

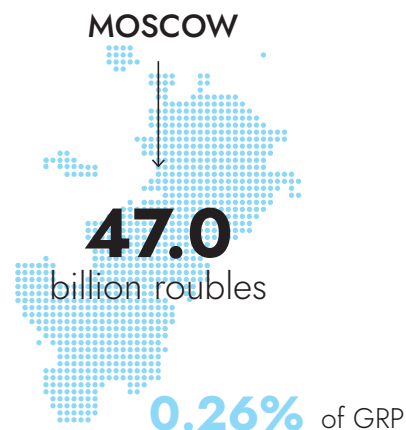
MUSIC



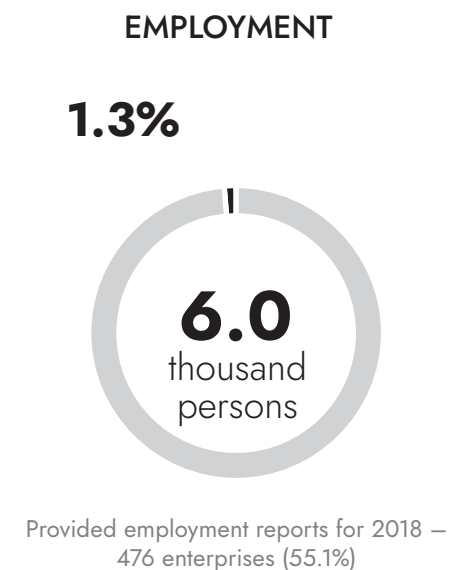
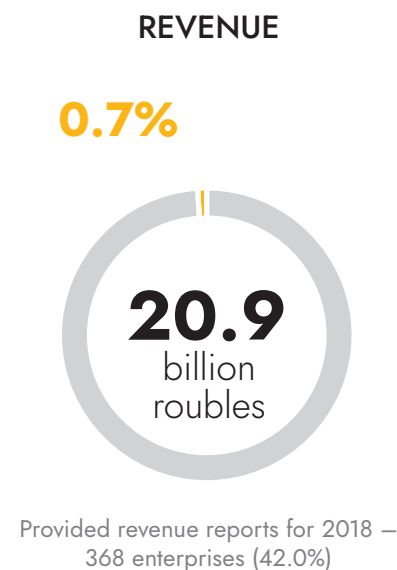
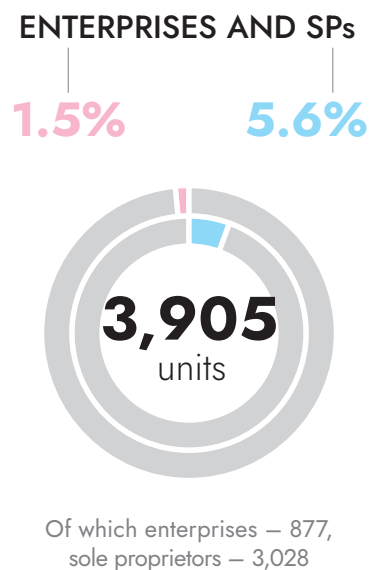
OKVED2 CODES

| | |
|----------------|----------------------------------------------|
| 90.01 | Creation of musical compositions |
| 32.2 | Manufacture of musical instruments |
| 59.20 | Sound recording and publishing |
| 90.02 | Support activities to production of concerts |
| 47.59.5 | Retail sale of musical instruments |
| 47.63 | Retail sale of musical records |
| 90.04 | Operation of concert halls |

CREATIVE INDUSTRY GVA ESTIMATES

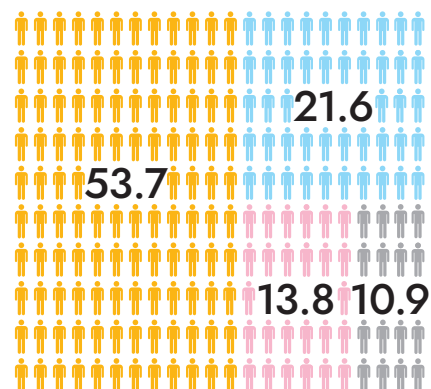
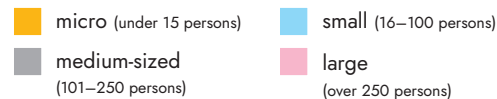


CONTRIBUTION TO MOSCOW'S CREATIVE ECONOMY



EMPLOYMENT PERCENTAGE DISTRIBUTION

ENTERPRISES:

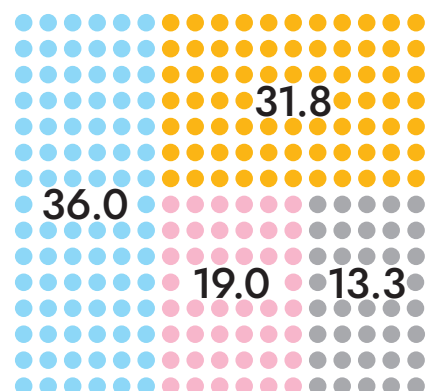
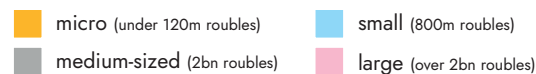


58.1%

are employed in
top 50 enterprises

REVENUE PERCENTAGE DISTRIBUTION

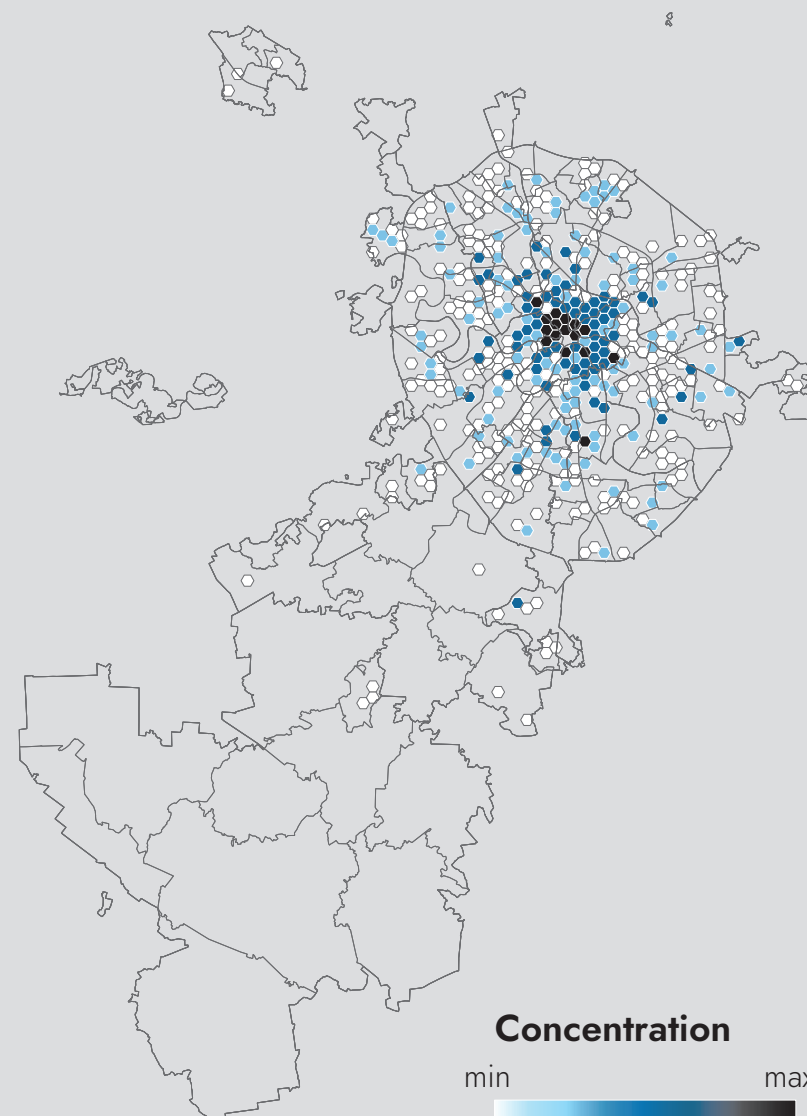
ENTERPRISES:






























77.2%

revenue is earned by
top 50 enterprises

MUSIC: LOCALISATION OF ENTERPRISES



HIGHEST-EARNING RUSSIAN MUSICIANS: 2017

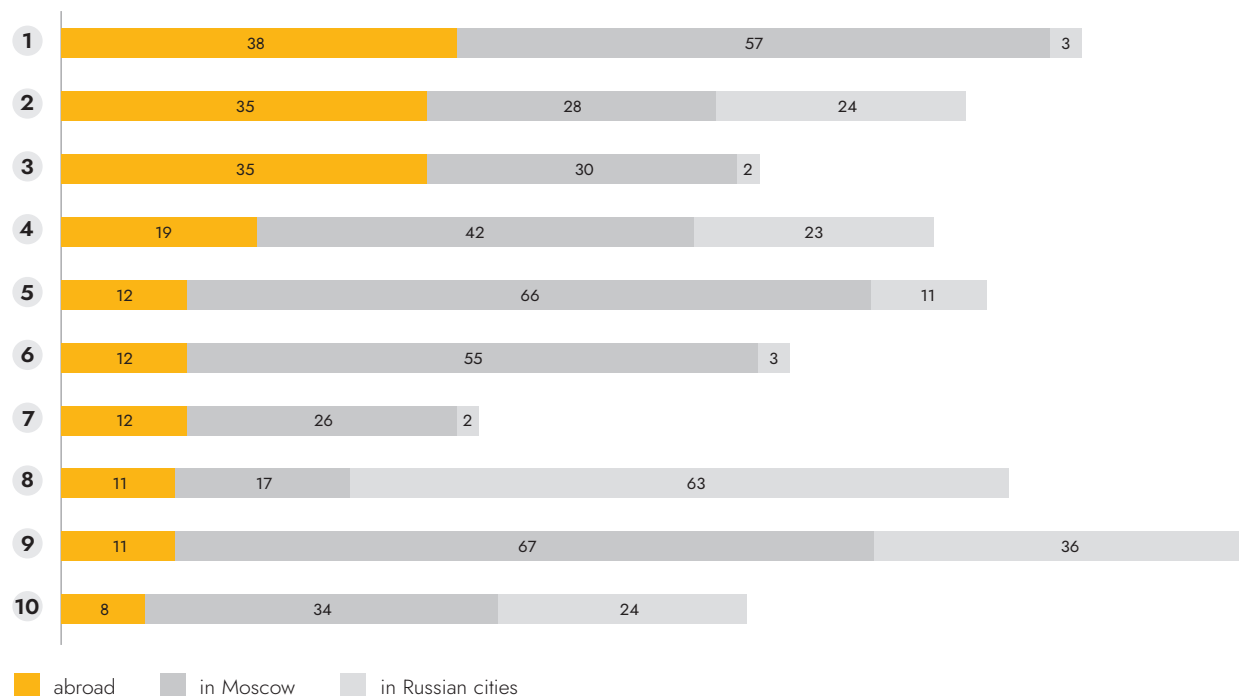
| | Revenue*, \$US million | Number of YouTube subscribers, thousand persons | Number of Instagram subscribers, thousand persons | Number of concerts |
|----------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|-------------------------------------------|
| SERGEY SHNUROV ^{RUS} aged 47 Leningrad (band) |  8.8 |  2,570 |  5,900 | 30 of which in Moscow 6 |
| EGOR KREED ^{RUS} aged 26 |  6.9 |  4,700 |  13,100 | 30 of which in Moscow 3 |
| DIMA BILAN ^{RUS ENG} aged 38 |  6.8 |  611 |  3,600 | 48 of which in Moscow 17 |
| VASILIIY VAKULENKO ^{RUS} aged 40 Basta (stage name) |  6.6 |  55 |  3,600 | 35 of which in Moscow 9 |
| PHILIPP KIRKOROV ^{RUS ENG} aged 53 |  6.6 |  194 |  4,300 | 71 of which in Moscow 9 |
| POLINA GAGARINA ^{RUS ENG} aged 33 |  6.4 |  365 |  8,300 | 35 of which in Moscow 18 |
| ALEXANDR UMAN ^{RUS ENG} aged 50 Bi-2 (band) |  6.0 |  550 |  275 | 32 of which in Moscow 6 |
| GRIGORY LEPS ^{RUS ENG} aged 58 |  5.3 |  425 |  1,100 | 60 of which in Moscow 14 |
| TIMUR YUNUSOV ^{RUS ENG} aged 37 Timati (stage name) |  5.1 |  628 |  15,800 | 3 of which in Moscow 2 |

RUS — Russian lyrics ENG — English lyrics

* Over a period from May 1, 2019 to April 30, 2020.

Source: HSE estimates based on the Forbes 20 Richest Russian Celebrities Rating (branch — music); information on artists' personal YouTube channels and Instagram accounts (as of August 2020); ROLL.ru.

MOSCOW ORCHESTRAS AND CONCERT ENSEMBLES WITH THE HIGHEST NUMBER OF TOUR EVENTS ABROAD: 2018



Revenues of the highest-earning Russian musicians and singers range from US \$5 to \$9 million per year. Almost all of them are actively developing their personal social network accounts. The leader by the number of YouTube and Instagram subscribers is Egor Kreed — the youngest on the list of the richest Russian celebrities.

Russia is known worldwide for its rich tradition of academic music.

In Moscow, there are about 40 independent orchestras and concert ensembles which are conducting 80 events on average per year (mostly in Moscow).

The largest number of events when touring abroad in 2018 is held by the State Academic Symphony Orchestra 'Evgeny Svetlanov' (38), The National Philharmonic Orchestra of Russia, and the Russian National Orchestra (35 each).