

GAME MARKETING IN RUSSIA DIGEST

January 2021



DIGEST HIGHLIGHTS

The new year has started, and it is time to look at the results of the past year and discuss the trends of 2021. Thanks to pandemic, the Russian gaming market has shown incredible results by the end of 2020 - revenue growth of 25%. More and more Russians are playing mobile and video games and the market is becoming more attractive, which means that in 2021 new developers and publishers will come to the market.

Find out the Russian gaming industry results in 2020 and what the industry can expect in 2021 in the new digest.

Enjoy your reading!



YULIA VASILYEVA

Editor

yulia.vasilyeva@rmaa.agency

NAVIGATION

GAMING MARKET 2020

GAMING TRENDS 2021

GAMING MARKETING

GAMING WEBSITES

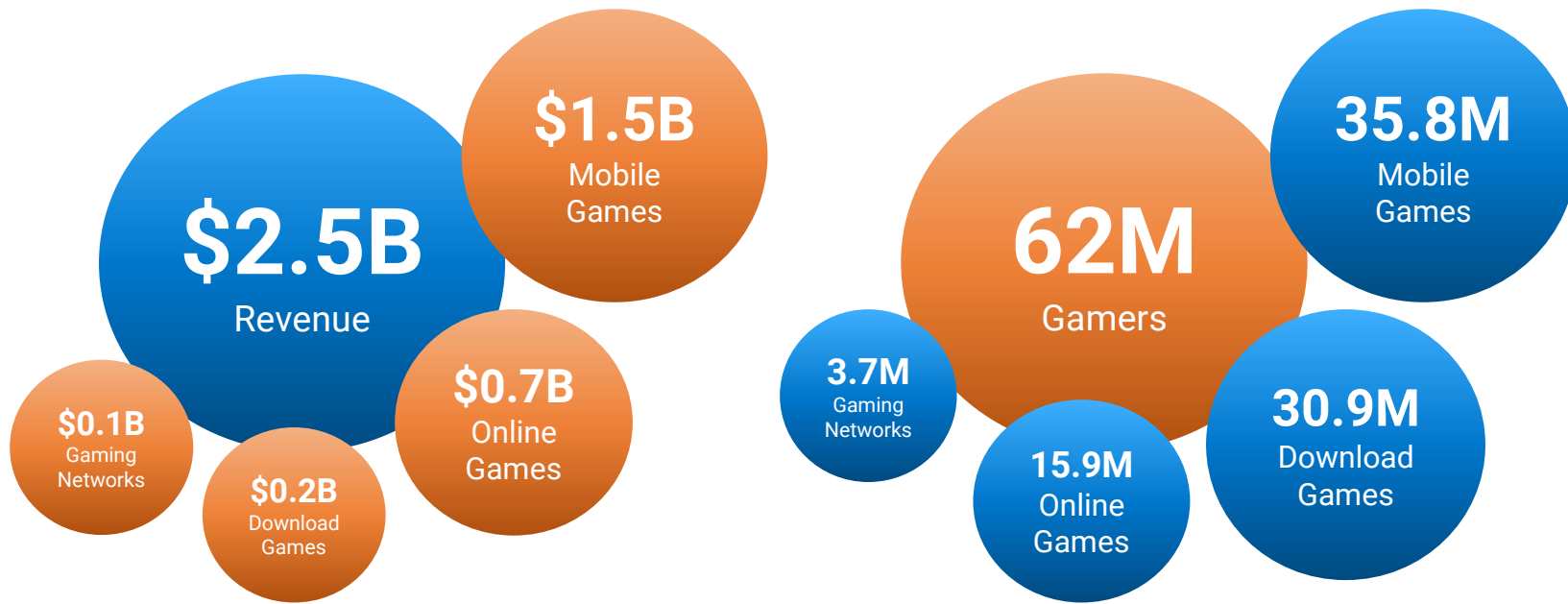
YOUTUBE STREAMERS

TWITCH STREAMERS

VK GROUPS FOR GAMERS

TELEGRAM CHANNELS

2020 RUSSIAN GAMING MARKET IN NUMBERS



NEWZOO'S GAMES TRENDS TO WATCH IN 2021

1

Engagement and Revenues Will Continue to Flourish (Even After the Pandemic Ends)

Gaming has etched itself into the habits of people during the lockdown, and these investments into enjoying gaming will not be easily cast aside.

2

It Will Take Time for Next-Gen Console Supply to Catch up to Demand

Games like PlayStation's Horizon Forbidden West, many third-party games, and almost all Xbox first-party games will be available on both generations (past and present).

3

The Cloud Gaming Market Will Grow Its Audience in 2021

Yearly cloud gaming revenues will exceed \$1 billion for the first time next year.

4

Gaming Metaverses Will Raise The Bar Even Higher

The interest in using games as a platform for hosting simulated activities will be one of the most impactful trends for the coming years.

5

Gaming Continue to Become More Diverse and Inclusive

This year also saw the games industry face a "me-too" wave of allegations of abuse and sexual harassment. In combination with the rise of the Black Lives Matter movement, the attention on social issues will drive the industry to prioritize diversity and inclusion efforts in 2021.

NEWZOO'S MOBILE TRENDS TO WATCH IN 2021

1

The Removal of IDFA May Change the Face of Mobile Marketing

Due to the removal, experts expect it to spark a revival of traditional forms of creative advertising, which are currently more common to see among PC and console campaigns. .

2

5G Penetration Will Begin to Spike

16% (more than 700 million) of all active smartphones will be 5G-ready by the end of this year, up from just 5% in 2020. By 2023, the share will skyrocket to 43%—or, 2.1 billion 5G-ready active smartphones.

3

Genshin Impact Will Catalyze More AAA Experiences on Mobile (from Chinese Developers)

Experts expect to see Chinese developers continuing to expand overseas with more AAA immersive, competitive content not only on mobile, but also console and PC.

4

App Store Distribution Will Face Challengers on All Fronts

Individual games, publishers, and services will continue to change the face of game distribution on mobile—in the East, West, and everywhere in between.

5

More IP-Based Games Will Come to Mobile While Mobile IP Expand Their Reach Beyond Gaming

Mobile is the platform of choice for modern-day IP-holders looking to bring their franchises to gaming platforms.

GAMING MARKETING IN RUSSIA

Read

Taking into account the fact that the gaming industry evolves so fast and so does gaming marketing, every developer and publisher should follow the 2021 trends.

Read

Game publishers need to understand how and where to promote the game. Moreover, this applies not only to the choice of the market, but also to the channels for promoting the game and reaching the final audience.

Read

In Russia, just like all over the world, Steam takes the first place among game platforms and game digital distribution services. How effective is Steam in Russia?

Read

We studied out content of the most popular gaming publics in VKontakte, the most popular social media network in Russia, and tried to find out the preferences of Russian gamers using them as an example.

TOP 20 RUSSIAN GAMING WEBSITES

#	Resource	Visitors
1	PlayGround.ru	4 782 578
2	VGTimes.ru	3 712 154
3	StopGame.ru	2 015 895
4	GameBomb.ru	1 680 450
5	Forums.PlayGround.ru	1 504 473
6	Dota2.ru	1 461 249
7	Igromagnit.net	1 386 264
8	GamesIsArt.ru	1 227 096
9	Minecraft-Inside.ru	1 187 876
10	Ru-Minecraft.ru	1 116 787

#	Resource	Visitors
11	MMO13.ru	1 105 212
12	BroTorrent.Net	1 100 567
13	Razlozhi.ru	1 055 307
14	GameMAG.ru	1 053 217
15	PluggedIn.ru	992 934
16	Coop-Land.ru	964 295
17	WotPack.ru	902 660
18	LandofGames.ru	881 034
19	GoHa.ru	879 467
20	Gamer-Info.com	800 179

TOP 20 RUSSIAN YOUTUBE STREAMERS

#	Channel	Subscribers	Views
1	Marmok	15 M	2.5 B
2	Kuplinov ► Play	9.9 M	4.1 B
3	EdisonPts	9.4 M	3.2 B
4	FROST	9.1 M	3.3 B
5	Aid [VyacheslavOO]	8.8 M	3.6 B
6	TheBrainDit	8.4 M	3 B
7	Coffi Channel	7.6 M	3.1 B
8	MrLololoshka	7.5 M	2.4 B
9	Compot	6.9 M	2.8 B
10	EugenBro (Rus)	6.5 M	3.2 B

#	Channel	Subscribers	Views
11	windy31	6.4 M	2.1 B
12	HomeAnimations	6 M	2.9 B
13	ShadowPriestok	5.8 M	1.9 B
14	Yarik Kent	5.6 M	2.3 B
15	Scorty	5.5 M	1.7 B
16	Holdik	5.2 M	875 M
17	Funny Family Games tv	5 M	5.5 B
18	EugenBro	4.9 M	1.6 B
19	AuRuM TV	4.8 M	745 M
20	Yarik Paw	4.7 M	2.9 B

TOP 20 TWITCH STREAMERS

#	Channel	Subscribers	Views
1	StarLadder5	1 M	206.7 M
2	Stray228	876 K	91.4 M
3	Dota2RuHub	863.7 K	283.5 M
4	cheatbanned	852.1 K	50.8 M
5	JesusAVGN	805.6 K	47.8 M
6	hardgamechannel	800.7 K	27.3 M
7	Dendi	769.1 K	62.9 M
8	Sharishaxd	746.1 K	41.1 M
9	AdmiralBulldog	740.6 K	107.6 M
10	AhriNyan	688.9 K	20.8 M

#	Channel	Subscribers	Views
11	DreadzTV	685.4 K	183.5 M
12	SilverName	662.3 K	119.8 M
13	ceh9	645.5 K	39.8 M
14	tenderlybae	635.9 K	7.6 M
15	olyashaa	614.2 K	34.4 M
16	HoneyMad	614.1 K	70.6 M
17	ALOHADANCETV	590.1 K	79.9 M
18	singsing	586.2 K	89.4 M
19	ybicanooooobov	569.8 K	69.2 M
20	GENSYXA	567.4 K	19.5 M

TOP 20 VK GROUPS FOR GAMERS

#	Resource	Visitors
1	VK Games	4 120 741
2	Pirate Treasures Game	4 064 339
3	IGM	4 026 426
4	World of Tanks	3 271 952
5	Shadow Fight	3 105 083
6	Warface	2 170 373
7	Contra City	2 049 867
8	Indie Cat and the Clew of Doom	1 792 258
9	Planet of Gems	1 679 530
10	Zombie farm	1 676 494

#	Resource	Visitors
11	3D FPS Online	1 582 014
12	IgroFun	1 570 403
13	In a trench	1 218 402
14	VK Dota 2	1 192 703
15	Agario Hunger Games	1 096 119
16	Wormix	1 077 828
17	Game "Candy Valley"	1 053 222
18	World of Tanks Blitz	990 431
19	Klondike	978 105
20	Dota 2	977 851

TOP 20 TELEGRAM CHANNELS (GAMES AND APPS)

#	Channel	Subscribers	ERR, %
1	@AndroHackApp	860.6K	12%
2	@AppStorePlus	736.7K	13.6%
3	@EasyAPK	711.1K	19.1%
4	@bz2018	384.K	41.2%
5	@daker7	339.9K	28.7%
6	@vseapps	279.3K	21.1%
7	@goldroid	244.3K	19.2%
8	@AppStoreOA	223.6K	16.2%
9	@PointApp	218.8K	36.9%
10	@pieapk	217.7K	12.7%

#	Channel	Subscribers	ERR, %
11	@simpleapk	214.7K	26.8%
12	@aitapp	210.1K	12.9%
13	@keyapk	167.9K	15.5%
14	@progi95	157.7K	67.8%
15	@pm_plus	156.8K	26.0%
16	@iptv777	129.8K	40.0%
17	@freeapkexe	125.1K	26.0%
18	@Apps_Full	120.3K	37.1%
19	@vugapp	116.8K	30.7%
20	@disk_PoinApp	110.2K	62.2%



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:

