



ТЕЛЕКАНАЛ
ИНТЕРНЕТ-САЙТ

БОЛЬШАЯ
АЗИЯ

BIG ASIA

TV CHANNEL
INTERNET SITE

BIGASIA.RU

OPENING ASIA TO RUSSIA

ASIA



"We have a common task to facilitate the rapprochement of the economies, to consolidate ties in trade and investment, and to set up the conditions for a launch of new Asian projects. We're working on this in close dialogue with the business community and will continue doing it."

***Vladimir Putin,
President of Russia***

*(from a speech at a meeting with representatives
of the Russia-Asean business forum
on May 20, 2016)*

Asia is the biggest part of the world, which covers 30% of the territory of the Earth. It includes 50 countries with a population of about 5 billion people.

The Asian part of Russia covers 77% of its territory, and comprises 40 Russian regions with a population of about 39 million people.

MEDIA PROJECT. THE LAUNCH



Broadcasting of the Big Asia channel and bigasia.ru website began on June 1, 2017. The official ceremony took place at the St Petersburg International Economic Forum, with support from the Business Council for Cooperation with India.

Big Asia channel registration certificate:
EL No. FS 77 – 71994, issued 29.12.2017
Bigasia.ru registration certificate:
EL No. FS 77 – 71993, issued 29.12.2017



“We live in an age of information and the saying ‘He who possesses information owns the world’ definitely reflects today’s reality.”

***Vladimir Putin,
President of Russia***

*(from a speech at a meeting with representatives
of the Russia-Asean business forum
on May 20, 2016)*



MEDIA PROJECT. THE CONCEPT



Big Asia TV channel and bigasia.ru Web site comprise a media platform which is designed to advance the Russian-Asian political vector as a new political and diplomatic reality.

MAIN GOALS OF THE PROJECT

To inform Russian audience about main events in Asian states, to tell about history, culture and traditions of Asian countries, the regions of the Asian part of Russia.

To create new communications between Russia and Asian countries.

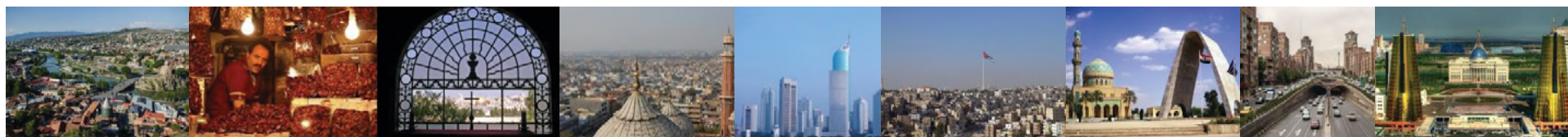
To promote goods, services and modern technologies of Asian countries to the Russian market.



“Almost two-thirds of Russia's territory is located in Asia and this country has inseparable links to the continent. Cooperation with all the Asian countries makes up a strategic guideline for us.”

***Dmitry Medvedev,
Prime Minister of Russia***

(from a speech at the APEC summit in the Philippines on November 18, 2015)



THE TV CHANNEL. MAIN FORMATS

News. Information and analytics, the most important events of the day, up-to-date business agenda and all main events of Russian-Asian cooperation.

Cultural TV magazines. Thematic TV programs about history, culture, traditions, science, economy, religion, nature, sports and lifestyle of a country. One TV magazine – one country.

Up-to-date interviews. Ambassadors of Asian countries, successful businessmen, leading experts and politicians – everyone who takes part in development of Russian-Asian agenda.

Special projects. Special TV formats created with the participation of our partners, who are interested in development of Russian-Asian cooperation.

Film Show. Documentary films about Asia and feature films produced by studios of Asian countries.



“New economic opportunities are opening up in the East for us today. This is happening at a time when the Russian leadership has taken fundamental decisions on accelerated development of eastern Siberia and the Far East. As they say, it is God’s will that we should use the opportunities offered by Asia to the maximum.”

**Sergei Lavrov,
Russia’s Foreign Minister**

*(from an interview with the publication of the
Council for Foreign and Defense Policy,
Sept 2, 2016)*



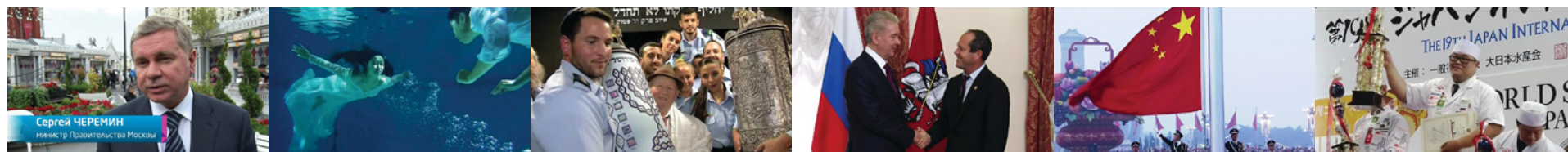
THE TV CHANNEL. MAIN FORMATS



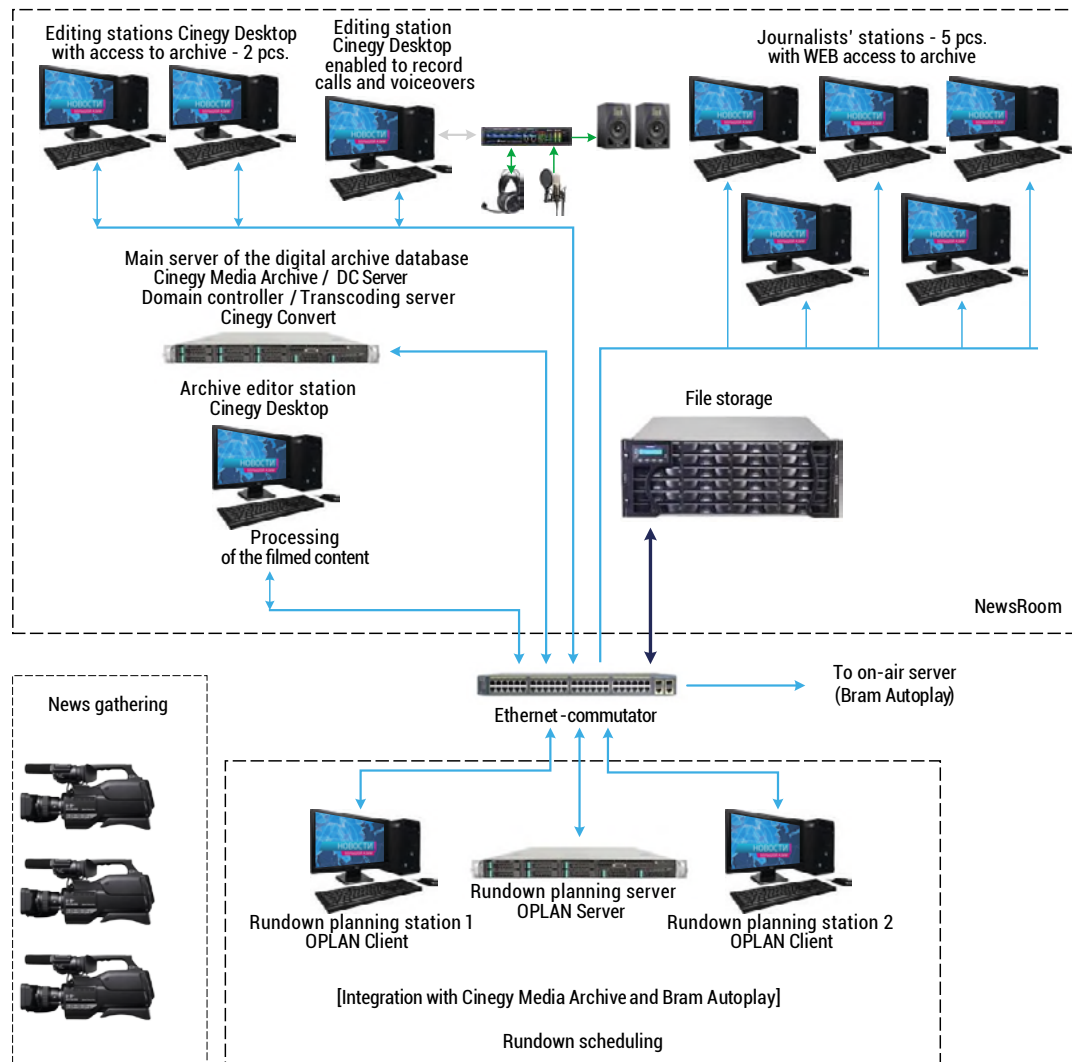
Each package of TV news on the “Big Asia” TV channel and the news feed of the bigasia.ru Web site presents information about current events in Asian countries and Asian regions of Russia – prompt, positive and, when possible, exclusive.

News topics: society, business, economy, international cooperation, innovations, culture, sports.

Web site news structure:	TV news structure:
Photo	News headers
Title	4-5 stories from our own news feed, which are illustrated with videos from the World News Feed
Subtitle	
Lead	
Body of the message	1-2 stories by our own correspondents
Frequency:	
24 hours a day	At the top of every hour
Up to 30 messages a day	Duration: 7 minutes
Partners:	
Russian News Agency “TASS” International News Agency “Reuters” International News Agency «Associated Press» Press Office of the Russian Federation Chamber of Commerce and Industry Press Office of the Business Council for Cooperation with India Press Offices of the Embassies of the Asian countries More than 150 Internet resources concerning Russian-Asian and Asian thematics are checked 24 hours a day, 7 days a week	



NEWS. TECHNOLOGY



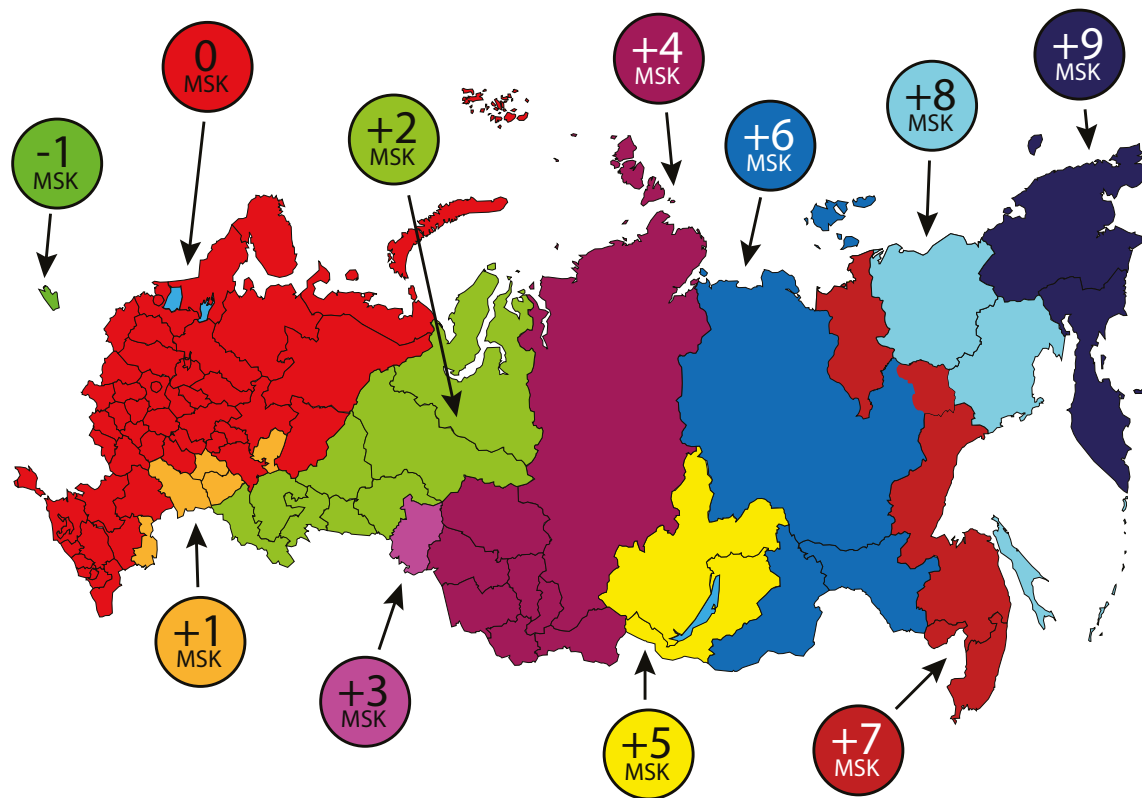
News production employs a modern digital technical base with the use of HD television systems and online access to different Internet resources as well.

The technical base and our own news service staff make it possible to work independently, including fast response to different locations, and to produce News and other formats around the clock 7 days a week (24/7).

THE TV CHANNEL. PROGRAMMING SCHEDULE

News (7 minutes at the top of each hour)										CULTURAL TV MAGAZINE (52 minutes)					
MSK	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	VLD			
0:00	«CHINA»	Report	«JAPAN»	Doc.series	«VIETNAM»	Special programming	«KAZAKHSTAN»	«INDIA»	Interview	Analytics	Doc.film	7:00			
1:00	Doc.film	«MONGOLIA»	Interview	Business review	Report		Doc.film	Doc.film	Doc.film	«VIETNAM»	Doc.series	8:00			
2:00	Report	Interview	Doc.series	Report	Doc.film		Interview	Report	Interview	Report	Report	9:00			
3:00	Interview	Doc.film	Business review	«INDIA»	Doc.series		Doc.series	Doc.series	«KAZAKHSTAN»	Doc.film	«CHINA»	10:00			
4:00	Report	Doc.film	«VIETNAM»	«JAPAN»	«KAZAKHSTAN»		Business review	Doc.film	Report	Business review	«VIETNAM»	11:00			
5:00	«MONGOLIA»	Interview	Report	Interview	Doc.film		Report	Doc.film	«MONGOLIA»	Doc.film	Report	12:00			
6:00	Interview	«CHINA»	Doc.film	Doc.series	Interview		«INDIA»	«JAPAN»	Interview	Interview	Doc.film	13:00			
7:00	Doc.film	Report	Doc.series	Business review	Doc.series		Analytics	Interview	Doc.film	«CHINA»	Doc.series	14:00			
8:00	Doc.film	Business review	«MONGOLIA»	«KAZAKHSTAN»	Doc.film		«VIETNAM»	«MONGOLIA»	«INDIA»	Doc.film	«KAZAKHSTAN»	15:00			
9:00	Doc.film	Report	Interview	Doc.film	Report		Report	Interview	Doc.film	«JAPAN»	Doc.film	16:00			
10:00	«JAPAN»	«INDIA»	Doc.film	Interview	«CHINA»		Doc.film	Doc.film	Report	Interview	Interview	17:00			
11:00	Interview	Analytics	Doc.film	Doc.series	Doc.series		Doc.series	Analytics	Doc.series	Doc.series	Doc.series	18:00			
12:00	Doc.series	Doc.film	Interview	«VIETNAM»	Report		Doc.film	«VIETNAM»	«CHINA»	«INDIA»	Report	19:00			
13:00	Business review	Doc.film	«CHINA»	Report	«MONGOLIA»		Doc.film	Report	Analytics	Doc.film	«MONGOLIA»	20:00			
14:00	Report	«JAPAN»	Doc.film	Doc.film	Interview		«JAPAN»	Doc.film	Doc.film	Report	Interview	21:00			
15:00	«INDIA»	Interview	Business review	Doc.series	Doc.film		Interview	Doc.series	Doc.series	Doc.series	Doc.film	22:00			
16:00	Analytics	«KAZAKHSTAN»	Doc.series	Interview	Doc.film		Report	Interview	«JAPAN»	«KAZAKHSTAN»	«INDIA»	23:00			
17:00	«VIETNAM»	Doc.film	Business review	Report	Doc.film		«MONGOLIA»	Report	Interview	Doc.film	Doc.film	0:00			
18:00	Report	Interview	Report	«MONGOLIA»	«JAPAN»		Interview	«CHINA»	Doc.series	Interview	Report	1:00			
19:00	Doc.film	Doc.series	«INDIA»	Interview	Interview		Doc.film	Doc.film	Business review	Doc.series	Doc.series	2:00			
20:00	«KAZAKHSTAN»	«VIETNAM»	Report	Doc.series	«INDIA»		Doc.film	«KAZAKHSTAN»	«VIETNAM»	Report	Doc.film	3:00			
21:00	Doc.film	Report	Doc.film	«CHINA»	Doc.film		Report	Doc.film	Report	«MONGOLIA»	«JAPAN»	4:00			
22:00	Interview	Doc.film	«KAZAKHSTAN»	Doc.film	Report		«CHINA»	Interview	Doc.film	Interview	Interview	5:00			
23:00	Doc.series	Doc.series	Doc.series	Report	Doc.series		Business review	Doc.series	Doc.series	Doc.film	Doc.series	6:00			

TIME ZONES OF RUSSIA



-1	0	+1	+2	+3	+4	+5	+6	+7	+8	+9
Kaliningrad	Moscow Central Russia	Samara Saratov Astrakhan	Ufa Chelyabinsk Perm' Surgut	Omsk	Novosibirsk Krasnoyarsk Tomsk Barnaul	Irkutsk Ulan-Ude Bratsk	Chita Yakutsk Blagoveshchensk	Vladivostok Khabarovsk Nakhodka	Magadan Yuzhno- Sakhalinsk	Petropavlovsk- Kamchatsky

THE TV CHANNEL. BROADCASTING

Big Asia TV channel is broadcast via ABS-2A satellite over the whole territory of the Russian Federation and online via bigasia.ru Web Site.

The channel is distributed by cable, IPTV and satellite providers, as well as via mobile services and multiscreen platforms.

Cable and IPTV providers can receive a signal of TV channel in SD and HD quality.

Today 160 regional telecommunication operators, from Kaliningrad to Petropavlovsk-Kamchatsky, have already included the Big Asia TV channel in their cable networks.



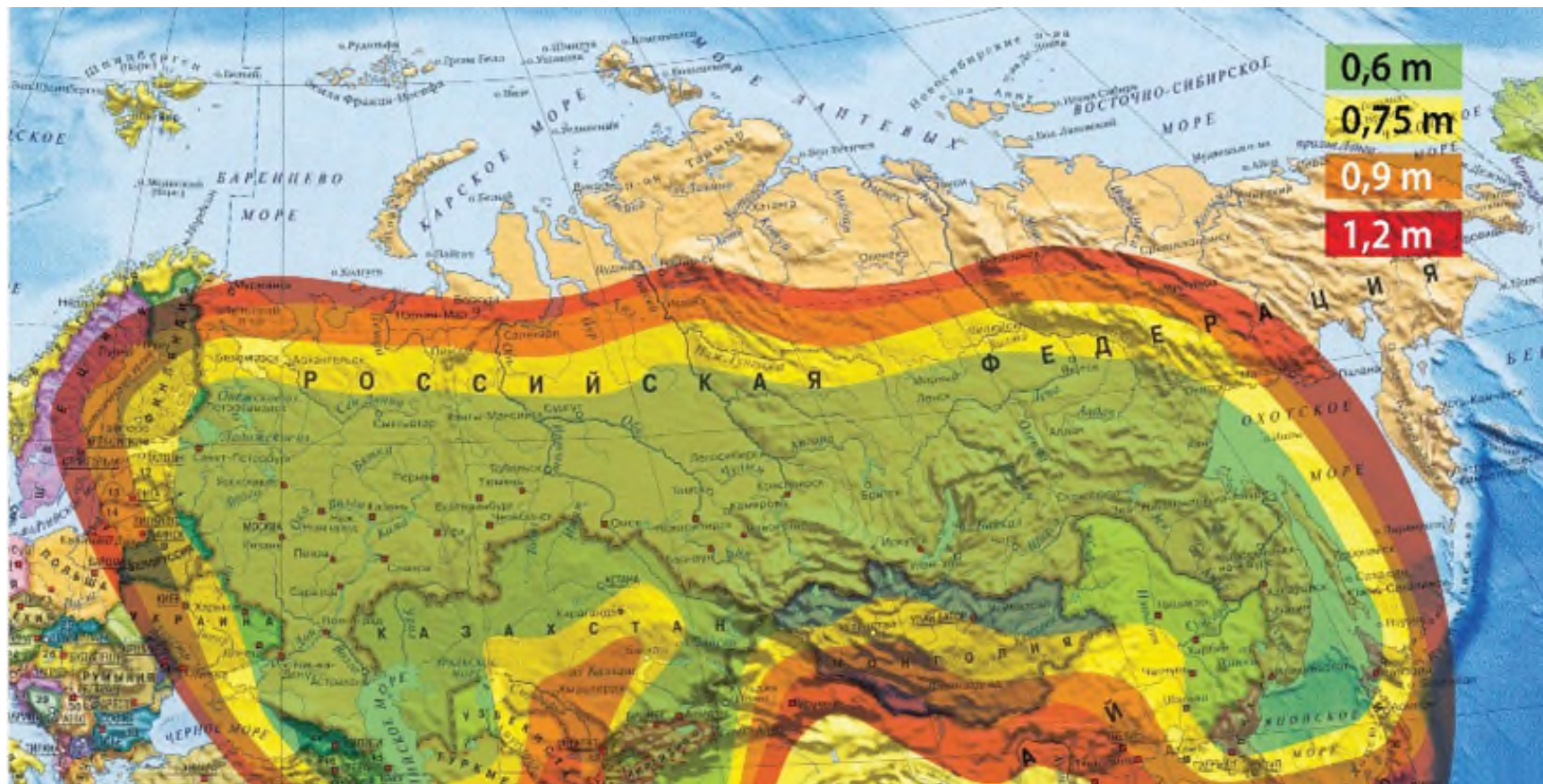
«We can see a lot of major infrastructure projects, particularly in Asian member countries of the Bank. These projects require great financing from the Eurasian Development Bank».

***Andrey Beliyandinov,
Chairman of the Management Board of
the Eurasian Development Bank***

*(from an interview with the Big Asia TV channel.
May 28, 2018)*

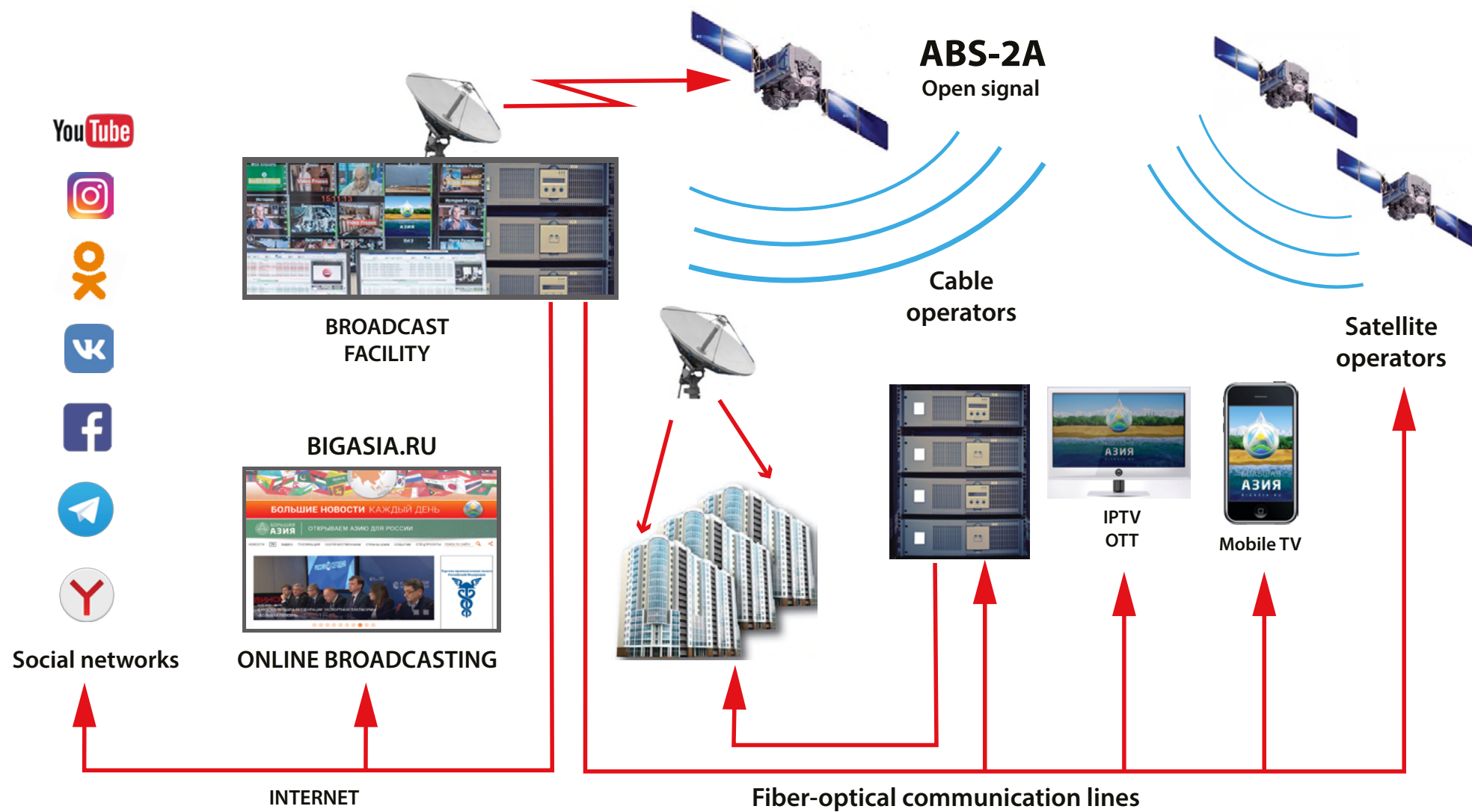


TECHNOLOGY. CHOICE OF THE SATELLITE



The ABS-2A satellite (75 degrees East) has the biggest coverage zone.
The signal is broadcast in all time zones of the territory of Russia simultaneously.

TECHNOLOGY. SIGNAL DELIVERY



NETWORK DEVELOPMENT PLAN

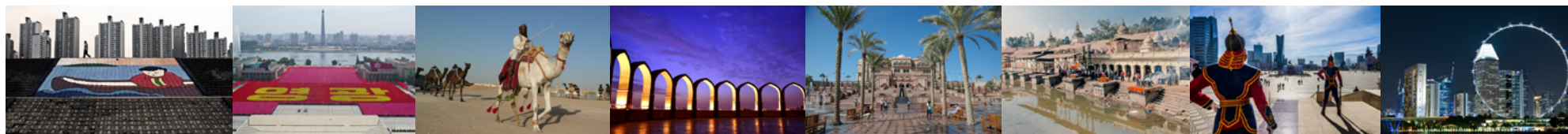
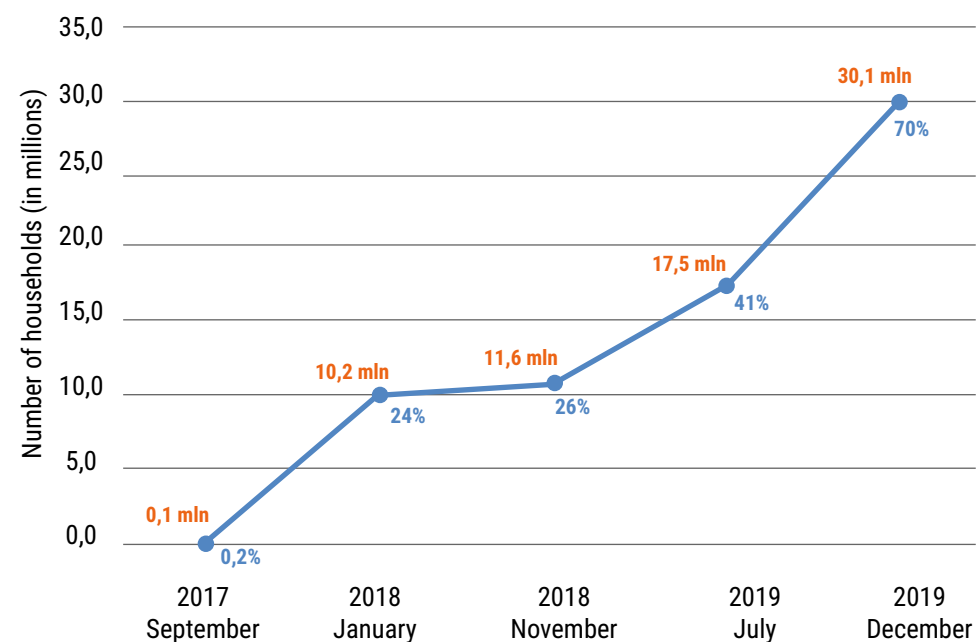
According to the results of the year Big Asia TV channel is broadcast in the network of PJSC Rostelecom, "AKADO Telecom", "MegaFon", "Bashinformsvyaz", "Smotryoshka", "Wifire", "Megogo", "Peers.TV", Yandex TV online and many others (more than 160 operators in total).

The next step of our Development plan is to be broadcast in the network of "Tricolor TV", MTS/MGTS, "Beeline", "ER-Telecom" and others.

The "Big Asia" TV channel is already available for viewing by 11,6 million of households in the territory of the Russian Federation. The total accessible audience in Moscow is 74%, in Russia – 26,3% of the market.

By the end of 2019 projected coverage is expected to reach 95% of audience in Moscow and 72% in Russia.

Big Asia broadcast network build-up projection for the Russian market of pay TV



DEMOGRAPHICS AND GEOGRAPHICS



The scope of programming within the Big Asia TV channel and bigasia.ru Web site meets the current interests of a wide TV and Internet audience.

The core audience are active men and women in the age group of 25 to 45, with above-average income, decision-making type.

The channel will be equally accessible in the cities with the population of over a million people and in the remotest areas of Russia.

As part of the existing programs of cross-border cooperation, Big Asia will actively collaborate with regional media, in order to build up the audience reach.



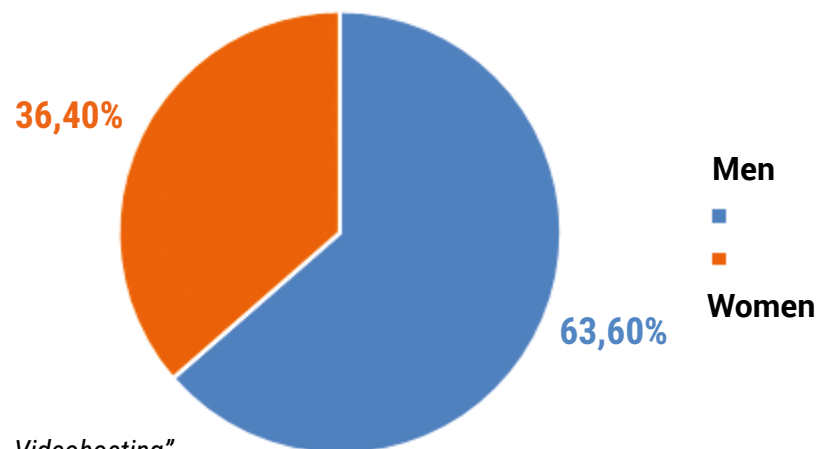
"In the sphere of humanitarian and cultural ties, Russia and Asean have truly inexhaustible resources. But still we don't know enough about each other."

***Dr. Anatoly Torkunov,
President of MGIMO
Diplomatic University***

(from an interview with TASS news agency)



AUDIENCE



* According to "Yandex. Videohosting"

Men (age)	
0 - 17 years old	3,72%
18 - 24 years old	3,37%
25 - 34 years old	30,92%
35 - 44 years old	19,31%
45 - 54 years old	17,30%
55 - 99 years old	25,38%

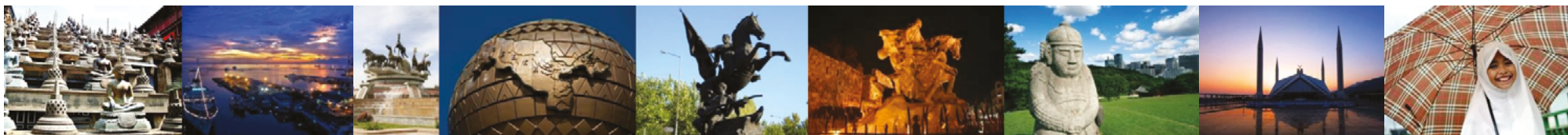
Women (age)	
0 - 17 years old	5,67%
18 - 24 years old	4,75%
25 - 34 years old	34,17%
35 - 44 years old	16,11%
45 - 54 years old	25,25%
55 - 99 years old	25,38%



«We are preparing our students for building global peace and good neighborly relations with Asian and African countries, so we could visit any country as good friends.»

Igor Abylgaziev,
Director of the Institute of Asian and African Studies

(from an interview with the Big Asia TV channel.
June 28, 2018)

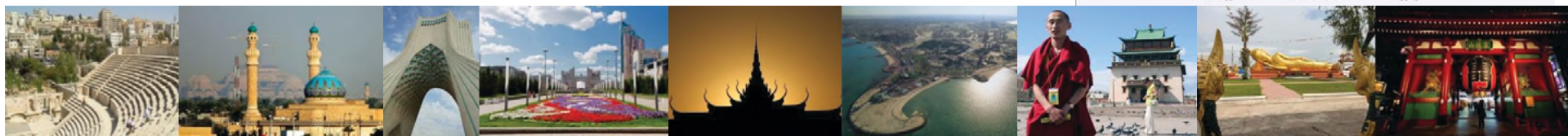
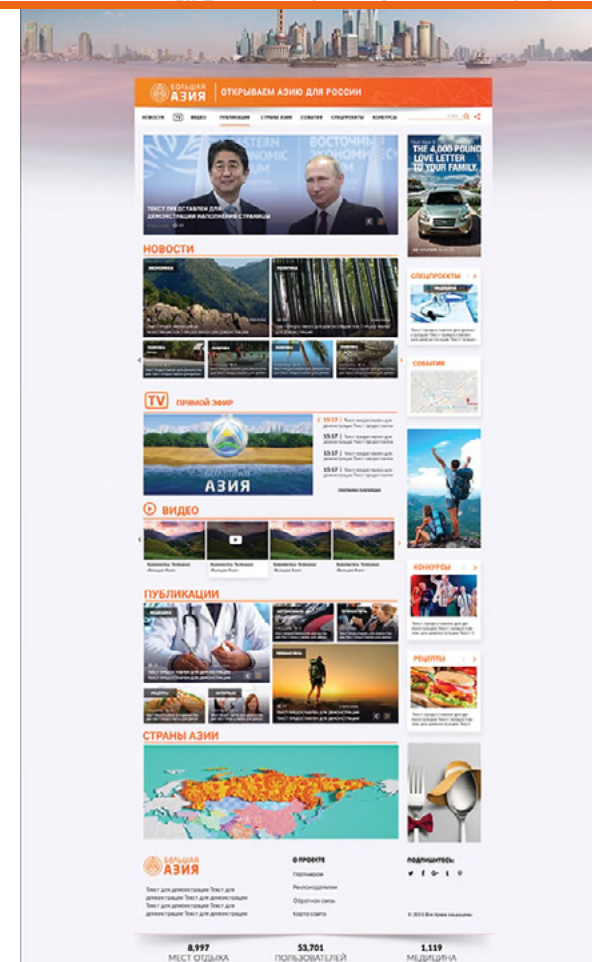


The multilevel Web site is an independent mass media entity, which provides worldwide access to the whole content of the “Big Asia” media project for the Russian-speaking audience.

The Web site generates its own news feed, creates special content for the Internet audience, including all primary social media.

MAIN SECTIONS:

- Online broadcasting of BigAsia channel programs;
- Own news feed, formed in partnership with the leading world news agencies;
- Video, audio, photo and text materials;
- Analytic articles and statistical reviews;
- Special multimedia projects;
- Pages of Asian countries and Asian regions of Russia.



ADVERTISING POLICY



The TV Channel and the Web site functioning is based on a commercial advertising model.

Partner policy of the “Big Asia” project is flexible and versatile.

Partner countries producing TV programs for a permanent slot in the channel schedule can place commercials and sponsorship bumpers inside their TV programs within the existing legislation of the Russian Federation (8 minutes per hour), and to buy commercial time within the program space of the TV channel.

The TV channel and the Web site provide unique opportunities to sponsorship projects, as this platform creates a loyal customer base of Asian products and services.



«The center of economic activity is shifting to Asia and the Pacific and this is an obvious fact. Russia is intensifying its policy in that region. That is why the humanitarian aspect of cooperation in Asia and the Pacific seems to be as vital as never before.»

***Konstantin Kosachov,
Chairman,
Foreign Policy Committee,
the Council of the Federation***

*(from an interview with the internet publication
of the Russian Council for International Affairs)*



MEDIA PROJECT. PUBLIC COUNCIL

The Public Council is a governing body which sets the strategic directions of development for the Big Asia TV channel and bigasia.ru Internet site. These directions should assist to fully realize the media and political potential of new entities of mass media, which are focused on development of Russian-Asian cooperation.

The Council is aimed at ensuring extensive discussion of public-interest questions of the Russian-Asian cooperation, and to define up-to-date subjects for the agenda of the TV channel and the Web site.

The Chairman of the Public Council of the TV channel:
Sergey CHERYOMIN,
Moscow Government Minister,
Head of the Department for Foreign Economic Activity
and International Relations.



“Moscow City has been developing actively the relations with the largest Asian megalopolises like Singapore, Dacca, Beijing, Shanghai, Hong Kong, Delhi, and Mumbai in recent years. Asia has turned into a crucial factor of our economic cooperation.”

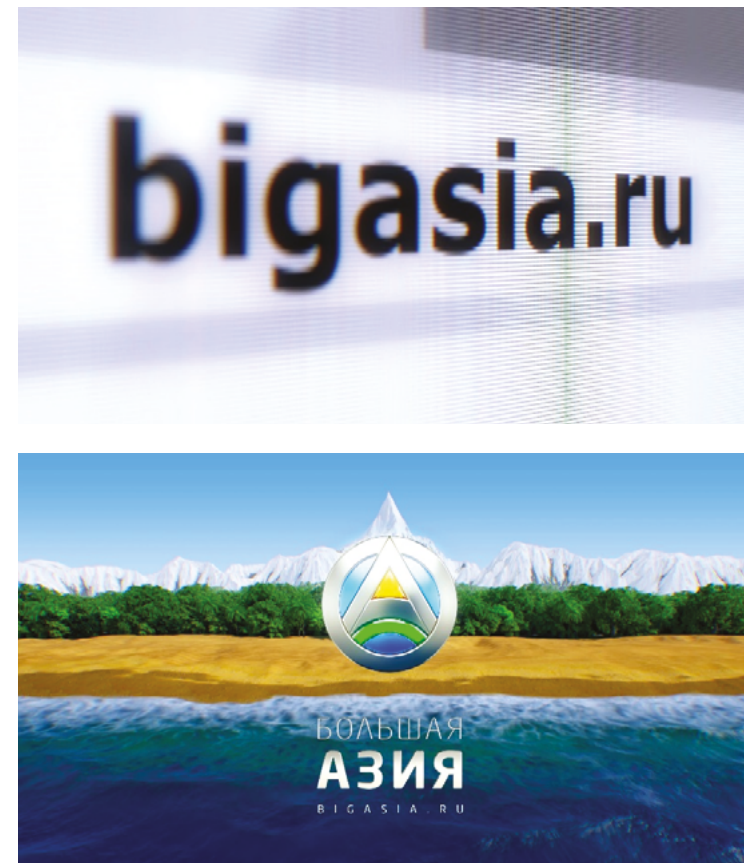
Sergei Cheryomin,
Moscow City government minister

(from an interview with Rossiyskaya Gazeta daily, Aug 9, 2016)



RESULTS

- 7 200 news in the news feed
- More than 400 unique reviews on the web site
- Detailed publications about each Asian country and each Asian region of Russia
- 275 TV news spots
- More than 600 exclusive TV new stories from our own correspondents
- Dozens of special reports such as “SPIEF – 2017”, “EEF – 2017. Asian course”, “EXPO – 2017. Astana”, “Moscow Days in Beijing”, “Russian-Indian business forum in New Delhi”, “Turkey. An opening of Andrey Karlov Street in Demre”, “Dubai Investment Forum”, “Singapore. Russian-Singaporean business dialogue”, “SPIEF – 2018”
- New TV project “Saint Petersburg. Asian course”, which is produced in cooperation with Government of St. Petersburg
- New TV project “Compatriots”, which is produced in cooperation with Government of Moscow
- Set of cultural TV magazines (pilot projects about Kazakhstan, Republic of Korea, Indonesia, People’s Republic of China, Japan, Mongolia, Iran, Turkey, Israel, India, Singapore, UAE).



PARTNERS

Big Asia TV channel and web site have become an official media partner of St. Petersburg Government, Business Council for Cooperation with India, Chamber of Commerce and Industry of the Russian Federation, Russia-Singapore Business Council, Charity Foundation named in honor of Andrey Karlov, Institute of Asian and African Studies, Lomonosov Moscow State University and other organizations, which develop business and cultural ties between Russia and Asian countries.

The cooperation of our TV channel with Eurasian Development Bank opens up new opportunities for expanding the vision up to Asian-European cooperation.

Big Asia TV channel and web site have become an official partner of Yandex. Novosti (Yandex.News) – a service for automated news processing and systematizing.

Big Asia is the only Russian TV channel which has become a member of Silk Road International Satellite TV Alliance. This Alliance also includes TV companies from China, Singapore, Kazakhstan, Indonesia, Nepal, Latvia and other countries.

St. Petersburg
Government



ДЕПАРТАМЕНТ
ВНЕШНЕЭКОНОМИЧЕСКИХ
И МЕЖДУНАРОДНЫХ СВЯЗЕЙ
ГОРОДА МОСКВЫ



Яндекс Новости



RUSSIA BUSINESS
COUNCIL
SINGAPORE

 **Eurasian Development Bank**

