

## **“Big Asia” TV channel and the bigasia.ru**

“Big Asia” TV channel and the bigasia.ru website started broadcasting **on 1 June 2017**. The project was presented as part of SPIEF 2017. Over the six years of its operation, the channel has built its own distribution network. Today it is broadcast by more than 250 telecom operators and online services from Kaliningrad to Petropavlovsk-Kamchatsky (Rostelecom, Wink, Tricolor, MTS, Dom.ru, Movix, Telekarta, Beeline TV, Akado Telecom, TransTeleCom, Ufanet, Bashinformsvyaz, Tattetelecom, Smotrim, START, Smotreshka, Peers.TV, Lime HD TV, ViNTERA.TV, VK Video etc.).

By the end of the second quarter of 2024, the channel's technical coverage reached **32,99 million households, or 89,07 million people**. The technical coverage in Moscow is 93% of households, and across Russia – 70,8% of households. The average monthly coverage of the TV channel is **4,52 million viewers**. Average daily coverage – **325,38 thousand viewers**.

The multi-level bigasia.ru website is an independent mass media providing the audience with worldwide access to all the content of the media project. The website's editorial staff compiles its own news line, creates specialized content and promotes the subject of Russian-Asian cooperation on the Internet, including on all popular social networks. Each material of the website is viewed **by 3 to 6 thousand users**. Top news on the website are viewed up to **120 thousand times**. The website is visited by **150 - 205 thousand users** per month.

“Big Asia” TV channel and website bigasia.ru are unique media platforms for developing the issue of Eurasian integration. “Big Asia” TV channel is the only Russian media outlet to join the Silk Road TV Alliance (Sean). Today, the Alliance embraces 32 TV and radio organizations from 19 Asian and European countries.

**“Big Asia” TV channel is an official partner of the China Media Group and has the priority right to broadcast information content on the platform CGTN and also CCTV+.** By posting on CGTN-Russian and CCTV+ platforms, the materials will be available to leading media outlets with an audience coverage of more than **350 million viewers in the Russian-language segment** and more than **1.5 billion in the English-language segment**. “Big Asia” TV channel produces and posts current news about China on the air and on the website (9 episodes a week, the total duration - 75 minutes).

Media resource “Big Asia” uses only positive information that is a reliable basis for building trustful relations both with foreign affairs agencies and international companies operating in Russia. “Big Asia” TV channel and the bigasia.ru website are a platform for interaction with the executive authorities of the Russian Federation engaged in the development of Russian-Asian relations and Eurasian integration.

**“Big Asia” TV channel and the bigasia.ru website have Certificate of Mass Media and a universal broadcasting license, which allow broadcast in 65 world languages.**