

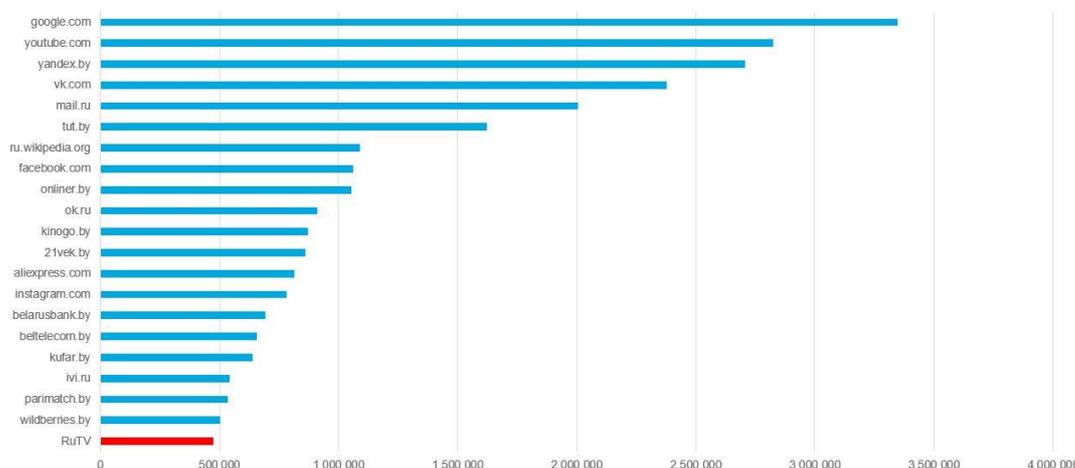
Belarusian audience of websites of Russian TV channels

Mikhail Doroshevich

mikhail.doroshevich@e-baltic.org

According to a recent survey conducted by #DB3 research company in January 2019, the aggregated audience of 6 web sites of Russian television channels totals 474 thousand people (aged 15-74) using PCs to access internet. The 6 sites are: 1tv.ru, ren.tv, vesti.ru, ntv.ru, tnt-online.ru, russia.tv. The six sites, with their aggregated audience, take the 21st place in Belarus in terms of coverage

Top21 websites by audience in Belarus



 **#DB3**

Source: gemiusAudience Overnight, January 2019, PC only, 15-74 ages

If we compare their audience with the news sections of Belarusian portals, then only the news sections of tut.by (1.14 million) and onliner.by have a larger audience. The aggregated audience of Russian television channels is larger than the audience of the news section of Mail.ru - 438 thousand and Yandex.by - 384 thousand people. The closest, audience-wise, Belarusian news resource kp.by has an audience of 302 thousand people.

Let's compare socio-demographic characteristics of aggregated Belarusian audience of these six sites and of the general Belarusian internet audience (again, aged 15-74 years, accessing internet via PCs).

In terms of gender: aggregated Belarusian audience, six Russian TV sites: 45.59% male, 54.41% female. General Belarusian audience: 49.92% men, 50.08% women.

In terms of age: older people prevail among the visitors of the six Russian TV channels web sites.

2019-01-month-BY-gemiusAudience					
01.2019					
Target group	Audience composition				
	Internet			RuTV	
	Total	PC	Mobile	Total	PC
	Domestic	Domestic	Domestic	Domestic	Domestic
Age=[15-24]	-	18,75%	-	-	8,68%
Age=[25-34]	-	25,29%	-	-	19,20%
Age=[35-44]	-	23,36%	-	-	31,75%
Age=[45-54]	-	16,56%	-	-	17,57%
Age=[55-74]	-	16,04%	-	-	22,80%

Educational characteristics are related to the age ones on the one hand, on the other hand, these are the users who are looking for an additional source of information on the Internet.

2019-01-month-BY-gemiusAudience					
01.2019					
Target group	Audience composition				
	Internet			RuTV	
	Total	PC	Mobile	Total	PC
	Domestic	Domestic	Domestic	Domestic	Domestic
Level of education=incomplete second...	-	13,67%	-	-	8,66%
Level of education=finished secondary e	-	26,55%	-	-	21,69%
Level of education=vocational	-	30,09%	-	-	28,28%
Level of education=incomplete high	-	2,73%	-	-	3,19%
Level of education=high	-	26,95%	-	-	38,18%

Differences in the occupational characteristics are presented in the table below.

2019-01-month-BY-gemiusAudience					
01.2019					
Target group	Audience composition				
	Internet			RuTV	
	Total	PC	Mobile	Total	PC
	Domestic	Domestic	Domestic	Domestic	Domestic
Main occupation=top manager / direc	-	3,72%	-	-	3,49%
Main occupation=middle level manager	-	3,31%	-	-	6,30%
Main occupation=specialist /chief sp	-	17,56%	-	-	19,56%
Main occupation=office employee	-	5,84%	-	-	6,13%
Main occupation=small business owner	-	4,33%	-	-	4,23%
Main occupation=artist, self-employe	-	2,27%	-	-	2,14%
Main occupation=technical or support	-	4,29%	-	-	3,62%
Main occupation=qualified worker, fo	-	6,94%	-	-	8,80%
Main occupation=unqualified worker	-	7,08%	-	-	5,04%
Main occupation=military man, police	-	1,57%	-	-	1,58%
Main occupation=unemployed	-	3,84%	-	-	2,71%
Main occupation=student / schooler	-	8,82%	-	-	6,64%
Main occupation=pensioner	-	6,55%	-	-	11,86%
Main occupation=housewife	-	5,69%	-	-	3,82%
Main occupation=other	-	18,21%	-	-	14,08%

Since retired PC users prevail in the audience of Russian television channels sites, we see larger proportion of people with a monthly income of 180-250USD. The level of education, type of activity (management) leads to a slightly higher proportion of people with a high level of income in comparison with the entire Belarusian Internet audience.

2019-01-month-BY-gemiusAudience					
01.2019					
Target group	Audience composition				
	Internet			RuTV	
	Total	PC	Mobile	Total	PC
	Domestic	Domestic	Domestic	Domestic	Domestic
Average net monthly =up to 60 USD	-	5,90%	-	-	3,50%
Average net monthly =from 61 to 120 USD	-	7,57%	-	-	5,99%
Average net monthly =from 121 to 180 USD	-	11,23%	-	-	11,87%
Average net monthly =from 181 to 250 USD	-	13,52%	-	-	16,68%
Average net monthly =from 251 to 400 USD	-	16,05%	-	-	14,20%
Average net monthly =from 401 to 600 USD	-	12,64%	-	-	11,48%
Average net monthly =from 601 to 1000 USD	-	6,40%	-	-	7,53%
Average net monthly =from 1001 to 1500 US	-	1,67%	-	-	2,95%
Average net monthly =more than 1500 USD	-	1,94%	-	-	3,13%
Average net monthly =no income	-	9,58%	-	-	7,44%
Average net monthly =I don't know/ don't	-	13,50%	-	-	15,23%

If you look at the differences in geography:

2019-01-month-BY-gemiusAudience					
01.2019					
Target group	Audience composition				
	Internet			RuTV	
	Total	PC	Mobile	Total	PC
	Domestic	Domestic	Domestic	Domestic	Domestic
City=Minsk	-	28,32%	-	-	35,96%
City=Brest	-	7,68%	-	-	5,58%
City=Vitebsk	-	5,82%	-	-	4,45%
City=Gomel	-	10,10%	-	-	7,32%
City=Grodno	-	5,01%	-	-	2,88%
City=Mogilev	-	6,07%	-	-	3,95%
City=Place with a populat	-	17,69%	-	-	18,67%
City=Place with a populat	-	19,31%	-	-	21,19%

As it was expected, the share of six Russian TV websites users in smaller cities (less than 50,000) and rural areas is larger than the overall Belarusian Internet audience. It is surprising, however, that there is a large proportion Minsk audience in the composition of aggregated Russian sites audience. As a hypothesis, it can be assumed that these Internet users are looking for additional information. Therefore, it is important to analyze their behavioral characteristics in order to try to offer alternative information or useful local content.

Obviously, visitors to TV channel sites are watching traditional TV more!

2019-01-month-BY-gemiusAudience					
01.2019					
Target group	Audience composition				
	Internet			RuTV	
	Total	PC	Mobile	Total	PC
	Domestic	Domestic	Domestic	Domestic	Domestic
TV watching frequenc=Everyday	-	41,03%	-	-	43,74%
TV watching frequenc=Several times per we	-	12,52%	-	-	15,11%
TV watching frequenc=Once a week	-	3,98%	-	-	4,86%
TV watching frequenc=Several times a mont	-	3,50%	-	-	2,96%
TV watching frequenc=Once a month	-	0,96%	-	-	1,07%
TV watching frequenc=Rarely than once a m	-	3,93%	-	-	2,39%
TV watching frequenc=I don't watch televi	-	11,25%	-	-	11,43%
TV watching frequenc=not asked	-	22,83%	-	-	18,44%

Reach of computer audience of some information resources:

2019-01-month-BY-gemiusAudience				
01.2019				
Target group	Node	Reach-Internet		
		Total	PC	Mobile
		Domestic	Domestic ▾	Domestic
Population	vesti.ru	-	4,84%	-
	euroradio.fm	4,73%	3,52%	2,62%
	nn.by	-	3,10%	-
	tvr.by	-	2,26%	-
	ren.tv	-	1,96%	-
	ntv.ru	-	1,93%	-
	1tv.ru	-	1,74%	-
	russia.tv	-	1,55%	-
	tnt-online.ru	-	1,41%	-
ont.by	-	1,09%	-	

If a more in-depth and regular analysis of the results of media research is to be conducted, one must necessarily compare the audience of Russian television channels with the audience of Belarusian news sites owned by state and non-state entities not only in terms of coverage, but also in terms of socio-demographic and behavioral characteristics.

In conclusion. The websites of the six Russian television channels analyzed are quite popular among Belarusian Internet users who access the net via PCs. Almost all of these channels are present in packages of traditional television broadcasting, yet television viewers visit their sites. It is necessary to carefully analyze what kind of content attracts Belarusian Internet audience. What kind of information, entertainment, training opportunities are in demand in order to provide that content.