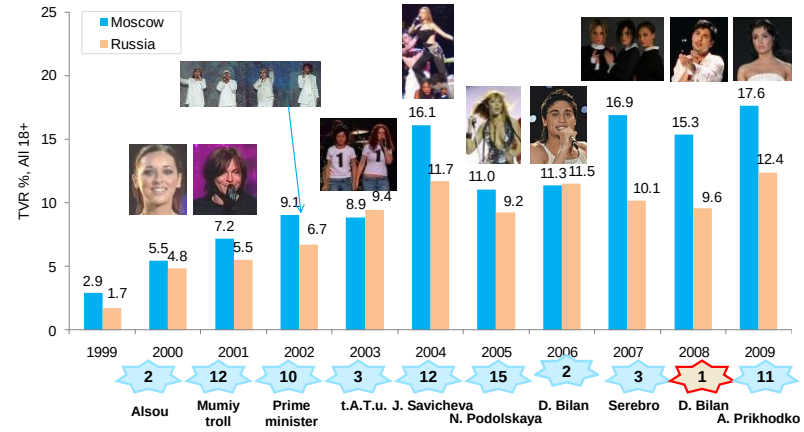
MEDIA NEWSLETTER

May 2009

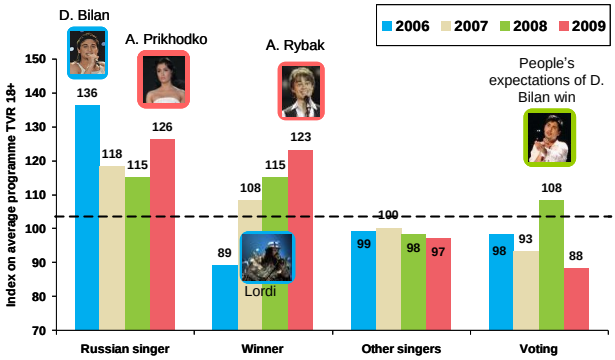
Eurovision 2009

During the past years the viewing of Eurovision was growing, especially in Moscow. Eurovision-2009, which took place in Moscow, got the largest audience.



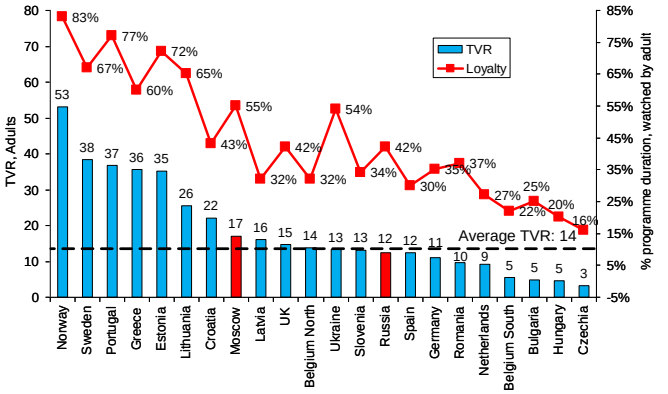
Source: TNS Russia; All 18+

National representatives at the contest are most interesting for Russian TV viewers; the interest to best singer depends on how his win was expected. This year mass media forecasted the win of A. Rybak, while the win of Lordi in 2006 was unexpected. The interest to voting process also depends on peoples expectations of Russia's chances to win.

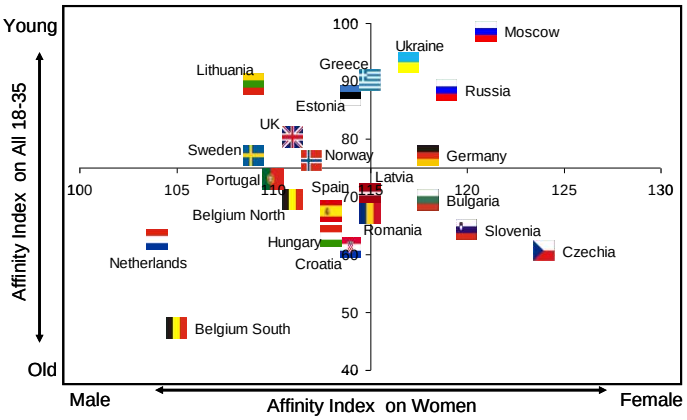


Source: TNS Russia; Initiative; Russia 100,000+, All 18+

Eurovision-2009 final was watched by more than 130 mln people in 22 European countries. 57 mln TV viewers watched the show at the same time. Norway was not only Eurovision-2009 winner, but also the leading country in terms of Eurovision viewing. The Eurovision viewing in Russia was at the average European level. Eurovision audience in Russia was one of the youngest in Europe.

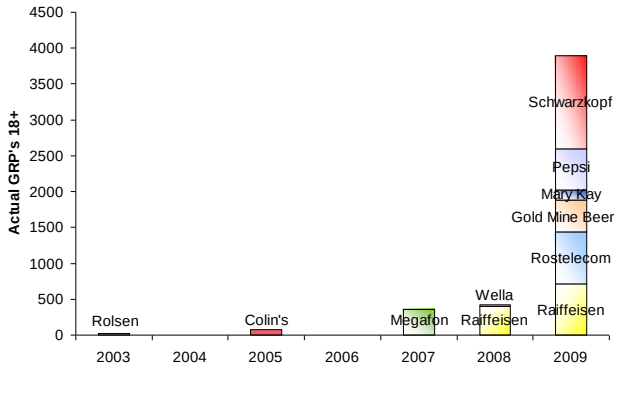


Source:Initiative Moscow; Local Initiative& IPG offices; TNS Russia



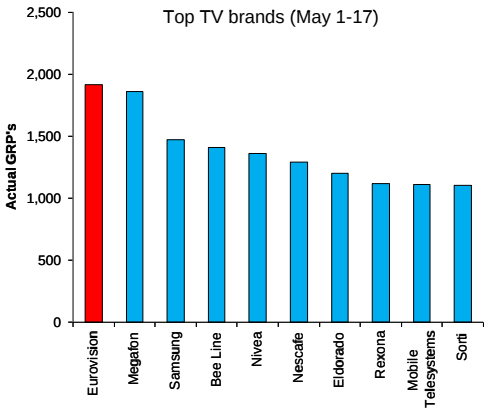
Source:Initiative Moscow; Local Initiative& IPG offices; TNS Russia

As the people's interest to Eurovision has been growing, advertisers more often used it in their communication. Before 2007 there were just some small sponsorship projects. In 2009 there was the highest sponsorship activity. This year Raiffeisen Bank continued to use Eurovision sponsorhip in it's communication.



Источник: TNS Russia; Все 18+

Eurovision-2009 was actively announced and advertised in TV, as well as in OOH and Radio. It was #1 in Top TV brands at the beginning of May.



Eurovision 2009 in Non-TV

Top Moscow OOH brands (April)

#	Brand	# of sites
1	Castrol	562
2	Bee Line	552
3	Mcdonald's	527
....		
60	Intouch	169
62	Eurovision.	168
64	Tekhnosila	166

Top Moscow Radio brands (20 April - 17 May)

#	Brand	# spots
1	Meramed	2455
2	Niarmedik Plus	1299
3	Obi	1255
54	Kapilar	376
55	Eurovision.	376
61	Arbidol	361

Источник: TNS Russia; Все 18+