

This Year, Next Year

Russia media forecasts

November 2010

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GroupM

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Introduction

Russia had a serious advertising recession. Ad investment in traditional media dropped by 26% in 2009, the deepest fall among the larger European countries. At the same time disposable income per capita dropped by 18%, which will require some time to recover, but this will not hold advertising back by itself.

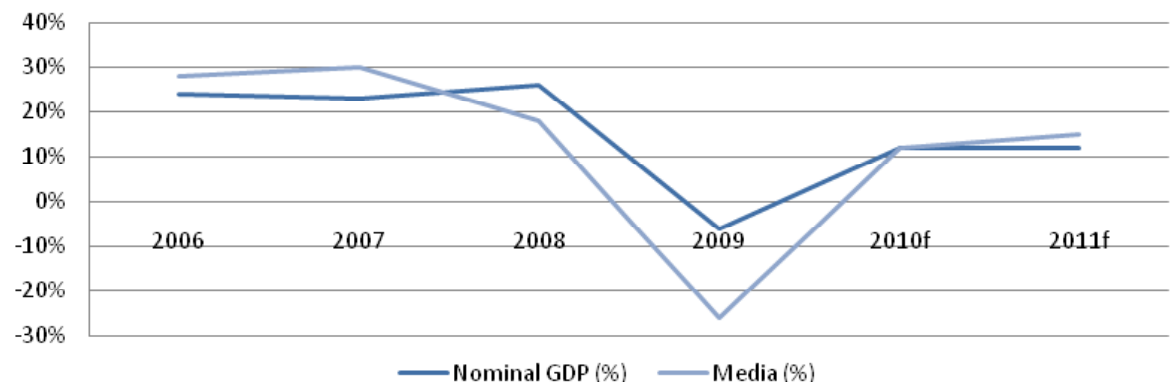
In 2010 we are seeing a rather fast recovery, and expect Russian advertising investment to grow faster than in the developed world this year and next, its total advertising market forecast to advance 12% to USD 7.5 billion in 2010 and by nearly 15% to USD 8.6 billion in 2011 (at constant exchange rates. Most Russian media is transacted in Roubles). Over the next ten years we think Russia's advertising will run slightly ahead of the growth rate of nominal GDP, approaching an estimated USD 18 billion.

FMCG and Telecom have done most to sustain advertising investment in the recession, as the following tables show. It is no surprise that auto, financial and real estate have retreated furthest.

In terms of creativity, Russia has never lacked talented and creative people; however the advertising market is somewhat staid and conservative, and depends on standard media channels. This is mostly due to the rapid organic growth of Russia's consumer demand, which required very little encouragement from marketers, stunting creativity.

Nominal GDP and media investment growth

	2006	2007	2008	2009	2010f	2011f
Media	27.8	30.3	17.7	-26.3	11.7	14.6
Nominal GDP	24.6	23.5	24.6	-5.6	15.1	13.5



All media

Category (all media)	RUR m, est net H1 2010	Change vs. 2009	Advertiser (all media)	RUR m, est net H1 2010	Change vs. 2009
Personal services & Retail	22,013	14.4%	Procter & Gamble	6,760	40.7%
Cosmetics & Hygiene	18,859	9.2%	L'Oreal	4,974	27.5%
Medicines	13,123	16.7%	Nestle	3,114	36.5%
Foodstuffs	11,947	-1.3%	Mars-Russia	2,887	9.5%
Mobile services	8,478	-6.0%	Unilever	2,759	6.4%
Entertainment	8,148	0.8%	Henkel Group	2,750	7.1%
Confectionery	7,639	24.4%	Beeline	2,565	8.4%
Motor & Auto	7,257	-11.1%	Kraft Foods	2,315	35.4%
Finance	6,495	6.2%	MTS	2,021	-14.1%
Media	5,574	13.9%	Danone	1,715	-18.5%
Household goods	5,059	0.7%	Wimm-Bill-Dann	1,706	-33.2%
Soft drinks	4,785	0.0%	Eldorado	1,701	29.4%
Beer	4,050	5.2%	Megaphone	1,664	-19.1%
Apparel & Footwear	3,947	3.1%	Pepsi Co	1,663	7.0%
Tea & Coffee	3,876	12.3%	Baltika	1,430	4.6%
Perfumery	3,782	11.0%	Berlin-Chemie	1,421	39.6%
Construction	3,412	34.8%	Menarini Group		
Furniture & Interior	3,354	14.9%	Reckitt Benckiser	1,386	-7.9%
Home appliances	3,345	14.7%	Sberbank	1,298	125.7%
Audio, video, photo	2,687	-2.6%	Ferrero	1,239	25.6%

Summary

Top categories and advertisers

Media, RUB m, net	2006	2007	2008	2009	2010f	2011f
TV	85,857	113,164	138,868	113,740	124,070	139,310
Radio	12,500	14,900	14,000	9,000	9,670	11,121
Newspapers	9,374	11,630	13,700	8,900	9,786	10,957
Magazines & Trade Press	35,185	40,257	43,900	23,700	25,014	27,890
Out-of-home	34,400	42,300	48,300	29,400	33,510	36,861
Cinema	435	500	700	500	575	633
Internet display	3,000	5,700	7,400	7,700	9,625	12,513
Search (paid)		7,000	10,200	11,300	15,820	22,148
Media total RUB m	180,751	235,451	277,068	204,240	228,070	261,432

Media, USD m, net	2006	2007	2008	2009	2010f	2011f
<i>Exchange rate</i>	<i>30.489</i>	<i>30.489</i>	<i>30.489</i>	<i>30.489</i>	<i>30.489</i>	<i>30.489</i>
TV	2,816	3,712	4,555	3,731	4,069	4,569
Radio	410	489	459	295	317	365
Newspapers	307	381	449	292	321	359
Magazines	1,154	1,320	1,440	777	820	915
Outdoor	1,128	1,387	1,584	964	1,099	1,209
Cinema	14	16	23	16	19	21
Internet display	98	187	243	253	316	410
Search (paid)		230	335	371	519	726
Media total USD m	5,928	7,722	9,087	6,699	7,480	8,575

YOY% change	2006	2007	2008	2009	2010f	2011f
TV	30.3	31.8	22.7	-18.1	9.1	12.3
Radio	47.1	19.2	-6.0	-35.7	7.4	15.0
Newspapers	14.3	24.1	17.8	-35.0	10.0	12.0
Magazines & Trade Press	13.1	14.4	9.0	-46.0	5.5	11.5
Out-of-home	33.9	23.0	14.2	-39.1	14.0	10.0
Cinema	2.5	15.0	40.0	-28.6	15.0	10.0
Internet display	76.5	90.0	29.8	4.1	25.0	30.0
Search (paid)			45.7	10.8	40.0	40.0
Media total YOY% change	27.8	30.3	17.7	-26.3	11.7	14.6

% shares of media	2006	2007	2008	2009	2010f	2011f
TV	47.5	48.1	50.1	55.7	54.4	53.3
Radio	6.9	6.3	5.1	4.4	4.2	4.3
Newspapers	5.2	4.9	4.9	4.4	4.3	4.2
Magazines & Trade Press	19.5	17.1	15.8	11.6	11.0	10.7
Out-of-home	19.0	18.0	17.4	14.4	14.7	14.1
Cinema	0.2	0.2	0.3	0.2	0.3	0.2
Internet display	1.7	2.4	2.7	3.8	4.2	4.8
Search (paid)		3.0	3.7	5.5	6.9	8.5
Media total	100	100	100	100	100	100

Television

Television remains the most dominant medium: unlike the majority of the developed countries, Russia's marketers are not forced to master digital and other non-traditional technology in order to have an effective impact on people.

TV achieved a 53% share of ad investment in the first half of 2010 and the billing growth has been 7% compared to 2009. Cable and satellite TV is developing at a faster rate of +26% compared to 2009.

The second half of 2010 has been overbooked, so potentially under-deliveries could happen. By the end of the year we may expect a run-rate of TV ad growth in the order of 12-15% versus the prior-year period.

TV owners started to speculate on additional demand and increased the prices in Q3-Q4 on some stations between 5-30% depending on supply.

Regional TV is also developing faster than average, in the range 15%-20%.

TV billings, RUB m	2006	2007	2008	2009	2010f	2011f
Total	85,857	113,164	138,868	113,740	124,070	139,310
National	61,404	77,958	98,778	86,320	93,941	106,154
Moscow	6,521	7,745	8,073	6,380	6,943	7,300
Other regional	17,932	26,761	30,717	19,540	21,265	23,360
Cable and satellite		700	1,300	1,500	1,920	2,496

TV billings, USD m	2006	2007	2008	2009	2010f	2011f
<i>Exchange rate</i>	30.489	30.489	30.489	30.489	30.489	30.489
Total	2,816	3,712	4,555	3,731	4,069	4,569
National	2,014	2,557	3,240	2,831	3,081	3,482
Moscow	214	254	265	209	228	239
Other regional	588	878	1,007	641	697	766
Cable and satellite		23	43	49	63	82

Top categories and advertisers

Category (TV terrestrial)	RUR m, est net H1 2010	Change vs. 2009	Advertiser (TV terrestrial)	RUR m, est net H1 2010	Change vs. 2009
Cosmetics & Hygiene	15,714	5.6%	Procter & Gamble	5,818	35.0%
Personal services & Retail	11,432	15.9%	L'Oreal	4,064	29.3%
Foodstuffs	10,610	-5.1%	Mars-Russia	3,243	26.7%
Medicines	9,870	16.1%	Henkel Group	2,710	7.3%
Confectionery	7,131	22.6%	Nestle	2,698	24.6%
Mobile services	6,255	-8.6%	Unilever	2,640	6.6%
Household goods	4,917	-1.1%	Beeline	1,946	5.9%
Soft drinks	4,238	-1.7%	Wimm-Bill-Dann	1,939	-21.5%
Entertainment	3,799	6.3%	Kraft Foods	1,801	23.2%
Tea & Coffee	3,001	-4.7%	Danone	1,710	-16.4%
Motor & Auto	2,962	-15.9%	Pepsi Co	1,484	4.1%
Beer	2,901	2.8%	MTS	1,461	-14.9%
Media	2,676	8.3%	Reckitt Benckiser	1,351	-8.0%
Home Appliances	2,528	14.2%	Berlin-Chemie	1,301	34.0%
Perfumery	2,390	0.0%	Menarini GR.	1,276	-22.6%
Finance	2,351	-9.1%	Megaphone	1,276	-22.6%
Furniture & Interior	1,702	25.0%	Ferrero	1,233	25.3%
Audio, video, photo	1,659	-9.2%	Eldorado	1,090	-5.4%
Construction	1,630	40.2%	Baltika	991	-2.8%
Apparel & Footwear	1,560	-5.1%	Colgate-Palmolive	967	22.0%
			Coca-Cola	876	-33.6%

Television impact shares

Adults (18+) impact shares			
Channel	2007	2008	2009
Pervy Kanal	26%	23%	23%
Rossia 1	22%	21%	22%
NTV	17%	18%	16%
STS	9%	8%	8%
TV Centre	3%	4%	4%
Ren TV	5%	5%	5%
TNT	6%	7%	7%
MTV	1%	1%	1%
Muz TV	1%	1%	1%
TV-3	3%	4%	5%
7TV	0%	0%	0%
DTV	2%	2%	2%
Rossia 2	1%	1%	1%
Domashnii	2%	3%	3%
Zvezda	0%	0%	1%
Piaty Kanal	1%	1%	1%
2X2	0.0%	0.0%	0.5%

ABC1 (18+BC) impact shares			
Channel	2007	2008	2009
PervyKanal	26%	23%	23%
Rossia1	22%	20%	21%
NTV	18%	17%	16%
STS	9%	8%	8%
TVCentre	4%	4%	4%
RenTV	5%	5%	5%
TNT	6%	8%	7%
MTV	1%	1%	1%
MuzTV	1%	1%	1%
TV-3	3%	4%	4%
7TV	0%	0%	0%
DTV	2%	2%	2%
Rossia2	1%	2%	1%
Domashnii	2%	3%	3%
Zvezda	0%	0%	1%
PiatyKanal	1%	1%	1%
2X2	0.0%	0.0%	0.5%

Television impact shares

16-34 impact shares			
Channel	2007	2008	2009
Pervy Kanal	20%	18%	18%
Rossia 1	15%	14%	13%
NTV	14%	13%	12%
STS	16%	15%	15%
TV Centre	2%	3%	2%
Ren TV	6%	6%	6%
TNT	12%	15%	15%
MTV	3%	3%	3%
Muz TV	3%	2%	2%
TV-3	3%	4%	5%
7TV	0.2%	0.4%	0.4%
DTV	2%	2%	2%
Rossia 2	1%	1%	1%
Domashnii	2%	2%	2%
Zvezda	0.1%	0.2%	0.5%
Piaty Kanal	0.4%	1%	1%
2X2	0.0%	0.0%	1%

Housewives impact shares			
Channel	2007	2008	2009
Pervy Kanal	28%	25%	24%
Rossia 1	23%	23%	24%
NTV	17%	18%	16%
STS	8%	7%	7%
TV Centre	4%	4%	4%
Ren TV	4%	4%	4%
TNT	5%	6%	6%
MTV	1%	1%	1%
Muz TV	1%	1%	1%
TV-3	3%	3%	4%
7TV	0.2%	0.3%	0.2%
DTV	2%	2%	2%
Rossia 2	1%	1%	1%
Domashnii	2%	3%	3%
Zvezda	0.1%	0.2%	1%
Piaty Kanal	1%	1%	1%
2X2	0.0%	0.0%	0.3%

Radio

Radio increased its share to 4.4% in the first half of 2010 compared to 4% in the first quarter of 2010, which brings it closer to the 4.5% in 2009. The billing growth has been +7% versus 2009, sometimes faster than TV.

The Network and Moscow markets are up +5%, with Regional increasing much faster at +20-25%.

We estimate the second half of 2010 will show revenue growth of about 10-15% compared to 2009.

The media owners expect to yield additional price inflation in the range 15-20% in the last quarter of 2010.

What distinguishes radio is the range of advertiser size, from large corporations to sole traders. This is why Radio's occupancy is improving, and it is overtaking print media.

Top radio stations 2010

Top radio stations	AQH ('000)	AQH %	Reach Dly	Reach % Dly	AQH Share
All Media	8,606.42	14.32	39,207.83	65.24	100.00
Autoradio	543.00	0.90	10,158.60	16.90	6.31
DFM	249.85	0.42	3,456.87	5.75	2.90
Dorognoe Radio	648.64	1.08	8,045.21	13.39	7.54
Europa Plus	757.07	1.26	10,961.54	18.24	8.80
Love Radio	247.01	0.41	4,056.85	6.75	2.87
Mayak	426.36	0.71	4,910.60	8.17	4.95
Radio MV	239.21	0.40	3,199.71	5.32	2.78
Nashe Radio	184.14	0.31	2,618.96	4.36	2.14
Radio 7	160.15	0.27	2,601.84	4.33	1.86
Radio Dacha	223.40	0.37	2,537.28	4.22	2.60
Radio RUS	794.21	1.32	5,524.19	9.19	9.23
Radio Chanson	713.12	1.19	8,945.04	14.88	8.29
Energy FM	126.53	0.21	1,840.85	3.06	1.47
Retro FM	531.81	0.88	8,061.31	13.41	6.18
RUS Radio	690.06	1.15	10,466.07	17.41	8.02
Silver Rain	88.40	0.15	1,412.56	2.35	1.03
Hit FM	152.83	0.25	3,100.99	5.16	1.78
Echo Moscow	224.46	0.37	2,503.28	4.17	2.61
Umor FM	282.66	0.47	5,018.70	8.35	3.28
Other Radio stations	1,323.50	2.20	13,542.85	22.53	15.38

Top categories and advertisers

Category (Radio)	RUR m, est net H1 2010	Change vs. 2009	Advertiser (Radio)	RUR m, est net H1 2010	Change vs. 2009
Personal services & Retail	1,619	27.9%	Media Markt	158	49.4%
Entertainment	1,268	-10.6%	Pensiony Fond	137	177.2%
Media	926	12.3%	Metro	133	196.1%
Medicines	732	-30.0%	Rossia 1	132	84.1%
Motor & Auto	561	-29.0%	Rosmed	127	156.9%
Finance	533	29.7%	Ikea	108	101.6%
Real estate	486	-5.9%	Metoria Medika	104	-10.1%
Medical services	362	-11.4%	Volkswagen	101	26.1%
Tourism	248	75.5%	X5 Retail Group	101	196.6%
Industrial equipment	234	59.7%	OBI	90	110.4%
Foodstuffs	221	164.6%	Centre Zdorovie	89	26.1%
Apparel & Footwear	208	51.4%	General Motors Corp	84	15.7%
Insurance	183	4.1%	Teskom	77	-19.6%
Furniture & Interior	176	106.3%	Master Bank	69	-33.8%
Mobile services	168	-6.4%	Detsky MIR	68	
Restaurants	159	50.3%	Central Partnership	60	27.0%
Construction	154	16.6%	Honda	58	140.8%
Computers	153	54.3%	URALSIB (financial corporation)	55	192.9%
Internet services	147	-4.1%	Inkom-Nedvijimost	53	-26.5%
Transport & Tying	145	-17.2%	Capital Group	48	-7.1%

Print

The heavy decline in spend and share of the print market (newspapers, magazines and trade press) in the recession is the result of a number of factors. As monies were moved to bolster TV and Internet spends and with many marketers' overall budgets in decline, the print market with its higher relative share of the luxury and auto sectors has been hit twice. However, print is recovering, its small Q1 reversal expected to be repaired in the second half of the year, leading to a run-rate of +5% by the end of 2010. Large clients are ready to finalize long-term print commitments in order to lock favourable rates in.

Regional print remains the most unstable medium as spends continue to be reined in. Print tends to suffer volatile demand as its CPT is high. By 2020 share of print media is estimated at 12%, somewhat down from today's 15% newspaper-and-magazine total.

Top categories and advertisers

Category (National Press)	RUR m, est net H1 2010	Change vs. 2009	Advertiser (National Press)	RUR m, est net H1 2010	Change vs. 2009
Personal services & Retail	3,678	18.9%	L'Oreal	761	9.6%
Medicines	2,452	49.4%	Procter & Gamble	735	66.9%
Cosmetics & Hygiene	2,449	22.1%	Mercury	674	30.2%
Apparel & Footwear	1,652	3.6%	Evalar	529	112.9%
Finance	1,583	8.2%	Louis Vuitton Moet Hennessy SA	520	28.7%
Motor & Auto	1,569	-19.1%	Pochta Servis	269	65.4%
Media	1,174	15.4%	Samsung Electronics	261	29.3%
Entertainment	1,103	8.8%	Japan Tobacco Inc	232	5.3%
Jewellery & Luxury	1,004	9.1%	Chanel	228	15.0%
Perfumery	881	22.6%	Volkswagen	219	-32.8%
Alcohol drinks	819	22.0%	Nissan	208	14.0%
Furniture & Interior	515	0.3%	MIR Poleznih Tovarov	190	26.4%
Tobacco	501	-2.5%	Swatch Group	176	75.9%
Foodstuffs	492	20.0%	Toyota	175	9.9%
Medical services	473	1.6%	Bacardi-Martini	170	22.7%
Home appliances	436	48.6%	Sberbank	164	181.9%
Computers	431	-11.8%	Estee Lauder	153	28.0%
Mobile services	414	-16.6%	Peugeot Citroen Rus	145	31.1%
Transport & Tying	402	8.7%	Materia Medika	145	-15.4%
Construction	402	22.1%			

Newspapers

Top 10 newspapers 2010

Name	Periodicity	Publisher	AIR ('000)	AIR (%)	Circulation mln
Antenna/ Telesem	Weekly	Hachette Filipacchi Shkulev (AFS)	10,937.76	18.92	3,637
Argument i Fakti	Weekly	AiF	7,540.75	13.04	2,623
TV programme	Weekly	Komsomolskaya Pravda	6,477.98	11.21	694
Komsomolskaya Pravda	Weekly	Komsomolskaya Pravda	5,687.52	9.84	2,693
777	Weekly	Bauer Media	5,266.85	9.11	950
Teleweek	Weekly	Populyarnaya Pressa	4,826.12	8.35	928
Iz Ruk v Ruki	Daily	Pronto-Moskva	3,690.22	6.38	18
Zyatek	Weekly	Bauer Media	2,937.95	5.08	300
Zhizn	Weekly	News Media Rus	2,445.57	4.23	2,240
My family	Weekly	Media Mir	2,197.34	3.8	N/A

Magazines

Top 10 magazines 2010

Name	Periodicity	Publisher	AIR ('000)	AIR (%)	Circulation mln
Za Rulem	Monthly	Za Rulem	7,555.82	13.07	430
Cosmopolitan	Monthly	Independent Media Sanoma Magazines	6,974.24	12.06	865
Vokrug Sveta	Monthly	Vokrug Sveta	5,085.28	8.80	175
Karavan Istori	Monthly	7 Days	4,286.33	7.41	314
Lublu gotovit	Monthly	Burda	4,170.23	7.21	1,500
7 Days	Weekly	7 Days	4,102.34	7.10	1,023
Teijin Yazik	Weekly	Bauer Media	3,609.13	6.24	300
Lisa	Weekly	Burda	3,521.61	6.09	720
Lisa Crosswords	Bi-weekly	Burda	3,076.76	5.32	295
Burda	Monthly	Burda	3,041.97	5.26	435

Out-of-home

For 2010 our forecast is 14% market growth (including indoor), which has been substantiated by the first-half results. This is both due to price inflation and rising demand (sales have increased by 10% on average in Jan-April 2010 compared to the prior year period). We expect the same situation for 2011 (i.e. around 10% price inflation, at a minimum), unless another recession happens.

Outdoor is one of the more accessible media thanks to its low cost of entry, so is much favoured by small and medium-sized advertisers (especially local ones).

For most outdoor advertisers, 2011 will be the last year of five-year contracts. That is likely to cause two opposite behaviours among media owners: some will keep high prices until the end while others will try their best to sell out the inventory even with discounts. National and local suppliers will compete more aggressively (local will try to speak directly to clients' local offices). Non-standard and indoor stock will proliferate as new suppliers are attracted by the price signals.

As transport pitches are coming, transport may become better structured with clearer efficiency if one or two national contractors emerge.

Finally, as OOH market has huge consolidation potential we register the possibility of ownership consolidation and the a new national supplier coming into being.

Top categories and advertisers

Category (OOH)	RUR m, est net H1 2010	Change vs. 2009	Advertiser (OOH)	RUR m, est net H1 2010	Change vs. 2009
Personal services & Retail	6,066	23.1%	Beeline	565	17.0%
Finance	2,031	23.8%	MTS	418	-11.5%
Motor & Auto	2,010	8.1%	Baltika	346	42.6%
Entertainment	1,885	-4.9%	Nestle	341	308.5%
Mobile services	1,586	6.5%	Sberbank	320	86.0%
Social ads	1,292	-1.6%	M Video	305	12.4%
Construction	1,225	35.0%	Volkswagen	296	58.5%
Real estate	1,173	39.9%	Alkor and K	276	105.1%
Furniture & Interior	980	2.4%	SAB	266	104.6%
Beer	974	17.7%	LG Electronics	255	26.0%
Media	789	38.2%	Megaphone	220	-7.0%
Tea & Coffee	664	228.8%	Samsung Electronics	217	-10.0%
Tourism	654	6.2%	Sun Inbev	202	-3.5%
Advertising & Marketing	638	1.6%	Metro	199	16.6%
Computers	627	48.4%	Kraft Foods	196	13.7%
Political entities	551	-27.0%	OBI	187	310.9%
Cosmetics & Hygiene	543	96.7%	Eldorado	176	23.7%
Audio, video, photo	542	21.4%	Toyota	172	91.0%
Foodstuffs	531	42.4%	Effes	165	14.4%
Apparel & Footwear	515	14.1%	Media Markt	164	38.1%

Internet

The global media recession came to -6.6% in 2009, but without Internet this would have been 8.7%. Internet has had nothing like a recession except in a handful of highly-stressed markets, adding 10% to its measured total in 2009. Development of the Russian internet market has been very rapid during the last five years in comparison to the more developed countries. It is the fastest-growing medium in Russia, showing average 70% growth rate before the recession and more than 30% after. The International Telecommunication Union estimates there are 53 million internet users in Russia or 37% of the total population. We expect 82 million users by the end of 2020, with average 50% penetration in Russian regions. The growth is mostly driven by broadband.

Internet spending (both in display and contextual advertising) showed consistent growth of nearly 32.5% in 2010. We forecast contextual spending will advance 40% (USD 497 mln) and display 22% (USD 298 mln) in 2010.

Online is taking ad budget from other measured media, especially TV and print. According to GroupM's long-range forecast, online's share is expected to reach 22% in 2020, compared to 11% in 2010, overtaking both out-of-home and print sectors by the end of 2014.

Internet users and penetration

	2006	2007	2008	2009	2010f	2011f
Internet users (mln)	257	350	453	528	589	635
YOY change (%)	178	362	293	167	116	77
Penetration (%)	18	25	32	37	42	45

Top categories

Category	H1 2010 share %	Change vs 2009
Auto	29%	0%
Telecom	19%	1%
FMCG	18%	0%
Finance	7%	1%
Retail	6%	0%
Entertainment & Media	6%	0%
IT	4%	0%
Other	11%	-3%

Top 10 websites

Name	Total unique visitors (000)	Reach %	Average minutes per visit
Yandex.ru	21,713	57.8	1.7
Mail.ru	20,450	54.5	4.7
Vkontakte.ru	17,363	46.2	16.4
Google.ru	16,805	44.8	1.4
VK.com	13,880	37	0.5
Rambler.ru	12,980	34.6	2.5
Narod.ru	11,508	30.6	1.4
Wikipedia.org	9,862	26.3	2.2
Odnoklassniki.ru	9,601	25.6	17.4
Google.com	9,086	24.2	2.2

GroupM is the leading global media investment management operation. It serves as the parent company to WPP media agencies including MAXUS, MediaCom, MEC and Mindshare.

Our primary purpose is to maximise the performance of WPP's media communications agencies on behalf of our clients, our shareholders and our people by operating as a parent and collaborator in performance-enhancing activities such as trading, content creation, sports, digital, finance, proprietary tool development and other business-critical capabilities. The agencies that comprise GroupM are all global operations in their own right with leading market positions.

The focus of GroupM is the intelligent application of physical and intellectual scale to benefit trading, innovation, and new communication services, to bring unfair competitive advantage to our clients and our companies.

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