

GAME MARKETING IN RUSSIA DIGEST

FIRST EDITION 2020



DIGEST HIGHLIGHTS

The Russian market is one of the most attractive for game developers and publishers around the world. During the pandemic, the gaming industry was one of the few for which the COVID-19 became a “gold mine”, and many gaming companies showed significant growth.

In the first issue of [RMAA Games](#) digest for representatives of the gaming industry, we have collected marketing trends that allow to effectively develop and promote online games in the Russian market. 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

MARKETING TRENDS

SPENDING ON GAMING

GAMING MARKETING

GAMING WEBSITES

YOUTUBE STREAMERS

TWITCH STREAMERS

VK GROUPS FOR GAMERS

TELEGRAM CHANNELS

6 KEY MARKETING TRENDS CHANGING THE GAMING INDUSTRY



Growing adoption of digital distribution

Improved internet speeds, larger hardware storage capacities, and lower footfall to retail stores are driving even stronger digital sales growth.



Evolving business models

Revenue models, such as the free to play model, continue to gain traction with the adoption of microtransactions across multiple franchises on all platforms.



The rise of gaming as a social forum

The rise in the use of games as a means to socialise has been accelerated during the COVID-19 lockdown measures.



Popularity of content creators and live streaming

Esports presents an additional monetisation channel for publishers, and a means for brands to access hard-to-reach audiences.



Data and customer insights

As the gaming industry shifts more towards digital, it will become easier to build closed-loop marketing strategies with easier access to more granular data.



Cloud delivery is the next big disruptor

The cloud gaming platform landscape is shaping up to be highly competitive, and differentiation will be key.

HOW MUCH DO RUSSIAN GAMERS SPEND ON GAMES AND DONATIONS TO STREAMERS

From January to April 2020, about 70% of gamers' payments turnover was spent on purchasing games, and about 30% more - on purchasing in-game content. However, the average check for games was 2.4 times less than for in-game content. So, in this April users paid on the average 361 rubles (5\$) for the games themselves, and 862 rubles for in-game purchases (12\$).

CITY	AVERAGE CHECK
Moscow	759P (10,51\$)
Kazan	615P (8,52\$)
Yekaterinburg	579P (8,01\$)
Novosibirsk	573P (7,93\$)
Krasnoyarsk	551P (7,63\$)
Perm	548P (7,59\$)
Chelyabinsk	544P (7,53\$)
Samara	544P (7,53\$)
Rostov-on-Don	530P (7,34\$)
Voronezh	527P (7,30\$)

GAMING MARKETING IN RUSSIA

Read

Cosplay accompanies many gaming events. Apart from that, cosplay becomes more and more popular for streaming. Meet our list of the most interesting Russian cosplayers.

Read

The Russian mobile games market is expected to grow in 2020. If in 2019 users spent \$744 million on mobile games in Russia, this year this figure may well exceed the \$1 billion bar.

Read

You can endlessly polish your game and make the game perfect, but at the same time your competitors are gaining an audience with a much rawer product by investing in promotion.

Read

Promoting a game, changing perception of a gaming brand or telling new users about a new product — these and many other marketing tasks can be resolved by social media.

TOP 20 RUSSIAN GAMING WEBSITES

#	Resource	Visitors
1	Games.Mail.ru	5 985 000
2	PlayGround.ru	4 684 162
3	VGTimes.ru	4 001 786
4	DTF.ru	3 374 000
5	CyberSport.ru	2 297 407
6	KaNoBu.ru	2 236 000
7	Igromania.ru	2 172 000
8	GamesIsArt.ru	1 810 964
9	StopGame.ru	1 716 744
10	GameBomb.ru	1 638 780

#	Resource	Visitors
11	GameMAG.ru	1 612 446
12	Shazoo.ru	1 448 000
13	Cubiq.ru	1 213 474
14	RiotPixels.com	1 197 000
15	GoHa.ru	907 942
16	GameTech.ru	734 000
17	Gamer-Info.ru	609 390
18	Coop-Land.ru	608 821
19	Stratege.ru	598 236
20	GameGuru.ru	591 000

TOP 20 RUSSIAN YOUTUBE STREAMERS

#	Channel	Subscribers	Views
1	Marmok	14.2 M	2.3 B
2	Kuplinov ► Play	9.3 M	3.9 B
3	FROST	9 M	3.3 B
4	Aid [VyacheslavOO]	8.6 M	3.5 B
5	TheBrainDit	8.3 M	2.9 B
6	EdisonPts	7.6 M	2.6 B
7	MrLololoshka	7.3 M	2.3 B
8	Coffi Channel	7.3 M	3 B
9	windy31	6.1 M	1.9 B
10	EugenBro (Rus)	5.9 M	2.8 B

#	Channel	Subscribers	Views
11	Compot	5.8 M	2.2 B
12	ShadowPriestok	5.5 M	1.8 B
13	Yarik Kent	5.4 M	2.2 B
14	HomeAnimations	5.3 M	2.5 B
15	Scorty	5 M	1.6 B
16	Holdik	4.8 M	755.5 M
17	Yarik Paw	4.6 M	2.9 B
18	EugenBro	4.6 M	1.5 B
19	Funny Family Games tv	4.5 M	5.2 B
20	AuRuM TV	4.4 M	654.9 M

TOP 20 TWITCH STREAMERS

#	Channel	Subscribers	Views
1	bratishkinoff	1.2 M	65.3 M
2	Evelone192	1.1 M	62.6 M
3	StarLadder5	1 M	206.6 M
4	cheatbanned	834.2 K	49.6 M
5	Dota2RuHub	808.1 K	256.5 M
6	Stray228	800.7 K	82.7 M
7	hardgamechannel	790.9 K	27.1 M
8	Sharishaxd	739.6 K	39.8 M
9	Dendi	737.4 K	59.7 M
10	JesusAVGN	712.8 K	40 M

#	Channel	Subscribers	Views
11	AdmiralBulldog	703.5 K	102.8 M
12	DreadzTV	676.2 K	176.7 M
13	SilverName	631.6 K	110.2 M
14	ceh9	603.9 K	38.4 M
15	tenderlybae	593.8 K	7 M
16	olyashaa	575.8 K	28.7 M
17	singsing	574.4 K	86.9 M
18	ALOHADANCETV	560.5 K	74.1 M
19	StarLadder1	556.7 K	405.7 M
20	HoneyMad	555.6 K	64.4 M

TOP 20 VK GROUPS FOR GAMERS

#	Resource	Visitors
1	VK Games	4 101 962
2	Pirate Treasures Game	4 059 990
3	IGM	4 034 530
4	World of Tanks	3 257 009
5	Shadow Fight	3 105 264
6	Warface	2 173 965
7	Contra City	2 058 906
8	Indie Cat and the Clew of Doom	1 799 650
9	Planet of Gems	1 681 052
10	Zombie farm	1 680 035

#	Resource	Visitors
11	3D FPS Online	1 590 511
12	IgroFun	1 577 422
13	In a trench	1 225 174
14	VK Dota 2	1 208 266
15	Agario Hunger Games	1 104 424
16	Wormix	1 079 957
17	Game "Candy Valley"	1 054 759
18	Dota 2	980 820
19	Farmer territory	978 242
20	Klondike	975 934

TOP 20 TELEGRAM CHANNELS (GAMES AND APPS)

#	Channel	Subscribers	ERR, %
1	@AppStorePlus	576K	12%
2	@EasyAPK	401K	26.30%
3	@AndroHackApp	258.9K	20.30%
4	@bz2018	232.1K	31.10%
5	@AppStoreOA	206.3K	18.20%
6	@pieapk	186.3K	17.20%
7	@GameOA	179.5K	19.70%
8	@aitapp	174.9K	20.60%
9	@vseapps	173.1K	24.90%
10	@VKCoffee	167.4K	62.80%

#	Channel	Subscribers	ERR, %
11	@VKSettings	156.1K	12.60%
12	@goldroid	143.6K	23.10%
13	@keyapk	109.9K	21.50%
14	@playstation_tg	102.9K	42.80%
15	@pm_plus	97.4K	29.00%
16	@pubg_accs	95.3K	14.60%
17	@Apps_Full	92.2K	34.90%
18	@freeapkexe	92K	34.90%
19	@appscloud	89.8K	13.80%
20	@TrueMafiaNews	88.9K	42.90%



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:

