



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.

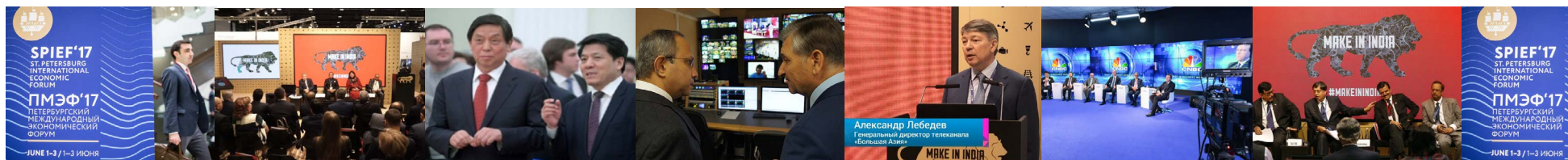
Tell about the successes and achievements in the integration processes of the EAEU.

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.

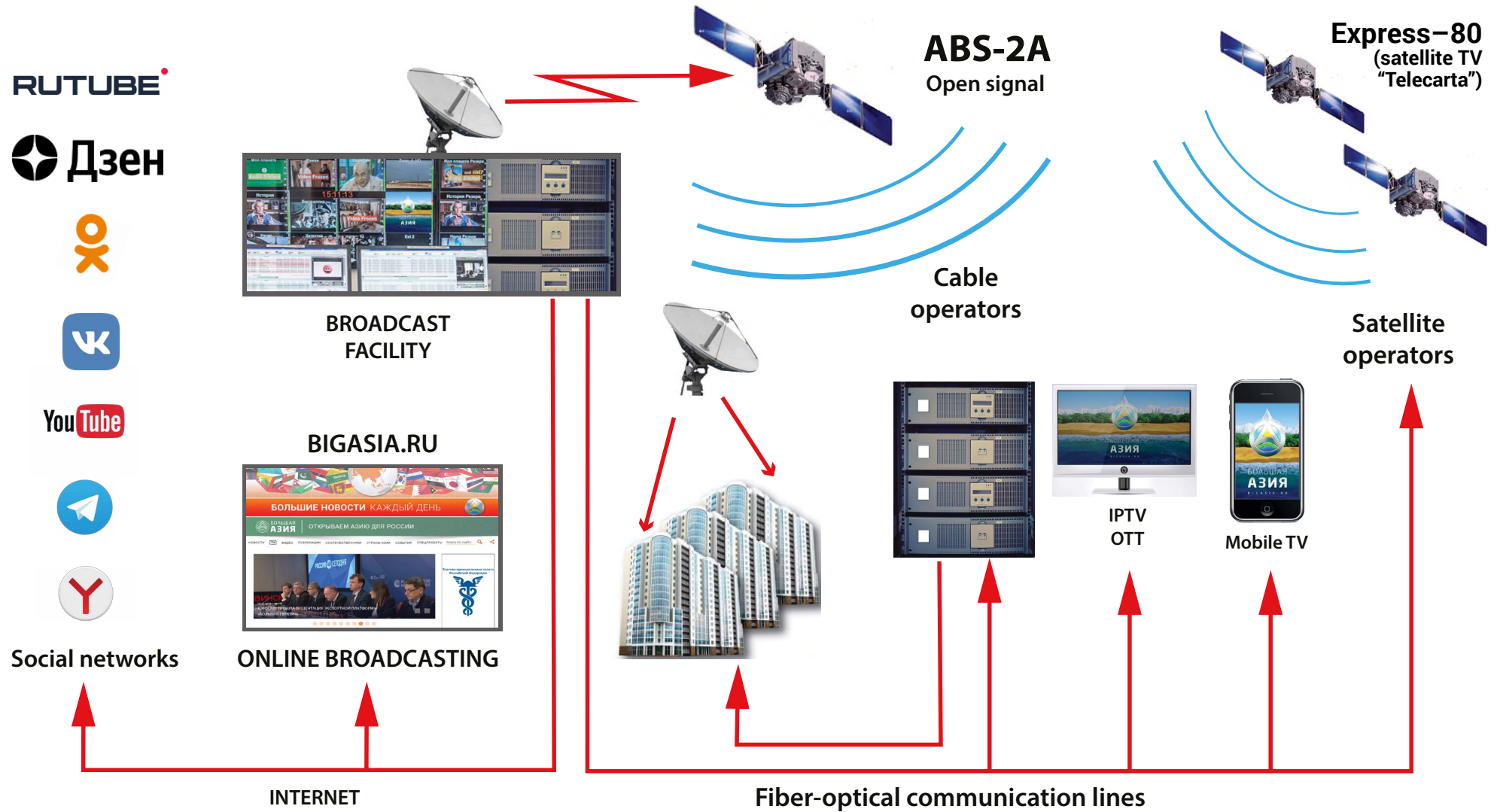
Film screening. Documentary films about Asia, TV series and feature films produced by Asian film studios.

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

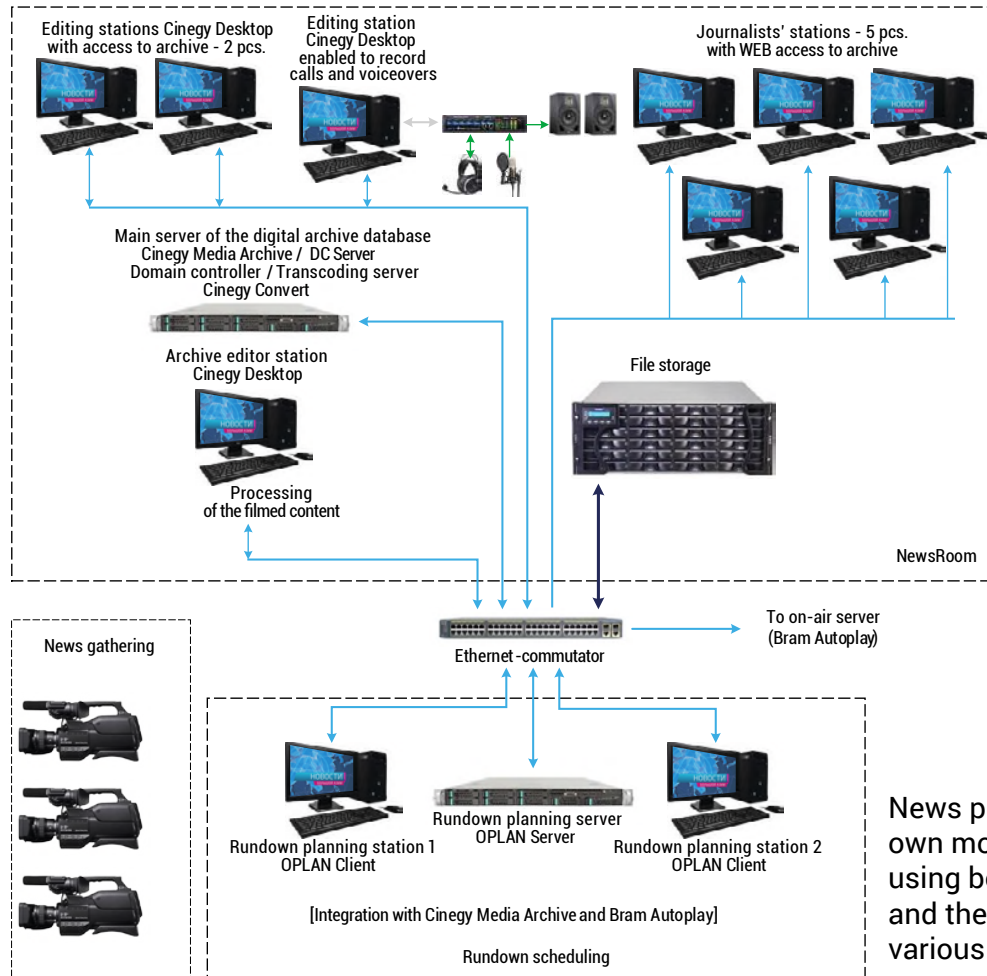


TECHNOLOGY. SIGNAL DELIVERY



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.

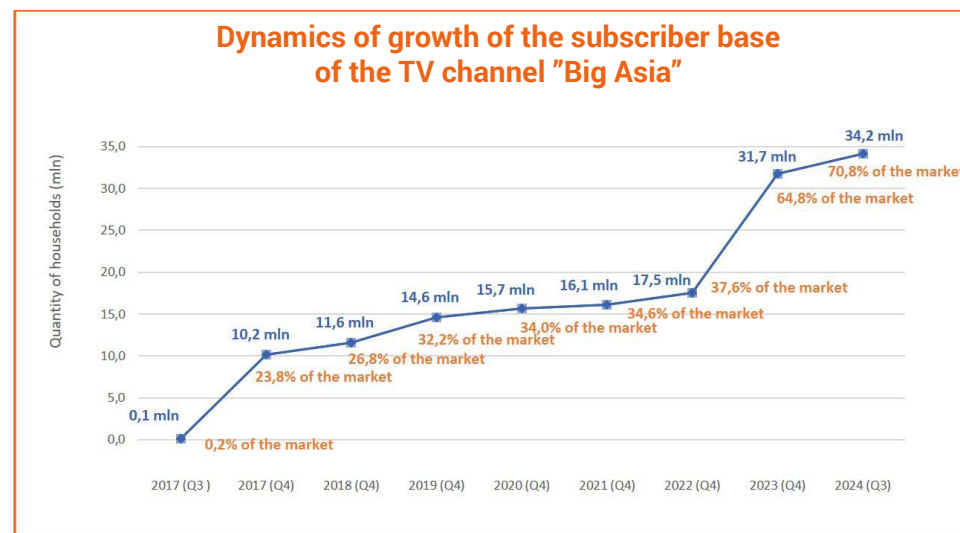
TV CHANNEL. BROADCAST SCHEDULE

Example of everyday broadcast schedule for December 26, 2024

00:00 Новости 12+	07:35 Танцую по свету. Там, где Европа встречается с Азией 16+	15:00 Китайская панорама 12+
00:10 Жажда странствий. Китай. Тибет. 12+	08:00 Новости 12+	15:07 Приключения сёрфера. Филиппины (с субтитрами). 12+
01:00 Новости 12+	08:10 Жажда странствий. Китай. Пустыня Такла-Макан 12+	16:00 Новости 12+
01:07 Истории соотечественников. Владимир Зворыкин 12+	09:00 Новости 12+	16:10 Жажда странствий. Китай. Кава Карпо
01:15 Вокруг света пешком. Россия. Дорога в Лавру 12+	09:07 Приключения сёрфера. Оман (с субтитрами) 12+	17:00 Китайская панорама 12+
01:55 Большой репортаж «Китайский театр и парча. Прошлое и настоящее» 12+	10:00 Китайская панорама 12+	17:15 Кругосветка с Педро. Ливан 16+
02:00 Новости 12+	10:07 Истории соотечественников. Георгий Гамов 12+	18:00 Новости 12+
02:07 Путешествие по городам с историей. Киото, Япония (с субтитрами) 12+	10:15 Документальный цикл «Иван Грозный». Фильм 4. «Реформатор» 12+	18:07 Путешествие по городам с историей. Бутан. Духовное и светское (с субтитрами). 12+
02:30 «Пианисты». Документальный фильм 12+	11:00 Новости 12+	18:30 «Сцена на колёсах». Документальный фильм (с субтитрами). 12+
03:00 Новости 12+	11:07 Путешествие по городам с историей. Калькутта. Наследие Британской Индии (с субтитрами). 12+	19:00 Новости 12+
03:07 Истории соотечественников. Эрнест Бо.	11:30 «Кунфу. Родина Тайцзи». Документальный фильм 16+	19:07 Тележурнал «Москва - лучший город Земли» 12+
03:15 Документальный цикл «Иван Грозный». Фильм 3. «Просветитель» 12+	12:00 Новости 12+	19:35 Танцую по свету. Манхэттенский Чайна-Таун. 12+
04:00 Новости 12+	12:07 Тележурнал «Москва - лучший город Земли» 12+	20:00 Китайская панорама 12+
04:10 Кругосветка с Педро. Шри-Ланка 16+	12:35 Танцую по свету. Праздник Индии 12+	20:07 Истории соотечественников. Анна Павлова 12+
05:00 Новости 12+	13:00 Новости 12+	20:15 Документальный цикл «Иван Грозный». Фильм 3. «Просветитель» 12+
05:10 Гималаи. Часть 2. От джунглей до льдин 16+	13:07 Истории соотечественников. Майя Дерен 12+	21:00 Новости 12+
06:00 Китайская панорама 12+	13:15 Вокруг света пешком. Иордания. Иорданская тропа. 12+	21:10 Островные истории. Фукуок. 12+
06:07 Истории соотечественников. Грегори Варшавчик. 12+	14:00 Новости 12+	22:00 Новости 12+
06:15 Вокруг света пешком. Ливан. Ливанская горная тропа 12+	14:10 Гималаи. Часть 3. Природа, хранимая Богом 16+	22:07 Документальный цикл «Наука России». Человек, общество, культура. ИЭА РАН 90 лет 12+
07:00 Новости 12+		23:00 Китайская панорама 12+
07:07 Тележурнал «Москва - лучший город Земли» 12+		23:15 Кругосветка с Педро. Таиланд 16+

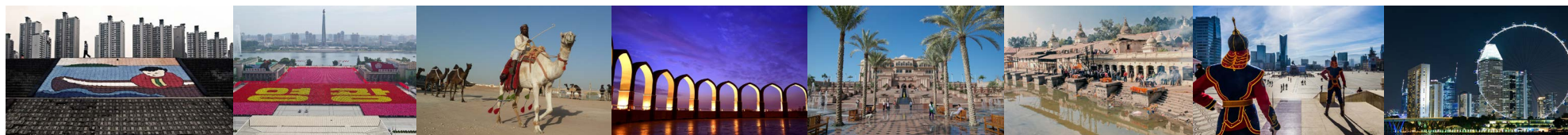
BUILDING OF BROADCASTING NETWORK

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, KION, Dom.ru, Movix, Telekarta, Beeline TV, Akado Telecom, TransTeleCom, Ufanet, Bashinformsvyaz, Tattelcom, Smotrim, START, Smotryoshka, Peers.TV, Lime HD TV, ViINTERA.TV, VK Video etc.).



By the end of the third quarter of 2024, the channel's technical coverage reached **34.16 million households**, or **92,24 million people**. The technical coverage in Moscow is **94% of households**, and across Russia - **70,8% of households**.

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



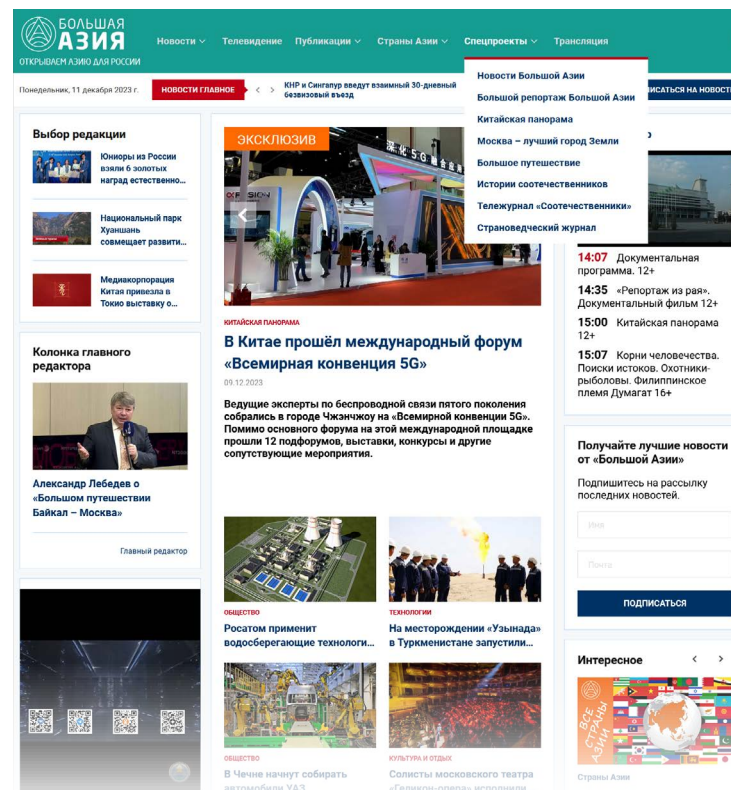
BIGASIA.RU WEBSITE

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”.

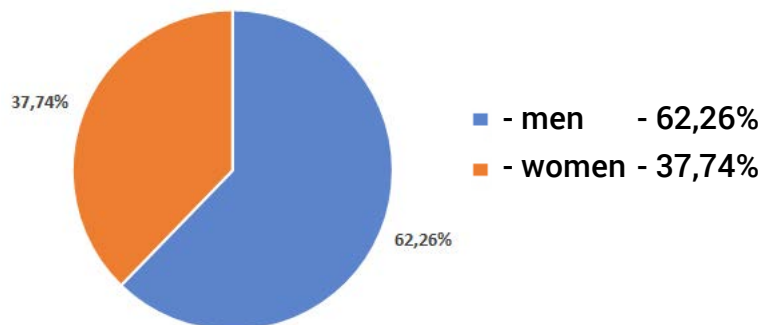
THE LARGEST BASE OF POSITIVE INFORMATION ABOUT ASIA IN RUNET



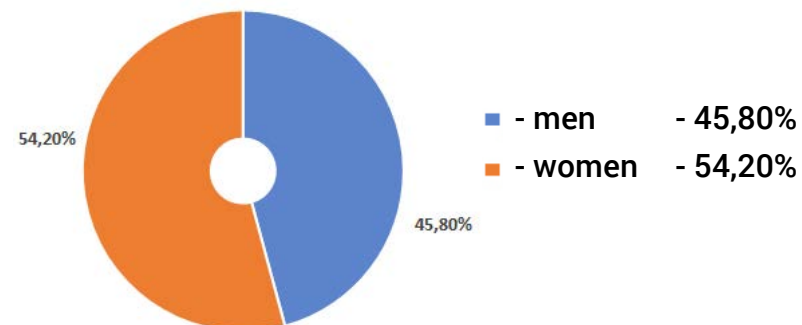
PORTRAIT OF THE AUDIENCE

GENDER COMPOSITION OF THE AUDIENCE

Телеканал "Большая Азия"

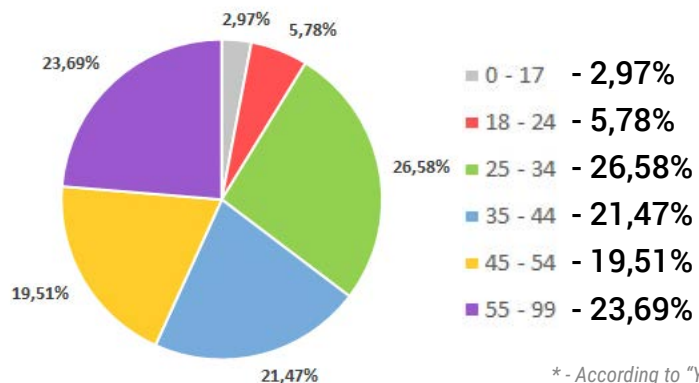


Сайт BIGASIA.RU

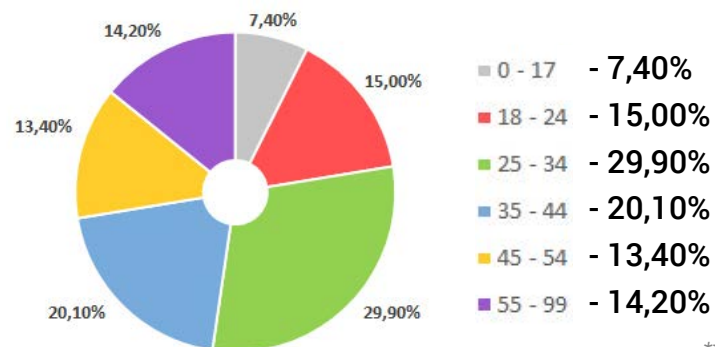


AGE COMPOSITION OF THE AUDIENCE

Телеканал "Большая Азия"



Сайт BIGASIA.RU

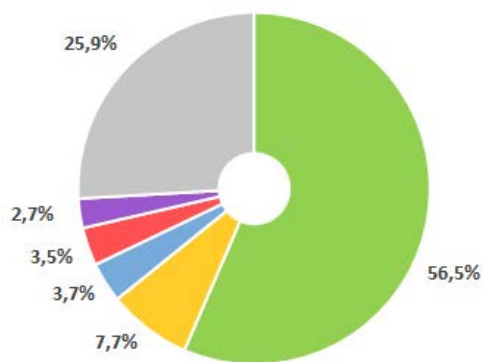


* - According to "Yandex Video Hosting"

** According to Yandex. Metrica data.

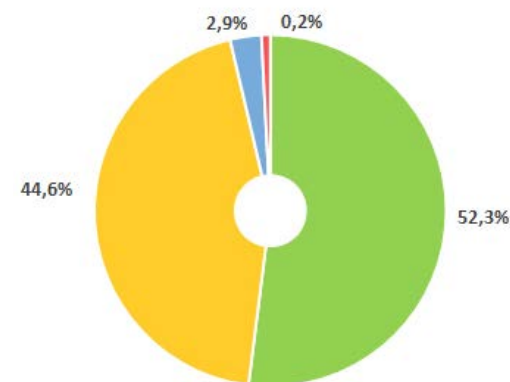


The website is visited by **150 – 205 thousand users per month**



- Россия - 56,5%
- Казахстан - 7,7%
- Беларусь - 3,7%
- Узбекистан - 3,5%
- Германия - 2,7%
- Остальные - 25,9%

Device types



- Смартфоны - 52,3%
- ПК - 44,6%
- Планшеты - 2,9%
- ТВ - 0,2%

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

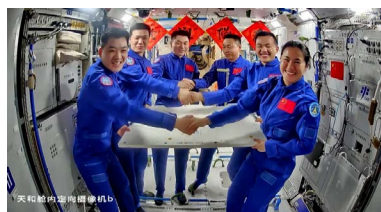


Since January 31, 2022, the CHINESE PANORAMA programs (nine issues a week, total duration - 75 minutes, two issues of 6 minutes and one is sue of 13 minutes) are broadcast daily on the Big Asia TV channel, which are produced by LLC «Big Asia» based on the source materials prepared by the China Media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

- 50 000 news in the news feed
- More than 900 unique reviews on the website
- Unique opinion piece by Alexander Lebedev, Editor-in-Chief of BIG ASIA Media Group
- Detailed publications dedicated to each country of Big Asia and each Asian region of Russia
- More than 1000 television news broadcasts
- More than 1300 episodes of the TV program «Chinese Panorama»
- More than 2000 exclusive TV spots by own correspondents
- Hundreds of exclusive special reports on the most important world events, produced by our journalists in various countries and cities of around the world

Each TV program has its own text version with screenshots and video on bigasia.ru website - in the news feed and in the «Special Projects» section.



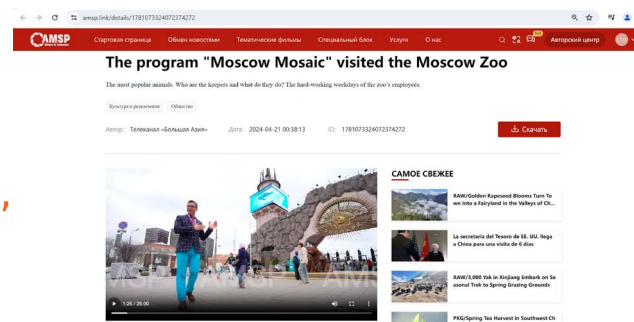
INTERNATIONAL COOPERATION

BIG ASIA Media Group works in close cooperation with the world's biggest media outlets, including:

- China Media Group (CMG)
- State Committee of Turkmenistan for Television, Radio Broadcasting and Cinematography
- Belarus 24 TV channel and many others.



All produced TV programs are uploaded by BIG ASIA Media Group to the "All Media Service Platform (AMSP)" of China Media Group, where they are downloaded by media representatives from China, India, Pakistan, Belarus, Kyrgyzstan, Kazakhstan, Turkmenistan and several dozen other countries.



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)
- Belarus 24 TV channel
- Independent Television of Sevastopol
- State Committee of Turkmenistan for Television, Radio Broadcasting and Cinematography
- Scientific Russia News Agency



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

