

RT'S OWS COVERAGE BRINGS SECOND EMMY NOMINATION

[print version](#)

Published: 22 Aug, 2012, 18:30

MOSCOW, AUGUST 22, 2012 – RT, Russia's first international news channel, has been nominated for an International Emmy, the most prestigious award in television, in the News category.

RT is nominated for its coverage of Occupy Wall Street, a movement which started in New York City in 2011 and has since spurred a worldwide phenomenon. RT became one of the first TV networks to provide an in-depth coverage of the Occupy protests from their inception.

"Two years ago we became the first Russian TV channel to become an Emmy finalist in the News category. We are very happy and very proud to once again be the sole channel representing Russia in the competition for the biggest TV award in the world. We hope that second time will be the charm!" said RT's editor-in-chief Margarita Simonyan.

RT is the first Russian TV network with two career International Emmy nominations. In 2010, RT became the first Russian TV channel to be nominated in the News category for its coverage of Barak Obama's first official visit to Russia in the previous year.

Among RT's competitors vying for the Emmy statuette are such international TV news channels as Qatar's Al-Jazeera English, Japan's NHK and Brazil's TV Globo.

Launched in 2005, RT broadcasts around the clock from its studios in Moscow and Washington, DC and is available in English, Arabic and Spanish to more than 550 million viewers in more than 100 countries around the globe. It is the first news channel in the world to pass 750 million views on YouTube. RT streams online at RT.com.

The International Emmy Awards are presented by the International Academy of Television Arts & Sciences for excellence in television. The News & Documentary Emmy Awards will take place on October 1st in New York City.

RT PREMIERES AEROFLOT GLOBAL ADVERTISING CAMPAIGN

[print version](#)

Published: 19 Jul, 2012, 18:13

MOSCOW, July 19, 2012 – Aeroflot – Russian Airlines has launched its “The sky... Our Masterpiece” advertising campaign aimed at international audience. The state-of-the-art commercial for the airline has premiered globally on RT.

RT, which now has an audience of more than 530 million viewers worldwide, including 85 million in the US alone, and is the most-watched foreign news channel in the UK of those tracked by BARB,* is the first network to air Aeroflot’s international campaign, before it expands to other foreign and international networks.

More than five countries worked together on developing the campaign and crafting the commercial. “When we were creating this video, we wanted to break the wall of prejudice, and you can only do that with a colorful, emotionally saturated ad, which speaks directly to the viewers in the language of the heart, surpassing the barriers,” said James Whedon, director of the commercial. “By comparing the work done by Aeroflot to art, we at once answer all the challenges that are facing the company today.”

“RT is very proud to partner with a Russian brand as strong and symbolic as Aeroflot and to work together on promoting the image of Russia’s businesses and Russia as a country around the world,” said RT’s Editor-in-Chief Margarita Simonyan.

Russia’s largest airline and RT have already worked together in the past. In 2011, RT’s programming became available on Aeroflot flights, and the network’s informational blocks, documentaries and video guides can be accessed in English and Russian.

RT is a global international news network that broadcasts in English, Arabic and Spanish from its studios in Moscow and Washington, DC, and is available to 530 million viewers and in 2.2 million hotel rooms worldwide. RT became the first TV news channel in the world to pass 750 million views on YouTube. In 2010, RT became the first ever Russian channel to garner a nomination for the prestigious Emmy International Award, in the News category.

* Broadcasters’ Audience Research Board; based on weekly viewership numbers for five continuous weeks in June-July 2012

PEW STUDY: RT PRODUCES MOST POPULAR CONTENT ON YOUTUBE

[print version](#)

Published: 17 Jul, 2012, 18:10

MOSCOW, JULY 17, 2012 – A fifteen-month research project by the Pew Research Center's Project for Excellence in Journalism, titled "YouTube & News: A New Kind of Visual News," shows more viewers turning to YouTube as news source and highlights RT as

The study, which took place from January 2011 through March 2012, found that on YouTube, RT does not simply drastically outpace other news channels, including Al Jazeera English, Fox, CNN and BBC, with nearly 750 million views and 280,000 subscribers; it also highlighted that RT produced the most popular content (individual videos): "far more videos on the list than any other – 22 of the most viewed 260," according to the research.

RT accounts for the largest share of Top Five (most popular) news videos each week on YouTube: 8.5%, according to Pew's calculations, or more than double the share of its closest competitors, Fox News and BBC (UK). The most watched YouTube news item for all of 2011 also belongs to RT: the footage of the March 2011 tsunami hitting the coast of Japan has been viewed more than 20 million times.

RT is a global international news network that broadcasts in English, Arabic and Spanish from its studios in Moscow and Washington, DC. It is available to 530 million viewers worldwide, including more than 85 million in the US. In 2010, RT became the first ever Russian channel to garner a nomination for the prestigious Emmy International Award, in the News category.

The Project for Excellence in Journalism tracks the transformation of journalism in a changing information landscape through its annual State of the News Media report and a series of special reports. As part of the nonpartisan, non-advocacy Pew Research Center, it does not take positions on policy issues.

RT LEADS AL JAZEERA IN UK'S BARB RAITINGS

[print version](#)

Published: 16 Jul, 2012, 18:08

MOSCOW, JULY 16, 2012 – Official ratings by the UK's Broadcasters' Audience Research Board show RT scoring higher viewership* than other foreign news channels measured by BARB, including Al Jazeera English, Fox News and Euronews.

More than half a million UK residents tuned in to watch RT weekly, according to BARB. That is more than four times greater than those who watched Fox News, more than double the number for Euronews, and significantly above Al Jazeera's viewership*.

BARB is the organization that provides official TV audience measurement in the UK. BARB collects overnight data on TV viewership of more than 250 channels that broadcast in the UK through the set-top-box technology which tracks the watching of specific programs in participating households. Its findings are publicly accessible and are among the most credible statistics of their kind available in Britain.

RT's recent BARB ratings support earlier findings by Kantar Media in a separate research study, which showed that in the UK, RT boasts higher weekly viewing rating than other major international English-speaking TV news channels, including Bloomberg, Deutsche Welle, France 24, China's CCTV News and Iran's Press TV. According to the study, almost two-and-a-half million viewers watch RT in the UK. Only for 2011 RT's UK monthly audience has grown by 40 per cent.

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RT became the first TV news channel in the world to pass 700 million views on YouTube. In 2010, RT became the first ever Russian channel to garner a nomination for the prestigious Emmy International Award, in the News category. RT streams online at RT.com.

*For four consecutive weeks of June 04-10, June 11-17, 2012, June 18-24 and June 25-July 1

RT'S "OCCUPY W@LL STREET" FACEBOOK APP WINS PROMAX /BDA 2012 AWARD

[print version](#)

Published: 22 Jun, 2012, 18:14

MOSCOW, JUNE 22, 2012 – RT's "Occupy W@ll Street" game for Facebook wins bronze at PromaxBDA Global Excellence Awards 2012 – the most prestigious award in television design and marketing.

The application, which was launched by RT in February 2012, received the bronze award in the Online/Interactive Games/Immerging Platforms category. RT's main competition came from the projects by Turner Broadcasting System and Warner Bros. Worldwide, and the channel came out ahead of Universal Networks International.

"Occupy W@ll Street" (apps.facebook.com/occupyws) is RT's first Facebook application, and it was inspired by the global social and political phenomenon which began in the US in 2011. RT became one of the first channels to give thorough coverage to the Occupy Wall Street (OWS) movement since its inception.

The game has already attracted attention of the prominent global media. "I was fascinated by RT's description of its game," – wrote FT's Gary Silverman. "The app enables people to leave comments and "occupy" property on a virtual map of New York's financial district. This way they can "take a stand" or "chat with others across the globe, share their Facebook profiles, invite friends, read news and join the Occupy community from the comfort of their homes."

RT's Facebook page has already gained more than 500,000 subscribers – more than any other Russian media outlet, and ahead of many of RT's international competitors including CNBC, Sky News, Bloomberg, Deutsche Welle and Reuters.

In addition to the "OccupyW@ll Street" app, another PromaxBDA-2012 bronze was awarded to RT in the Design category, for the opening credits of RT Sport News. In this contest, RT beat out two entries by the NBC Sports Agency for the prize.

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RT MORE POPULAR IN CANADA THAN SKY NEWS

[print version](#)

Published: 14 Jun, 2012, 15:41

MOSCOW, JUNE 14, 2012 – Across Canada’s major metropolitan areas, over 100,000 people watch RT daily – more than watch Sky News and other leading international channels, a recent study has revealed.

According to a survey conducted by TNS Canada, RT’s daily audience in Canada leads that of Sky News, Euronews, Deutsche Welle, NHK, Press TV and France 24. For example, it’s almost triple the viewers of Euronews, nearly double Britain’s Sky News and more than 11 times higher than France 24.

RT’s audience is also more loyal than most, showing more interest in staying with the channel after first switching on. Of the viewers who watched RT once, nearly one in three started watching the channel on a daily basis. This represents higher audience retention than that achieved by any other channel, except for Canada’s own CTV News Channel and CBC News Network. Furthermore, along with these two leading Canadian channels, RT leads all other channels in the level of monthly audience that watches daily.

More than 72% of the surveyed population considers the news coverage of such mainstream outlets as BBC News, CNN and CBC News Network to contain at least some bias, especially in coverage of the developments concerning the USA and the Middle East. At the same time, survey responders named RT’s different take on the news compared to the mainstream media, diversity of programming, and its high informational content as RT’s main comparative advantages vis-à-vis other channels.

“This was our first Canadian survey and its results are a pleasant surprise. Most Canadian residents aren’t just tired of the mainstream media, they stopped trusting the information they receive from it and many have chosen our channel as the alternative,” said RT Editor-in-Chief Margarita Simonyan.

The study says RT’s average Canadian viewer is male, 25-34 years of age, with a higher education and average income level.

More than 5 million people can now access RT across Canada, since the channel launched its round-the-clock broadcasts on 9 TV broadcast operators, including IPTV provider, Roku.

The survey was conducted by TNS Canada in November 2011. Over 4,000 interviews were completed via Internet Panel among a sample of adults in metropolitan areas with populations of 100,000 and over. The Canadian division of TNS is one of the largest marketing and social research services networks in Canada.

RT'S NEW YORK AUDIENCE TRIPLES IN ONE YEAR

[print version](#)

Published: 30 May, 2012, 16:58

MOSCOW, May 30, 2012 — RT's New York-based audience increased nearly 3 times in 2011[1], while its Washington audience grew by more than 60 percent over the same period, according to a Nielsen survey.[2]

Nielsen carried out its first simultaneous survey of international news networks audience in America's five major cities: New York, Los Angeles, Chicago, Washington, DC, and San Francisco. According to the survey, in these cities RT leads other international broadcasters. For example, in Washington, DC, RT's daily audience is 13 times larger than that of the German Deutsche Welle, nearly 8 times larger than that of the Chinese CCTV News, and almost 4 times larger than the respective audiences of Euronews and France 24. The number of RT viewers in New York is 9 times greater than the audience of the Japanese NHK World[3], and in Chicago RT crowd is 3 times larger than that of Qatar's Al Jazeera English[2].

The survey shows that RT's daily audience in New York has increased 2.65 times in 2011 alone, while its viewership in Washington, DC grew by 60.9 percent over the same period[1].

"The growth of our audience in the largest cities in the US, especially in New York and Washington, DC, is a clear proof that we have firmly established ourselves as an alternative to the American mainstream media. More and more residents of the US require access to new information and different perspective, which they find at RT," – said RT Editor-in-Chief of Margarita Simonyan.

According to Nielsen, the average RT viewer based in one of the 5 surveyed American cities is a male aged between 35 and 49. While most hold an undergraduate degree, over 20 percent of RT viewers have a Master's degree or a Ph.D. as well. In terms of occupation, most American RT viewers are either business owners, self-employed, or are employed in management roles.

More than 85 million residents of America's key metropolitan areas receive RT around the clock via cable and satellite networks. RT expanded its audience in the United States dramatically in 2011 by being included in the packages of major cable networks in San Francisco, Chicago and Philadelphia, as well as Dish Network, one of America's largest pay-TV operators with nationwide coverage.

Nielsen carried out the survey in the fall of 2011, polling a total of over 10,000 residents in Washington, DC, New York, Los Angeles, San Francisco and Chicago.

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands. For more information, visit www.nielsen.com.

1. Against the results of a similar survey carried out in Washington, DC, and New York in the fall 2010
2. Daily audience
3. Weekly audience

RT's OCCUPY W@LL STREET FACEBOOK APP RECEIVES EXCELLENCE RECOGNITION FROM PROMAX

[print version](#)

Published: 29 May, 2012, 16:55

MOSCOW, MAY 29, 2012 – RT's Occupy W@ll Street Application is in the finals of the PromaxBDA Global Excellence Awards 2012 – the most prestigious award in television design and marketing.

The app is nominated in the Interactive Media: Online/Interactive Games/Immerging Platforms category. Within the category, RT is competing with such media giants as Turner Broadcasting System, Inc., Universal Networks International Germany and Warner Bros. Television Marketing- Digital Media.

The Facebook application (<http://apps.facebook.com/occupyws>) is based on the global Occupy Wall Street (OWS) movement and is available to everyone on Facebook. It was inspired by the global social and political phenomenon which began in the US in 2011. RT was one of the first channels to extensively cover the OWS movement, before it gained serious attention from the mainstream media.

Occupy W@ll Street is the first Facebook app by RT. The app's enables visitors to leave their mark and comments on the global stage through a virtual map of the New York financial market. The game is designed so that any user can occupy his or her piece of real estate near Wall Street and downtown New York. App players can take a stand, leave comments, chat with others across the globe, share their Facebook profiles, invite friends, read news, and join the Occupy community from the comfort of their own homes.

RT's Facebook page has already gained more than 500,000 subscribers – more than any other Russian media outlet, and ahead of many of its international competitors including CNBC, Sky News, Bloomberg, Deutsche Welle and Reuters.

"This is the first game inspired by the Occupy Wall Street Movement it serves as a platform for frustrated 99% out there longing for a voice and ability to impact the future. Facebook friends now have their voices heard!" said Margarita Simonyan, RT editor-in-chief, in a statement.

This is one of RT's four overall PromaxBDA nominations, the others being for excellence in Promotion Marketing in the News/Information Program Campaign category for Noticias No Tienen Fronteras, where RT is competing against CNN and Al Jazeera, and two nominations in the Design competition.

RT, an international news network available in English, Arabic and Spanish to more than 530 million viewers worldwide, has garnered four overall nominations for the marketing and design of its programs in 2012. The network has won multiple PromaxBDA awards since 2008. PromaxBDA is recognized as the industry standard for excellence in television marketing, advertisement and design.

AN OPEN LETTER TO THE GUARDIAN ON THE NATURE OF OPINION COLUMNS

[print version](#)

Published: 03 May, 2012, 21:01

MOSCOW, MAY 03, 2012 — RT has always been committed to giving a platform to a wide range of opinions that might be of interest to its audience, regardless of whether or not they concur with the view of the network.

It is an accepted industry practice that a news outlet, be it a magazine, newspaper, TV network or website will from time to time offer a platform to opinions with which it, that is management or editors, does not agree. Such a practice implies an understanding on the part of the reader that opinions contained therein are not those of the publisher, and may be opinions to which the publisher categorically does not subscribe.

This might be news to Ms. Miriam Elder, of the British daily The Guardian. Ms. Elder has recently accused RT of “defending rape” and promoting “rape apologia” in response to a hosted on RT.com but written by “NameNotFound” “a collective op-ed page run by several veteran reporters” who expressed opinions on the conviction of Ched Evans for rape in the UK.

Despite the disclaimer, Ms. Elder blatantly refused to make a distinction between RT and the blogger(s) – in fact, she refers to the writer of the column specifically as the “Russia Today author”.

Ms. Elder has previously attacked the opinions expressed in NameNotFound as those expressed by RT, prompting a response from the column’s writer(s) spelling out the nature of the column’s authorship and relationship with the network. It does not get any clearer than “We do not speak for RT or represent it.” So, it is very unlikely that Ms. Elder wrote her most recent article under any misconception about whose opinion she was really incensed by, yet she chose to attack RT, directly and repeatedly.

Earlier this year The Guardian published a letter from Dmitry Peskov, the spokesperson for the Russian Prime Minister Vladimir Putin (Mr. Peskov was responding to yet another article by Ms. Elder). The Guardian is clearly able to print the views and opinions which its editorial board does not endorse without the implication that the publication supports Kremlin’s position. It should hold RT to the same standard.

RT IN THE FINALS OF THE MONTE CARLO TV FESTIVAL

[print version](#)

Published: 10 Apr, 2012, 19:46

MOSCOW APRIL 10, 2012 – RT has made it to the finals of the Monte Carlo Television Festival where it is competing against SKY NEWS, BBC, CNN and Al Jazeera English.

RT's 2-day coverage of the presidential election in Russia in March 2012 is nominated for the Golden Nymph award and is in the finals in the "Best 24-Hour News Programme" category. RT anchors Anissa Naouai and Kevin Owen delivered round the clock coverage of all election news – from opposition meetings to the announcement of the preliminary election results. RT's correspondents sent updates from the Central Election Committee HQ, the candidates' headquarters, and Moscow streets to the mobile studio stationed in the heart of the Russian capital, overlooking the Kremlin. Prominent analysts, newsmakers and politicians weighed in live as events unfolded.

RT's Golden Nymph category competitors are the UK's SKY News and BBC, United States' CNN, Qatar's Al Jazeera English, as well as Canadian CBC, the GMA Network from the Phillipines, and Bulgaria's BNT. Programs submitted by CNN, BBC, SKY News, and Al Jazeera English cover the revolution in Libya and death of Jamahiriya leader Muammar Gaddafi. The jury comprises influential names from the TV news world.

The Monte Carlo Television Festival was established in 1961 by Prince Rainier III of Monaco and since then has become the world's largest forum for TV films, shows, news reports, and news programing. The festival top prize is a gold copy of the "Salmacis" Nymph statuette commonly known as the Golden Nymph. The original copy is preserved in the Louvre Museum.

The RT network provides news coverage in three languages and is the first Russian TV network to have been nominated for the prestigious Emmy International News award in the "News" category. RT is available to an audience of over 480 million people, 25% of the world's cable television subscribers. In 2011, RT became the world's first TV news channel to get 500,000,000 views on YouTube and is currently one of YouTube's major news content providers.

Additionally, RT runs the RT America news channel operating from its studio in Washington, D.C., a documentary channel RTDoc, and a FreeVideo project. RT also streams online at the network's website RT.com.

RT MORE POPULAR IN UK THAN BLOOMBERG*

[print version](#)

Published: 09 Apr, 2012, 19:47

MOSCOW, APRIL 09, 2012 — Almost two and a half million UK viewers watch RT, preferring it to other international news channels. That's according to a nationwide poll by leading British marketing agency, Kantar Media.

RT now reaches an audience of 2.4 million UK viewers and the channel's monthly audience is growing by 40% annually**.

RT boasts higher viewer numbers in the UK than other major English-language news channels including Bloomberg TV, Deutsche Welle, France 24, China's CCTV News and Iran's Press TV*. RT is 9 times more popular with British viewers than Deutsche Welle and one and a half times more than France 24.

Respondents mentioned RT's "different take on news from mainstream media", "informative news coverage", and its range of stories of interest to the audience when explaining their choices.

The poll also found 67 percent of viewers regard news reports by mainstream media such as BBC News, CNN or Sky News as biased, especially when covering the Middle East, domestic and international stories.

Kantar Media carried out the research across Great Britain in November 2011. The company interviewed a representative sample of 10,000 UK residents.

Kantar Media is an affiliated company with Kantar Group, one of the world's largest networks providing market research and consulting services, and part of the WPP organization.

* Based on weekly audience

** Against the results of a similar study in the autumn of 2010

RT LAUNCHES APP FOR LG SMART TV

[print version](#)

Published: 20 Mar, 2012, 20:11

MOSCOW, 20 MARCH 2012. – RT launches a new Smart TV App through LG’s global application store LG apps TV,* providing happy owners of the latest generation LG Smart TVs with free access to all of RT’s TV programming.

Watching any RT channel on an LG Smart TV is now easy. It does not require any additional wiring or set-up. All the viewer needs to do is to connect their TV to the Internet and launch the RT application, available through LG apps TV*.

“TV’s future is online, and Smart TV technology proves it brilliantly. We are happy that viewers of LG’s “smart” TVs can watch all of RT’s channels and no longer have to depend on cable networks or satellite signals,” said RT’s editor-in-chief Margarita Simonyan.

Additionally, free RT applications for iPhone, Blackberry, and Android are being rolled out.

LG is among the key players in the global Smart TV market, which introduces web browsing capabilities to a TV set and enables viewers to enjoy a wide range of entertainment options such as Web content, services and applications, in addition to television programming.

The RT network comprises three news channels and a documentary channel RTDoc. Our 24/7 Broadcast from Moscow and Washington, DC studios is available for viewing in over 100 countries with a total audience of more than 480 million people. RT streams online at the network’s website, RT.com. RT is also one of the world’s largest news providers on YouTube, and the first to register half a billion views on the platform. It was also the first Russian TV network to be nominated for the prestigious Emmy International award in 2010 in the News category.

* <http://ru.lgappstv.com/appspc/store/product/retrieveProductList.lge?dummy=all>

RT'S PROFIT ON YOUTUBE EXCEEDS \$1M

[print version](#)

Published: 20 Mar, 2012, 20:10

MOSCOW, 2 FEBRUARY 2012 — RT's profit from YouTube has exceeded a million dollars, doubling in just six months.

The financial success stems from a massive increase in RT's popularity on YouTube. RT is the first TV news channel to surpass half a billion views on YouTube, with current total running at over 670 million.

"RT is our trump card, one of the, if not the biggest news provider on YouTube worldwide," YouTube's director of video partnerships Patrick Walker told MIPCOM 2011.

RT's YouTube stats place it head and shoulders above the competition – with total views three times that of ABC news, 11 times that of Reuters, 13 times SKY News and 29 times Fox News.

RT's Editor-in-Chief Margarita Simonyan reflected on RT's YouTube progress "2011 has proven very successful for our channel. We beat world records we could hardly have dreamt of a couple of years ago, which reaffirms once again that audiences are demanding an alternative view on global events".