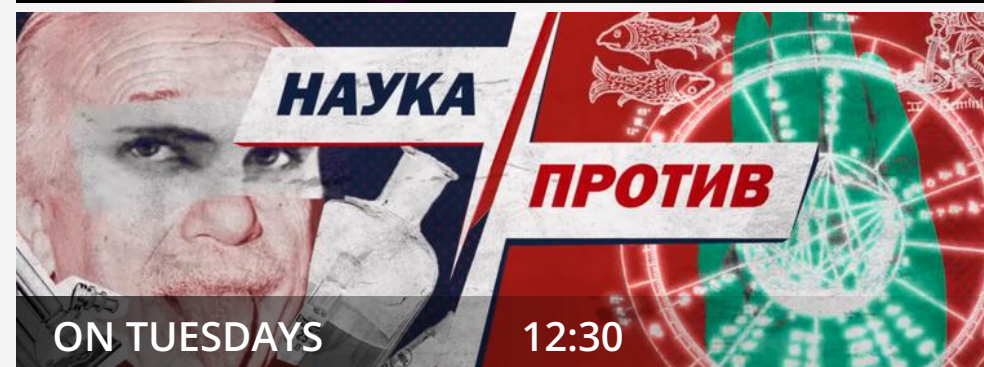
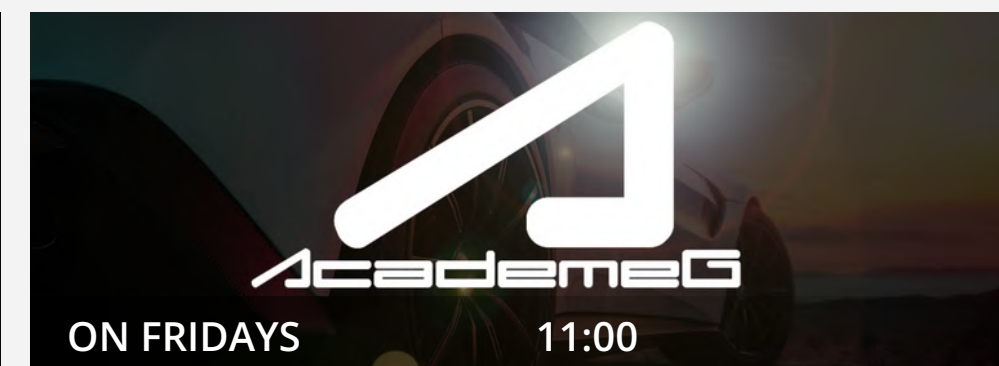
Scientific program about the origin of man. Who are the Sahelanthropes, Orrorins, Ardipithecus, Hobbits, Denisovans and how they mastered the land? Which of them became our ancestor and why?

ON WEDNESDAYS

EUROPE: 12:30

ALSO ON AIR RTVI!

- Psychology and relationships
- Travel
- Business and economics
- Science
- Sex
- History
- Culture



DOCUMENTARY

PROJECTS

TV SERIES

CARTOONS



WATCH EVEN MORE

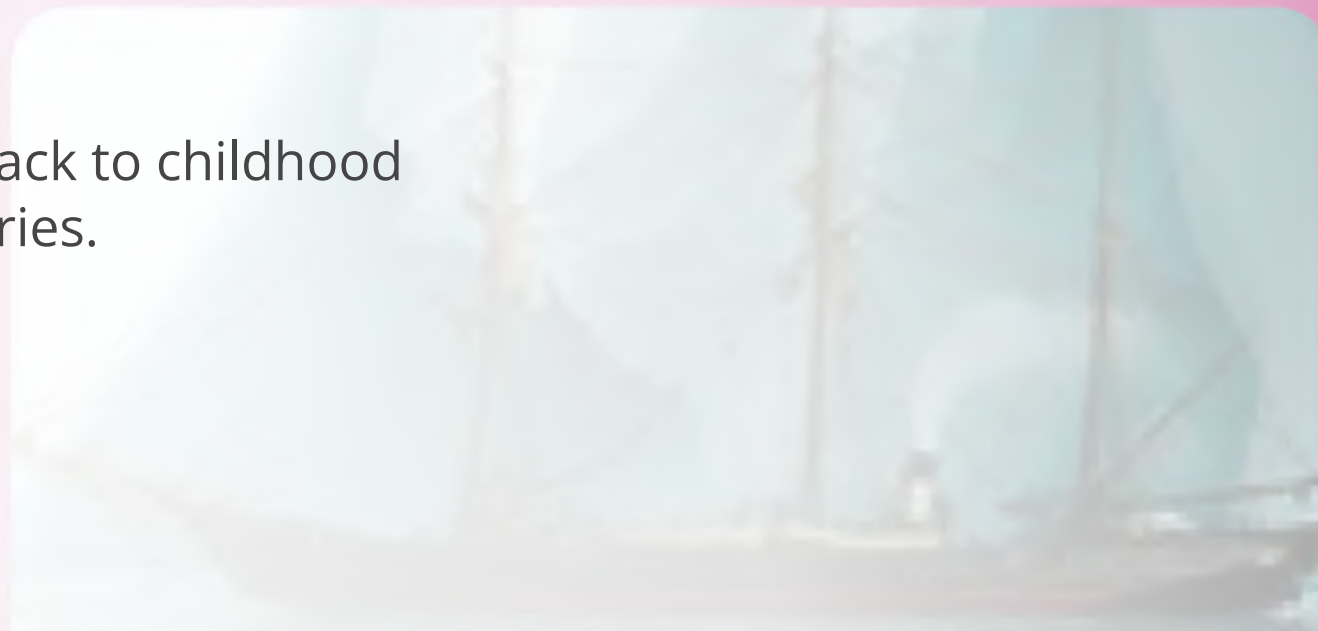
OF THE POPULAR SERIES AND MOVIES,
DOCUMENTARY PROGRAMS, AND
CARTOONS ON **RTVI!**

A variety of genres - drama, comedy, science fiction, detective stories, popular science films, romance, and much more.

A wide selection of **documentary projects** - popular science, historical, travel, business.

Series with fascinating plots.

Cartoons that will take you back to childhood and fill you with warm memories.



DOCUMENTARY PROJECTS



JOURNEY
BUSINESS

SCIENCE
ADVENTURES

NATURE
HISTORY

TV SERIES - NEW SEASON FALL/WINTER 2024



DETECTIVE
FANTASY

ROMANCE
COMEDY

MELODRAMA
MYSTERY

CARTOONS



CHILDHOOD
ADVENTURES

ROMANCE
COMEDY

INFOTAINMENT
FAMILY

WE OFFER

**LATEST
NEWS**

**UNIQUE
FORMATS**

**EXPERT
OPINION**

**OUR OWN
PRODUCTION**

**UNBIASED
AND OBJECTIVE
VIEW**

**MULTI-GENRE
PROGRAMS**

**EVERYONE'S FAVORITE
MOVIES AND TV SERIES**

МУЛЬТ
ФИЛЬМ



TERRITORIAL PRESENCE



176 COUNTRIES AND REGIONS



USA



Canada



Israel



Germany



Spain



UAE



Slovakia



Lithuania



Estonia



Netherlands



Armenia



Norway



Croatia



Georgia



Bulgaria



Kazakhstan



Kyrgyzstan



Czech Republic



Japan



Monaco



Montenegro



Portugal



Serbia



Poland



Finland



Switzerland

etc...

PROFILE OF AUDIENCE IN NORTH AMERICA

**6,5
mln**

RUSSIAN SPEAKERS

SOCIAL
DEMOGRAPHICS

CITIZENSHIP



34%



66%



Presence in all major US operator networks:



Presence in all major Canadian operator networks:



OTT:



Local production
programs:

Once upon a time in America
American Stories
Strangers

53%
ARE EMPLOYED

67%
HAVE UPPER-
MIDDLE+ INCOME

62%
OF RESPONDENTS
ARE AWARE OF THE
CHANNEL

56%
OF RESPONDENTS
WATCH RTVI

Source: Ipsos Comcon, February 2019

PROFILE OF AUDIENCE IN EUROPE

**7,0
mln**

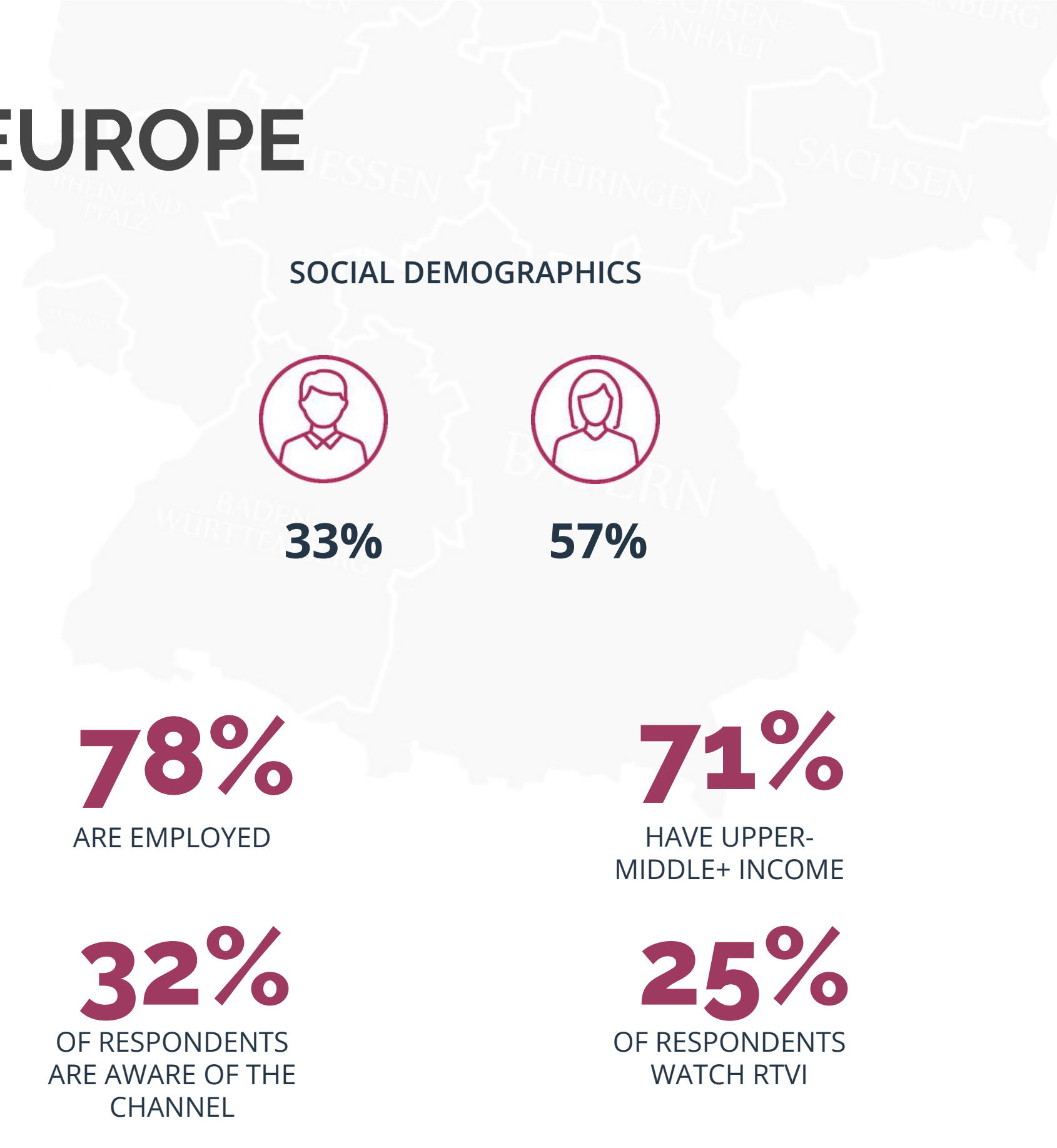
RUSSIAN SPEAKERS

Presence in major European operator networks:

<p>Germany</p>	<p>Spain</p>	<p>Bulgaria</p>	<p>Czech Republic</p>
<p>Slovakia</p>	<p>Slovenia</p>	<p>Montenegro</p>	<p>Switzerland</p>

OTT:

LOCAL NEWS PRODUCTION



Source: Ipsos Comcon, February 2019

PROFILE OF AUDIENCE IN ISRAEL

1,5 mln RUSSIAN SPEAKERS

100% coverage of Israel:



OTT:



Local production programs:

- Walks Around Israel
- Israel in a Week
- Israel News

SOCIAL DEMOGRAPHICS

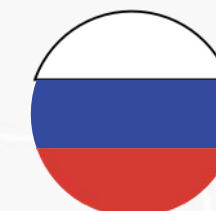


55%



45%

CITIZENSHIP



74%
ARE EMPLOYED

74%
HAVE UPPER-MIDDLE+ INCOME

46%
OF RESPONDENTS ARE AWARE OF THE CHANNEL

40%
OF RESPONDENTS WATCH RTVI

PROFILE OF AUDIENCE OF POST-SOVIET SPACE

10,0 million
RUSSIAN SPEAKERS

SOCIAL DEMOGRAPHICS



31%



69%

82%
ARE EMPLOYED

43%
ИМЕЮТ ДОХОД
ВЫШЕ СРЕДНЕГО

45%
OF RESPONDENTS
ARE AWARE OF
THE
CHANNEL

35%
OF RESPONDENTS
WATCH RTVI

Presence in all major networks of operators of the post-Soviet space and many others:

Lithuania
cgates



Georgia
SILKNET



Armenia
Rostelecom



Estonia
elisa



Kazakhstan
alma tv



Kyrgyzstan
O!



Source: Ipsos Comcon, February 2019

THANK YOU

FOR YOUR ATTENTION