

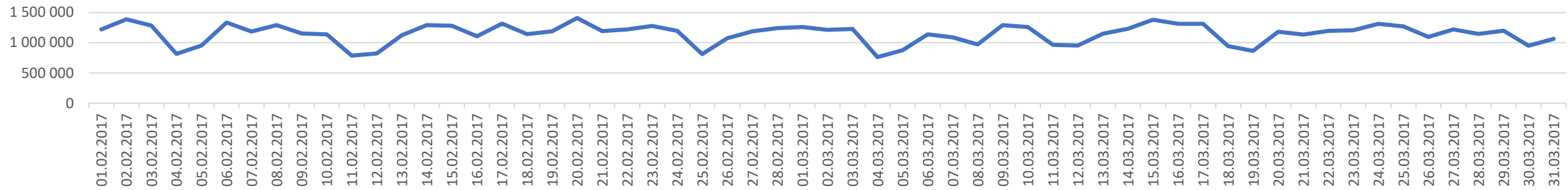
# Online Media Audience in Belarus

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# Online media audience in February-March 2017



2.517 million Internet users aged 15-74, who at least once a month visited one of 85 news resources or coverage (Reach) - almost 50% of the entire Internet audience (**49.52%**).

But..

The monthly coverage of **Youtube.com** is **47%** against **50%** of all media resources.

During February-March 2017, most readers of news resources were on Monday, February 20 - **1.407 million** people. The usual value is 1.1-1.2 million people.

On Friday, February 17 (the first action "not parasites") - **1.317 million**.

In March 2017, the majority of readers were March 15 (the period of preventive detention, trolleybus) - **1.379** million people and two more days more than **1.31** million.

March 25 (Saturday) (usual value - 950 thousand) - 1,268 thousand

# Short Summary

The activity of readers of news media does not coincide with political activity.

The number of readers of news sites does not increase over the past five years.

The behavior of the audience of news sites requires a careful analysis of daily changes in the composition of the audience

# Russian TV channels website



The total monthly audience (taking into account the duplication of audiences) 7 Russian sites of television channels (1tv.ru, ntv.ru, ren.tv, piter.tv, tnt-online.ru, russia.tv, vesti.ru) - **625 thousand** people.

**40.30%** of visitors to these sites are aged **15-24** years, which is **22%** of the entire online audience at this age. The second large age group is **35-44** years - **32.6%**

Every **fifth** Belarusian Internet user in large industrial cities, not regional, visited the sites of these Russian TV channels

**30.16%** live in settlements with a population of less than 50 000 people or in rural areas.

**41%** of Belarusian Internet users with a kind of activity - a skilled worker, the master visited the sites of Russian TV channels in March 2017.

**55%** with a secondary education level special.

# Short Summary

Industrial research shows a very large influence of Russian TV online sites.

The impact of these sites is not appreciated throughout the region (EaP countries, Baltic States), since their research requires a serious investment in research tools.

The audience of the sites of Russian TV channels is an audience that does not pay enough attention to Belarusian news sites. These people have secondary specialized education and live in industrial cities, small towns, rural areas.

**25%** of the entire Belarusian Internet audience does not visit any Belarusian site within a month.

# Influence Belarusian State-owned online media

The total audience 4 online media with the state form of ownership (belta.by, sb.by, ont.by, tvr.by) was in March 2017 - **582 thousand** people (the third position in the general news rating).

**51,3%** men

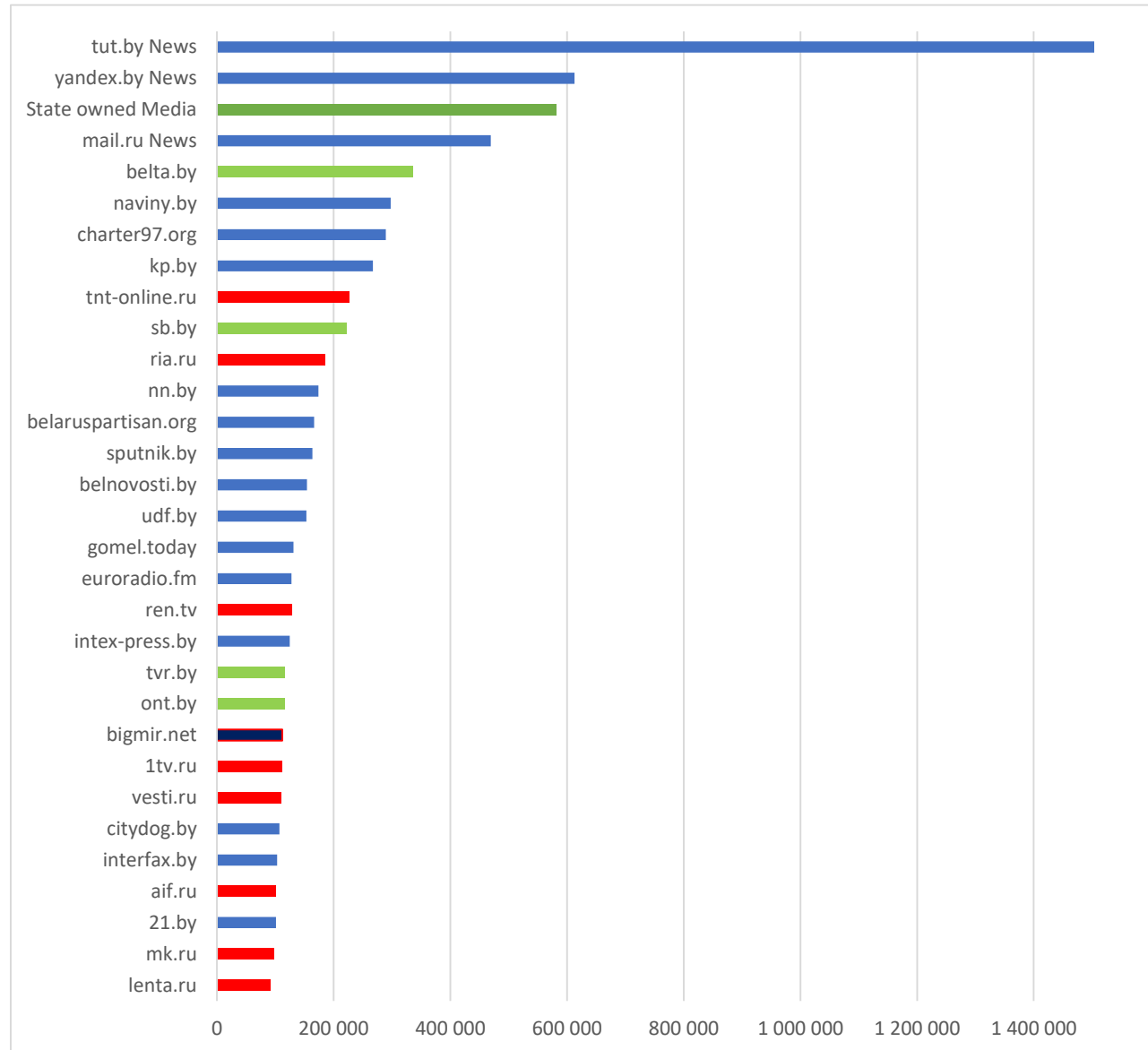
**47,28%** high education

**22,60%** 55-74 years

**22,51%** 15-24 years

**36,04%** - 121-250 USD/mo (pensions, scholarship)

**35%** live in settlements with a population of less than 50 000 people or in rural areas.



# Short Summary

The audience of Belarusian news sites is conservative, which chooses one source of information or news aggregators.

Sites with state ownership have a large monthly audience and have a serious impact on the Belarusian Internet audience.

Independent news sites often have a small audience and small traffic. These problems can hamper monetization in the existing ecosystem of the advertising market, which is in a rather deep crisis.