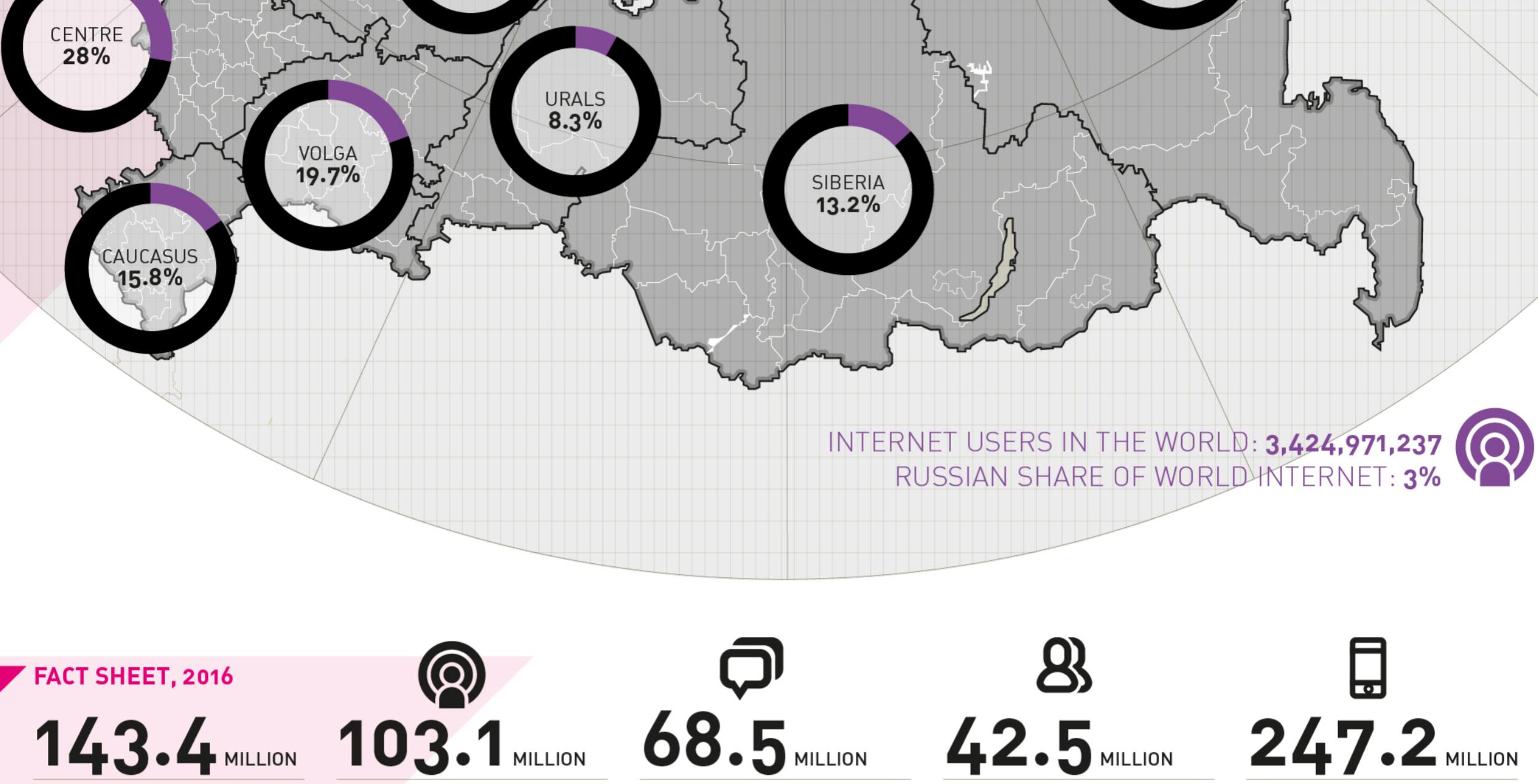


# Digital Marketing in Russia



## INTERNET PENETRATION BY REGION, 2016



INTERNET USERS IN THE WORLD: 3,424,971,237  
RUSSIAN SHARE OF WORLD INTERNET: 3%

## FACT SHEET, 2016

**143.4** MILLION  
TOTAL POPULATION

Total national population, including children



**103.1** MILLION  
ACTIVE INTERNET USERS

Includes access via fixed and mobile connections



**68.5** MILLION  
MEDIA USERS

Active user accounts, not unique individuals



**42.5** MILLION  
ACTIVE MOBILE SOCIAL USERS

Active user accounts, not unique individuals

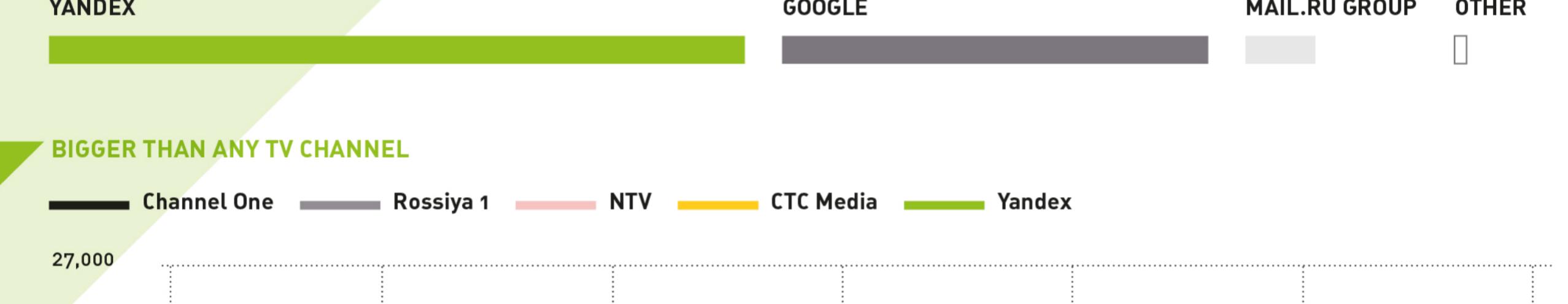


**247.2** MILLION  
MOBILE CONNECTIONS

Mobile subscriptions, not unique individuals



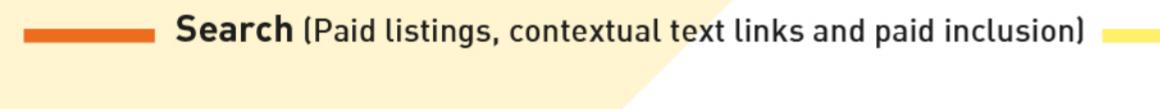
## TOP ACTIVE SOCIAL PLATFORMS, 2016



## YANDEX

THE TOP SEARCH ENGINE, 2016

**57.8%**  
YANDEX



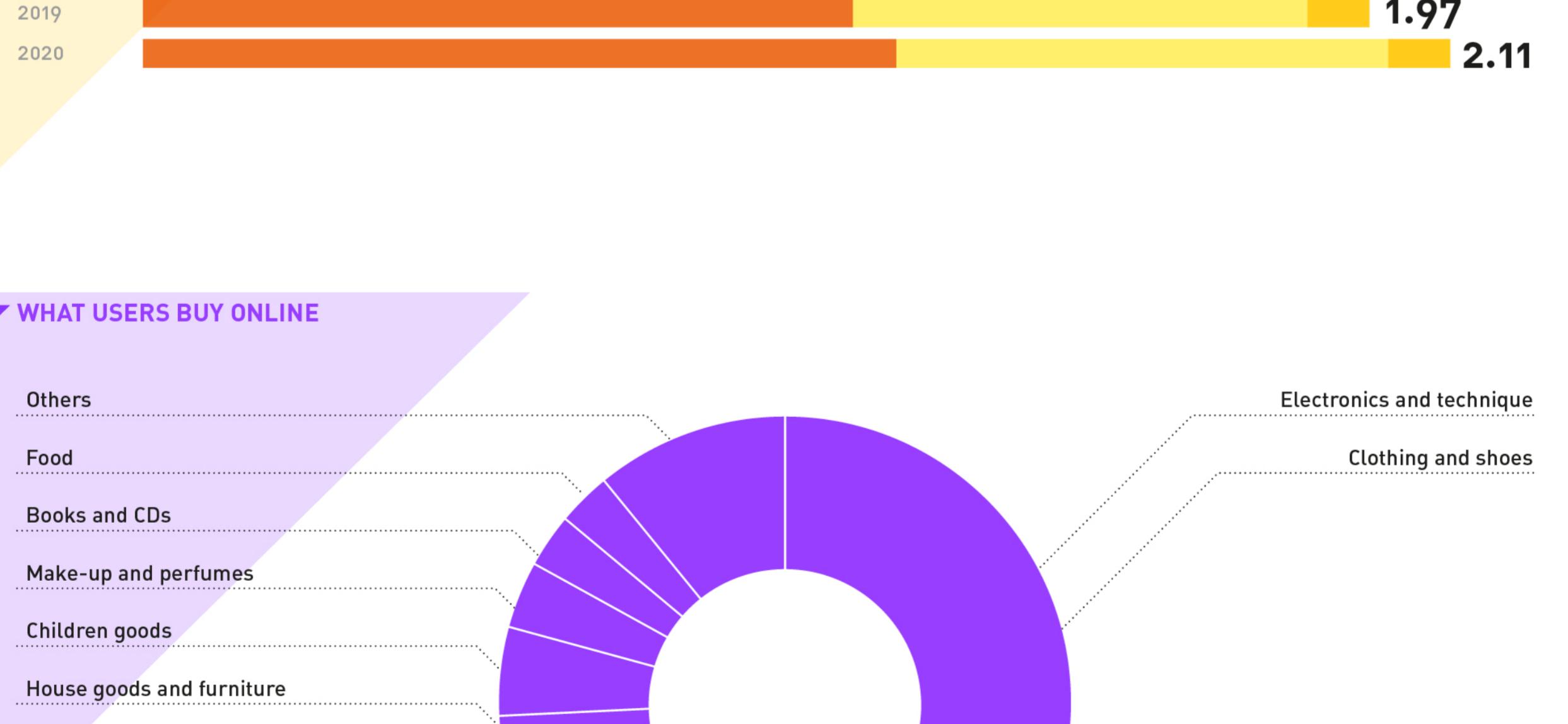
**35.4%**  
GOOGLE

**5.8%**  
MAIL.RU GROUP

**1%**  
OTHER

## BIGGER THAN ANY TV CHANNEL

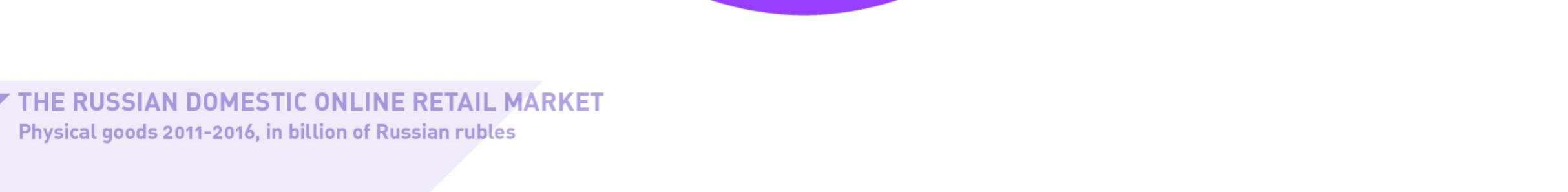
— Channel One — Rossiya 1 — NTV — CTC Media — Yandex



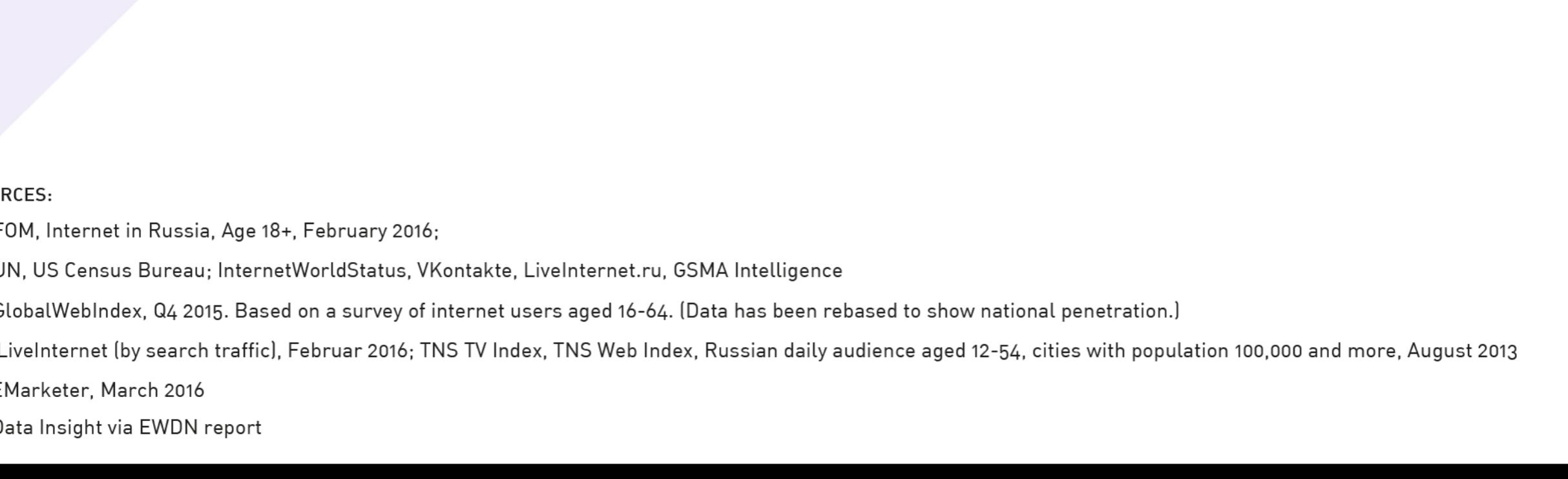
## DIGITAL AD SPENDING BY FORMAT

Billion Dollars

Search (Paid listings, contextual text links and paid inclusion) Display (Banners, rich media, sponsorship, video) Classifieds



## WHAT USERS BUY ONLINE



## THE RUSSIAN DOMESTIC ONLINE RETAIL MARKET

Physical goods 2011-2016, in billion of Russian rubles



## SOURCES:

■ FOM, Internet in Russia, Age 18+, February 2016; ■ UN, US Census Bureau; InternetWorldStatus, VKontakte, LiveInternet.ru, GSMA Intelligence

■ GlobalWebIndex, Q4 2015. Based on a survey of internet users aged 16-64. (Data has been rebased to show national penetration.)

■ LiveInternet (by search traffic), Februar 2016; TNS TV Index, TNS Web Index, Russian daily audience aged 12-54, cities with population 100,000 and more, August 2013

■ EMarketer, March 2016

■ Data Insight via EWDN report

**GIULIO GARGIULLO** DIGITAL MARKETING MANAGER

www.giuliogargiullo.it / www.giuliogargiullo.com

infographic www.gaiarusso.it