

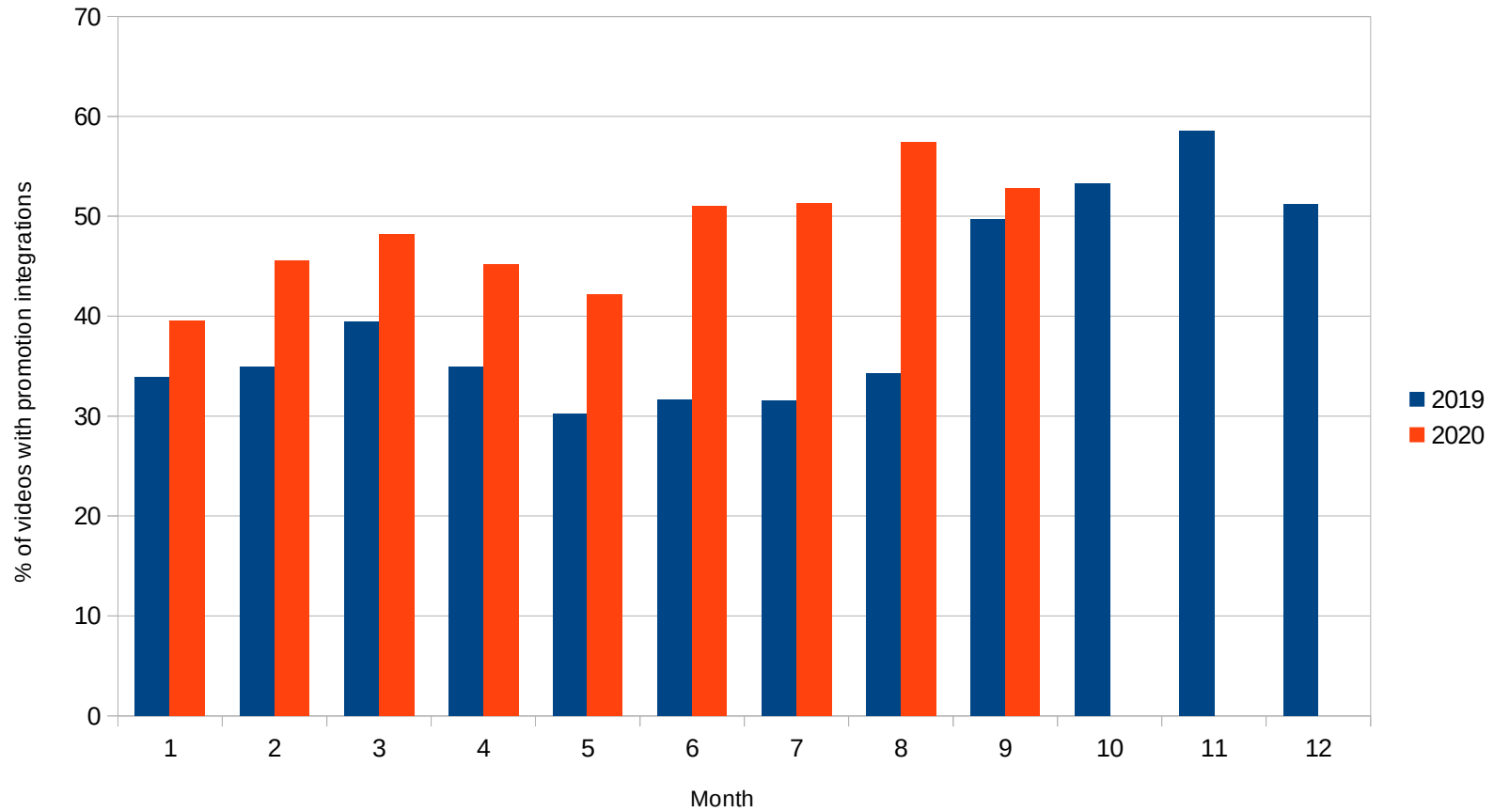
Short Review: Russian Youtube Influencers' Market 2019-2020

Period: 21 month (01.01.2019 - 30.09.2020)

Data: analysis of promotion integrations on more than 1500 Youtube channels

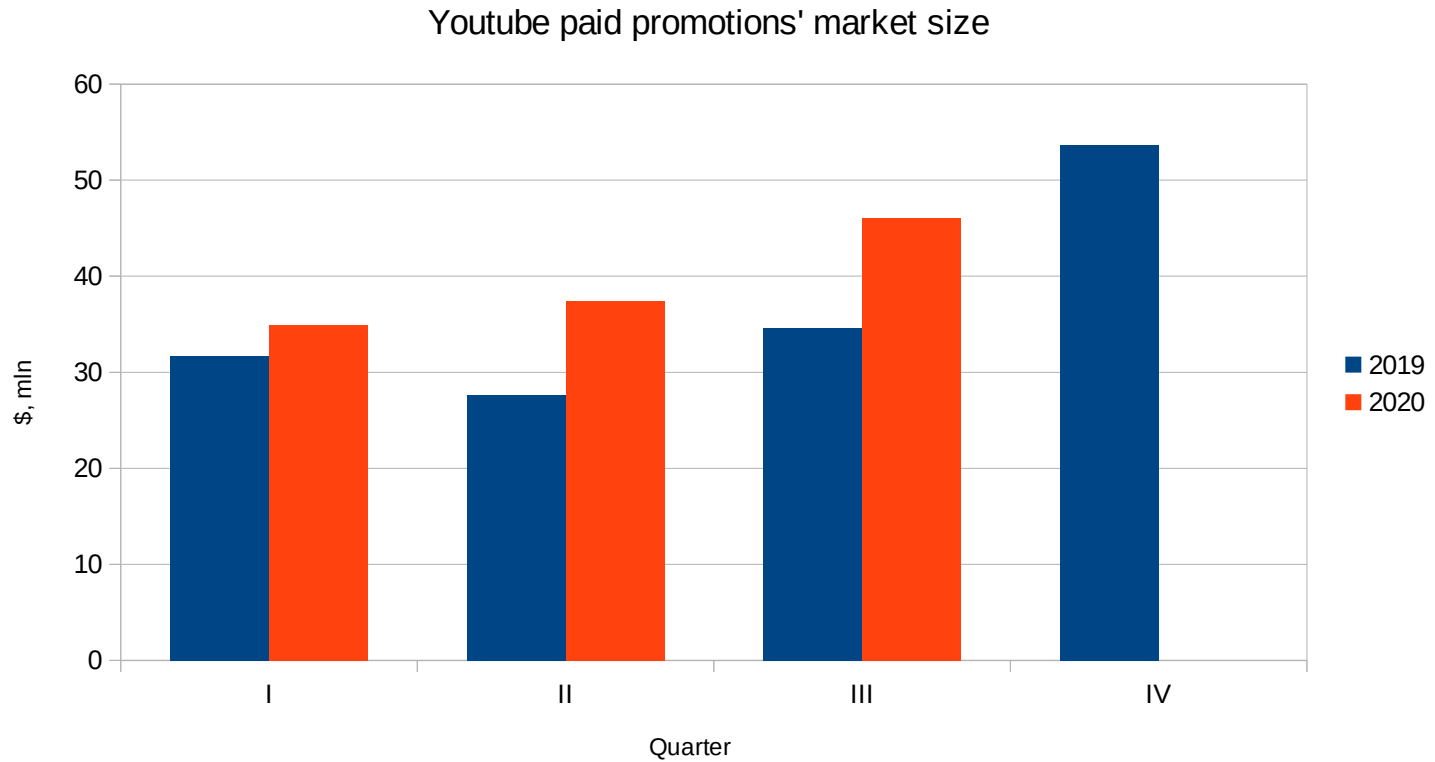
1. Demand for advertising via Youtube influencers in Russia is growing

In 2020 the percentage of videos with integrations (among influencers who regularly have promotions in Youtube videos), compared to the same periods in 2019, is significantly higher and was more than 40% since February.



2. The influencers' advertising market in Russian Youtube is growing in the first three quarters and may reach \$172 millions.

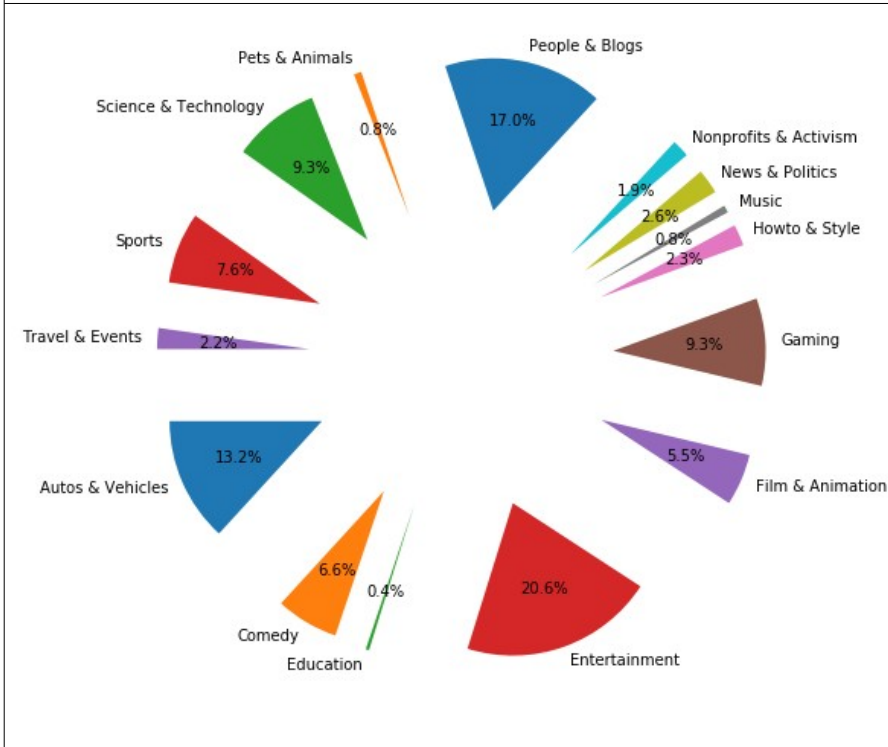
In 2019, the volume of the Youtube integrations market reached almost 148 millions. If during in the period from October to December 2020 the indicators will not be lower than in the same period of 2019, then in 2020 the volume of the advertising market may reach 172 millions.



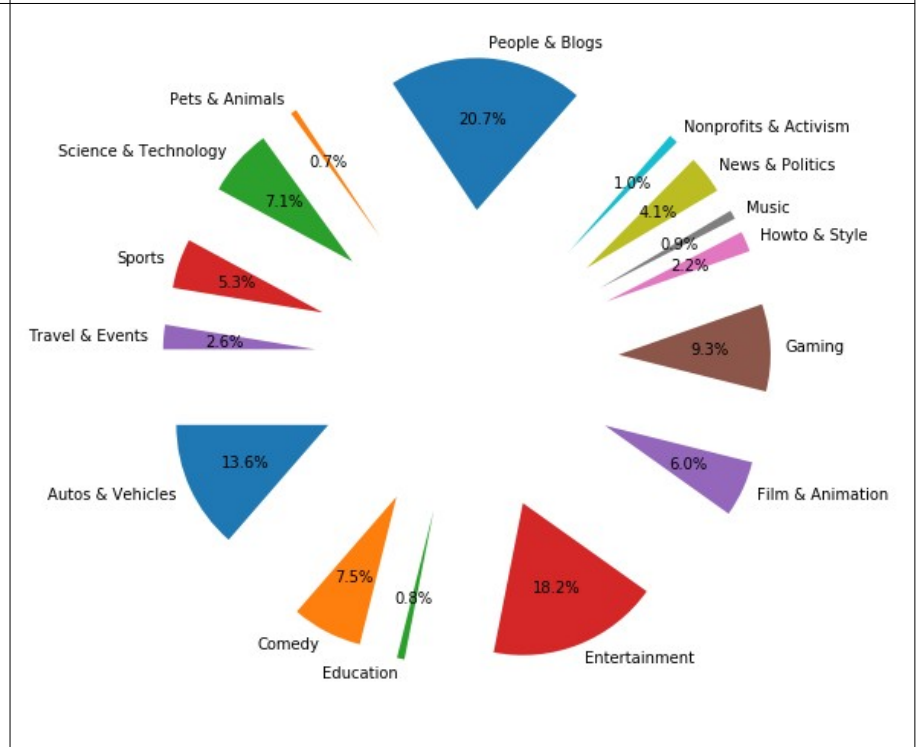
3. In 2020, the number of integrations in the categories "People and Blogs", "News and Politics", "Comedy" has increased.

Number of integrations in different categories of Youtube videos

2019:



2020:



4. Ads in the "Comedy" category in 2020 collected almost twice as many views as in 2019.

