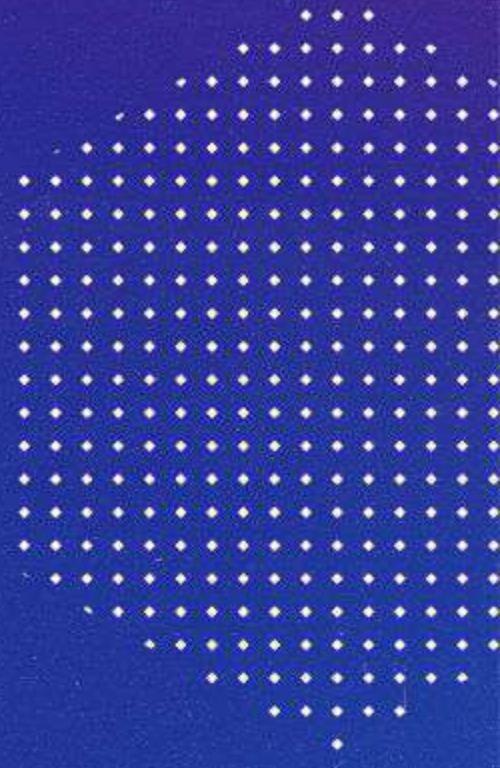


MUSIC LABEL



COMMERCIAL DISTRIBUTION OF MUSIC & VIDEOS

DIGITAL DISTRIBUTION OF PUBLISHING & MASTER RIGHTS



BOOM



and other DSPs

MOBILE DISTRIBUTION

Ringback tones for customers:



SYNCHRONIZATION OF PUBLISHING AND MASTER RIGHTS IN ADVERTISING, MOVIES, TV SERIES, TV SHOWS AND PUBLIC EVENTS

OUR LONG-TERM PARTNERS

Правительство
Москвы



Good Story
media



Unilever



Яндекс



Ростелеком

X5 RETAIL GROUP



KFC

КРАСНЫЙ КВАДРАТ



YELLOW, BLACK AND WHITE

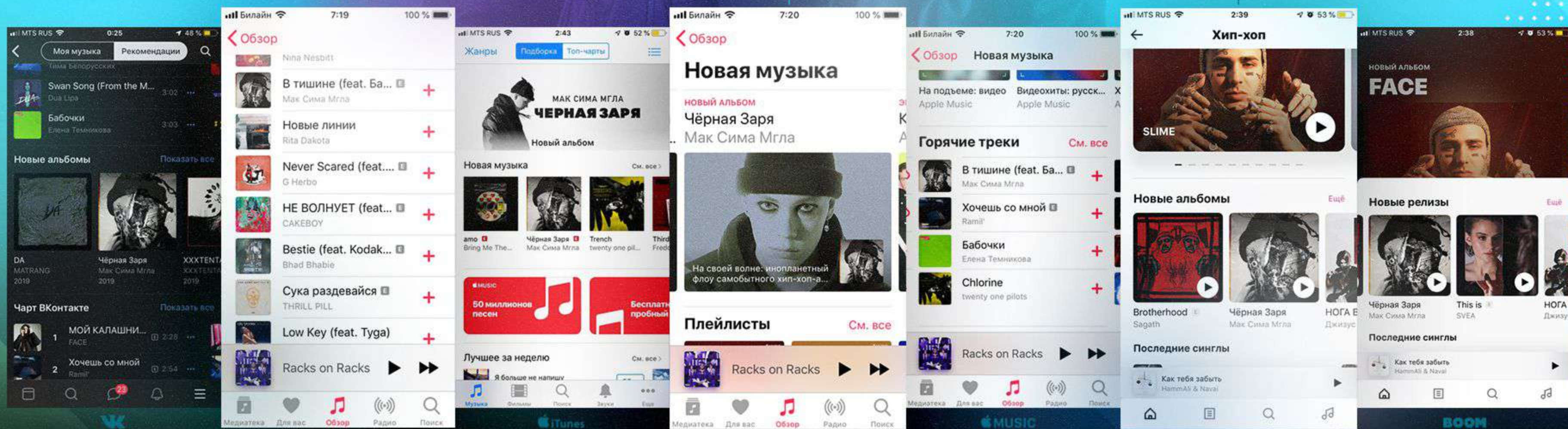
DISTRIBUTION OF PHYSICAL MEDIA



Rights registration in PROs, control over collections

PROMO & PRESS MANAGEMENT, SMM OF RELEASES & ARTISTS

- ✔ ACCOUNTS VERIFICATION
- SUGGESTIONS ON DISCOVERY PAGES
 - PLAYLISTS
 - THEMATIC SECTIONS
- FREE TRAFFIC ON POSTS IN ARTISTS' VK.COM GROUPS
- AUDIO COMMERCIAL IN VK.COM





BUSINESS AREA

MEDIA & OPINION LEADERS RELATIONS



YouTube shows, big music groups VK.com, taking part in TV & radio shows, on-air disposal in music TV channels & radiostations

BUSINESS AREA

A⁺

YOUTUBE PARTNER NETWORK

189145521.5

VIEWS IN PARTNER NETWORK

OVER

3000000

SUBSCRIBERS

IN PARTNERSHIP NETWORK

OVER

200

YOUTUBE

CHANNELS

SMM



- Targeting advertisement in VK.com & Instagram
- Seeds in VK.com groups: posts in a feed & stories
- AdWords
- In-stream advertisement on YouTube
- Pre-rolls in online cinemas
- Putting video in recommendations over our partnership network in YouTube
- Adding tracks to popular YouTube channels