



The Russian Legal On-Demand Video Services Market

Company Profiles

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**Prepared by:
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1. Online cinemas

YouTube	
Revenue by Monetization Models, 2016, Rub m	
AVOD (since 2010)	1 604
SVOD (since 2015)	Available only in USA, Australia, Korea, Mexico, New Zealand
TVOD (since 2012)	97
EST (since 2012)	
Content Policy	
Video Library	Several million channels; 100 hours of video material is uploaded to YouTube service every minute. YouTube Movies service offers a wide range of various movie genres. Within the YouTube Movies service, YouTube is partnered with the world's largest cinema companies like Sony Pictures, Universal, Warner Brothers, Lionsgate Films, Magnolia Pictures, The Weinstein Company and Starz.
Video Library Viewing Types	YouTube Video Library comprises SD and HD quality content, as well as content in 3D and 4k formats.
Target Audience Web Portals	Channels such as "Music", "Sports", "TV programs", children's channel "YouTube Kids", as well as some others, are highlighted within the portal.
In-House Production Content	YouTube launched its own content production in the end of 2015. This content shall be distributed on a paid basis. Ref. to Section 2.2 Video services global market key players and their strategies for details.
UGC content	YouTube offers access to the large variety of UGC videos, as it is primarily positioned as video hosting service.
Pricing Policy	
AVOD – Free broadcast accompanied with advertising videos. Advertisement is the main	



YouTube



source of service monetization. YouTube places advertising both autonomously and via networks.

SVOD – In 2015 YouTube launched the subscription service YouTube Red, which is currently available in USA only. Ref. to Section 2.2 *Video services global market key players and their strategies* for details.

TVOD – This service is represented by the "Movies" service. The cost of movie rental on YouTube Movies ranges from 15 to 349 Rub. per view. The rented movies are available for a single viewing over a 30 day period.

EST – Users can purchase movie in SD or HD quality. The price per movie varies from 99 Rub to 349 Rub per item, depending on the novelty and quality of the content.

Technology Solutions

Service is available for PC, Smart TV (LG, Panasonic, Philips, Pioneer, Samsung, Sharp, Sony, Toshiba, Vizio), mobile apps (Android, iOS, BlackBerry, Nokia, Firefox OS), game consoles (Nintendo 3DS, PS3, PS4, Wii, Wii U, Xbox 360, Xbox One), TV set-top box (Asus, Boxxe, Chromecast, Netgear, Roku, Sony, Tivo, Vizio, Western Digital).

Management

Director General of Russian Google Representatives Office – Carlo d'Asaro Biondo



			
Revenue by Monetization Models, 2016, Rub m		Revenue by Distribution Channels, 2016, Rub m	
AVOD (since 2010)	1 100	PC	1 055
SVOD (since 2011)	343	Smart TV	598
TVOD (since 2012)	442	Mobile devices	319
EST (since 2014)	107	STB-box	20
Content Policy			
Video Library	12 544 original items: <ul style="list-style-type: none"> • Series – 6% • Children’s Content – 15% • Programs/Shows – 3% • Feature Films – 50% • Music Videos – 26% 49% of ivi library is represented by foreign content, 34% - Russian and 17% - USSR		
Video Library Viewing Types	<ul style="list-style-type: none"> • SD – 44.8% • HD – 53.6% • 3D – 1.5% (since the end of 2014) • 4k – available since the end of 2014 with the share of 0.1% of total volume 		
Target Audience Web Portals	<ul style="list-style-type: none"> • ivi.kids – online portal with children’s content • ivi.music – free online portal with music videos • ivi.tv – online viewing of more than 40 channels, based on recommendation system 		
In-House Production Content	In 2016 Ivi acted as a co-producer for the new animated series "The Rabbit's 10"; 38 episodes had been released. In January 2017 a feature film «Nevesta» (Horror movie) was released. It was produced with ivi participation.		
UGC content	Not available		



Pricing Policy	
<p>AVOD – Free broadcast accompanied with advertising videos. Advertising is the main source of service monetization; most of it placed by Imho Vi, the rest is sold by ivi.</p> <p>SVOD – Subscription fee for ad-free content viewing service "IVI +" is 399 Rub./month. "Erotics +" includes the whole "IVI +" index, as well as movies of the erotic genre.</p> <p>TVOD – Premium ivi "Blockbusters" service which includes worldwide and home-produced hit movies. Film rent price starts from 99 Rub. per view, foreign and Russian premiers cost usually 349 Rub. Rented movies are available for a single viewing over 30-day period.</p> <p>EST – Premium service which allows buying content unit for permanent use. Most movies cost from 299 to 349 Rub, depending on the novelty and quality of the content.</p>	
Technology Solutions	
Service is available for PC, Smart TV (LG, Samsung, Philips, Toshiba, Sony), mobile apps (iOS, Android), TV set-top box (Apple TV, Android TV).	
Management	Founder and Director General – Oleg Tumanov



Okko			
Revenue by Monetization Models, 2016, Rub m		Revenue by Distribution Channels, 2016, Rub m	
AVOD	Not available	PC	62
SVOD (since 2013)	116.2	Smart TV	659
TVOD (since 2011)	108.5	Mobile devices	54
EST (since 2011)	550.3	STB-box	-
Content Policy			
Video Library	6 500 original items <ul style="list-style-type: none"> • Series – 6% • Children’s Content – 10% • Feature Films –84% <p>Okko offers content produced by leading Hollywood producing studios, such as Disney, Warner, Fox, Sony, Universal, Paramount, as well as the leading European and Russian studios.</p> <p>85% of the library is presented by foreign content, 9% - Russian and 6% - USSR.</p>		
Video Library Viewing Types	<ul style="list-style-type: none"> • SD – 37% • HD – 56% • 3D – 6% • 4k – <1% 		
Target Audience Web Portals	Not available		
In-House Production Content	Not available		
UGC content	Not available		
Pricing Policy			
<p>SVOD – Okko TV provides 8 subscription options:</p> <p>Amediateka Series: 599 Rub/Month.</p> <p>World Cinema/Magical World of Disney/Best Cartoons: 249 Rub/Month.</p> <p>Our Movies: 199 Rub/Month.</p> <p>For Children/Art House: 149 Rub/Month.</p>			



Public TV: 99 Rub/Month.

and 2 bundle offers:

Package "Optimum": 499 Rub/Month. (all subscriptions, except Amediateka)

Package "Optimum + Amediateka": 799 Rub/Month. (all subscriptions)

TVOD and EST – Okko Movies. Cost per view depends on movie novelty, quality (Full HD / SD) as well as the purchase model (rent, own). As the payment is processed, the movie is saved in "My Movies" section and is available for view via any device registered in the user's profile. Average content rent cost is 115 Rub., download cost - 315 Rub.

Technology Solutions

Service is available for PC, Smart TV (Samsung, LG, Philips, Sony, Panasonic and Toshiba), on any other TV via Blu-ray players with Smart TV function, mobile apps (iOS, Android), consoles (PlayStation 3,4).

Management

Director General – Ivan Gorodetsky



MEGOGO		MEGOGO	
Revenue by Monetization Models, 2016, Rub m		Revenue by Distribution Channels, 2016, Rub m	
AVOD (since 2011)	575.4	PC	539.9
SVOD (since 2013)	100.7	Smart TV	100.7
TVOD (since 2014)	21.6	Mobile devices	71.9
EST (since 2014)	21.6	STB-box	7.2
Content Policy			
Video Library	78 000 original items: <ul style="list-style-type: none"> Series – 12% Children’s Content – 23% Programs/Shows – 2% Feature Films – 60% Music Videos – 2% 42% of the library is foreign content, 27% - Russian and 31% - USSR.		
Video Library Viewing Types	<ul style="list-style-type: none"> SD – 47.8% HD – 50% 3D – 2.1% 4k – <0.1% 		
Target Audience Web Portals	Children’s app «Multy» has a collection of cartoons and series in HD quality		
In-House Production Content	Not available		
UGC content	Not available		
Pricing Policy			
<p>AVOD – Free broadcast accompanied with advertising videos. Advertising is the main source of service monetization. 97% of advertising is placed by GPMD (Gazprom-Media Digital), 3% - by Megogo.</p> <p>SVOD – Subscription fee for ads-free content viewing with different channels:</p> <ul style="list-style-type: none"> ”Cinema and TV: Optimal” – 6 500+ movies and 127 channels for 197 Rub/month ”Cinema and TV: Max” – 6 500+ movies and 195 channels for 447 Rub/month ”Cinema and TV: Premium” – 6 500+ movies and 197 channels for 597 			



Rub/month (includes 4 Amediateka premium channels)

TVOD – “MEGOGO PREMIERE” service, which includes the latest movies from all over the world, as well as blockbusters. Movie rent cost starts from 139 Rub. per view.

EST – Option to purchase movies for permanent ownership within the MEGOGO PREMIERE service; movie cost starts from 250 Rub.

Technology Solutions

Service is available for PC, mobile devices based on iOS, Android, Windows Phone, Smart-TV (LG, Samsung, Sony, Panasonic, Philips, Toshiba), media Set-top Box Dune HD, Aura, iconBIT, iNext.

Management

Director General – Viktor Chekanov



 Tvigle			
Revenue by Monetization Models, 2016, Rub m.		Revenue by Distribution Channels, 2016, Rub m.	
AVOD (since 2007)	480.7	PC	336.6
SVOD	0.2	Smart TV	14.4
TVOD	Not available	Mobile device	129.8
EST	Not available	STB-box	-
Content Policy			
Video Library	30 000 original items: <ul style="list-style-type: none"> • Series – 10% • Children’s Content – 20% • Programs/Shows – 25% • Feature Films – 20% • Music Videos – 25% 83% of Tvigle’s library is represented by Russian content, 7% - USSR, and 10% - foreign content.		
Video Library Viewing Types	<ul style="list-style-type: none"> • SD – 20% • HD – 80% • 3D – Not available • 4k – Not available 		
Target Audience Web Portals	"Russian music" app is developed by Tvigle for Smart TV use. The site itself represents such categories as "Hobby", "Humor", "For children" and others with target content.		
In-House Production Content	Tvigle has been releasing its own content to the market since its inception. Tvigle self-produced content includes short-length comic series and movies. The most popular: "In touch with classmates" and "Do you really want to know?"		
UGC content	Not available		
Pricing Policy			
AVOD – Advertisement is the source of Tvigle monetization. The whole scope of content is provided to the users for free and is accompanied by advertisement. Advertisement at Tvigle is provided by Imho Vi.			



Technology Solutions	
Service is available for PC, Smart TV (LG, Samsung, Philips, Toshiba), mobile apps (iOS, Android), TV set-top box Dune, game consoles PlayStation3, PlayStation4	
Management	Director General – Evgeniya Petrova



Mail.Ru Group (Vk.com, OK.ru, Moy Mir)	
Revenue by Monetization Models, 2016, Rub m.	
AVOD (since 2011)	597
SVOD	Not available
TVOD	Not available
EST	Not available
Content Policy	
Video Library	Mail.ru Group includes social networks VKontakte, Odnoklassniki and Moy Mir with great variety of video content divided into various groups or user profiles. The content includes movies, series, TV shows and video clips. Theft of service and piracy are actively fought against within the portals; illegal videos are replaced by the identical ones built into legal video player with advertisement.
Video Library Viewing Types	Mail.Ru Video Library provides content in SD and HD-quality. 3D is not available
Target Audience Web Portals	Not available
In-House Production Content	Not available
UGC content	Vkontakte, Odnoklassniki and Moy Mir are social networks; users may upload UGS videos within these portals.
Pricing Policy	
AVOD – Advertisement is the source of Mail.ru portals monetization. The whole scope of content is provided to users for free and is accompanied with advertisement.	
Technology Solutions	
Services are available for PC, mobile devices (iOS, Android), Smart TV (Samsung, LG).	
Management	Mail.ru Group Director General is Dmitry Grishin



 TVzavr			
Revenue by Monetization Models, 2016, Rub m.		Revenue by Distribution Channels, 2016, Rub m.	
AVOD (since 2007)	320.5	PC	279.9
SVOD (since 2014)	4.4	Smart TV	51.2
TVOD (since 2014)	10.5	Mobile Devices	6.8
EST	6.0	Other	3.4
Content Policy			
Video Library	<p>15 000 original items:</p> <ul style="list-style-type: none"> • Series – 4.4 • Children’s Content – 33.6% • Feature Films – 62% <p>TVzavr partners are film companies "Central Partnership", "Paradiz", Star Media, Beta Film, Maywin Films AB, Lakeshore, Power Corporation, Apollo Films, Mondo TV, "Animakkord", group of companies «Riki» (Smeshariki), "KinoAtis", "Lenfilm" and others.</p> <p>In the beginning of 2016, TVzavr entered into agreement with "Paradiz" film company to provide early Internet rental services for newly produced movies. This means that all the content owned by "Paradiz" will be broadcasted on TVzavr portal almost simultaneously with the movie theaters. This agreement is unique for the Russian market.</p> <p>37.3% of total TVzavr video library is foreign content, 19.5% - Russian, 43.2% - USSR</p>		
Video Library Viewing Types	<ul style="list-style-type: none"> • SD – 9.7% • HD – 90% • 3D – Not available • 4k – 0.3%. 		
Target Audience Web Portals	<p>Ruskino.net is a separate VOD service with Russian and USSR production content, with global broadcasting rights.</p> <p>Since 2013, there is a specialized portal with children’s content - deti.tvzavr.ru</p>		
In-House Production Content	Not available		



UGC content	Not available
Pricing Policy	
<p>AVOD – Advertisement is the source of TVzavr monetization. Content is provided to users for free and is accompanied with advertisement. Advertisement at TVzavr service is provided by Imho Vi.</p> <p>SVOD – Subscription fee for ads-free content viewing service is 249 Rub./month.</p> <p>TVOD – Average content rent cost is 107 Rub. Rented movie is available for viewing for 48 hours; users should activate the viewing within 1 month.</p> <p>EST – Average cost for perpetual lease is 237 Rub.</p>	
Technology Solutions	
Service is available for PC, Smart TV (LG, Samsung, Philips, Toshiba, Panasonic), mobile apps (iOS, Android), media players (AuraHD, Rombica, DUNE HD, ELTEX).	
Management	Director General – Marina Surygina



AMEDIATEKA® Amediateka			
Revenue by Monetization Models, 2016 r., Rub m.		Revenue by Distribution Channels, 2016, Rub m.	
AVOD	Not available	PC	52.5
SVOD (since 2013)	337.0	Smart TV	61.4
TVOD (since 2015)	2.0	Mobile Devices	127.1
EST	Not available	Partnership with PayTV Operators	98.0
Content Policy			
Video Library	500 original items: <ul style="list-style-type: none"> • TV Series – 41% • Feature Films – 59% 90% of Amediateka video library is foreign content, 10% - Russian.		
Video Library Viewing Types	All Amediateka content is presented in HD-quality		
Target Audience Web Portals	Not available		
In-House Production Content	Amediateka is a company project of "Amedia" TV. "Amedia" produces TV series, movies and TV shows. Amedia produced content is broadcasted on Amediateka portal.		
UGC content	Not available		
Pricing Policy			
<p>SVOD – Subscription is the main monetization model.</p> <p>Subscription types</p> <p>Main – 113 series and 289 movies</p> <ul style="list-style-type: none"> • 30-day subscription – 599 Rub • 3-month subscription – 1 549 Rub (10% discount) • 6-month subscription – 2 999 Rub (17% discount) • 12-month subscription – 4 699 Rub (30% discount) <p>ABC STUDIOS – 44 series for 399 Rub/month</p> <p>AMEDIATEKA + ABC STUDIOS - 156 series and 288 movies for 799 Rub/month</p> <p>KINO1TV – 42 series, 9 movies for 359 Rub/month</p>			



AMEDIATEKA + KINO1TV – 152 series, 297 movies for 749 Rub/month.

TVOD – in 2015, Amediateka launched new Section, "A-Rent". Every registered user has an opportunity to rent TV-series that are not available with general subscription. When purchasing the series, the user acquires it in its entirety, rather than episode by episode. Average digital rent cost is 344 Rub.

Technology Solutions

Service is available for PC, Smart TV (Samsung, Philips, and LG), mobile apps (iOS, Android, Windows Phone), media player Dune HD, Apple TV.

Management

Director General AMEDIA TV (incl. Amediateka) – Denis Gorshkov



2. TV channels

Revenue by Monetization Models, 2016, Rub m.		Revenue by Distribution Channels, 2016, Rub m.	
AVOD (since 2010)	370	PC	348.7
SVOD	9	Smart TV	7.6
TVOD	Not available	Mobile Devices	22.7
EST	Not available	STB-box	-

Content Policy	
Video Library	<p>Over 1 000 original items: Series, shows, programs and movies broadcast through "CTC" and "CTC Love", "Domashniy", "Che", "REN TV" and "5 kanal" channels. Distribution per category:</p> <ul style="list-style-type: none"> • TV Series – 21% • Children's Content – 10% • Programs/Shows/Series – 37% • Feature Films – 38% <p>63% of all CTC Media video library is Russian production, 37% - foreign content.</p>
Video Library Viewing Types	<ul style="list-style-type: none"> • SD – 98% • HD – 2% • 3D – Not available • 4k – Not available
Target Audience Web Portals	Not available



In-House Production Content	Online services are managed by "CTC Media" Holding. Four broadcast channels - "CTC", "Domashniy», "Che", "CTC Love" - are also under its management. Most of the content broadcast through the online resources is produced by CTC Media.
UGC content	Not available
Pricing Policy	
AVOD – Free broadcast accompanied with advertising videos. Advertisement is the main source of service monetization. Advertisement is placed by CTC Media through its affiliate company "Everest-S".	
SVOD – Users can watch movies and TV series without commercials; exclusive content is available by subscription for 299 Rub/month .	
Technology Solutions	
Services are available for PC, Smart TV (LG, Samsung, Philips, Panasonic, Sharp), mobile devices apps (iOS, Android).	
Management	CTC Media Digital Product Manager - Dmitri Karmanov



Channel1



(1TV.ru + Kino1TV.ru)

Revenue by Monetization Models, 2016, Rub m.

AVOD (since 2010)	Data unavailable
SVOD (since 2015)	Data unavailable
TVOD (since 2015)	Data unavailable
EST	

Content Policy

Video Library	<p>Kino1TV.ru Video Library has 266 original titles of series and 270 titles of movies. Primary content is TV series and movies, Russian and foreign premiers. The users can also watch the content via portal before its broadcast on Channel 1. The service operates in cooperation with Amediateka, making it possible to watch the Amediateka content directly on Kino1TV.ru web site.</p> <p>Channel 1 online portal is streaming the Channel 1 broadcast with digital rights</p>
Video Library Viewing Types	All Kino1TV.ru Video Library is presented in HD quality
Target Audience Web Portals	Not available
In-House Production Content	Online service is Channel 1 project. Part of the online resource broadcast content is produced by Channel 1.
UGC content	Not available

Pricing Policy

AVOD – Free broadcast accompanied with advertising videos. Advertisement is the main source of Channel 1 online portal (1TV.ru) monetization. Advertisement is provided by Imho Vi.

SVOD – Kino1TV.ru offers ad-free content. Subscription cost is 359 Rub/month. New users receives free 7-day trial period.

TVOD – Premiere Kino1TV.ru content, also available for rent. Contains new releases of Russian movies, as well as wide range of content covered by subscription. Rent cost starts at 99 Rub. per movie. Rented content is available for 1 to 30 days, depending on the particular title.

EST – Purchase of the movie or TV series for temporary use costs 299-399 Rub per content unit and is available for some videos.



Technology Solutions	
Service is available for PC, Smart TV (LG, Samsung), mobile application (iOS, Android), media players Apple TV and Android TV.	
Management	Channel 1 Internet Broadcast Management Director - Ilya Bulavinov.



3. Operators

			
Revenue by Monetization Models, 2016, Rub m.		Revenue by Distribution Channels, 2016, Rub m.	
AVOD	Not available	PC	
SVOD (since 2012)	290	Smart TV	64
TVOD (since 2012)	617	Mobile Devices	27.3
EST (since 2014)	6	STB-box	821.7
Content Policy			
Video Library	Rostelecom offers its clients more than 2 000 movies, cartoons, series of various genres, educational shows. Due to availability of exclusive agreements with copyright holders, "Video rent" grants access to cinema premieres almost simultaneously with movie theaters.		
Video Library Viewing Types	Rostelecom video library offers SD and HD-quality content. 3D content is also available		
Target Audience Web Portals	Not available		
In-House Production Content	Not available		
UGC content	Not available		
Pricing Policy			
"Video rent" service allows subscribers to rent, subscribe to or permanently buy content:			
SVOD – Subscription is available for content packages:			
<ul style="list-style-type: none"> • "ABC Studios Best Series" - Hollywood ABC Studio Series. Subscription cost – 250 Rub/month • "Made in Russia" - Video Library content of Russian and USSR production, cost – 250 Rub/month • "Children's Club" and "Disney World" - children's content video libraries. Cost - 			



180 Rub/month and 250 Rub/month, respectively

- Amediateka – subscription costs 349 Rub/month
- "Women's World" - women-oriented content. Subscription cost - 150 Rub./month
- Picture Box - NBC Universal studio movies. Subscription cost - 180 Rub./month

TVOD – Minimal rent price is 50 Rub., and the rental cost varies depending on movie quality. Rented movies are available for unlimited amount of views within a 48 hour period. For the rented series, the viewing period is 2 months.

EST - Movie cost is 299 Rub.

Technology Solutions

Service is available on PC, Smart TV (LG, Samsung), mobile application (iOS, Android), HD and 3D compliant Rostelecom set-top box "Standard" without embedded hard disk.

Management

President – Mikhail Oseevsky



 Beeline TV			
Revenue by Monetization Models, 2016, Rub m.		Revenue by Distribution Channels, 2016, Rub m.	
AVOD	Not available	PC	-
SVOD	Not available	Smart TV	-
TVOD (since 2010)	42	Mobile Devices	-
EST	Not available	STB-box	42
Content Policy			
Video Library	<p>Beeline offers its subscribers movies in the following genres: blockbusters, drama, science fiction, cartoons, video tutorials and many others.</p> <p>5 000 original items. Of them:</p> <ul style="list-style-type: none"> • TV Series – 35% • Children’s Content – 5% • Feature Films – 60% <p>70% of Beeline TV video library content is of foreign origin; it also represents 50% of the service revenue. Other 30% of content is produced in Russia.</p>		
Video Library Viewing Types	<ul style="list-style-type: none"> • SD – 20% • HD – 75% • 3D – 5% • 4k – Not available 		
Target Audience Web Portals	Not available		
In-House Production Content	Not available		
UGC content	Not available		
Pricing Policy			
<p>TVOD – average renting cost per movie is around 140 Rub. Price varies from 5 to 349 Rub depending on the category (premieres or current range) and quality (HD, SD or 3D). Order amount is charged to the subscriber’s bank account. Rented movies are available for unlimited number of viewings within a 48 hour period.</p>			
Technology Solutions			
Service is available on Beeline STB-box.			
Management		Director General - Kjell Johnsen	



4. Digital distribution platforms

 iTunes	
Revenue by Monetization Models, 2016, Rub m.	
AVOD	Not available
SVOD	Not available
TVOD (since 2012)	107.0
EST (since 2012)	448.0
Content Policy	
Video Library	<p>Video library - more than 85 000 comedies, melodramas, classical movies, thrillers and independent movies, available for viewing in Russia. iTunes base includes movies of all premier Hollywood production studios.</p> <p>Movies of 34 different genres, including musicals, musical films and concert films. The main content component is movies of the following genres: action and adventure, comedy, classics, drama and other.</p>
Video Library Viewing Types	iTunes video library offers SD and HD-quality content
Target Audience Web Portals	Not available
In-House Production Content	Apple is going to invest in content production, which will be subsequently available only via iTunes. This way the company will offer exclusive content to its viewers, as Netflix and Amazon already do.
UGC content	Not available
Pricing Policy	
TVOD and EST – the service allows users to rent or buy movies. The cost of content unit ranges from 69 to 399 Rub.	



Technology Solutions	
Service is available on any Apple-developed devices	
Management	Apple Russian Office Director - Peter Nilesen



	
Google Play	
Revenue by Monetization Models, 2016, Rub m.	
AVOD	Not available
SVOD	Not available
TVOD (since 2012)	55.0
EST (since 2012)	50.0
Content Policy	
Video Library	Google Play offers movies and TV show records, including comedies, dramas, action and documentaries. Video library includes the content of such studios as Disney, Universal, Paramount, Sony, Warner Bros., 20th Century Fox, Vol'ga, Lenfilm, Mosfilm.
Video Library Viewing Types	Google Play Video Library offers content in SD and HD-quality
Target Audience Web Portals	Not available
In-House Production Content	YouTube, which is owned by Google, launched its own content production in the end of 2015. This content shall be distributed on the paid basis. Ref. to Section 2.2 <i>Video services global market key players and their strategies</i> for details.
UGC content	Not available
Pricing Policy	
TVOD and EST – the service allows users to rent or buy movies. The cost of content unit ranges from 49 to 299 Rub.	
Technology Solutions	
Service is available on PC and OS Android based devices.	
Management	Director General, Google Russia – Yuliya Solovyova

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