

## **BIG ASIA TV channel and bigasia.ru website**

BIG ASIA TV channel started broadcasting **on 1 June 2017** via ABS-2A satellite. The project was presented as part of SPIEF 2017. During 9 years of 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, KION, Dom.ru, Movix, Telekarta, Beeline TV, Akado Telecom, TTC, Ufanet, Bashinformsvyaz, Tatttelecom, Smotrim, START, Smotreshka, Peers.TV, Lime HD TV, ViINTERA.TV, VK Video, RUTUBE etc.).

By the end of the 1st quarter of 2026, the channel's technical coverage reached **37,37 million households**, or **100,9 million people**. The technical coverage in Moscow is 94% of households, and across Russia – 80% of households. The average monthly coverage of the TV channel is **5,07 million viewers**.

**On 2 September 2025**, during the official visit of the President of the Russian Federation Vladimir Putin to the People's Republic of China, a Memorandum of Cooperation was signed between BIG ASIA TV Channel and China Media Group (<http://www.kremlin.ru/supplement/6380>).

**On 5 December 2025**, in New Delhi, a Memorandum of Understanding for Cooperation and Collaboration on Broadcasting was signed between BIG ASIA LLC and India's Public Service Broadcaster PRASAR BHARATI. This document was included in the list of Russian-Indian agreements signed in connection with the meeting between the President of the Russian Federation Vladimir Putin and the Prime Minister of the Republic of India Narendra Modi (<http://www.kremlin.ru/supplement/6425>).

In the course of our work the following agreements and contracts have been concluded with the Eurasian Development Bank (May 25, 2018), Belt and Road Media Community (December 10, 2020), State Committee of Turkmenistan for Television, Radio Broadcasting and Cinematography (March 28, 2024), National State Television and Radio Company of the Republic of Belarus. (June 13, 2024), UAE The AIM Global Foundation "AIM Congress" (December 16, 2024), South Korean Broadcasting System "SBS TV Prism Studio" (October 1, 2025), "WEELAN MEDIA SERVICES" – Saudi Arabia (November 17, 2025), "DIAMOND MAJAN GLOBAL SPC" – Oman (November 19, 2025), the Indian multinational conglomerate "PATANJALI GROUP" and "BRANDS AND LEADERS ASSOCIATION" (December 6, 2025).

Numerous contracts and cooperation agreements in the information sphere have also been signed with representatives of the Russian Federation and Russian legal entities.

The multi-level bigasia.ru website is an independent 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 20 to 40 thousand users**. Top news on the website is viewed up to **120 thousand times**. The website is visited by **500 thousand users** per month.

BIG ASIA TV channel and bigasia.ru website 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 (Xi'an). 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 (CMG) and has priority right to broadcast information content on the platform CGTN and CCTV+.** By uploading on CGTN-Russian and CCTV+ platforms the materials are 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 and bigasia.ru website produces and airs relevant news about China (9 episodes a week, total duration – 75 minutes).

**BIG ASIA Media Group has access to the private information hub of PRASAR BHARATI, which publishes the most urgent and reliable news about India. In accordance with the agreement between PRASAR BHARATI and BIG ASIA LLC, all media outlets of the BIG ASIA Media Group are entitled to publish materials from the PRASAR BHARATI platform.**

BIG ASIA Media resources use only positive information as a reliable basis for building trustful relations with diplomatic missions and international companies operating in Russia. BIG ASIA TV channel and bigasia.ru website are platforms 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 bigasia.ru website have Certificate of Mass Media and a universal broadcasting license which allows broadcast in 65 languages.**