



T V C H A N N E L

BIG ASIA

Media Group

bigasia.ru website

BIG ASIA TV Channel

The Nº1 media outlet on Russian-Asian cooperation

9

Years on air



Broadcasting via
ABS-2A satellite

>
250

Telecom operators

101
mln

Technical coverage

5,1
mln

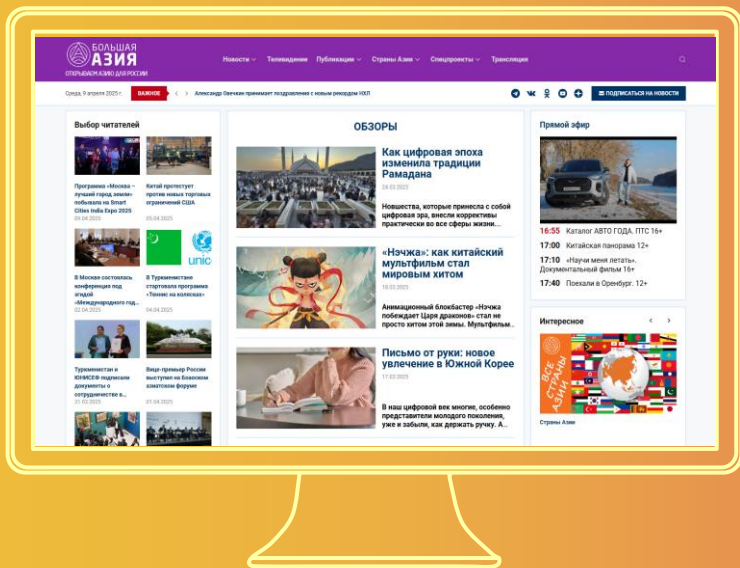
Regular viewers





bigasia.ru website

The biggest Asian-focused web portal in the Runet



Free Distribution
TV Streaming
24/7 from anywhere
in the world

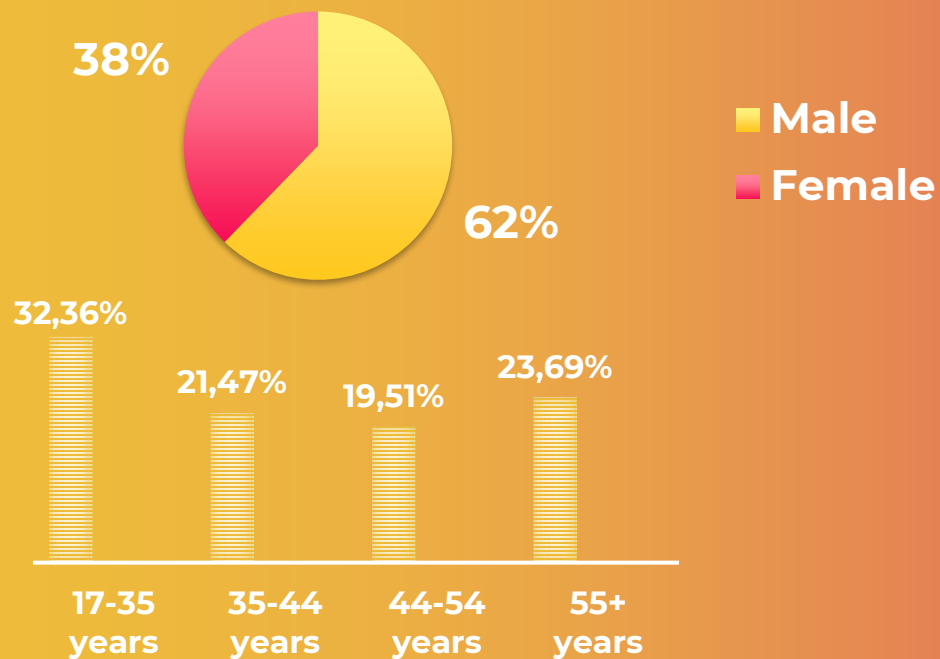


Full archive of TV airing

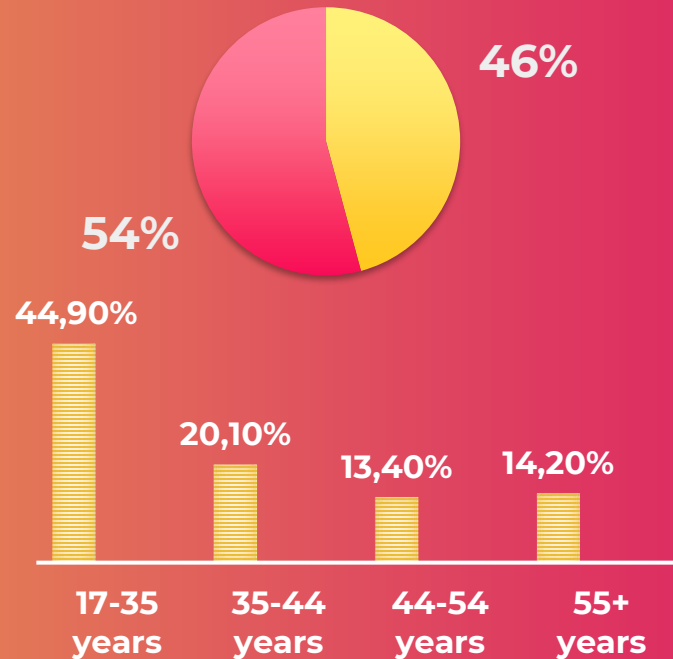


Media resource with
high traffic
Up to 5 million views
of individual
trending
web pages

TV channel audience



Website audience



Dominant reach: 17-35 y.o.

Our strengths



- ✓ Promoting a positive agenda
- ✓ Information support for business
- ✓ Proprietary news programs and special projects
- ✓ Development of B2B and B2G communications

BIG ASIA Daily News Program

BIG ASIA TV Channel – the only one Russia's media outlet
for 100% positive coverage of Asian affairs



- 7-minute News program on air every hour
- Exclusive reporting from our correspondents and original content of our partner network
- Relevant information about main events on Russian-Asian cooperation
- Special reports of our correspondents from all over the World



«Chinese Panorama»

A joint Project of BIG ASIA Media Group
and China Media Group



- On air for over 3 years
- 9 news episodes every week (total running time - 75 minutes weekly)
- Over 1,500 news episodes
- Only verified and relevant news about modern China
- An effective tool for countering fake news



«Moscow Mosaic»



Flagship Project of BIG ASIA Media Group & Department for External Economic and International Relations of Moscow



- The brightest events of the Russian capital
- On air for over 5 years
- Only positive content
- Broadcast in 2 languages (Russian and English)
- More than 100 episodes (26 minutes each)
- Hosted by renowned British journalist Michael Gibson

Our Strategic Partners



Department for External Economic
and International Relations of Moscow



PJSC Gazprom



China Media Group (CMG)



Chamber of Commerce
and Industry of the
Russian Federation



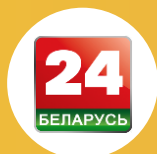
Committee for External
Relations of Saint-Petersburg



Business Council for
Cooperation with India



AIM Congress



Belarus 24
TV Channel



Institute of Asian and
African Studies of Moscow
State University



MGIMO
University



Institute of China and
Contemporary Asia, RAS



Russia-Singapore
Business Council