



Russian Modern Media System

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My courses and topics: "Internet-journalism and new media", "Basics of Fact-checking", "Multimedia Journalism", "Informational security".





Russia: in general

Vast 17.1 million km² with 146 million people across 11 time zones.

Multi-ethnic, 100+ languages, major religions: Orthodox Christianity, Islam, Buddhism.



Media System Overview

Complex System

Media channels, content, technologies under national and international laws.

Context

Influenced by geopolitics, economy, ethnoculture, history, audience identity.

Main Features of the Media System

- Integrity**
Maintains social cognition potential.
- Structure**
Information, editorial, organizational, audience subsystems.
- Functions**
Information processing and linking creative professionals.
- External Influence**
Content shaped by external factors.



Segments of the Media System

- Printed periodicals
- Broadcast media
- News agencies
- Online media
- Social media
- Book publishing
- Movie and music studios
- Advertising and PR

External Factors Affecting Media



Political

Policy, elections, funding.



Social

Demographics, ethnicity, religion.



Cultural

Language, literacy, religion.



Economic

Market, taxation, demand.



Technological

ICT development, internet penetration.



Geographical

Location, climate, administration.

Digitalisation and New Media Trends

1

Digital Platforms

New shell of old media system.

2

New Formats

Podcasts, quizzes, videos booming.

3

Advertising Growth

27% market increase in early 2023.

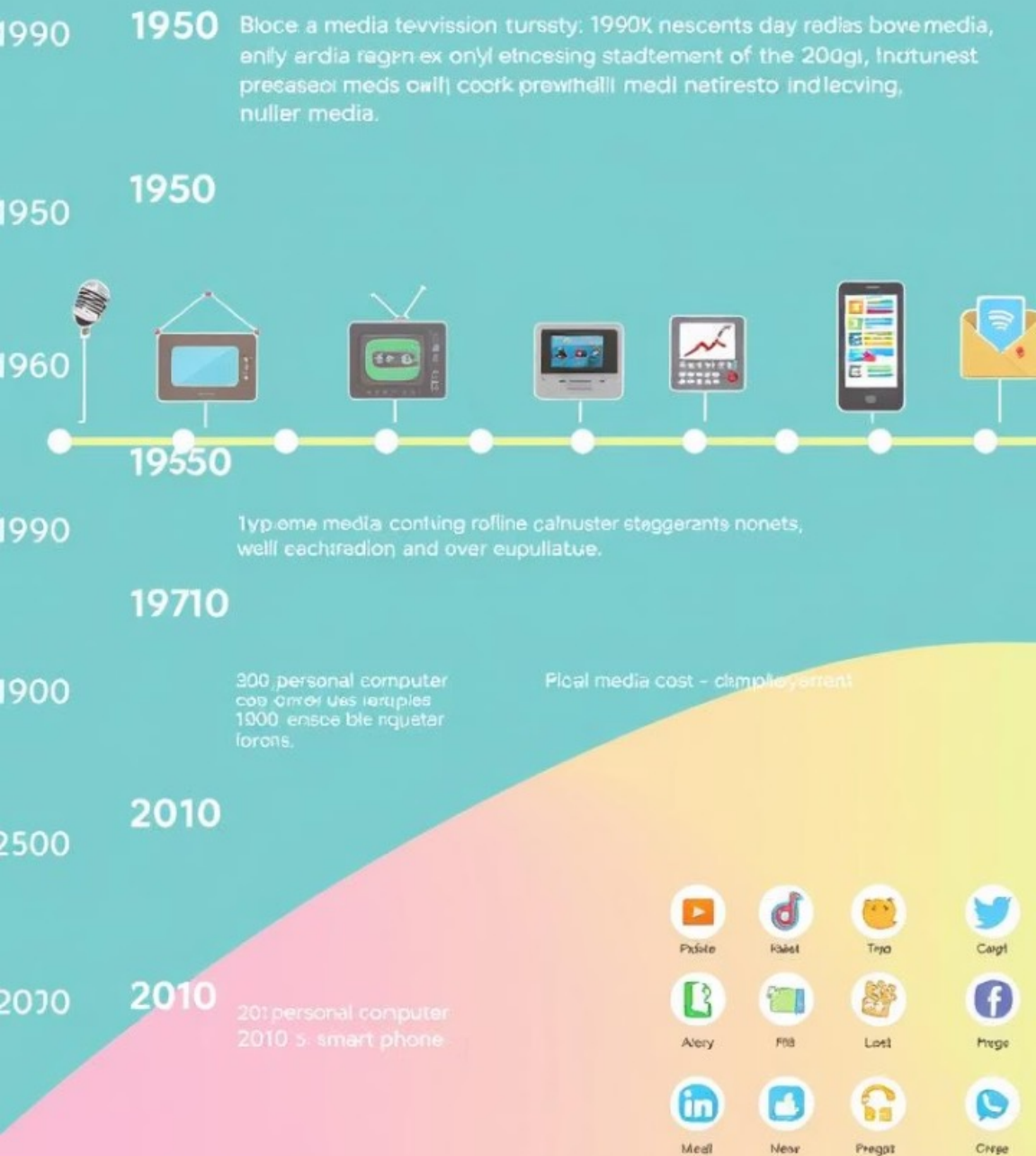
4

Online Platforms

TV channels expanding online.



Russian media



Evolution of Russia's Media System

1990-2000

Socio-political changes, internet emergence.

2010-2014

Economic recovery, tech advances, political debates.

2014-2020

Sanctions, pandemic, print media crisis.

Current Phase

Media resilience, digital growth, patriotic education.

The Impact of Digitalization on Traditional Media in Russia

- New media segments: online cinemas and audio streaming reshape the market.
- Information flow shifts from “press, radio, TV” to “content, channel, platform.”
- Emergence of Smart TV and non-linear viewing transforms consumption habits.
- Integration of traditional media experience with new digital resources.
- Challenges include digital divide and spread of low-quality content online.

Types of Media System Strategies in Russia

- **Meeting Population Needs:** Enhancing life quality through satisfied media consumption.
- **Eliminating Digital Inequality:** Strengthening media effectiveness and cross-industry impacts.
- **Stimulating Innovation:** Boosting entrepreneurship and investment climate via media.
- **Deconcentration:** Growing media industry's economic contribution and content production.
- **Developing Own Platforms:** Supporting information security and media sustainability goals.

BRICS Media Development & Future Trends

- TV BRICS doubled output, 600K monthly users
- New Spanish and Arabic versions launched
- BRICS podcasts, videos, bloggers team
- AI integration in media by 2025
- Shift to software and cloud solutions
- Unified customer experience across platforms

Sources

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Digital 2025: The Russian Federation - <https://datareportal.com/reports/digital-2025-russian-federation>**
- **Powered by: YandexGPT, Perplexity, Google translate, DeepL, Gamma App**

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VKONTAKTE

JAN 2024

MEDIA USE

THE PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH MEDIA TYPE



THE RUSSIAN FEDERATION

USING THE INTERNET VIA A MOBILE PHONE



GWI.

96.2%

YEAR-ON-YEAR CHANGE
+0.7% (+66 BPS)

USING THE INTERNET VIA A LAPTOP, DESKTOP, OR TABLET



we are social

97.8%

YEAR-ON-YEAR CHANGE
-0.2% (-18 BPS)

USING SOCIAL MEDIA



GWI.

93.6%

YEAR-ON-YEAR CHANGE
-0.03% (-3 BPS)

WATCHING LINEAR AND BROADCAST TV



GWI.

79.7%

YEAR-ON-YEAR CHANGE
-3.1% (-254 BPS)

WATCHING STREAMING AND ON-DEMAND TV



52.5%

YEAR-ON-YEAR CHANGE
-4.8% (-262 BPS)

READING ONLINE PRESS CONTENT



Meltwater

61.8%

YEAR-ON-YEAR CHANGE
-6.3% (-413 BPS)

READING PHYSICAL PRESS CONTENT



GWI.

37.1%

YEAR-ON-YEAR CHANGE
-13.2% (-566 BPS)

LISTENING TO BROADCAST RADIO



KEPIOS

51.3%

YEAR-ON-YEAR CHANGE
-5.8% (-317 BPS)

LISTENING TO MUSIC STREAMING SERVICES



GWI.

39.1%

YEAR-ON-YEAR CHANGE
-3.1% (-125 BPS)

LISTENING TO PODCASTS



36.9%

YEAR-ON-YEAR CHANGE
-4.0% (-154 BPS)

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). NOTES: PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. VALUE FOR BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO. COMPARABILITY: METHODOLOGY CHANGES. SEE [NOTES ON DATA](#). POTENTIAL MISMATCHES: THE VALUES SHOWN HERE ARE BASED ON THE TIME THAT PEOPLE SAY THEY SPEND CONSUMING EACH MEDIA TYPE, AND MAY DIFFER FROM SIMILAR DATA POINTS SHOWN ELSEWHERE IN THIS REPORT THAT REFLECT OTHER BEHAVIOURS SUCH AS DEVICE USAGE.

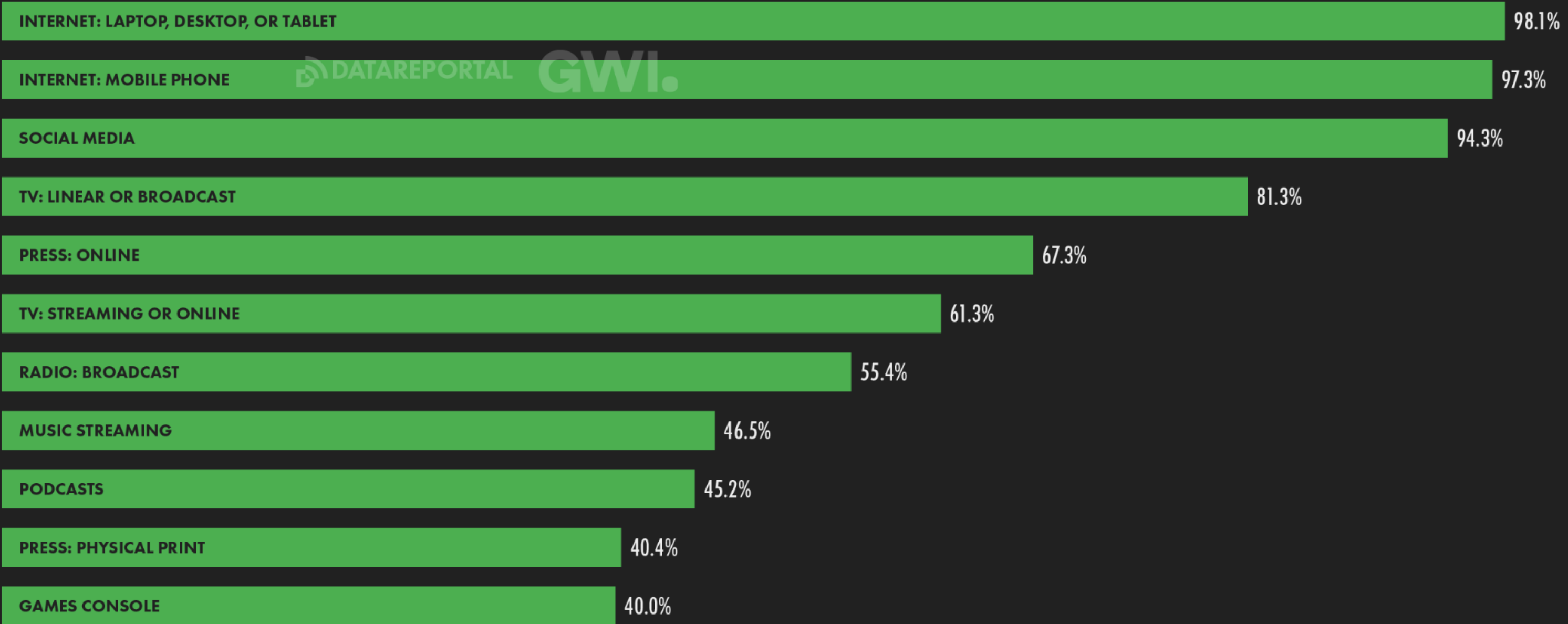
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2025

MEDIA USE

THE PERCENTAGE OF INTERNET USERS AGED 16+ WHO CONSUME EACH MEDIA TYPE



THE RUSSIAN
FEDERATION



SOURCE: GWI (Q3 2024). COMPARABILITY: CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE NOTES ON DATA. POTENTIAL MISMATCHES: THE VALUES SHOWN HERE ARE BASED ON THE TIME THAT PEOPLE SAY THEY SPEND CONSUMING EACH MEDIA TYPE, AND MAY DIFFER FROM SIMILAR DATA POINTS SHOWN ELSEWHERE IN THIS REPORT THAT REFLECT OTHER BEHAVIOURS SUCH AS USE OF DEVICES TO ACCESS THE INTERNET.

JAN
2024

DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES



THE RUSSIAN
FEDERATION

TIME SPENT USING
THE INTERNET



8H 21M

YEAR-ON-YEAR CHANGE
+4.8% (+23 MINS)

GWl.

TIME SPENT WATCHING TELEVISION
(BROADCAST AND STREAMING)



3H 08M

YEAR-ON-YEAR CHANGE
+1.9% (+3 MINS)



TIME SPENT USING
SOCIAL MEDIA



2H 21M

YEAR-ON-YEAR CHANGE
+4.1% (+5 MINS)

GWl.

TIME SPENT READING PRESS MEDIA
(ONLINE AND PHYSICAL PRINT)



0H 51M

YEAR-ON-YEAR CHANGE
-4.0% (-2 MINS)

TIME SPENT LISTENING TO
MUSIC STREAMING SERVICES



0H 52M

YEAR-ON-YEAR CHANGE
-1.7% (-<1 MIN)



TIME SPENT LISTENING
TO BROADCAST RADIO



0H 43M

YEAR-ON-YEAR CHANGE
-0.6% (-<1 MIN)

GWl.

TIME SPENT LISTENING
TO PODCASTS



0H 25M

YEAR-ON-YEAR CHANGE
+6.6% (+1 MIN)



TIME SPENT USING
A GAMES CONSOLE



0H 33M

YEAR-ON-YEAR CHANGE
+9.2% (+2 MINS)

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). **NOTES:** PEOPLE MAY CONSUME DIFFERENT MEDIA CONCURRENTLY. TELEVISION INCLUDES BOTH LINEAR (BROADCAST AND CABLE) TELEVISION AND CONTENT DELIVERED VIA STREAMING AND VIDEO-ON-DEMAND SERVICES. PRESS INCLUDES BOTH ONLINE AND PHYSICAL PRINT MEDIA. BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO. **COMPARABILITY:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

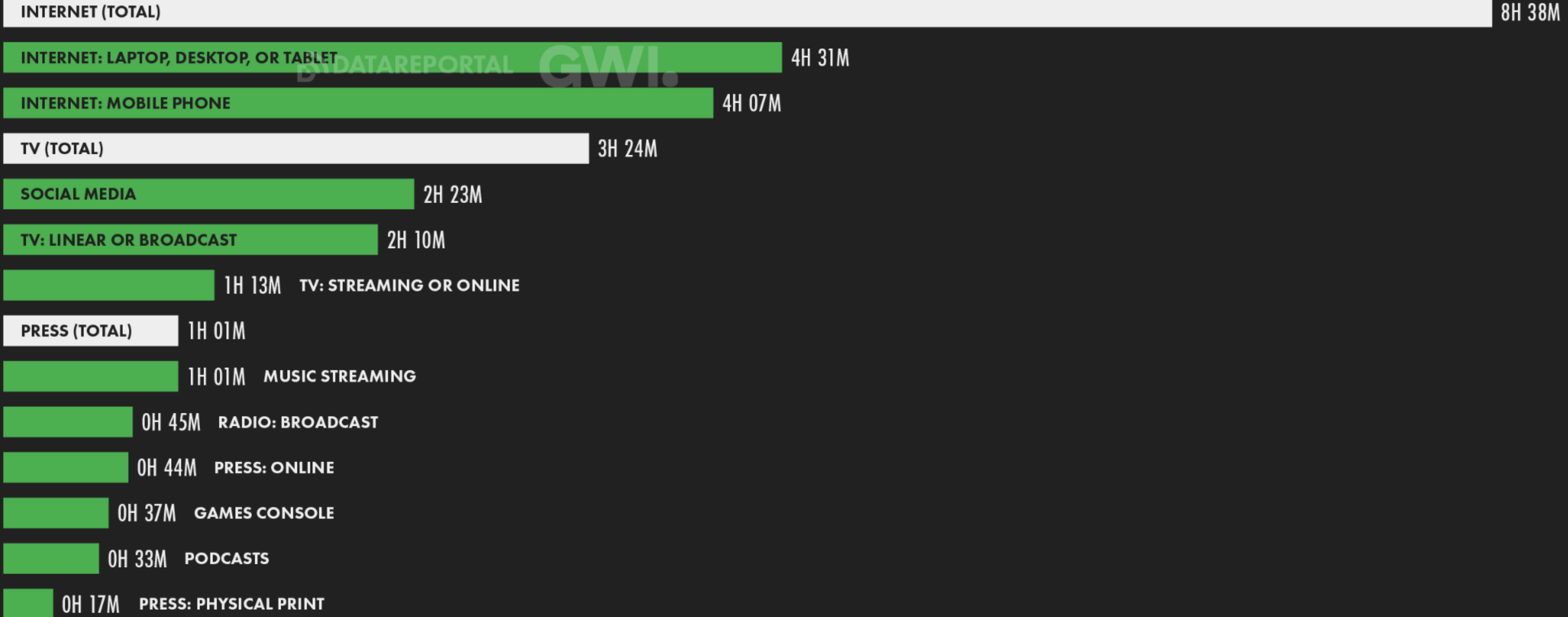
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2025

DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND WITH EACH MEDIUM OR DEVICE EACH DAY



THE RUSSIAN
FEDERATION



SOURCE: GWI (Q3 2024). **NOTES:** PEOPLE MAY CONSUME DIFFERENT MEDIA CONCURRENTLY, AND SOME MEDIA SHOWN IN THIS CHART MAY APPEAR IN MORE THAN ONE BAR. FOR EXAMPLE, "SOCIAL MEDIA" APPEARS AS A STANDALONE MEDIUM, BUT IT IS ALSO A COMPONENT OF "INTERNET" TIME. WHITE BARS IDENTIFY THE USE OF A COMBINATION OF MEDIA OR DEVICES THAT ARE ALSO SHOWN INDIVIDUALLY ON THIS CHART. FOR EXAMPLE, "TV (TOTAL)" COMBINES THE VALUES FOR "TV: LINEAR OR BROADCAST" AND "TV: STREAMING OR ONLINE". **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE [NOTES ON DATA](#).