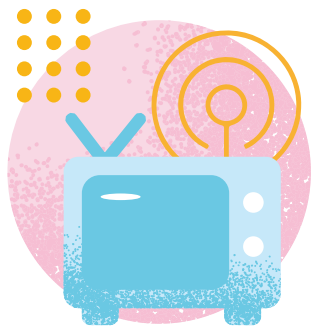


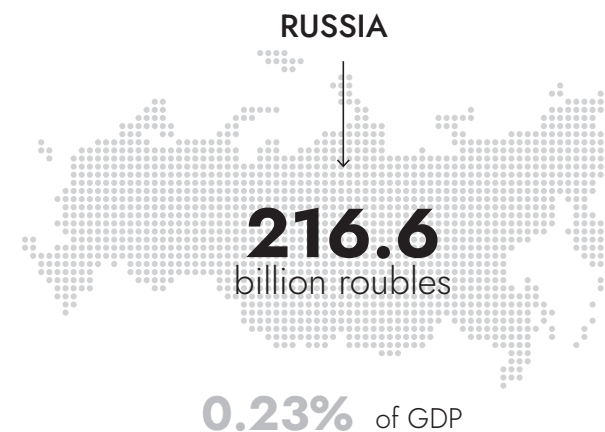
TV AND RADIO



OKVED2 CODES

- 90.03** Creation of informational content
- 60.10** Radio programming and broadcasting
- 60.20** Television programming and broadcasting
- 63.91** News agency activities

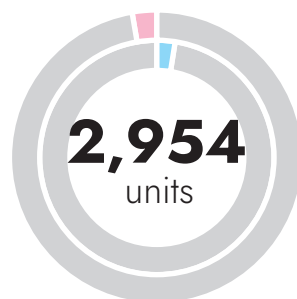
CREATIVE INDUSTRY GVA ESTIMATES



CONTRIBUTION TO MOSCOW'S CREATIVE ECONOMY

ENTERPRISES AND SPs

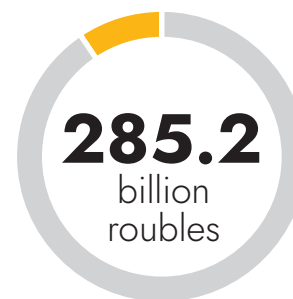
2.7% **2.5%**



Of which enterprises – 1,595,
sole proprietors – 1 359

REVENUE

9.4%



Provided revenue reports for 2018 –
869 enterprises (54.5%)

EMPLOYMENT

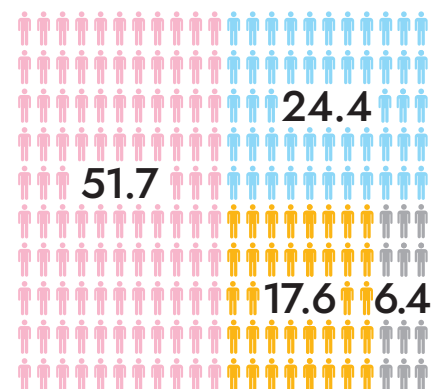
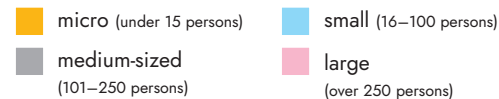
4.2%



Provided employment reports for 2018 –
1,061 enterprises (68.3%)

EMPLOYMENT PERCENTAGE DISTRIBUTION

ENTERPRISES:

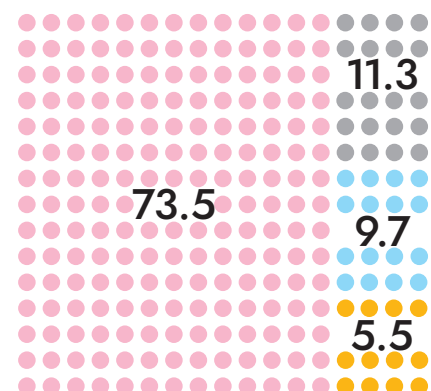
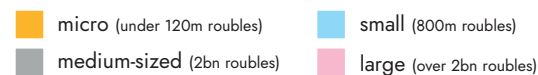


69.8%

are employed in
top 50 enterprises

REVENUE PERCENTAGE DISTRIBUTION

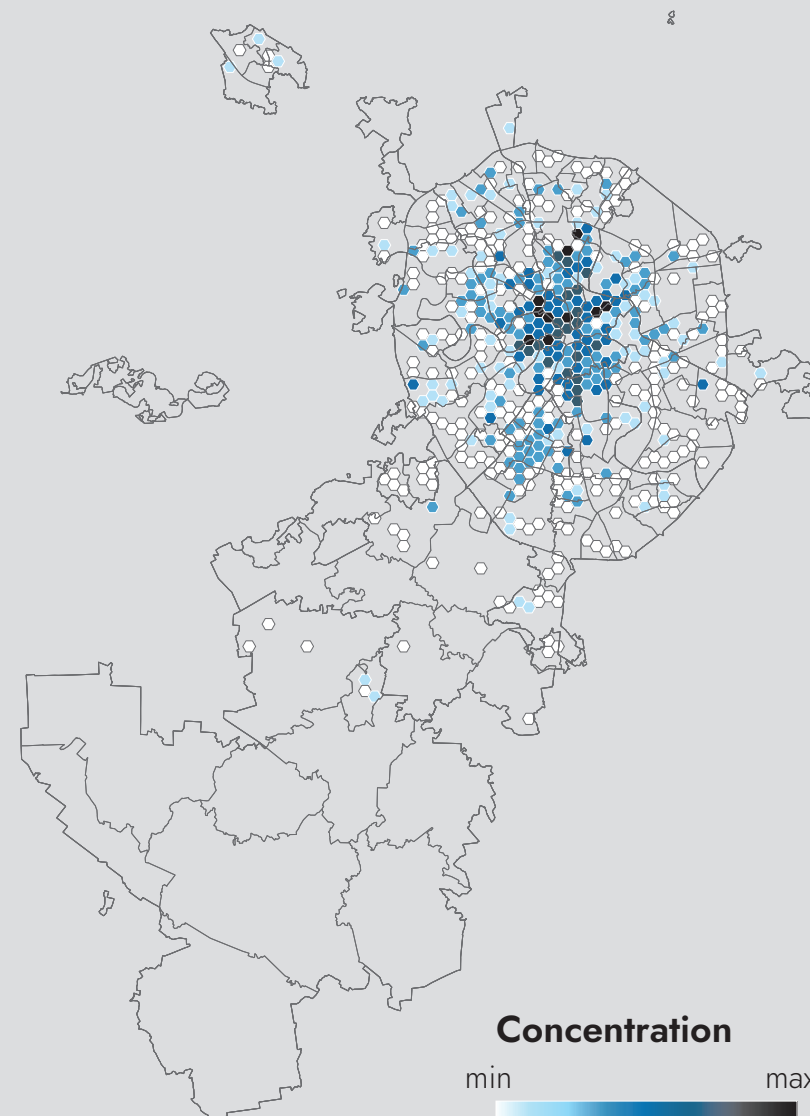
ENTERPRISES:



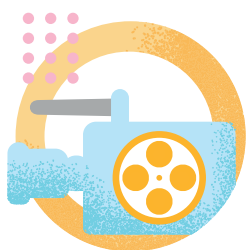
83.9%

revenue is earned by
top 50 enterprises

TV AND RADIO: LOCALISATION OF ENTERPRISES



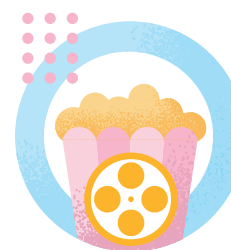
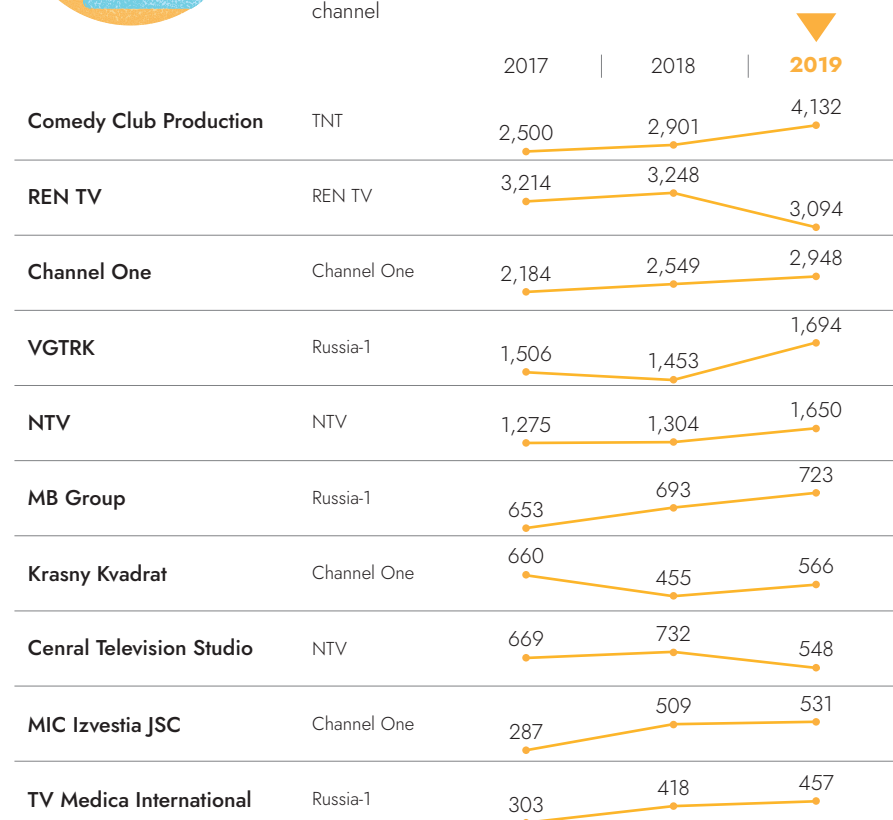
LARGEST RUSSIAN PRODUCTION COMPANIES OF TV PROGRAMMES AND SERIES



TOP 10 PRODUCTION COMPANIES OF TV PROGRAMMES

Main broadcasting channel

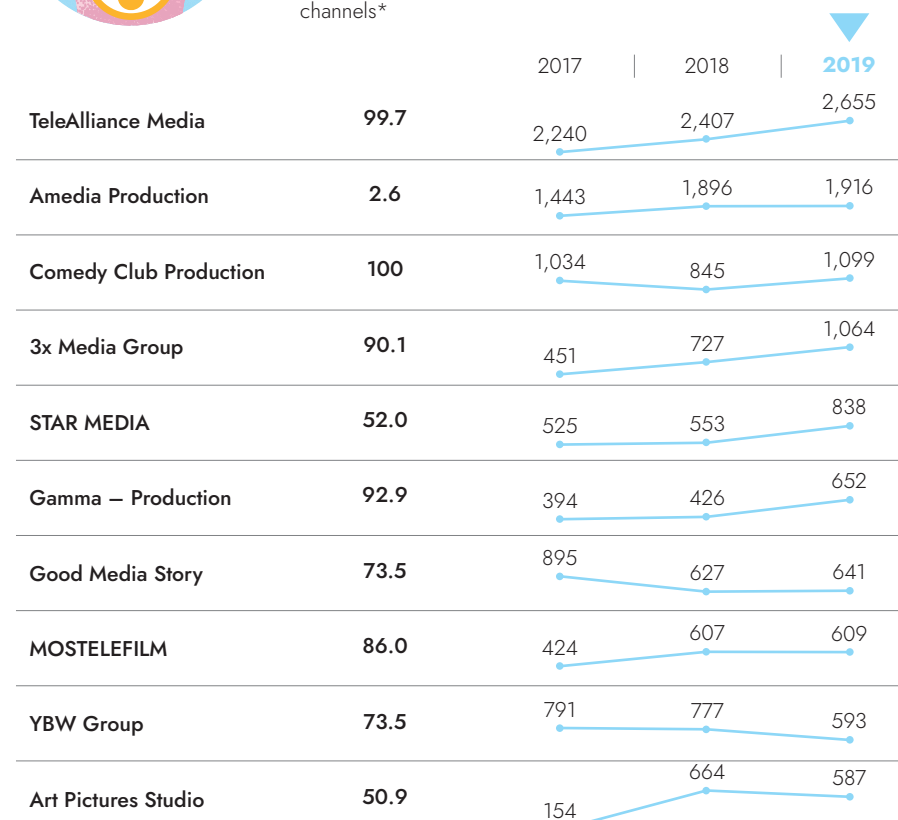
Duration of produced programmes on seven largest channels*, hours



TOP 10 PRODUCTION COMPANIES OF TV SERIES

Content share for seven largest channels*

Duration of produced programmes on 17 channels*, hours



* Largest channels: Channel One, Russia-1, NTV, TNT, STS, 5TV, REN TV.

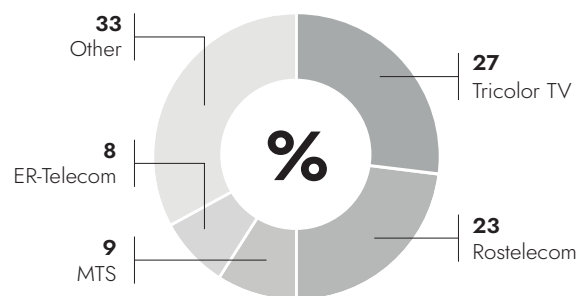
Minor channels: TV Centre Domashny, TV3, Zvezda, Carousel, Disney, Friday!, Che, Channel U, STS Love.

Source: HSE estimates based on the data of annual sector-specific reports of the Federal Agency of Print and Mass Communications 'Television in Russia'.

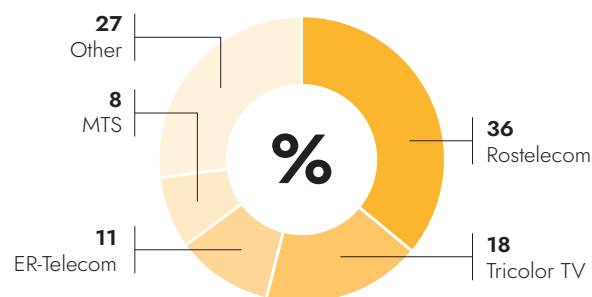
KEY PLAYERS IN THE PAY TELEVISION MARKET IN RUSSIA AND IN MOSCOW: 2019

RUSSIA

45.3 million
subscribers



104.2 billion
roubles
operators' revenue

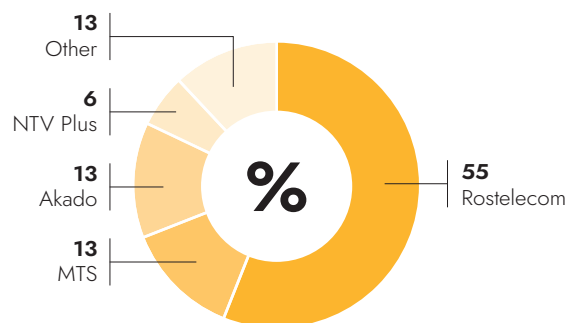
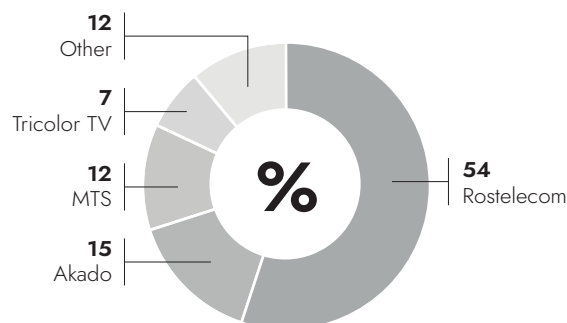


The Russian TV production market is fairly stable: top 5 players are traditionally represented by own production subdivisions of the largest TV channels (REN TV, Channel One, Russia 1, NTV), as well as the 'Comedy Club Production' company that creates content for TNT.

The segment of TV series and sitcoms production is continuously pressed and pushed away by 'non-TV' players – online cinemas and distributing platforms – that spread the demand for this type of content.

In 2019, the revenues of Russian pay television operators reached 104.2 billion roubles, including due to the shifting of a number of subscribers to a more expensive IPTV segment*. **The total pay television subscription base has exceeded 45 million subscribers**, its growth, however, is challenged by the competition from online platforms. The key player on the Moscow pay television market is Rostelecom: it holds over a half of all subscriptions and total revenues.

MOSCOW*



* Data for 2Q 2020.

Source: HSE estimates based on TMT Consulting data.

* IPTV – Internet Protocol Television (Interactive TV).