



ТЕЛЕКАНАЛ
ИНТЕРНЕТ-САЙТ

БОЛЬШАЯ
АЗИЯ
BIG ASIA

TV CHANNEL
INTERNET SITE
BIGASIA.RU

OPENING ASIA TO RUSSIA

2024 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.

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

"Major report".

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

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



TECHNOLOGY. SIGNAL DELIVERY

RUTUBE[•]

Дзен



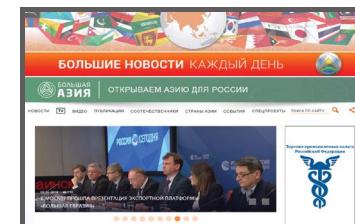
YouTube



Social networks

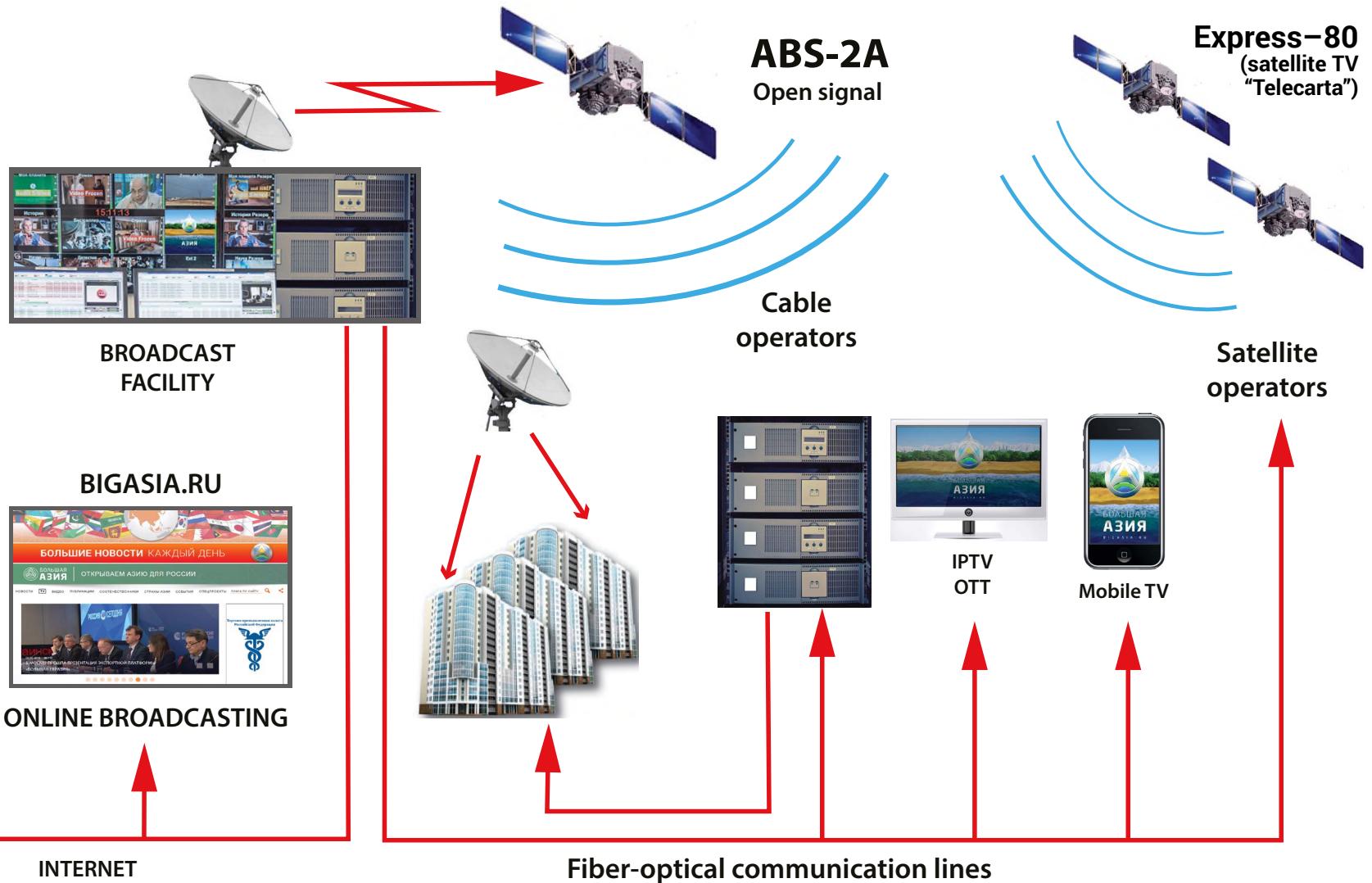
BROADCAST
FACILITY

BIGASIA.RU



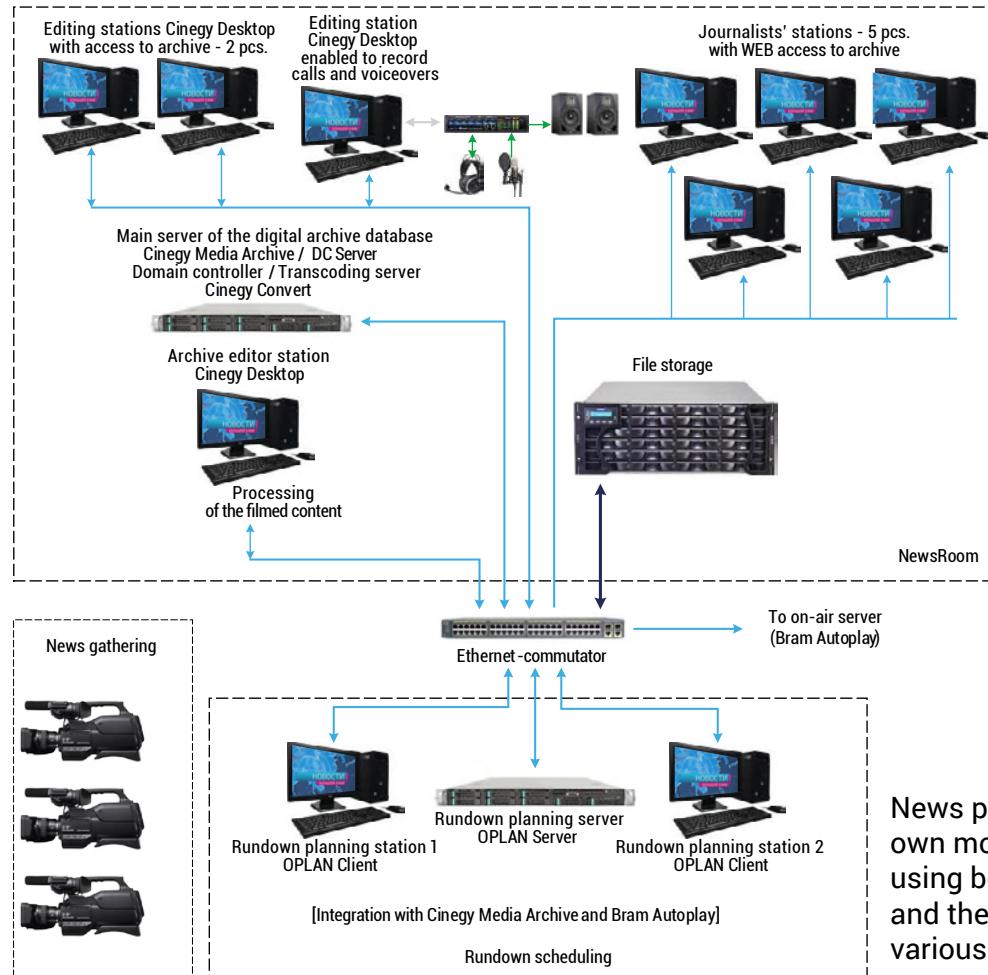
ONLINE BROADCASTING

INTERNET



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!](http://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.

TV CHANNEL. BROADCAST SCHEDULE

Example of everyday broadcast schedule for October 18, 2022

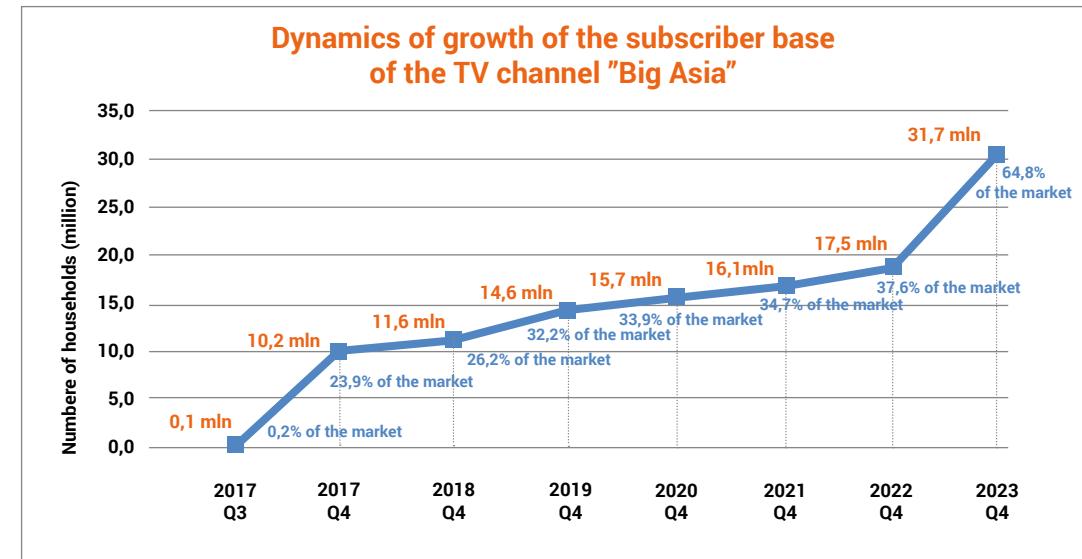
0:00 a.m. News
0:07 a.m. World without visas. New season. Turkey. The Evliya Çelebi Trail
01:00 a.m. News
01:07 a.m. Korea from a bird's eye view. Jeju - Gangwangdo - Busan (with subtitles)
02:00 a.m. News
02:10 a.m. Island stories. Taiwan
03:00 a.m. News
03:07 a.m. Thirst for adventure. China. Qinghai
03:50 a.m. «Compatriot stories». Ferdinand Wrangel
04:00 a.m. News
04:07 a.m. "Moscow is the best city in the Earth" TV magazine
04:35 a.m. Extreme for «beginners». Israel. Episode 2
05:00 a.m. News
05:10 a.m. Lakes on top of the world. Mongolia
06:00 a.m. CHINESE PANORAMA
06:07 a.m. World without visas. New season. Turkey. St Paul's Path. Part 2
06:35 a.m. Breakaway. Dubai
07:00 a.m. News
07:07 a.m. Asian monarchies. Brunei
08:00 a.m. News
08:07 a.m. Thirst for adventure. Laos
08:45 a.m. Wonders of nature. Laos
08:50 a.m. Wonders of nature. Turkey. Province of the Nigde
09:00 a.m. News
09:07 a.m. Around the world on foot. Jordan. The Jordan Trail

09:50 a.m. Wonders of nature. Jordan
10:00 a.m. CHINESE PANORAMA
10:15 a.m. Travel through cities with history. Beijing, China. The New Great Wall of China
10:35 a.m. Travel through cities with history. Varanasi, India. The ancient way of life (with subtitles)
11:00 a.m. News
11:07 a.m. Breakaway. Thaa Atoll
11:30 a.m. "Moscow is the best city in the Earth" TV magazine
12:00 p.m. News
12:07 p.m. "Moscow is the best city in the Earth" TV magazine
12:35 p.m. «My heart will stay here forever». Documentary
01:00 p.m. News
01:07 p.m. Deserts and life. Tar
02:00 p.m. News
02:10 p.m. Around the world with Pedro. Thailand
02:55 p.m. Wonders of nature. Kazakhstan
03:00 p.m. CHINESE PANORAMA
03:07 p.m. The most dangerous travels. Mongolia
03:35 p.m. «The trail of the Amur tiger». Documentary
04:00 p.m. News
04:07 p.m. World without visas. New season. Nepal. On the trail around Manaslu
04:35 p.m. Travel through cities with history. Calcutta. The Heritage of British India (with subtitles)

05:00 p.m. CHINESE PANORAMA
05:07 p.m. World without visas. New season. Turkey. The Evliya Çelebi Trail Episode 3
05:35 p.m. "Moscow is the best city in the Earth" TV magazine
06:00 p.m. News
06:10 p.m. Travel through cities with history. Nanjing, China. The power of the Chinese dynasty (with subtitles)
06:35 p.m. Travel through cities with history. Beijing, China. The New Great Wall of China (with subtitles)
07:00 p.m. News
07:07 p.m. The most dangerous travels. Vietnam
07:35 p.m. People of the sea. Myanmar
08:00 p.m. CHINESE PANORAMA
08:10 p.m. World without visas. New season. Turkey. The Hittite trail
08:30 p.m. Eat. Sleep. Catch the wave. Episode 3
09:00 p.m. News
09:10 p.m. «Tastes of Xinjiang» Episode 3
10:00 p.m. News
10:10 p.m. Around the world with Pedro. South Korea
11:00 p.m. CHINESE PANORAMA
11:07 p.m. «Tigers don't touch women». Documentary
11:45 p.m. Taste of travel. Indonesia. Bali. Ubud
11:55 p.m. Taste of travel. Thailand. Phuket

BUILDING OF BROADCASTING NETWORK

Today "Big Asia" TV channel is broadcast by over than 250 communications providers and online services from Kaliningrad to Petropavlovsk-Kamchatsky ("Rostelecom", "Wink", "Tricolor", "MTS", "Dom.ru", "Movix", "Telekarta", "Beeline TV", "AKADO Telecom", "TransTeleCom", "Ufanet", "Bashinformsvyaz", "Tattelecom", "Smotrim", "START", "Smotryoshka", "Peers.TV", "ViNTERA.TV" and others).



By the end of the first quarter of 2024, the channel's technical coverage reached **31.97 million households**, or **86,32 million people**. The technical coverage in Moscow is **93% of households**, and across Russia - 68,6% of households.

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



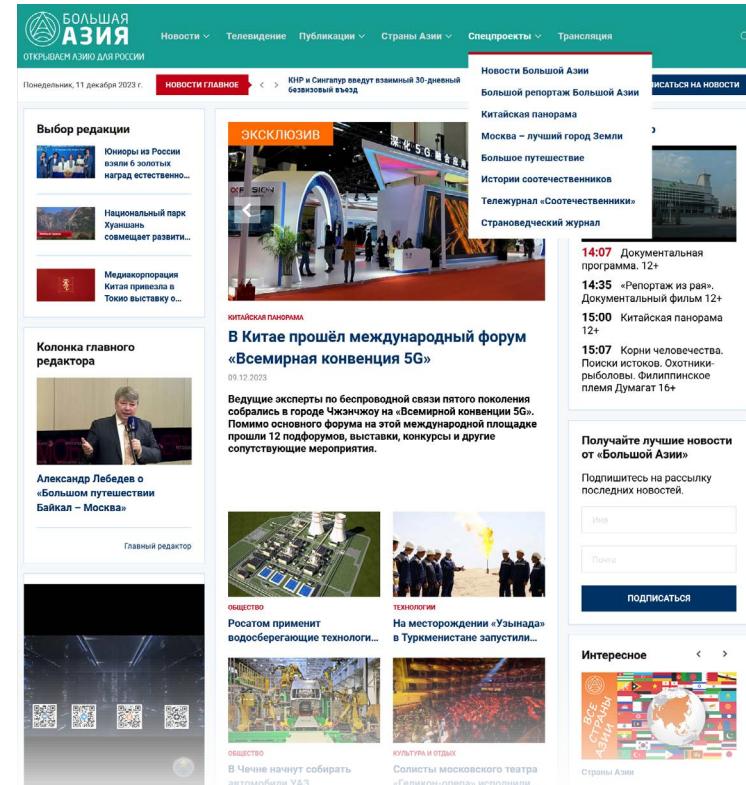
BIGASIA.RU WEBSITE

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”.

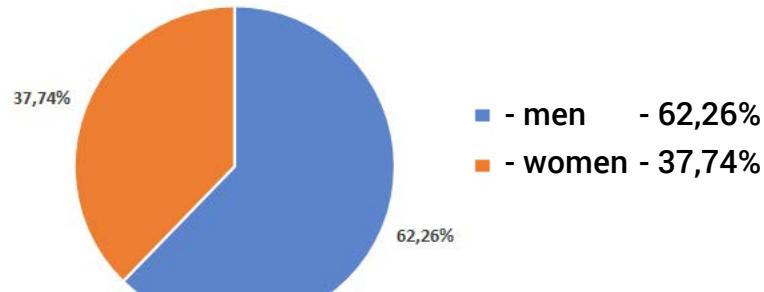
THE LARGEST BASE OF POSITIVE INFORMATION ABOUT ASIA IN RUNET



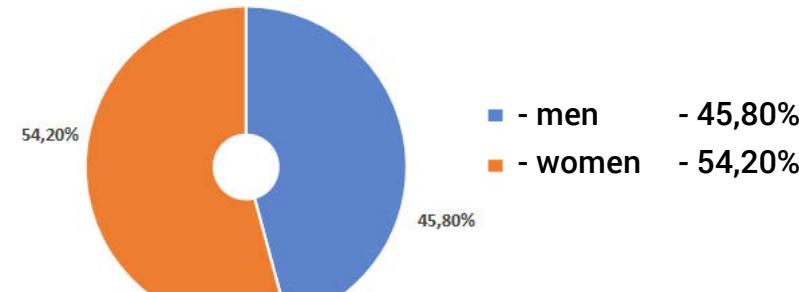
PORTRAIT OF THE AUDIENCE

GENDER COMPOSITION OF THE AUDIENCE

Телеканал "Большая Азия"

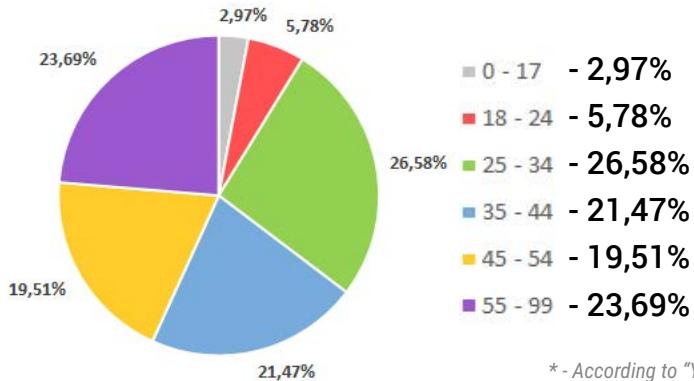


Сайт BIGASIA.RU



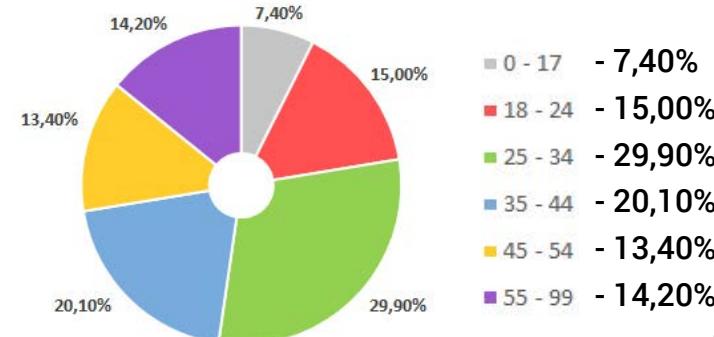
AGE COMPOSITION OF THE AUDIENCE

Телеканал "Большая Азия"



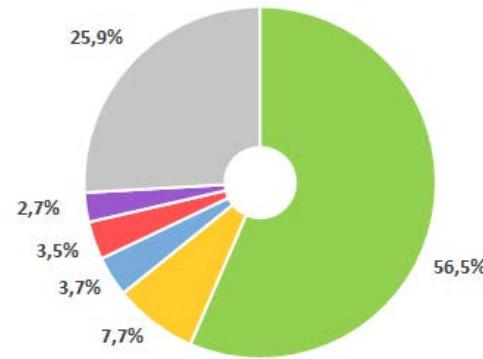
* - According to "Yandex Video Hosting"

Сайт BIGASIA.RU



** According to Yandex. Metrica data.





The website
is visited by
150 – 205
thousand
users
per month

Device types



52,3 %
visit the website
using mobile devices



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 77 media sources from 43 countries and regions of the world. "Big Asia" TV channel is the only federal participant from Russia.



CHINESE PANORAMA



A joint project with the China Media Group



Since January 31, 2022, the CHINESE PANORAMA programs (nine issues a week, total duration - 75 minutes, two issues of 6 minutes and one issue of 13 minutes) are broadcast daily on the Big Asia TV channel, which are produced by LLC «Big Asia» based on the source materials prepared by the China Media Group.

These are the main news of the People's Republic of China, which broadcast an exceptionally positive agenda.

To promote the Project, electronic advertising structures of the RASVERO company, located in the center of Moscow, are used.

Information on Digital Citybords is updated 1 time in 2 days.



All news releases with transcripts of texts are posted on the website bigasia.ru and available for viewing anywhere in the world.

RESULTS

- 40 000 news in the news feed
- More than 800 unique reviews on the website
- Detailed publications dedicated to each country of Big Asia and each Asian region of Russia
- More than 900 television news broadcasts
- More than 1000 episodes of the TV program «Chinese Panorama»
- More than 1500 exclusive TV spots by own correspondents
- Dozens of special reports including those devoted to the opening of the «smart city» Arkadag in Turkmenistan (prepared jointly with the State Committee of Turkmenistan for Television, Radio Broadcasting and Cinematography), the International Customs Forum - 2023, reception at the Embassy of the People's Republic of China in Russia and celebrations at Moscow City Hall in honor of the Lunar New Year, as well as «SPIEF-2021», «SPIEF-2022», «SPIEF-2023», «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», « II Eurasian Women's Forum», «The 7th World Congress of Compatriots», «Russia - Mongolia. Partnership Strategy», «Bashkortostan. Eastern Express» and many others.
- New television projects «Compatriots» and «Capital Ideas LIFE» created together with the Government of Moscow
- A series of TV programs «Baikal-Moscow Big Journey»: its participants traveled across Russia in «Chery» hybrid cars.
- Pilot projects of cross-cultural magazines (Republic of Korea, Japan, India).



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

- TASS news agency
- China Media Group
- Xinhua News Agency
- China Central Television (CCTV)

