

GAME MARKETING IN RUSSIA DIGEST

December 2020



DIGEST HIGHLIGHTS

The second issue of [RMAA Games digest](#) is opened with a new column “Russian video game industry insights”, where managers of Russian game developing and publishing companies share their vision of Russian game market peculiarities and specifics of promotion in Russia.

Our first expert is Stanislav Smirnov - Head of PR Department in Targem Games, the largest developer of PC and console games in the Urals region of Russia.

Enjoy your reading!



YULIA VASILYEVA

Editor

yulia.vasilyeva@rmaa.agency

NAVIGATION

MARKET INSIGHTS

GAMING PLATFORMS

GAMING MARKETING

GAMING WEBSITES

YOUTUBE STREAMERS

TWITCH STREAMERS

VK GROUPS FOR GAMERS

TELEGRAM CHANNELS

RUSSIAN VIDEO GAME INDUSTRY INSIGHTS

RUSSIAN GAME MARKET PECULIARITIES

I will tell on the example of gamers playing our free-to-play projects. Russian gamers play a lot. They are very demanding of both quality content and feedback from developers. It seems to me that Russian gamers traditionally play on PC better and more, but there are also more and more console gamers in CIS countries every year.

- Gamers have a lot of free time.
- They spend much time playing games.
- Among CIS audience, you can often come across 'experts', or gamers who are really proficient in the game. Usually, they quickly become members of focus groups or tester unions.
- They require special attention of a community manager when communicating at various platforms and in-game.
- They are good at providing feedback. They are ready to help developers, sometimes even too much. As a result, they often take offence and think that developers do not listen to them.
- They are generally sharp during discussions and often go to extremes. You are either loved with no ifs and buts or called names just for the sake of it. However, this is not related to their in-game activeness at all. Haters who play round the clock and buy playsets is quite a typical image of such gamers.



STANISLAV SMIRNOV

Head of PR Department
in Targem Games

RUSSIAN VIDEO GAME INDUSTRY INSIGHTS

SPECIFICS OF GAME PROMOTION AMONG THE RUSSIAN-SPEAKING AUDIENCE

The main promotion channel for Russian users is still streamers, YouTubers, and Twitch, a search for opinion leaders for this audience, and proper targeted ads in social media.

Gamers love a creative approach in advertisement, an unusual presentation as there are too many ads, so you need to show up. I would wish to emphasize the importance of dealing with gamers in social media and interesting and uncommon activities there. In our experience, special quests in VKontakte organized by a chat bot worked perfectly, as well as additional lore activities in form of stories expanding the project lore that intrigue gamers before 'majors' (addons or big patches).

I do not think that gamers of different countries differ a lot, but gamers from CIS adore being distinguished as a region and singled out as a community. If you are a developer from Russia, you have two ways: either to ignore Russian audience at all and go all out on Western users or pay enough attention to the Russian audience so that they could feel special.



STANISLAV SMIRNOV

Head of PR Department
in Targem Games

RUSSIAN VIDEO GAME INDUSTRY INSIGHTS

ADVICE FOR FOREIGN DEVELOPERS TO PROMOTE GAMES AMONG THE RUSSIAN-SPEAKING AUDIENCE

The best choice will be to involve Russian-speaking employees into promotion for better understanding of the mentality, knowledge of local traditions, memes, and taboos. The latter may include all aspects related to, for instance, WWII or dissolution of the Soviet Union.

So, Russian audience likes cars and weapons made in Russia or distinctive architecture to be present in games—feel free to use it in your creatives.

Create content specially for the audience, and chances for passion of Russians will rise multiply. For example, it means that not only should a YouTube video have Russian subtitles, but also the developer him-/herself should try to say at least Zdravstvuite! (Rus. Hello!) or Spasibo! (Rus. Thank you!). As a last resort, words like 'We made this video/skin/update/etc specially for our Russian audience' will do.

I would like to remind once again that the Russian-speaking audience is more toxic than the Western one, so if you are interested in promotion of your product, you should pay more attention to communication with it, consider feedback, and share your plans for future.



STANISLAV SMIRNOV

Head of PR Department
in [Targem Games](#)

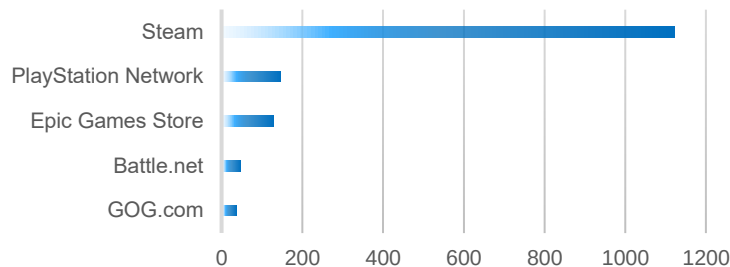
TOP GAMING PLATFORMS IN RUSSIA

With the support of our partners, the most popular gaming media in Russia [PlayGround.ru](https://playground.ru) and [GoHa.ru](https://goha.ru) we found out what gaming platforms and services are popular among Russian-speaking gamers.

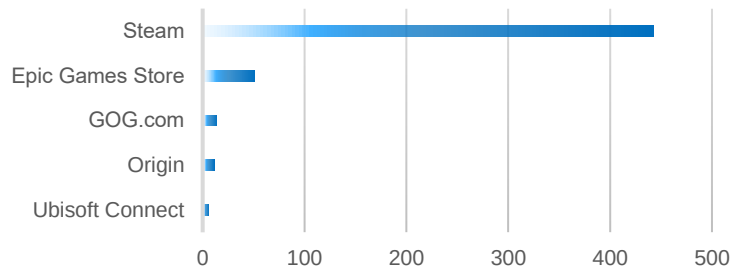
As expected, Steam became the leader among gaming platforms in Russia. At the same time, many gamers noted in comments that they use more than one platform for games.

**The poll was conducted from December 15 to 21 2020 on the official pages of [PlayGround.ru](https://playground.ru) and [GoHa.ru](https://goha.ru) in VKontakte. 2,109 gamers took part in the poll.*

POLL BY PLAYGROUND.RU



POLL BY GOHA.RU



GAMING MARKETING IN RUSSIA

Read

The audience of Twitch has averagely increased by 78% from February until May. Interestingly, Russian there is the second most popular language after English, with up to 15% of all broadcasts in it.

Read

When promoting a game, industry-related media coverage still matters, but often the game will manage to achieve much more if a streamer makes an overview video or an online broadcast of his gaming experience.

Read

In April, as compared to March, the monthly audience of the VKontakte gaming platform increased by 12%. As for June, 9 million people were active players using the VK desktop version.

Read

The OK gaming platform has shown high growth rates since introduction of self-isolation regime. Games became one of the most popular and fastest-growing social network services.

TOP 20 RUSSIAN GAMING WEBSITES

#	Resource	Visitors
1	PlayGround.ru	4 449 468
2	VGTimes.ru	3 450 809
3	StopGame.ru	1 847 714
4	GamesIsArt.ru	1 500 310
5	GameBomb.ru	1 355 895
6	Forums.PlayGround.ru	1 339 317
7	Dota2.ru	1 263 875
8	Igromagnit.net	1 206 543
9	GameMAG.ru	1 151 722
10	MMO13.ru	1 068 207

#	Resource	Visitors
11	Razlozhi.ru	1 061 252
12	Minecraft-Inside.ru	1 030 357
13	PluggedIn.ru	1 010 291
14	Ru-Minecraft.ru	951 991
15	GoHa.ru	941 738
16	Wotpack.ru	905 765
17	Allmorpgru.ru	850 650
18	Coop-Land.ru	761 063
19	Miped.ru	758 276
20	Minigames.Mail.ru	688 174

TOP 20 RUSSIAN YOUTUBE STREAMERS

#	Channel	Subscribers	Views
1	Marmok	14.7M	2.4B
2	Kuplinov ▶ Play	9.7M	4B
3	FROST	9M	3.3B
4	Aid [VyacheslavOO]	8.7M	3.6B
5	EdisonPts	8.5M	2.9B
6	TheBrainDit	8.3M	3B
7	Coffi Channel	7.5M	3.1B
8	MrLololoshka	7.4M	2.4B
9	Compot	6.3M	2.6B
10	EugenBro (Rus)	6.3M	3B

#	Channel	Subscribers	Views
11	windy31	6.3M	2B
12	HomeAnimations	5.7M	2.8B
13	ShadowPriestok	5.7M	1.9B
14	Yarik Kent	5.6M	2.2B
15	Scorty	5.3M	1.7B
16	Holdik	5M	814.5M
17	Funny Family Games tv	4.8M	5.4B
18	EugenBro	4.8M	1.6B
19	Yarik Paw	4.7M	2.9B
20	AuRuM TV	4.6M	695.7M

TOP 20 TWITCH STREAMERS

#	Channel	Subscribers	Views
1	bratishkinoff	1.4M	75M
2	Evelone192	1.3M	75M
3	StarLadder5	1M	206.7M
4	Dota2RuHub	855.9K	280M
5	cheatbanned	850.3K	50.6M
6	Stray228	846.2K	88M
7	hardgamechannel	802K	27.2M
8	JesusAVGN	775K	44.1M
9	Dendi	757K	62.1M
10	Sharishaxd	744.7K	40.9M

#	Channel	Subscribers	Views
11	AdmiralBulldog	734.3K	105.8M
12	DreadzTV	675.6K	179.4M
13	SilverName	653.2K	116M
14	AhriNyan	647.5K	19.1M
15	tenderlybae	628.6K	7.5M
16	ceh9	613K	39.2M
17	ALOHADANCETV	579.7K	78M
18	HoneyMad	578.6K	68.3M
19	singsing	575.6K	88.2M
20	A1taOda	565.8K	58.3M

TOP 20 VK GROUPS FOR GAMERS

#	Resource	Visitors
1	VK Games	4 114 790
2	Pirate Treasures Game	4 061 877
3	IGM	4 031 730
4	World of Tanks	3 264 997
5	Shadow Fight	3 105 260
6	Warface	2 172 412
7	Contra City	2 053 529
8	Indie Cat and the Clew of Doom	1 795 358
9	Planet of Gems	1 680 025
10	Zombie farm	1 677 915

#	Resource	Visitors
11	3D FPS Online	1 585 177
12	IgroFun	1 573 997
13	In a trench	1 221 049
14	VK Dota 2	1 198 606
15	Agario Hunger Games	1 099 339
16	Wormix	1 079 004
17	Game "Candy Valley"	1 053 637
18	Dota 2	978 381
19	Farmer territory	977 740
20	Klondike	976 302

TOP 20 TELEGRAM CHANNELS (GAMES AND APPS)

#	Channel	Subscribers	ERR, %
1	@EasyAPK	640.3K	21.3%
2	@AppStorePlus	633.1K	14.8%
3	@AndroHackApp	591.7K	14.8%
4	@vseapps	270.6K	24.9%
5	@bz2018	264K	28.5%
6	@daker7	251.1K	40.3%
7	@pieapk	231.7K	16.8%
8	@goldroid	223.2K	22.8%
9	@aitapp	213.7K	15.9%
10	@AppStoreOA	212.9K	16.7%

#	Channel	Subscribers	ERR, %
11	@GameOA	189.8K	17.5%
12	@PointApp	174.8K	52.9%
13	@keyapk	162.6K	20.4%
14	@VKSettings	156.6K	14.3%
15	@simpleapk	148.1K	41.5%
16	@pm_plus	130.9K	26.9%
17	@bat9evelone192	119.7K	66.9%
18	@playstation_tg	116.8K	40.4%
19	@progi95	116.3K	73.0%
20	@freeapkexe	112.8K	20.5%



RMAA Games

Marketing for Game Developers

If you would like to get in touch to discuss a project that you would like help with, or just to say hello, please get in

Vadim Tylik, CEO
vadim@rmaa.agency

About us:

