



KWENDI+RMA
Transparency at work

Expert evaluation of national Russian TV channels total ad incomes volume for 2011-2012

TV channel / seller	2011 - INCOMES FROM DIRECT ADVERTISING, INCL. VAT	2012 - INCOMES FROM DIRECT ADVERTISING, INCL. VAT	2011 - VOLUME OF SPONSORSHIP INVENTORY BY TA 2012	2012 - VOLUME OF SPONSORSHIP INVENTORY BY TA 2012	YoY Change	2011 - TOTAL INCOME FROM FEDERAL ADVERTISING, INCL. VAT	2012 - TOTAL INCOME FROM FEDERAL ADVERTISING, INCL. VAT	YoY Change	TV CHANNEL SHARE IN TOTAL REVENUES	AUDIENCE SHARE 4+	POWER RATIO VS 4+
PERVY CHANNEL	25 631 807 000	24 563 806 000	4 349	3 947	-9%	27 775 894 000	26 587 387 000	-4%	21%	16%	1,51
NMG	7 676 098 000	9 341 584 000	3 277	1 816	-45%	8 041 254 000	9 560 587 000	19%	7%	12%	0,71
REN TV	6 190 116 000	6 338 489 000	780	774	-1%	6 317 177 000	6 448 237 000	2%	5%	6%	0,97
Channel 5	1 485 982 000	3 003 095 000	2 497	1 042	-58%	1 724 077 000	3 112 350 000	81%	2%	6%	0,46
PROFMEDIA	5 436 497 000	7 153 807 000	2 209	2 819	28%	5 610 739 000	7 405 220 000	32%	6%	5%	1,41
TV-3	3 176 328 000	4 079 144 000	652	979	50%	3 236 913 000	4 179 193 000	29%	3%	3%	1,28
MTV	1 453 325 000	1 935 527 000	620	840	36%	1 509 945 000	2 019 928 000	34%	2%	1%	2,09
2X2	806 844 000	1 139 136 000	937	1 000	7%	863 881 000	1 206 099 000	40%	1%	1%	1,16
UTV	3 505 349 000	4 388 230 000	2 818	1 845	-35%	3 801 400 000	4 602 119 000	21%	4%	4%	1,09
MUZ TV	2 075 431 000	2 518 666 000	713	1 022	43%	2 150 900 000	2 637 692 000	23%	2%	1%	2,07
SEMERKA	1 429 918 000	1 869 564 000	2 105	823	-61%	1 650 500 000	1 964 427 000	19%	2%	3%	0,67
VIDEO INTERNATIONAL TOTAL	42 249 751 000	45 447 427 000	12 653	10 427	-18%	45 229 287 000	48 155 313 000	6%	37%	37%	1,19
RUSSIA 1	16 280 401 000	16 040 824 000	5 807	7 286	25%	17 242 798 000	17 369 155 000	1%	14%	16%	1,02
RUSSIA 2	1 259 512 000	1 719 834 000	3 999	7 171	79%	1 496 838 000	2 187 894 000	46%	2%	3%	0,75
RTR MEDIA TOTAL	17 539 913 000	17 760 658 000	9 806	14 457	47%	18 739 636 000	19 557 049 000	4%	15%	18%	0,98
CTC	14 906 526 000	15 252 374 000	2 691	5 062	88%	15 739 045 000	16 661 967 000	6%	13%	8%	1,92
DOMASHNY	3 010 758 000	3 258 050 000	326	751	130%	3 071 998 000	3 385 040 000	10%	3%	3%	1,02
PERETZ	1 993 878 000	2 512 207 000	170	587	245%	2 022 642 000	2 601 609 000	29%	2%	2%	0,96
EVEREST-S TOTAL	19 911 162 000	21 022 631 000	3 187	6 400	101%	20 833 685 000	22 648 616 000	9%	18%	14%	1,54
NTV	17 387 119 000	19 382 665 000	5 990	6 193	3%	19 170 367 000	20 986 458 000	9%	16%	17%	1,16
TNT	11 044 874 000	14 035 994 000	5 464	6 677	22%	12 051 187 000	14 697 627 000	22%	11%	9%	1,50
TVC	1 790 131 000	1 843 544 000	1 291	788	-39%	1 884 266 000	1 904 423 000	1%	1%	3%	0,57
GAZPROM MEDIA TOTAL	30 222 124 000	35 262 203 000	12 746	13 658	7%	33 105 820 000	37 588 508 000	14%	29%	29%	1,21
ZVEZDA TOTAL	463 652 000	654 852 000	461	425	-8%	477 138 000	663 971 000	39%	1%	2%	0,28
TOTAL NAT.TV	110 386 602 000	120 147 771 000	38 853	45 367	17%	118 385 566 000	128 613 457 000	9%	100%	100%	1,18

* All additional information is available on <http://media-audit.ru/>

