



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.

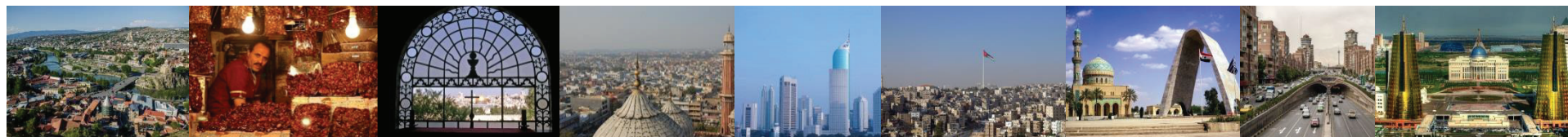
**Stories of compatriots.** Cycle of educational TV programs about outstanding compatriots.

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

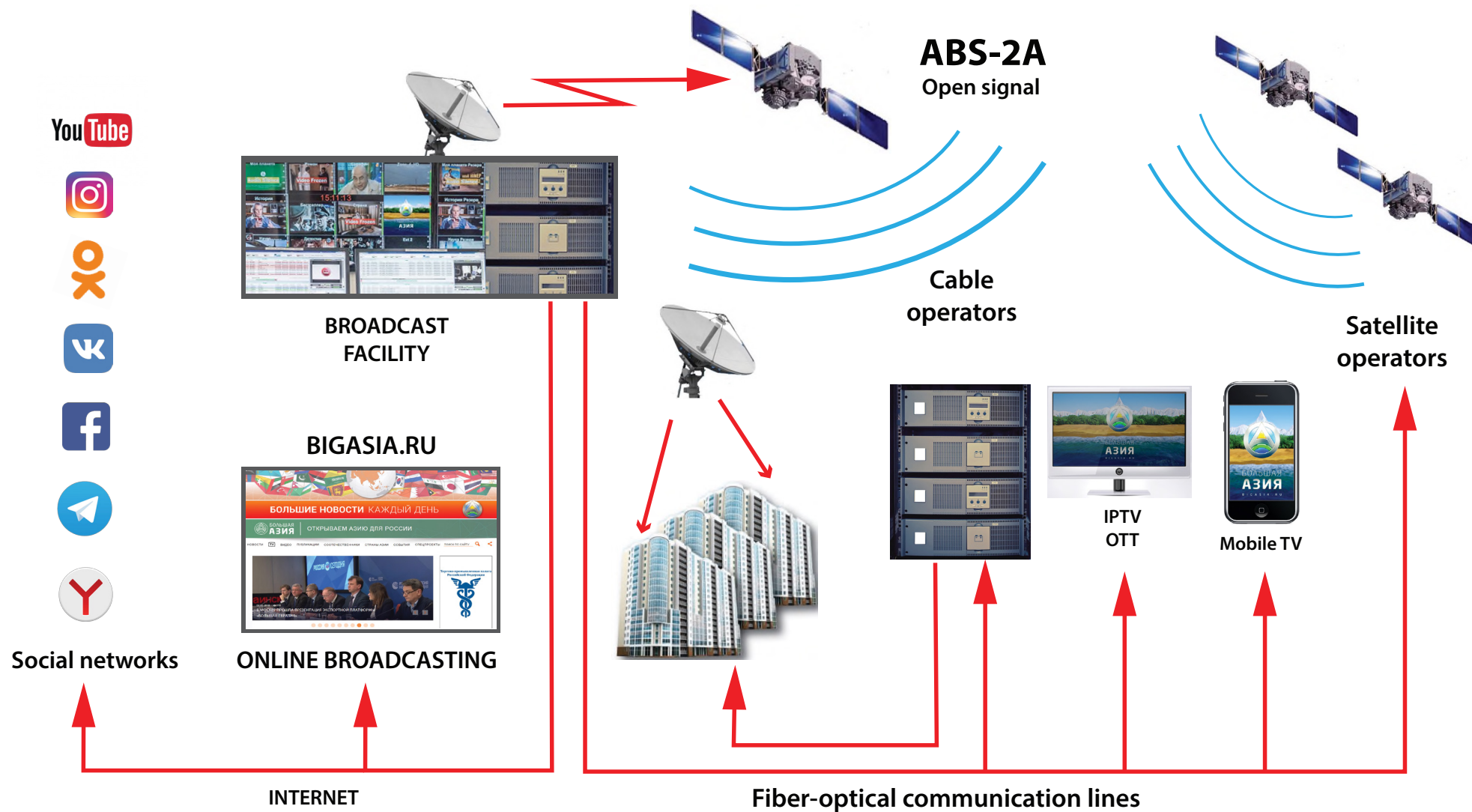
**Festivals,** music concerts, days of Asian cities and countries in special programs and reports of the channel’s own correspondents. For example, festivals “Japanese Spring on the Volga”, “Days of Indonesia in Moscow”, “Days of Moscow in Beijing”, etc.

**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

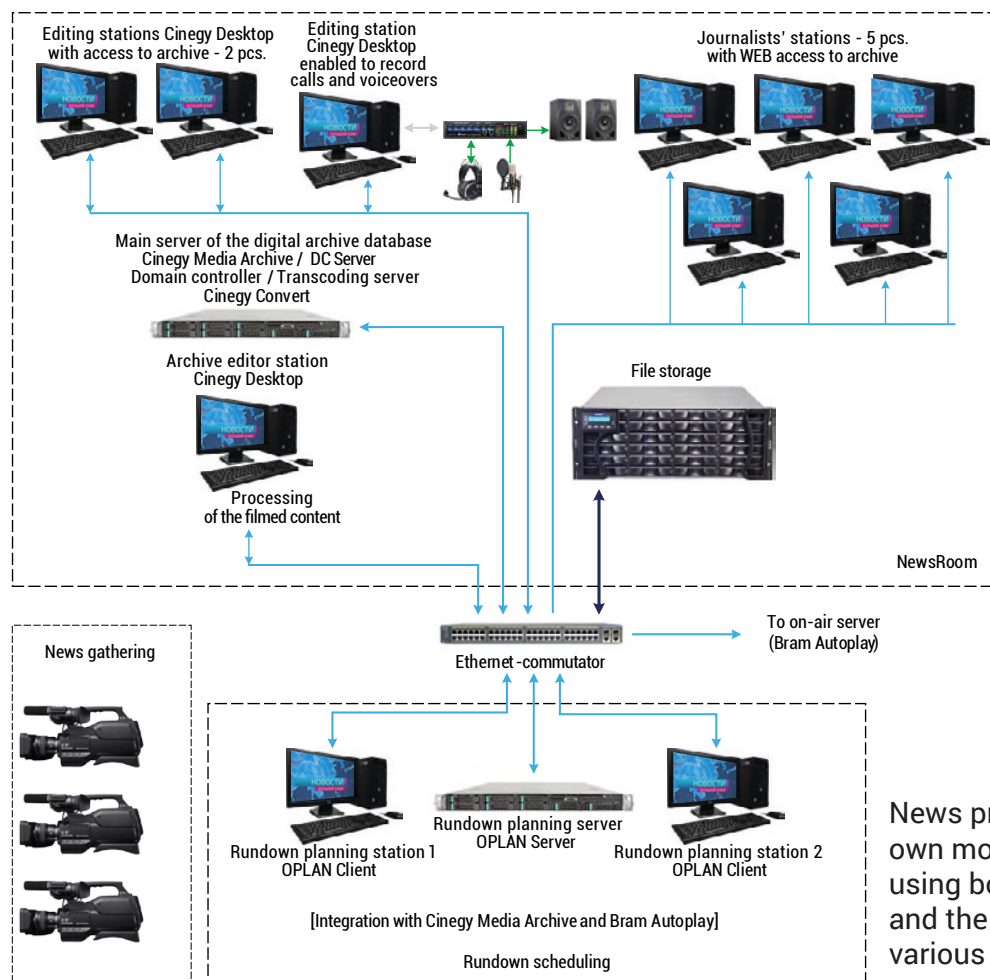
**00:00 a.m.** News  
**00:10 a.m.** What is "cosplay"?  
**00:45 a.m.** Major report "Festival of Japanese culture"  
**00:50 a.m.** Wonders of nature. Bamyan  
**01:00 a.m.** News  
**01:07 a.m.** World without visas. New season. Nepal. On the way around Manaslu  
**01:35 a.m.** "Compatriots" TV magazine  
**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.

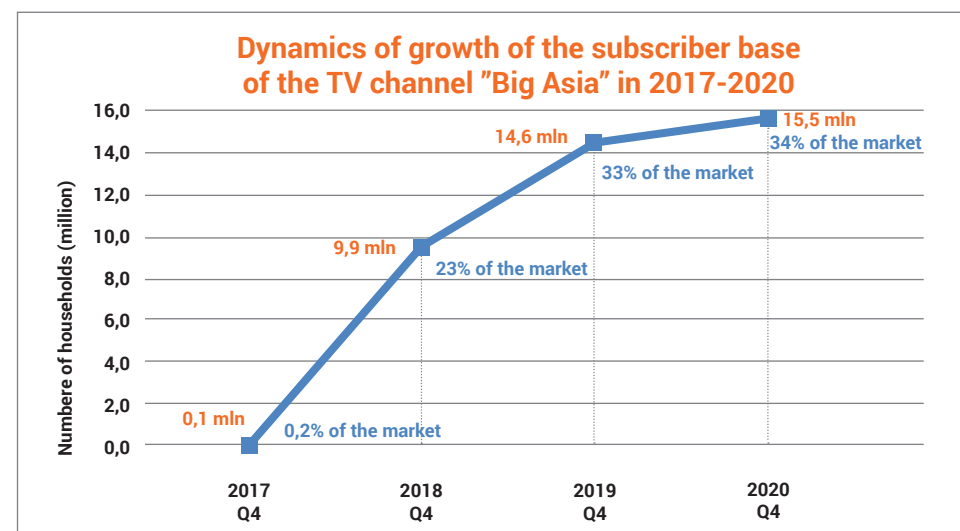
**The information agenda of “Big Asia” TV channel and the website bigasia.ru is formed from positive news**

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](http://bigasia.ru)**



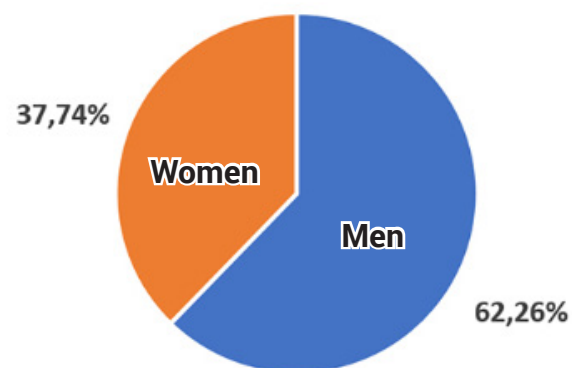


# PORTRAIT OF THE AUDIENCE. STATISTICS

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

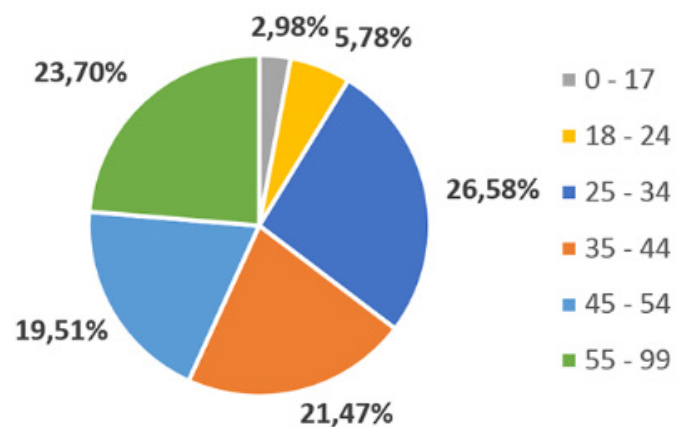
## GENDER COMPOSITION OF THE AUDIENCE

men - 62.26%,  
women - 37.74%

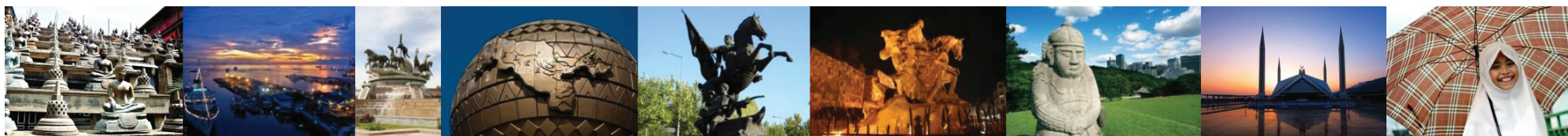


## AGE COMPOSITION OF THE AUDIENCE

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.**

## AVERAGE DAILY VIEWING DURATION

**2019** - 12 minutes

**2020** - 15 minutes

## MAY 2019

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

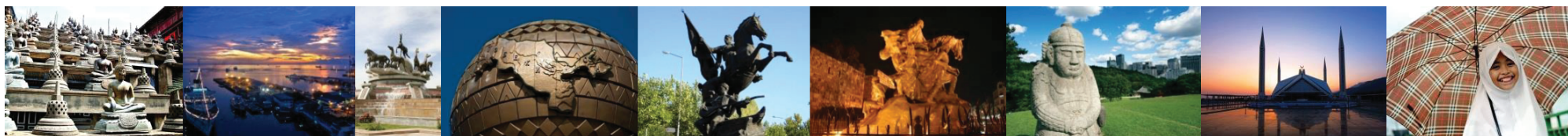
## JANUARY-MARCH 2020

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

## 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"** is the only one Russian TV channel that became part of the TV companies participating in the Silk Road Television Alliance, which unites TV companies from China, Singapore, Kazakhstan, Indonesia, Nepal, Latvia and other countries (32 TV companies from 19 countries of Asia and Europe).

**"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.





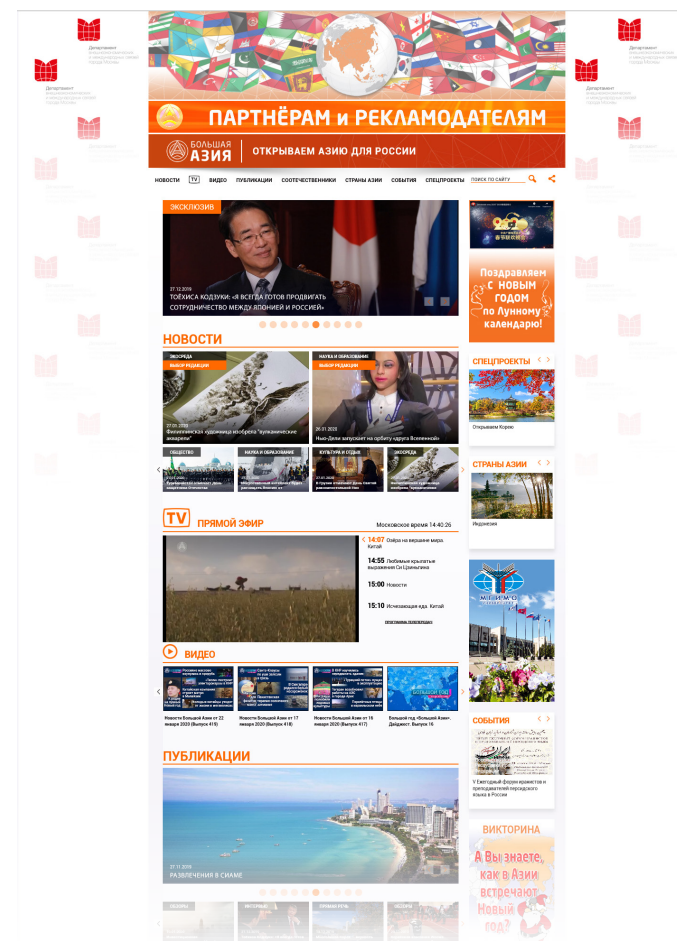
# BIGASIA.RU WEBSITE

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:

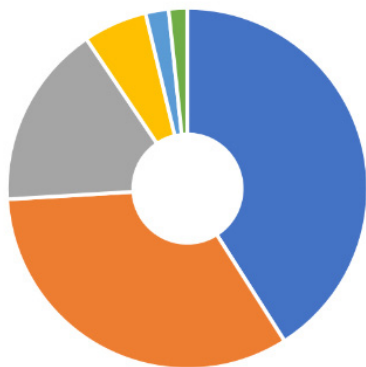
- Online broadcast of “Big Asia” TV channel;
- Own news feed which is formed in cooperation with world leading news agencies;
- video-, audio-, photo- and text materials;
- analytical articles, statistical reviews;
- website special projects in multimedia format;
- pages of Asian countries and Asian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

## THE LARGEST BASE OF POSITIVE INFORMATION ABOUT ASIA IN RUNET



## BIGASIA.RU WEBSITE

Traffic source



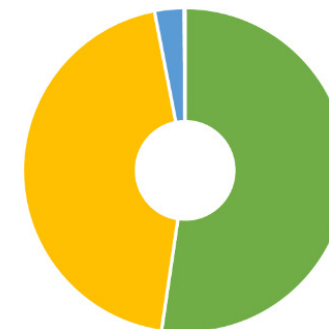
Search engine traffic	41,0%
Following the links on websites	33,1%
Direct visits	16,6%
Transitions from social networks	5,72%
Transitions from the recommendation systems	2,07%
Others	1,67%

**41.0% -**  
**FROM SEARCH SYSTEMS**

**33.1% -**  
**BY LINKS FROM OTHER RESOURCES**

More than  
**3,3**  
million  
unique website  
visitors per month

Device types

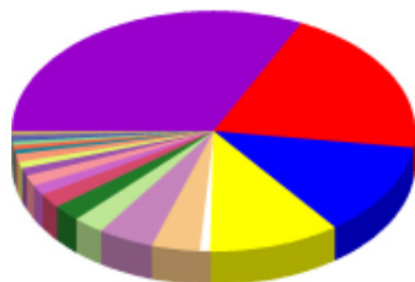


Smartphones	52,3%
PCs	44,6%
Tablets	2,9%
TV	0,1%

**52,3 %**  
visit the website  
using mobile devices



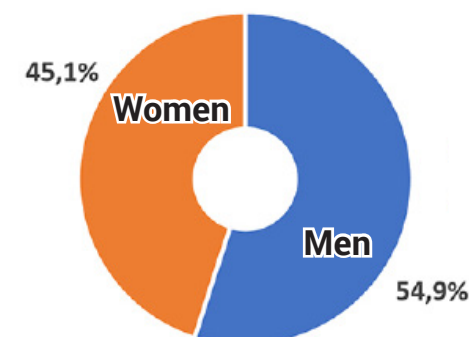
# BIGASIA.RU WEBSITE



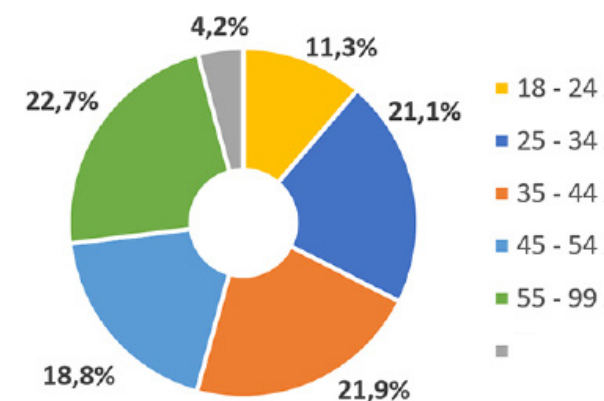
1.	32.48%	(11178190)	IP address not defined
2.	19.86%	(6834803)	[US] UNITED STATES
3.	12.39%	(4264315)	[RU] RUSSIAN FEDERATION
4.	10.64%	(3662627)	[CN] CHINA
5.	4.84%	(1664594)	[UA] UKRAINE
6.	4.28%	(1472493)	[GB] UNITED KINGDOM
7.	2.66%	(916689)	[DE] GERMANY
8.	2.19%	(752581)	[RO] ROMANIA
9.	1.94%	(668879)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

**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



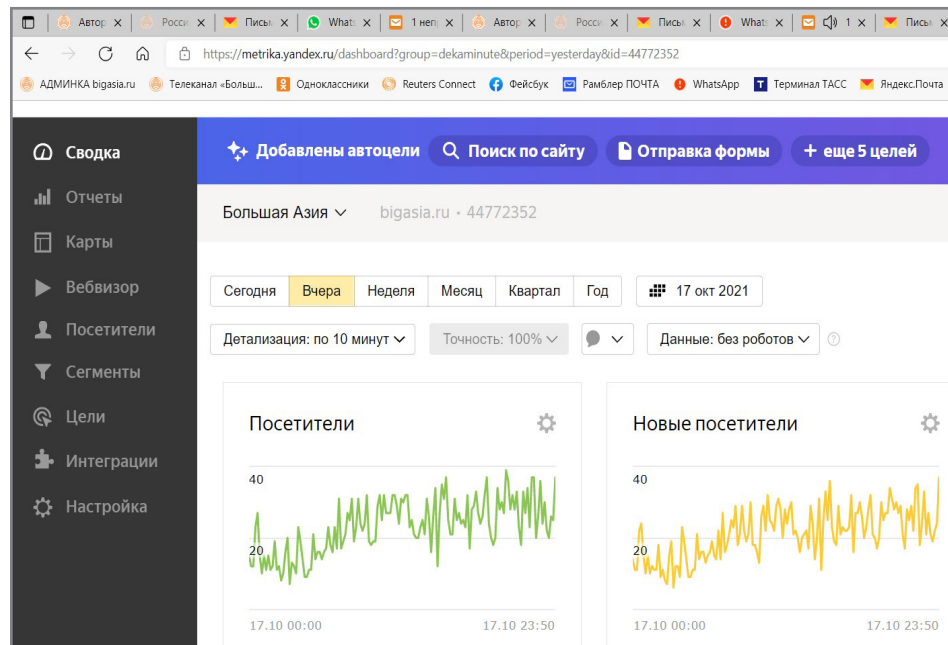
AGE STRUCTURE*	
0 - 17 years old	4,2%
18 - 24 years old	11,3%
25 - 34 years old	21,1%
35 - 44 years old	21,9%
45 - 54 years old	18,8%
55 - 99 years old	22,7%

\* According to Yandex. Metrika data.

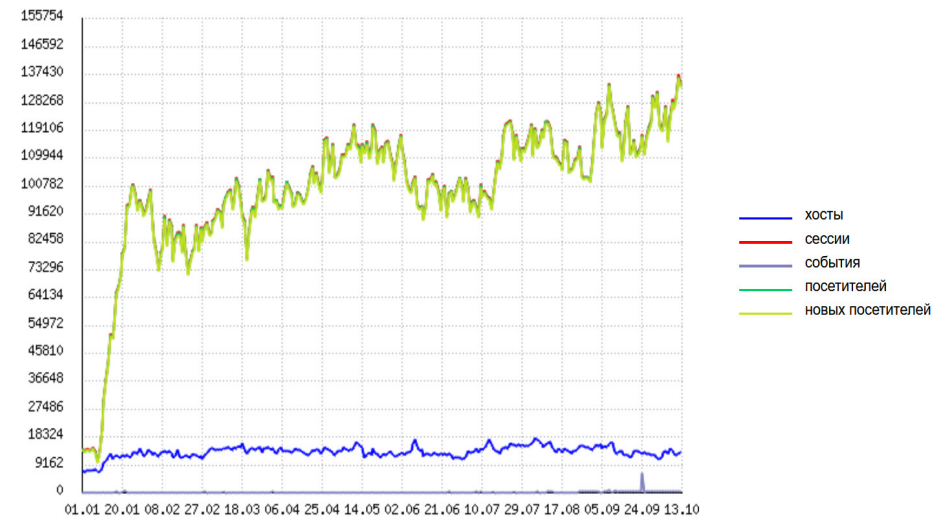




# BIGASIA.RU WEBSITE



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 Knebler (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

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

No. 712863:



## SUBSIDIARY COMPANY

Incorporated on February 26, 2019  
Operational activities  
of "BIG ASIA" TV channel  
and website bigasia.ru

"BIG ASIA"  
Limited Liability Company

Valid media certificates  
and license



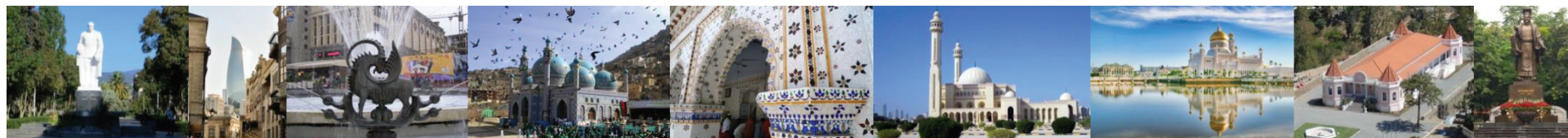
- Certificate of mass media ЭЛ No. ФС77-75571  
dated 12.04.2019 (TV channel)



- 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)

