RT
QUESTION MORE

RT

8 TV Channels

RT International
RT Arabic
RT Spanish
RT America
RT UK
RT France
RTDoc (in English)
RTД (in Russian)

Mobile Apps

RT News
RT 360
Ruptly Stringer
RT Radio

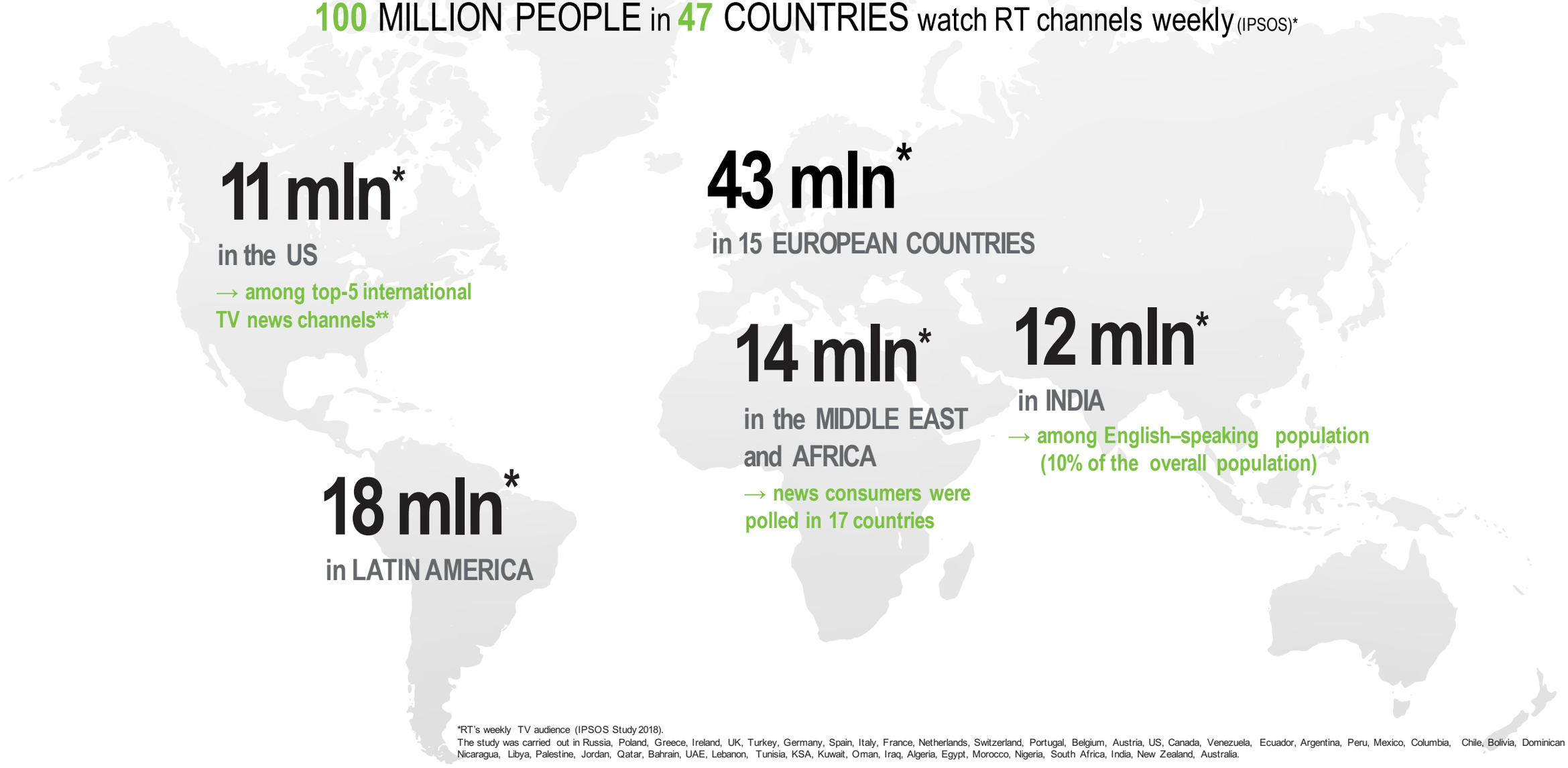
6 online platforms with different content

English
Arabic
Spanish
Russian
German
French

RUPTLY
Video news agency

RT NETWORK COVERAGE

100 MILLION PEOPLE in **47** COUNTRIES watch RT channels weekly (IPSOS)*



11 mln*

in the US

→ among top-5 international TV news channels**

43 mln*

in 15 EUROPEAN COUNTRIES

14 mln*

in the MIDDLE EAST and AFRICA

→ news consumers were polled in 17 countries

12 mln*

in INDIA

→ among English–speaking population (10% of the overall population)

18 mln*

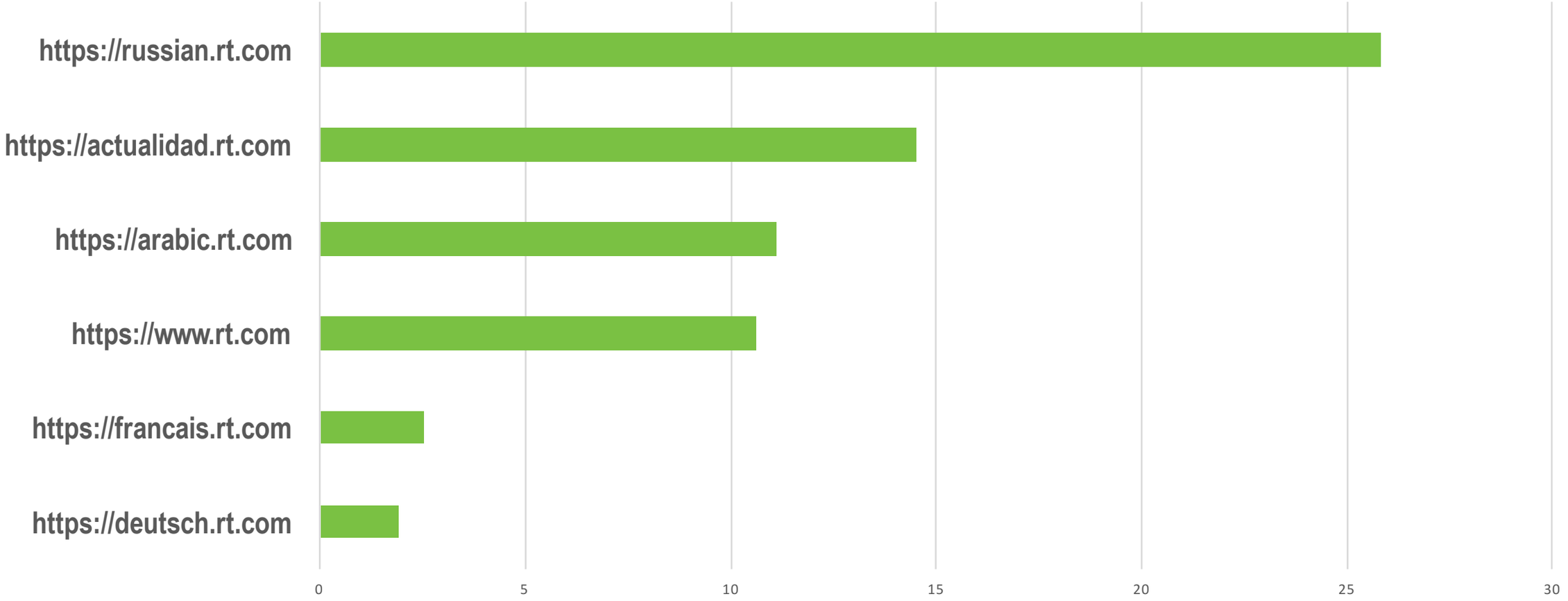
in LATIN AMERICA

*RT's weekly TV audience (IPSOS Study 2018).
The study was carried out in Russia, Poland, Greece, Ireland, UK, Turkey, Germany, Spain, Italy, France, Netherlands, Switzerland, Portugal, Belgium, Austria, US, Canada, Venezuela, Ecuador, Argentina, Peru, Mexico, Columbia, Chile, Bolivia, Dominican Republic, Nicaragua, Libya, Palestine, Jordan, Qatar, Bahrain, UAE, Lebanon, Tunisia, KSA, Kuwait, Oman, Iraq, Algeria, Egypt, Morocco, Nigeria, South Africa, India, New Zealand, Australia.

**In the US RT was measured alongside CNN, BBC World News, euronews, Sky News, France 24, Al Jazeera, Deutsche Welle TV, China's CCTV and Japan's NHK.

RT ONLINE

RT online platforms visit more than 65M UVs monthly



Google Analytics, April 2018

RT ONLINE

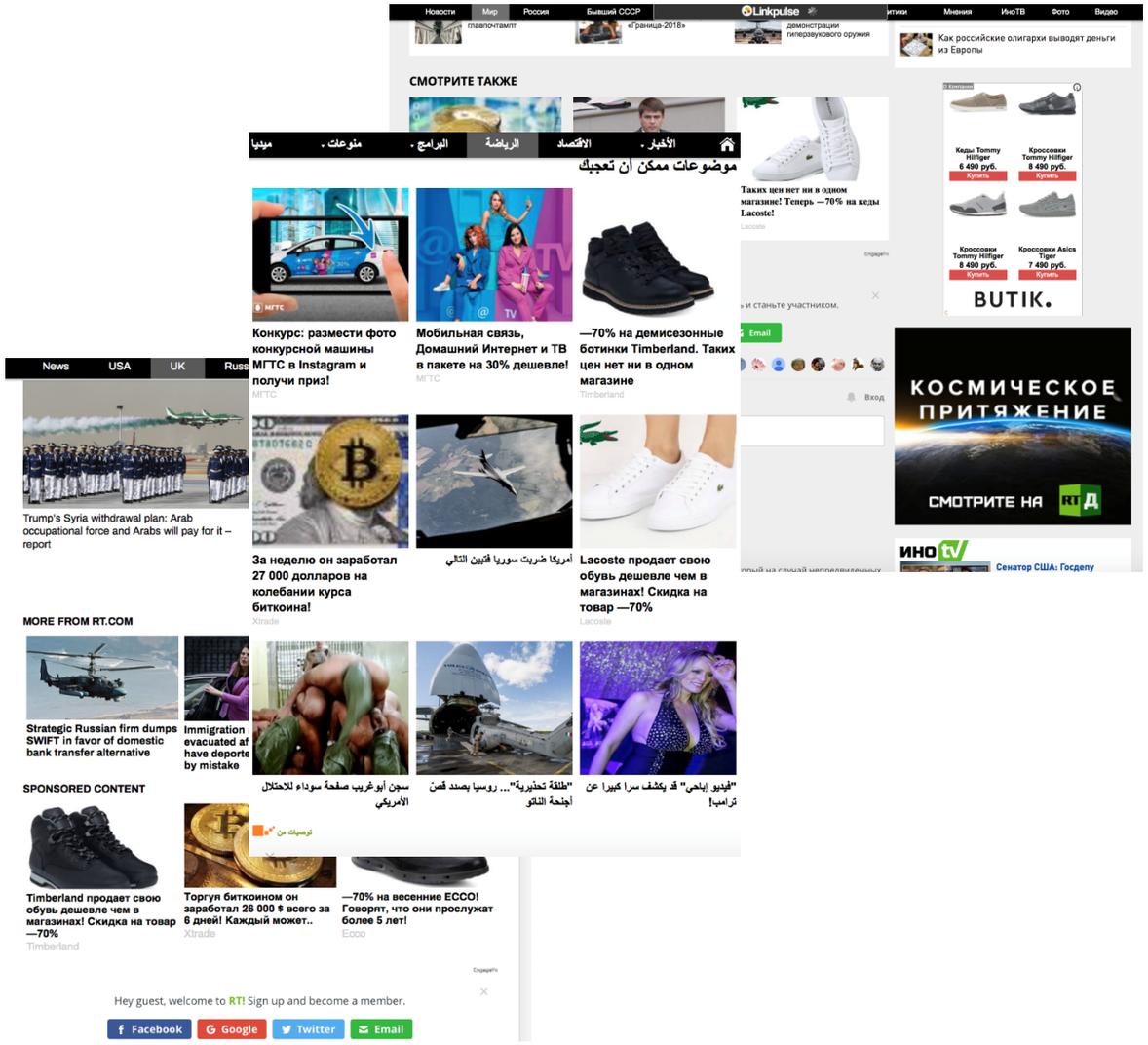
Деньги = rCPM x Fill Rate x Impressions

RT NATIVE BLOCKS

Taboola

EngageYa
Go Native

plista



RT ONLINE

CTR на редакционных материалов

	Taboola	Engageya	Plista
RT.com	2,77%	-	-
Actualidad	8,80%	-	-
Arabic	10,62%	14,99%	-
French	5,07%	-	-
German	0,13%	-	-
Russian	1,21%	0,77%	0,61%

CTR рекламных блоков

	Taboola	Engageya	Plista
RT.com	0,56%	-	-
Actualidad	1,54%	-	-
Arabic	-	4,19%	-
French	0,89%	-	-
German	1,40%	-	-
Russian	0,17%	0,31%	0,16%

Относительный rCPM

	Taboola	Engageya	Plista
RT.com	100%	-	-
Actualidad	40%	-	-
Arabic	39%	221%	-
French	56%	-	-
German	202%	-	-
Russian	7%	5%	3%

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