



ТЕЛЕКАНАЛ
ИНТЕРНЕТ-САЙТ

**БОЛЬШАЯ
АЗИЯ
BIG ASIA**

TV CHANNEL
INTERNET SITE
BIGASIA.RU

OPENING ASIA TO RUSSIA

2021 Г.

MEDIA PROJECT. START OF BROADCASTING. GOALS.



ПМЭФ'17
ПЕТЕРБУРГСКИЙ
МЕЖДУНАРОДНЫЙ
ЭКОНОМИЧЕСКИЙ
ФОРУМ

Official ceremony of the opening took place within the frame of work of St. Petersburg International Economic Forum in 2017.

“Big Asia” TV channel and bigasia.ru website were launched on June 01, 2017

Broadcasting - 24 hours a day. Broadcasting format - HD, stereo sound

“Big Asia” TV channel and bigasia.ru website are media platforms created to develop the Russian-Asian agenda as a new state-diplomatic reality.

MAIN GOALS OF THE PROJECT

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

Create new communications between Russia and Asian countries.

Tell about the successes and achievements in the integration processes of the EAEU.

Provide positive media background to carry out foreign policy and foreign economic activity within the framework of the projects of the SCO, APEC, ASEAN, BRICS and other world integration projects developing with the participation of Asian countries.

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



«Of course, everything related to positive content needs more support of the state than until now. And this is “soft power”, but it cannot be any order of the state. Only support of the state is needed. It is just the case when you need to order and command less and just support more.»

President of the Russian Federation
V.V. Putin



MAIN FORMATS OF THE TV CHANNEL

News. Information and analytics, the most important events of the day, current business agenda and all main events of the Russian-Asian and Eurasian cooperation. The "News" is broadcasted at the beginning of every hour of the twenty-four-hour airtime of "Big Asia" TV channel.

Cross-cultural TV magazines and thematic "lines". TV programs about history, culture, traditions, science, economy, religion, nature, sports and lifestyle of the country.

Spotlight interview. Ambassadors of Asian countries, successful businessmen, leading experts and politicians, all those who participate in the formation of the Russian-Asian and Eurasian agenda.

"Major report". Detailed reports of the channel's own correspondents, exclusive materials from the most important sites of International forums, meetings and conferences.

Stories of compatriots. Cycle of educational TV programs about outstanding compatriots.

Film screening. Documentary films about Asia, TV series and feature films produced by Asian film studios.

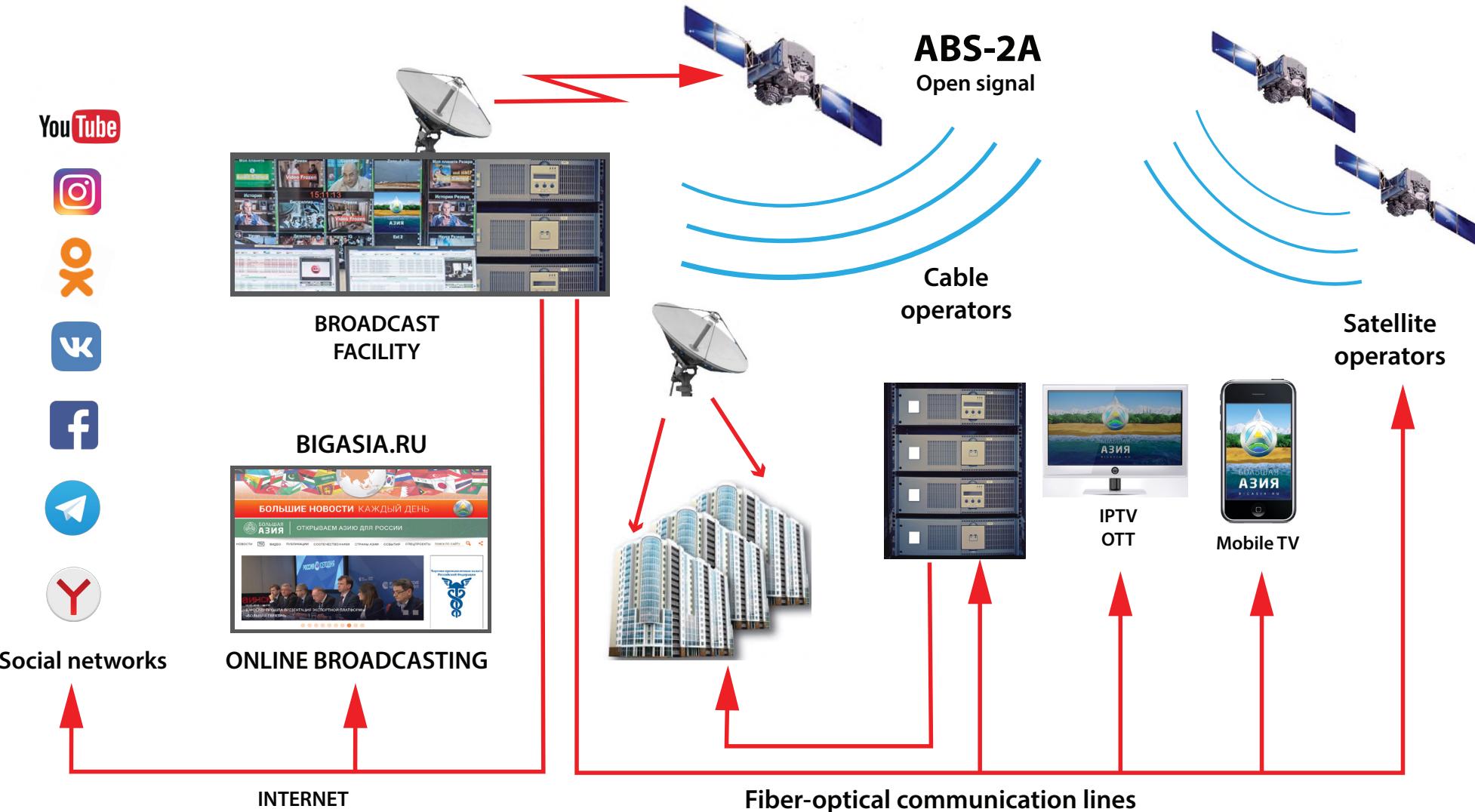
Festivals, music concerts, days of Asian cities and countries in special programs and reports of the channel's own correspondents. For example, festivals "Japanese Spring on the Volga", "Days of Indonesia in Moscow", "Days of Moscow in Beijing", etc.

Special projects. Special television formats developed in collaboration with partners:

- Production and broadcasting of the cycle of TV programs within the framework of the project "Moscow is the best city in the Earth" (together with the External Economic and International Relations Department of Moscow Government) in 2018-2020.
- Production and broadcasting of the cycle of programs, magazines, news and blogosphere of the project "Compatriots" (together with the External Economic and International Relations Department of Moscow Government) in 2018-2020.
- Informational support of the dance telethon of the National Prize "The Rite of Spring" (together with Ilze Liepa Charitable Foundation for the Promotion of Choreographic and Fine Arts with the support of the Presidential Grants Fund and the Ministry of Culture of the Russian Federation) in 2020-2021.
- Cooperation with the Japan Foundation in 2018-2021 – production and screening of "Japan Today" TV magazine, an exclusive screening of Japanese content localized for our channel as part of a cultural exchange.
- Cooperation with the Embassy of the Republic of Korea in 2019-2020 – production and screening of "Korea Today" TV magazine.



TECHNOLOGY. SIGNAL DELIVERY



TV CHANNEL. BROADCAST SCHEDULE

Example of everyday broadcast schedule for January 14, 2020

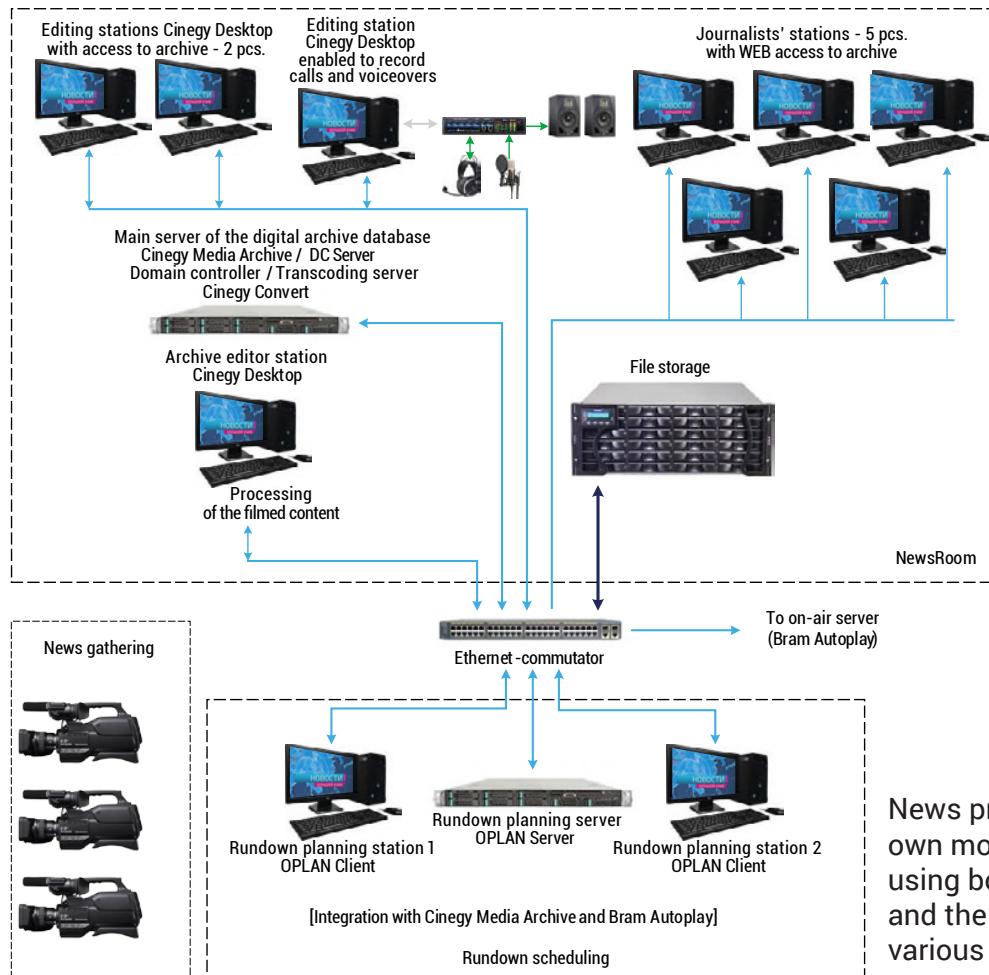
00:00 a.m. News
00:10 a.m. What is "cosplay"?
00:45 a.m. Major report "Festival of Japanese culture"
00:50 a.m. Wonders of nature. Bamyan
01:00 a.m. News
01:07 a.m. World without visas. New season. Nepal. On the way around Manaslu
01:35 a.m. "Compatriots" TV magazine
02:00 a.m. News
02:10 a.m. Asia of John Torode. China. Beijing
02:35 a.m. Travel through the cities with history. Calcutta. Heritage of the British Raj (with subtitles)
03:00 a.m. News
03:07 a.m. Asian monarchies. Japan
04:00 a.m. News
04:07 a.m. World without visas. New season. Turkey. Saint Paul Tray. Part 1.
04:35 a.m. Breaking away. Maldives
05:00 a.m. News
05:10 a.m. "Compatriots". Blogosphere
06:00 a.m. News
06:10 a.m. Black Sea coast. Georgia
06:50 a.m. Major report "Best event agency AKMR".
07:00 a.m. News
07:07 a.m. The most dangerous travels. Laos.
07:35 a.m. "First Eurasian Congress. Future memories"
08:00 a.m. News
08:10 a.m. Asia of John Torode. Thailand. Bangkok.

08:35 a.m. Travel through the cities with history. Chiang Mai, Thailand. Design of the nature.
09:00 a.m. News
09:07 a.m. "Compatriots". Blogosphere
09:20 a.m. "Moscow is the best city in the Earth" TV magazine
09:45 a.m. Stories of compatriots. Sergey Brin
09:55 a.m. Stories of compatriots. Vladimir Yurkevich
10:00 a.m. News
10:10 a.m. World without visas. New season. Sri Lanka. Week in tropics
10:30 a.m. "Compatriots". Blogosphere
10:35 a.m. People of the sea. Timor
11:00 a.m. News
11:07 a.m. World without visas. New season. China. Tea way, episode 3
11:35 a.m. People of the sea. Myanmar
12:00 p.m. News
12:07 p.m. Travel Malaysia with John Torode. Ipoh
12:30 p.m. Eat. Sleep. Catch the wave. Episode 1
01:00 p.m. News
01:10 p.m. "Chinese Empress of Evil". Documentary film
02:00 p.m. News
02:10 p.m. Lakes at the top of the world. Mongolia
03:00 p.m. News
03:07 p.m. Breaking away. Atoll Laamu
03:30 p.m. "Compatriots". Blogosphere
04:00 p.m. News

04:10 p.m. "Expedition to the ends of the earth". Documentary film.
04:45 p.m. Wonders of nature. Mongolia. Gobi.
05:00 p.m. News
05:10 p.m. "Compatriots". Blogosphere
06:00 p.m. News
06:07 p.m. Korea from a bird's eye view. Seoul - Gwangju - Jeollanam-do (with subtitles)
07:00 p.m. News
07:07 p.m. The most dangerous travels. Bangladesh.
07:35 p.m. "First Eurasian Congress. Future Memories"
08:00 p.m. News
08:07 p.m. With a spoon over the world. Dubai.
08:30 p.m. Eat. Sleep. Catch the wave. Episode 1
09:00 p.m. News
09:07 p.m. "Mistress of the Bay of Happiness". Documentary film.
09:35 p.m. Travel through the cities with history. Bhutan. Spiritual and secular (with subtitles).
10:00 p.m. News
10:07 p.m. Around the world on foot. Nepal. Kathmandu cultural track
10:25 p.m. The most dangerous travels. Kyrgyzstan.
10:55 p.m. Wonders of nature. Kazakhstan
11:00 p.m. News
11:10 p.m. Travel Malaysia with John Torode. Kuala Lumpur (part 1)
11:35 p.m. Travel Malaysia with John Torode. Kuala Lumpur (part 2)

NEWS. TECHNOLOGY. IDEOLOGY

NEWS – FACE OF MASS MEDIA



Conceptually there is **no negative information in the news broadcasted** by "Big Asia" TV channel and published in the feed on the website bigasia.ru!

If it is impossible not to mention the events of a tragic nature, for example, COVID-19, world catastrophes, global terrorist attacks, wars and other news that cannot be bypassed, then the materials of the correspondents should be as correct as possible and indicate the possibility of an optimistic outcome even in extremely difficult situations.

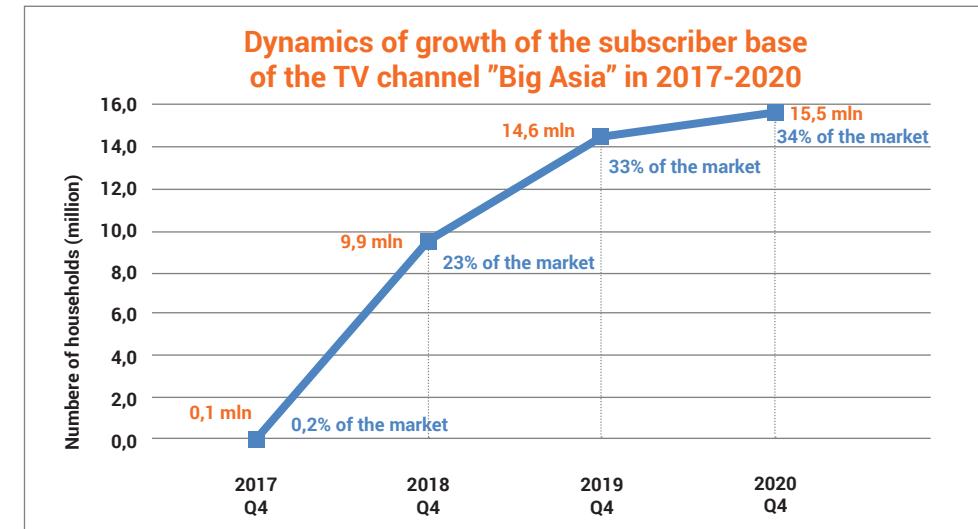
The information agenda of "Big Asia" TV channel and the website bigasia.ru is formed from positive news

News production is performed on our own modern digital technical base using both HD television systems and the ability to broadcast online on various Internet sources.

Technical base and own staff of the information service allows working independently, including on-site visits thus ensuring the production of news and other formats 24 hours a day.

BUILDING OF BROADCASTING NETWORK

Today "Big Asia" TV channel is broadcasted by over than 200 communications providers and online services from Kaliningrad to Petropavlovsk-Kamchatsky ("Rostelecom", "Tricolor", "Telekarta", "AKADO Telecom", "TransTeleCom", "Ufanet", "Bashinformsvyaz", "Tattelecom", "Megafon TV", "Smotryoshka", "Wifire", "Yandex Efir", "Megogo", "Peers.TV" and others).



According to the results of the 4th quarter of 2020, the TV channel is covered **15.5 million households (41.9 million people)**. The audience coverage in Moscow is **82%**, in Russia - **34%** of households.

Online broadcasting of "Big Asia" TV channel is performed on the website bigasia.ru

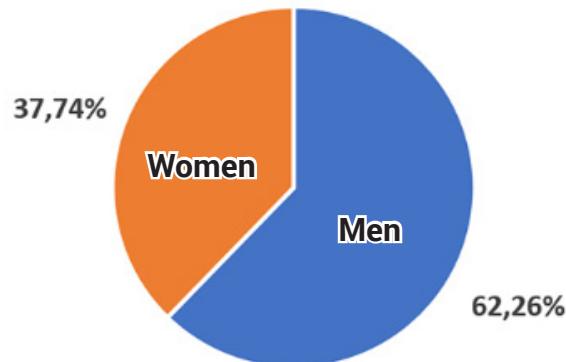


PORTRAIT OF THE AUDIENCE. STATISTICS

"Yandex Video Hosting" statistics, collected over the three years of "Big Asia" broadcast on Yandex, shows that the channel has a stable audience profile:

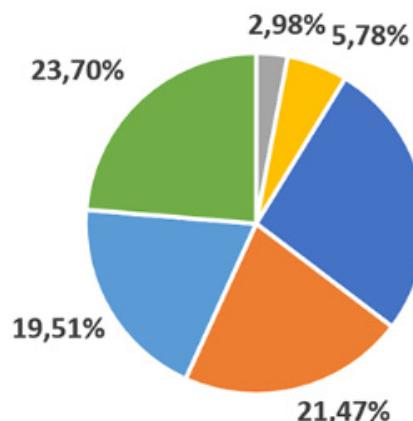
GENDER COMPOSITION OF THE AUDIENCE

men - 62.26%,
women - 37.74%



AGE COMPOSITION OF THE AUDIENCE

Age of the almost half of all viewers (48.05%) is 25-45, i.e. the most active decision-making audience.



AGE STRUCTURE	
0 - 17 years old	2,98%
18 - 24 years old	5,78%
25 - 34 years old	26,58%
35 - 44 years old	21,47%
45 - 54 years old	19,51%
55 - 99 years old	23,70%



PORTRAIT OF THE AUDIENCE. STATISTICS

Mediascope included "Big Asia" TV channel in the list of measured thematic channels in June 2018, i.e. one year after the start of broadcasting.

JULY 2018

average monthly audience coverage *
- **1,115 million people.**

MAY 2019

average monthly audience coverage
- **1,944 million people.**

JANUARY-MARCH 2020

average monthly audience coverage
- **4,300 million people.**

AVERAGE DAILY VIEWING DURATION

2019 - 12 minutes
2020 - 15 minutes

ACCUMULATED COVERAGE

for 11 months of 2020 - **17,979,881** (seventeen million nine hundred seventy nine thousand eight hundred eighty one) people (**13.18%** of the population of the Russian Federation)

** Average monthly coverage - average number of people who watched the TV channel for at least one minute per day during a month, i.e. this is the number of unique viewers who watched the channel.*



SILK ROAD INTERNATIONAL SATELLITE TV ALLIANCE



"Big Asia" Media resource got the right to offer its program product to the countries-participants of the "One Belt One Road" (BRNA) News Alliance.

Today BRNA includes 74 media sources from 42 countries and regions of the world. "Big Asia" TV channel is the only one participant from Russia.



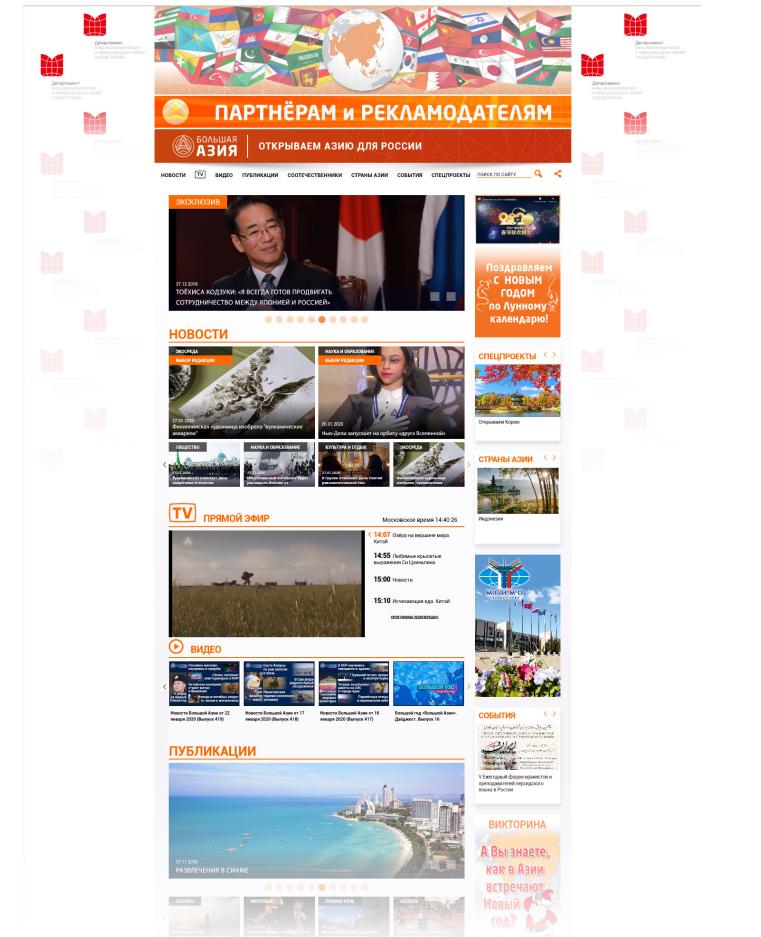
BIGASIA.RU WEBSITE

A multi-level Internet site is an independent mass media that provides worldwide access of the Russian-speaking audience to all the content of the media project.

MAIN SECTIONS OF THE WEBSITE:

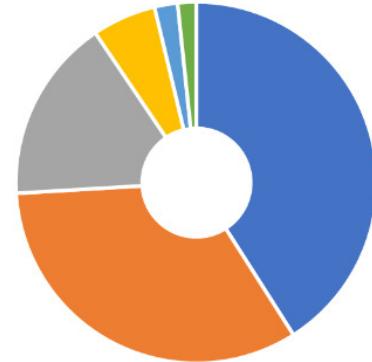
- Online broadcast of “Big Asia” TV channel;
- Own news feed which is formed in cooperation with world leading news agencies;
- video-, audio-, photo- and text materials;
- analytical articles, statistical reviews;
- website special projects in multimedia format;
- pages of Asian countries and Asian part of Russia;
- “Compatriots”.

THE LARGEST BASE OF POSITIVE INFORMATION ABOUT ASIA IN RUNET



BIGASIA.RU WEBSITE

Traffic source



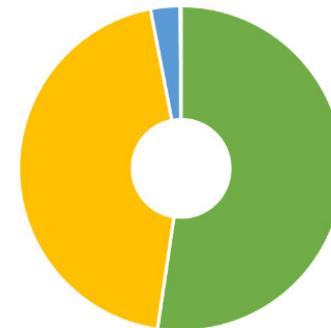
■ Search engine traffic	41,0%
■ Following the links on websites	33,1%
■ Direct visits	16,6%
■ Transitions from social networks	5,72%
■ Transitions from the recommendation systems	2,07%
■ Others	1,67%

41,0% -
FROM SEARCH SYSTEMS

33,1% -
BY LINKS FROM OTHER RESOURCES

More than
3,3
million
unique website
visitors per month

Device types

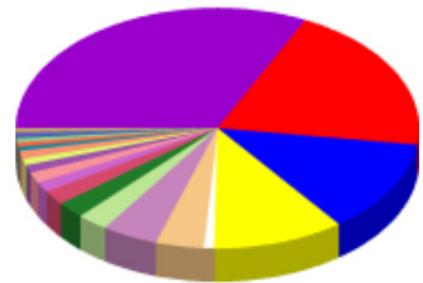


■ Smartphones	52,3%
■ PCs	44,6%
■ Tablets	2,9%
■ TV	0,1%

52,3 %
visit the website
using mobile devices



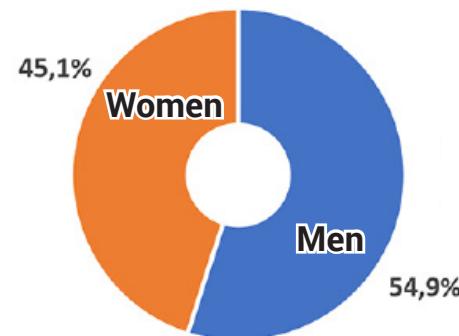
BIGASIA.RU WEBSITE



1. [US] UNITED STATES 32.48% (11178190) IP address not defined
2. [RU] RUSSIAN FEDERATION 19.86% (6834803)
3. [CN] CHINA 12.39% (4264315)
4. [UA] UKRAINE 10.64% (3662627)
5. [GB] UNITED KINGDOM 4.84% (1664594)
6. [DE] GERMANY 4.28% (1472493)
7. [RO] ROMANIA 2.66% (916689)
8. [FR] FRANCE 2.19% (752581)
9. [VN] VIET NAM 1.94% (668879)
10. [IT] ITALY 1.44% (497215)
11. [KR] REPUBLIC OF KOREA 1.21% (414729)
12. [AU] AUSTRALIA 1.14% (391933)
13. [CA] CANADA 0.95% (326920)
14. [ID] INDONESIA 0.93% (318581)
15. [NL] NETHERLANDS 0.64% (218606)
16. [LT] LITHUANIA 0.62% (212270)
17. [BG] BULGARIA 0.49% (169034)
18. [TH] THAILAND 0.44% (149774)
19. [ES] SPAIN 0.43% (149468)
20. [ES] SPAIN 0.43% (148569)

Analysis of website traffic statistics in 2021 shows a steady trend of increasing the foreign Russian-speaking audience

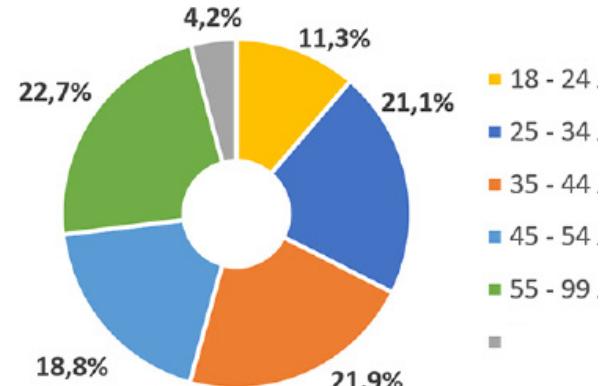
GENDER COMPOSITION OF THE AUDIENCE



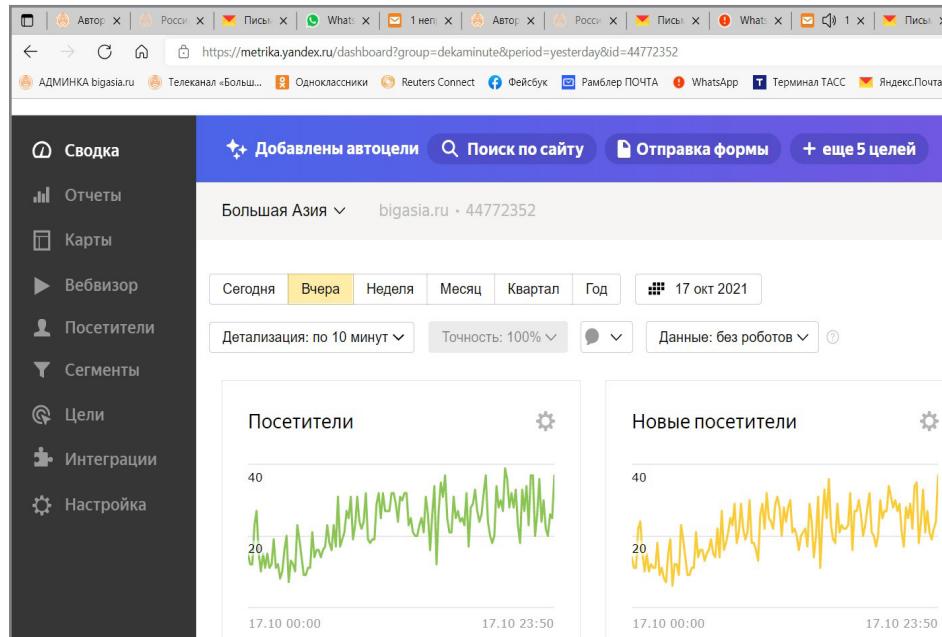
AGE COMPOSITION OF THE AUDIENCE

AGE STRUCTURE*	
0 - 17 years old	4,2%
18 - 24 years old	11,3%
25 - 34 years old	21,1%
35 - 44 years old	21,9%
45 - 54 years old	18,8%
55 - 99 years old	22,7%

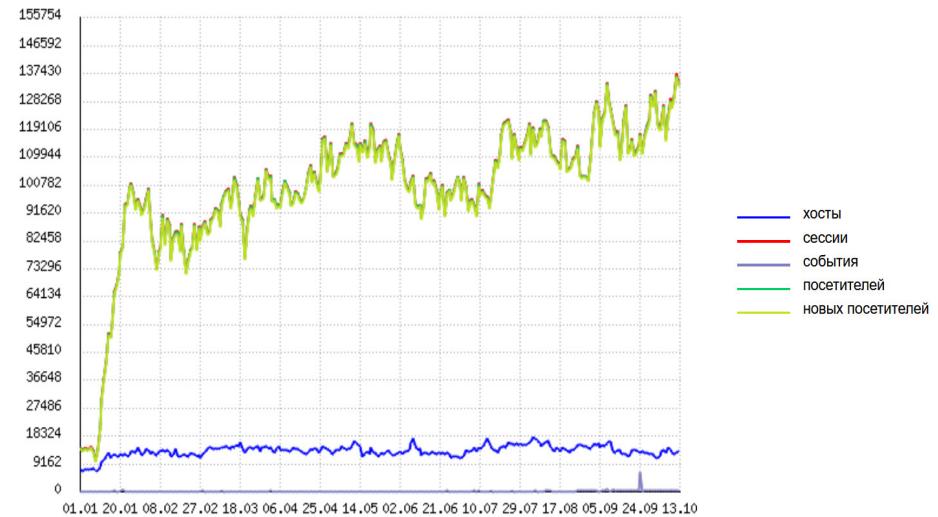
* According to Yandex. Metrica data.



BIGASIA.RU WEBSITE



Schedule of attendance by date (control panel of the BITRIX system)



Website traffic has increased since January 10, 2021:

Unique visitors -
more than
110 thousand people per day

Hits
(total number of website usage of all visitors) -
more than **130 thousand** per day



RESULTS

- 22 000 news in the news feed
- More than 700 unique reviews on the website
- Detailed publications dedicated to each country of Big Asia and each Asian region of Russia
- More than 800 television news broadcasts
- More than 1000 exclusive TV spots by own correspondents
- Dozens of special reports including "SPIEF-2019", "EEF-2019", "Expo-2018 Astana", "Days of Moscow in Beijing", "Russian-Indian Business Forum in Moscow", "Dubai. Investment Forum", "Singapore. Russian-Singaporean Business Dialogue", "One Day of the Ambassador Life. Wahid Supriyadi (Indonesia), Jean-Claude Knebeler (Luxembourg)", "Japanese spring on the Volga", «The First Eurasian Congress. Memories of the Future», «III Eurasian Women's Forum», «Seventh World Congress of Compatriots»
- New television projects "Compatriots" and "Capital Ideas LIFE" created together with the Government of Moscow
- Pilot projects of cross-cultural magazines (Republic of Korea, Japan).

Dynamics of news

2017	2018	2019	2020
62 broadcasts	143 broadcasts	222 broadcasts	225 broadcasts

In 2019 - 496 stories. In 2020 920 news stories were broadcasted.



ORGANIZATIONAL AND LEGAL STRUCTURE

PARENT COMPANY

Incorporated on January 12, 2016

Since February 2019
is a management company

“L&M PARTNERS”
Limited Liability Company

SUBSIDIARY COMPANY

Incorporated on February 26, 2019

Operational activities
of “BIG ASIA” TV channel
and website bigasia.ru

“BIG ASIA”
Limited Liability Company



“L&M PARTNERS” Limited Liability Company
owns the proprietary right (intellectual rights)
on the Trademark (service mark)

No. 712863:



Valid media certificates
and license

- Certificate of mass media ЭЛ No. ФС77-75571
dated 12.04.2019 (TV channel)
- Certificate of mass media ЭЛ No. ФС77-76025
dated 19.06.2019 (website)
- License for broadcasting series TB No. 29791
dated 08.05.2019



PARTNERS



PARTNERS OF "BIG ASIA" TV CHANNEL AND WEBSITE BIGASIA.RU:

- Department of external economic and international relations of Moscow
- Assembly of the Peoples of Eurasia
- Moscow State Institute of International Relations of the Ministry of Foreign Affairs of Russia (MGIMO)
- Chamber of Commerce and Industry of the Russian Federation
- Business Council for Cooperation with India
- Saint Petersburg Committee on Press and Interaction with the Mass Media
- Government of Saint Petersburg
- Government of Moscow
- Chinese Business Center
- Institute of Asian and African Countries of M.V. Lomonosov Moscow State University
- Institute of Russian emigre community
- Russian-Singapore Business Council
- Russian-Asian Business Union
- EXCON.group
- Eurasian Development Bank (EDB)
- National Guard of the Russian Federation (Rosgvardiya)
- Far East Federal University (FEFU)
- Russian-Asian Union of Industrialists and Entrepreneurs (RAUIE)
- Center of Altaic Studies and Turkology «Big Altai»

INFORMATION PARTNERS

- Reuters news agency



- TASS news agency



- Xinhua News Agency



- China Central Television (CCTV)

