

GAME MARKETING IN RUSSIA DIGEST

May 2021



DIGEST HIGHLIGHTS

This year some of the gaming events in Russia are expected to be held in a usual offline format. White Nights conference, IgroMir & Comic Con Russia 2021 has every chance to take place offline. In the digest you will find the calendar of upcoming gaming events in Russia.

In addition, in this issue you will find lists of popular web resources, streamers, bloggers, social media groups, which we will periodically update.

Enjoy your reading!



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NAVIGATION

GAMING EVENTS 2021

GAMING MARKETING

GAMING WEBSITES

YOUTUBE STREAMERS

TWITCH STREAMERS

VK GROUPS FOR GAMERS

TELEGRAM CHANNELS

CALENDAR OF UPCOMING GAMING EVENTS

DATE	EVENT
July 9-10	<u>White Nights conference</u> , Saint Petersburg
August 5-6	<u>DevGAMM</u> Summer 2021
October 7-10	<u>IgroMir & Comic Con Russia 2021</u> , Moscow, Crocus Expo
October	<u>White Nights conference</u> , Moscow
November 11-12	<u>DevGAMM</u> Fall 2021

GAMING MARKETING IN RUSSIA

Read

The year of 2020 was a very lucky year for mobile developers in Russia. It was mobile games that became a main growth driver for game industry income—the mobile game income equalled to \$1.5 billion at year-end.

Read

Based on expert estimates, the gaming streaming market in Russia totals up to 15-20 billion rubles and increases 20% annually, i.e. twice as fast as the worldwide pace (9%).

Read

Why does one need to localize a game? Localized games are more likely to get positive reviews, which in turn increases the average rating and affects (albeit indirectly) sales and downloads.

Read

In 2020, the esports audience in Russia increased by 28%, as compared to a year before, having reached 15.4 million people aged 13+. At year-end 2020, analysts note a large jump in the percentage of fans.

TOP 20 RUSSIAN GAMING WEBSITES

#	Resource	Visitors
1	PlayGround.ru	4 308 875 ↓
2	VGTimes.ru	3 868 347 ↑
3	Dota2.ru	1 972 700 ↑
4	StopGame.ru	1 894 094 ↓
5	GameMAG	1 641 519 ↑
6	Igromagnit.net	1 530 026 ↑
7	Coop-Land.ru	1 404 449 ↑
8	Minecraft-Inside.ru	1 402 355 ↑
9	Razlozhi.ru	1 339 462 ↑
10	Ru-Minecraft.ru	1 227 129 ↑

#	Resource	Visitors
11	LandofGames.ru	1 212 184 ↑
12	WotPack.ru	1 198 872 ↑
13	Gig-Torrent.ru	1 177 454 ↑
14	MMO13.ru	1 134 556 ↑
15	Gamer-Info.com	1 122 222 ↑
16	GameBomb.ru	1 109 430 ↓
17	Forums.PlayGround.ru	1 093 717 ↓
18	GoHa.ru	1 059 211 ↑
19	PluggedIn.ru	1 050 119 ↑
20	GamesIsArt.ru	1 035 014 ↓

TOP 20 RUSSIAN YOUTUBE STREAMERS

#	Channel	Subscribers	Views
1	Marmok	15.8 M	2.7 B ↑
2	EdisonPts	10.9 M	3.9 B ↑
3	Kuplinov ▶ Play	10.7 M	4.4 B ↑
4	FROST	9.1 M	3.3 B
5	Aid [VyacheslavOO]	8.9 M	3.7 B ↑
6	TheBrainDit	8.4 M	3 B
7	Compot	8.1 M	3.4 B ↑
8	EugenBro (Rus)	7.9 M	3.7 B ↑
9	Coffi Channel	7.8 M	3.3 B ↑
10	MrLololoshka	7.8 M	2.5 B ↑

#	Channel	Subscribers	Views
11	windy31	6.8 M	2.2 B ↑
12	HomeAnimations	6.6 M	3.3 B ↑
13	ShadowPriestok	6.1 M	2.1 B ↑
14	Scorty	6 M	1.9 B ↑
15	Yarik Kent	5.8 M	2.3 B
16	Holdik	5.6 M	995 M ↑
17	Funny Family Games tv	5.5 M	5.8 B ↑
18	EugenBro	5.5 M	1.8 B ↑
19	AuRuM TV	5.1 M	830 M ↑
20	DakPlay	4.7 M	2.7 B ↑

TOP 20 TWITCH STREAMERS

#	Channel	Subscribers	Views
1	bratishkinOFF	1.4 M	82.9 M
2	StarLadder5	989.1 K	207 M
3	Stray228	941.9 K	100.5 M
4	cheatbanned	864.7 K	50.9 M
5	Dota2RuHub	853.8 K	294.8 M
6	JesusAVGN	846.8 K	52.9 M
7	hardgamechannel	805.3 K	27.5 M
8	Dendi	788.7 K	64.3 M
9	AhriNyan	788.1 K	24.9 M
10	AdmiralBulldog	737.6 K	111.8 M

#	Channel	Subscribers	Views
11	Sharishaxd	735.5 K	41.6 M
12	SilverName	690.3 K	131.5 M
13	DreadzTV	664.1 K	186.5 M
14	tenderlybae	650.6 K	7.8 M
15	ceh9	644.9 K	40.8 M
16	GENSYXA	626.2 K	23.1 M
17	olyashaa	615.8 K	38.8 M
18	HoneyMad	605.4 K	74 M
19	ALOHADANCETV	592.1 K	83.4 M
20	dota2mc ru	591 K	139.3 M

TOP 20 VK GROUPS FOR GAMERS

#	Resource	Subscribers
1	VK Games	4 137 720 ↑
2	Pirate Treasures Game	4 070 101 ↑
3	IGM	4 026 298 ↓
4	World of Tanks	3 288 739 ↑
5	Shadow Fight	3 100 066 ↓
6	Warface	2 180 690 ↑
7	Contra City	2 040 620 ↓
8	Indie Cat and the Clew of Doom	1 783 649 ↓
9	Planet of Gems	1 676 685 ↓
10	Zombie farm	1 670 671 ↓

#	Resource	Subscribers
11	3D FPS Online	1 574 169 ↓
12	IgroFun	1 559 335 ↓
13	In a trench	1 211 580 ↓
14	VK Dota 2	1 179 997 ↓
15	Agario Hunger Games	1 087 931 ↓
16	Wormix	1 072 416 ↓
17	Game "Candy Valley"	1 050 791 ↓
18	World of Tanks Blitz	1 012 511 ↑
19	Klondike	980 936 ↑
20	Dota 2	979 230 ↑

TOP 20 TELEGRAM CHANNELS (GAMES)

#	Channel	Subscribers	ERR, %
1	@Brawl_Starsss	478 K	16.7%
2	@meels_kel	224.9 K	16.9%
3	@GameOA	220.8 K	12.2%
4	@android_5play	142.2 K	17.0%
5	@TrueMafiaNews	137 K	37.8%
6	@appevenn	133.3 K	14.7%
7	@playstation_telegram	128.1 K	37.3%
8	@pro_igroman	126.3 K	13.3%
9	@mobi_mes	120.2 K	37.1%
10	@amongmo	115.2 K	23.2%

#	Channel	Subscribers	ERR, %
11	@ezapk	114.3 K	21.3%
12	@steam_rus	113.9 K	21.2%
13	@zeroxteam	104.3 K	15.6%
14	@romanredder	99.4K	23.4%
15	@igromanit	90.7 K	24.7%
16	@hackess	88.4 K	20.0%
17	@av_games	86.8 K	38.8%
18	@vzlomgame18	76.2 K	24.7%
19	@apkvz	76 K	28.1%
20	@gold_ip	75.9 K	25.4%



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

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About us:

