



ТЕЛЕКАНАЛ
ИНТЕРНЕТ-САЙТ

БОЛЬШАЯ
АЗИЯ

BIG ASIA

TV CHANNEL
INTERNET SITE

BIGASIA.RU

OPENING ASIA TO RUSSIA

MEDIA PROJECT. THE LAUNCH



"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***

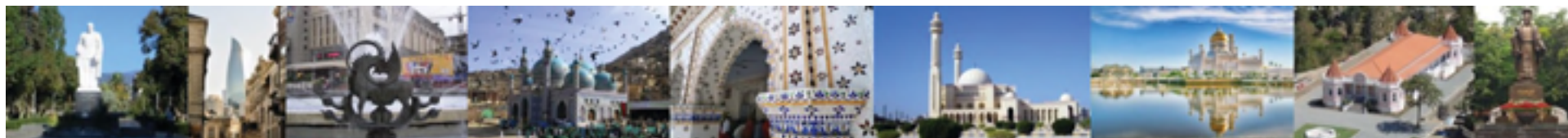
*(from a speech at a meeting with representatives
of the Russia-Asean business forum
on May 20, 2016)*

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.

License for television broadcasting: №29791 от 08.05.2019 г.

Big Asia channel registration certificate: ЭЛ № ФС 77 – 75571, issued 12.04.2019.

Bigasia.ru registration certificate: ЭЛ № ФС 77 – 76025, issued 19.06.2019.



MEDIA PROJECT. THE CONCEPT

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

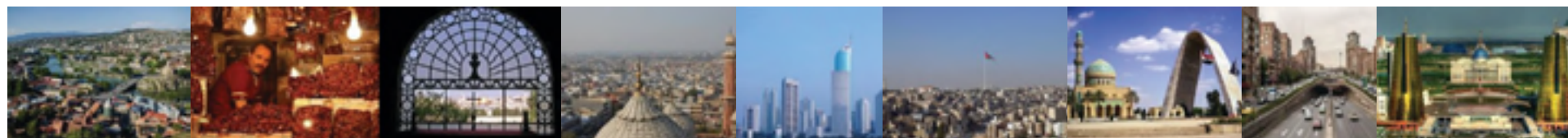


MAIN GOALS OF THE PROJECT

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.



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.

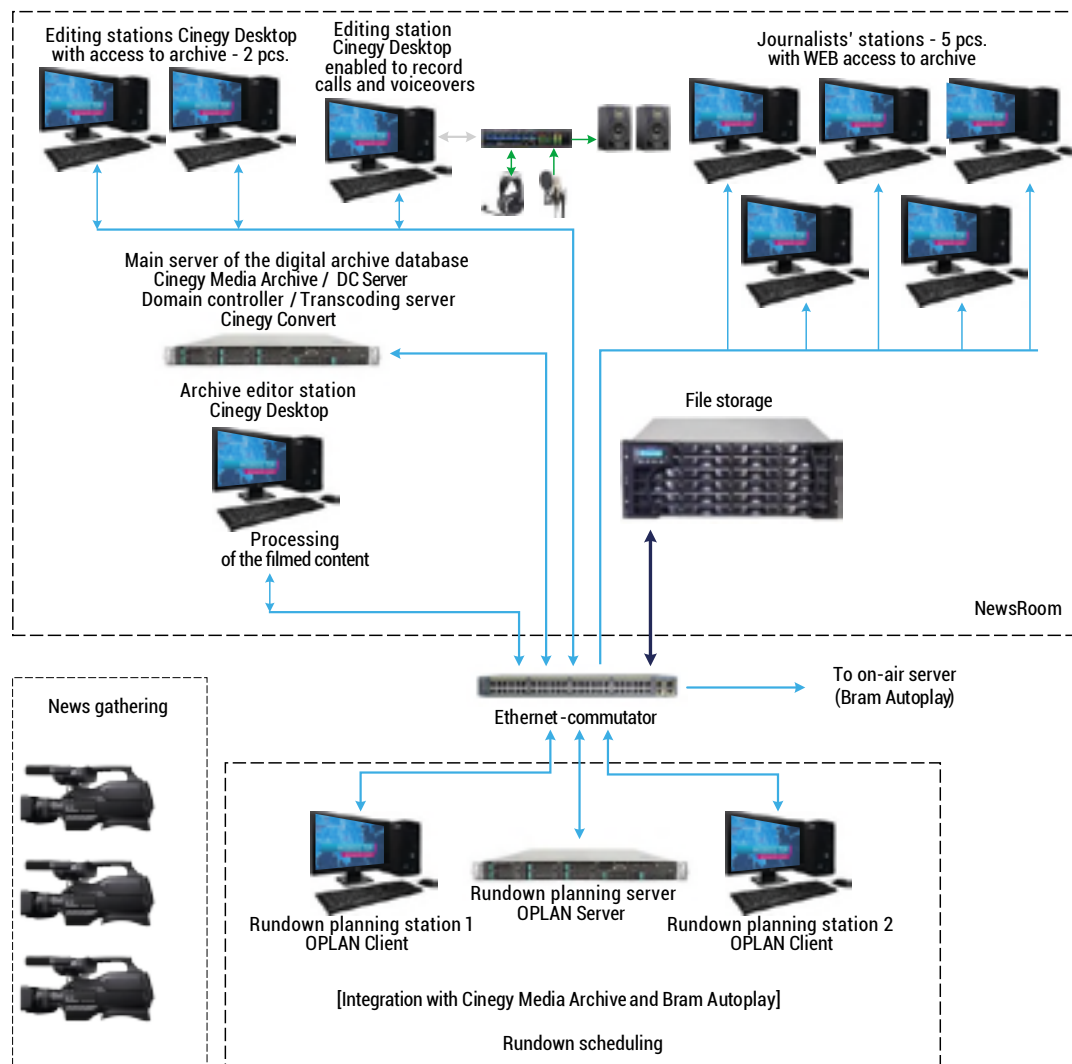
Cultural TV magazines. Thematic TV programs about history, culture, traditions, science, economy, religion, nature, sports and lifestyle of a country. One TV magazine – one country.

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.

NEWS. TECHNOLOGY



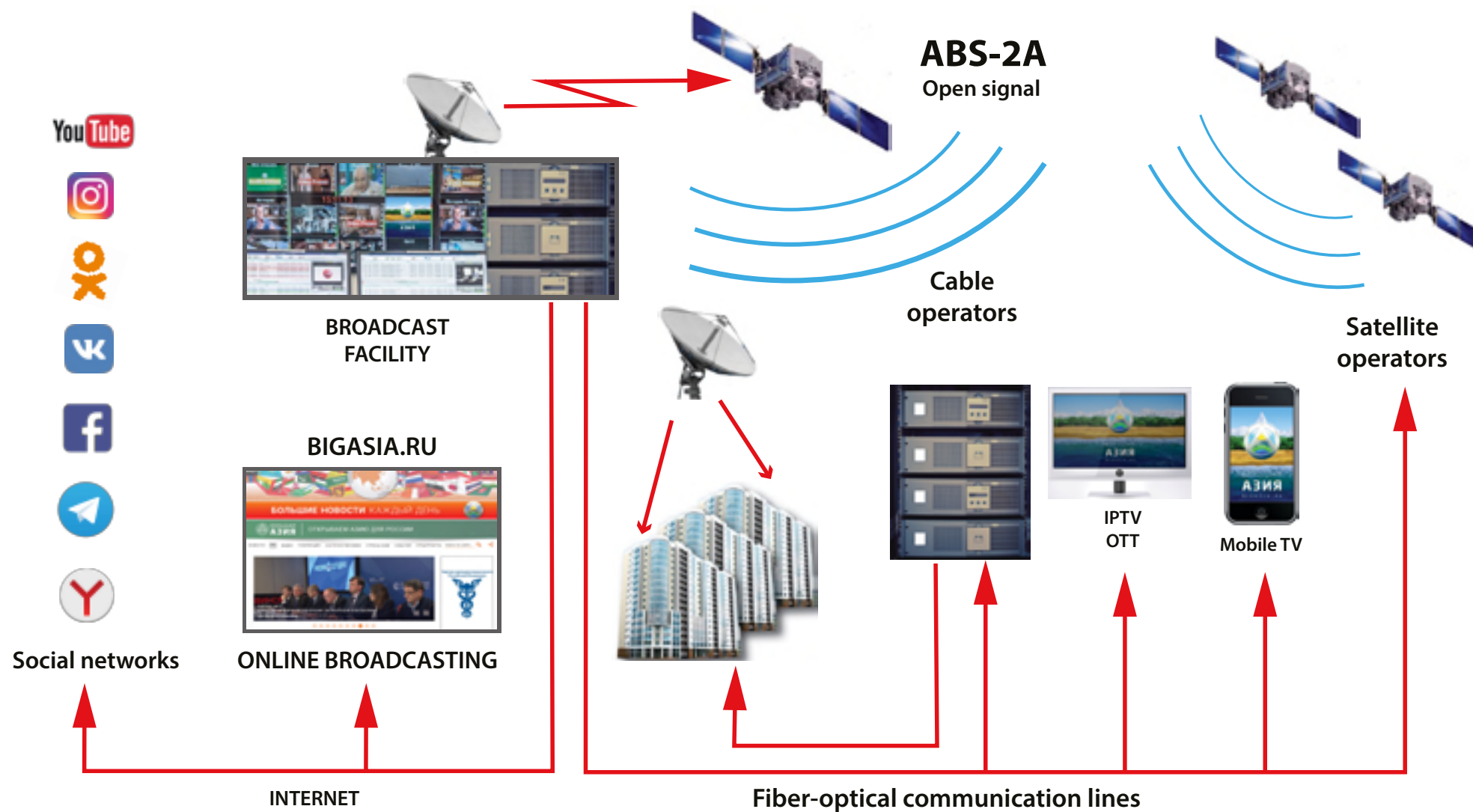
News production employs a modern digital technical base with the use of HD television systems and online access to different Internet resources as well.

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

KEY COLORS:			News (7 minutes at the top of each hour)				TV MAGAZINE «INDIA» (52 minutes)					
MSK	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	VLD
0:00	«TURKEY»	Report	«JAPAN»	Doc.series	«CHINA»	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	«CHINA»	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	«TURKEY»	10:00
4:00	Report	Doc.film	«CHINA»	«JAPAN»	«KAZAKHSTAN»		Business review	Doc.film	Report	Business review	«CHINA»	11:00
5:00	«MONGOLIA»	Interview	Report	Interview	Doc.film		Report	Doc.film	«MONGOLIA»	Doc.film	Report	12:00
6:00	Interview	«TURKEY»	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	«TURKEY»	Doc.series	14:00
8:00	Doc.film	Business review	«MONGOLIA»	«KAZAKHSTAN»	Doc.film		«CHINA»	«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	«TURKEY»		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	«CHINA»	Report		Doc.film	«CHINA»	«TURKEY»	«INDIA»	Report	19:00
13:00	Business review	Doc.film	«TURKEY»	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	«CHINA»	Doc.film	Business review	Report	Doc.film		«MONGOLIA»	Report	Interview	Doc.film	Doc.film	0:00
18:00	Report	Interview	Report	«MONGOLIA»	«JAPAN»		Interview	«TURKEY»	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»	«CHINA»	Report	Doc.series	«INDIA»		Doc.film	«KAZAKHSTAN»	«CHINA»	Report	Doc.film	3:00
21:00	Doc.film	Report	Doc.film	«TURKEY»	Doc.film		Report	Doc.film	Report	«MONGOLIA»	«JAPAN»	4:00
22:00	Interview	Doc.film	«KAZAKHSTAN»	Doc.film	Report		«TURKEY»	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

TECHNOLOGY. SIGNAL DELIVERY

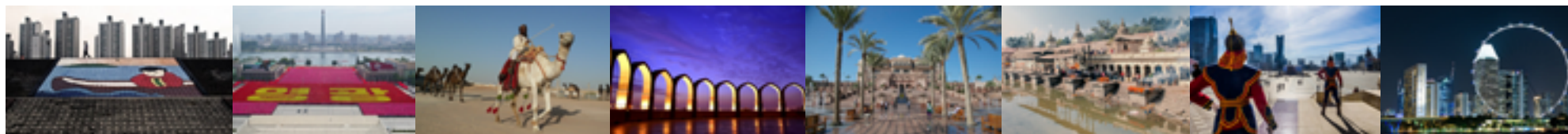
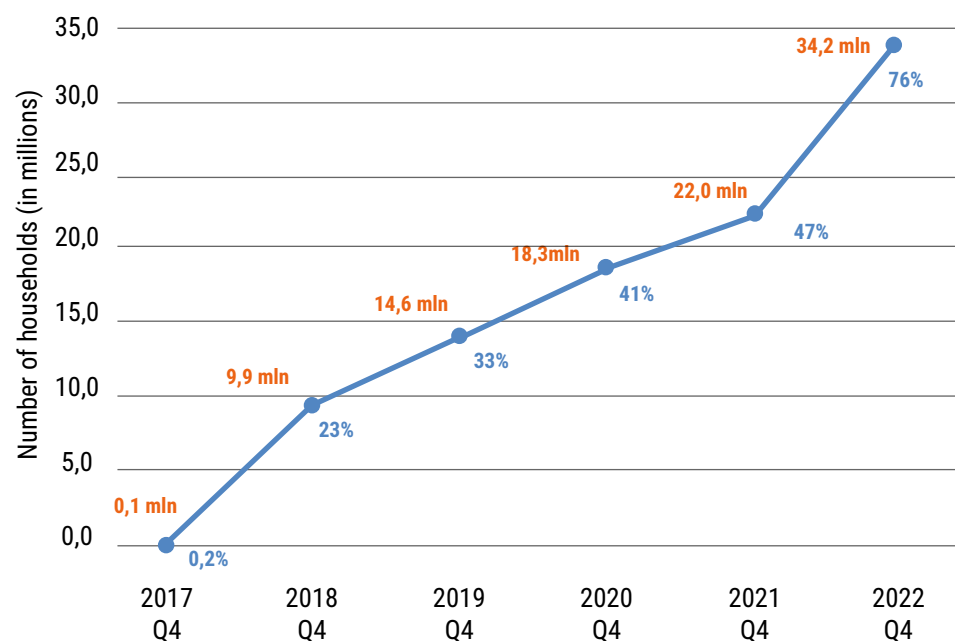


NETWORK DEVELOPMENT PLAN

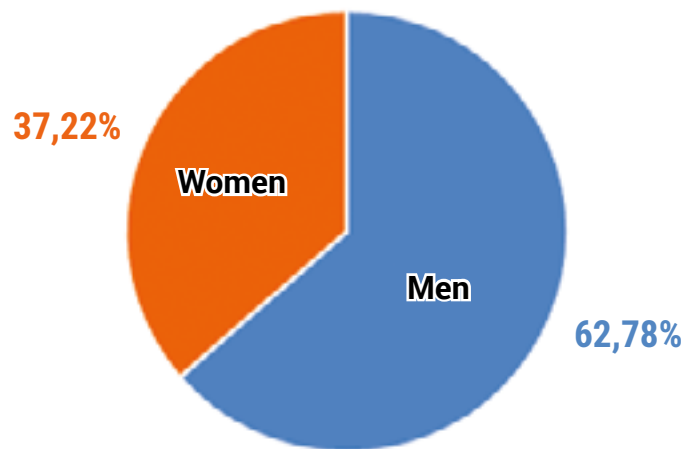
According to the results of the year Big Asia TV channel is broadcast in the network of PJSC Rostelecom, "Orion Express" "AKADO Telecom", "MegaFon", "Bashinformsvyaz", "Smotryoshka", "TTK", "Wifire", "Megogo", "Peers.TV", Yandex TV online and many others.

The "Big Asia" TV channel is already available for viewing by 14,6 million of households in the territory of the Russian Federation. The total accessible audience in Moscow is 74%, in Russia – 33% of the market.

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



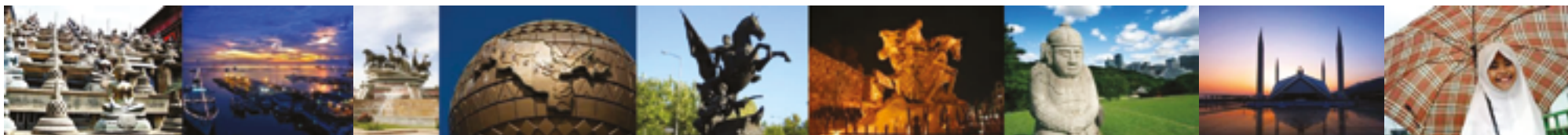
AUDIENCE



Women (age)	
0 - 17 years old	5,28%
18 - 24 years old	5,14%
25 - 34 years old	35,86%
35 - 44 years old	17,12%
45 - 54 years old	13,44%
55 - 99 years old	23,15%

Men (age)	
0 - 17 years old	3,44%
18 - 24 years old	3,90%
25 - 34 years old	33,93%
35 - 44 years old	21,59%
45 - 54 years old	15,92%
55 - 99 years old	21,22%

* According to "Yandex. Videohosting"



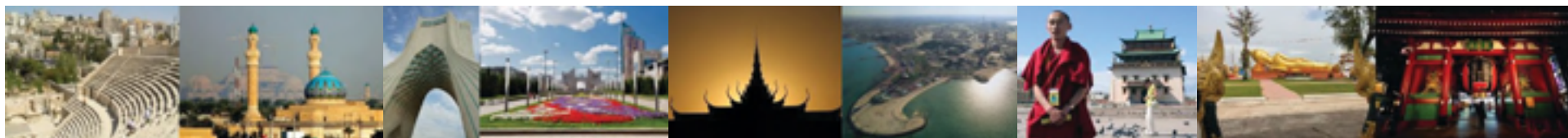
BIGASIA.RU

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.



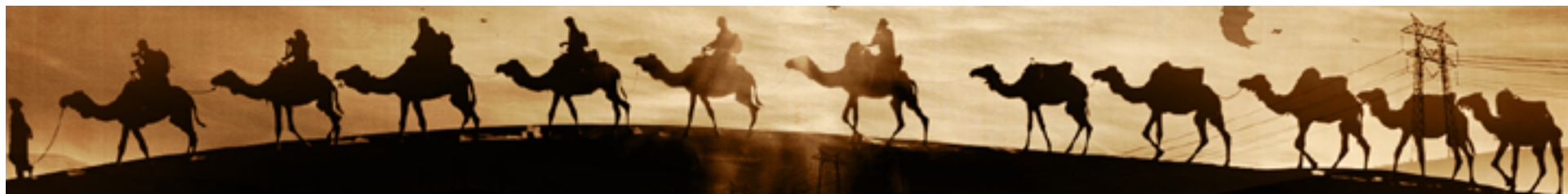
SILK ROAD INTERNATIONAL SATELLITE TV ALLIANCE



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. (32 TV companies from 19 countries in Asia and Europe)



丝路国际卫视联盟
Silk Road International Satellite TV Alliance



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

- 14 500 news in the news feed
- More than 700 unique reviews on the web site
- Detailed publications about each Asian country and each Asian region of Russia
- More than 440 TV news spots
- More than 600 exclusive TV new stories from our own correspondents
- Dozens of special reports such as “SPIEF – 2019”, “EEF – 2019. Asian course”, “EXPO – 2018. Astana”, “Moscow Days in Beijing”, “Russian-Indian business forum in Moscow”, “Dubai Investment Forum”, “Singapore. Russian-Singaporean business dialogue”, “One day in the life of an Ambassador. Wahid Supriadi”
- New TV project “Saint Petersburg. Asian course”, which is produced in cooperation with Government of St. Petersburg
- New TV project “Compatriots” and “Capital Ideas LIFE”, which is produced in cooperation with Government of Moscow
- Set of cultural TV magazines (pilot projects about Republic of Korea, Japan).

