

GAME MARKETING IN RUSSIA DIGEST

November 2021



DIGEST HIGHLIGHTS

In this issue of the [RMAA Games](#) digest we will tell you about the leading countries in esports (Russia is in fourth place), and will show which game is more popular in Russian-language Yandex search.

In addition, you will find updated lists of popular web resources, streamers, and social media groups for gamers.

Enjoy your reading!



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HIGHEST ESPORTS EARNINGS BY COUNTRY

According to Esports Earnings, **Russia takes 4th place** by prize winnings among the strongest esports countries of the world: there are 4090 professional esports players in Russia, and the amount of money won for all time exceeds \$48,68 million USD.

LOGO	RANK	COUNTRY	EARNINGS	PLAYERS
	1	United States	\$180,307,307	20 609
	2	China	\$152,825,328	4 985
	3	Republic of Korea	\$107,501,576	4 270
	4	Russia	\$48,677,466	4 090
	5	Sweden	\$42,366,177	2 742
	6	Denmark	\$42,200,257	1 705
	7	France	\$36,551,763	4 482
	8	Canada	\$33,122,657	3 166
	9	Germany	\$31,139,615	4 862
	10	Finland	\$27,946,178	1 693

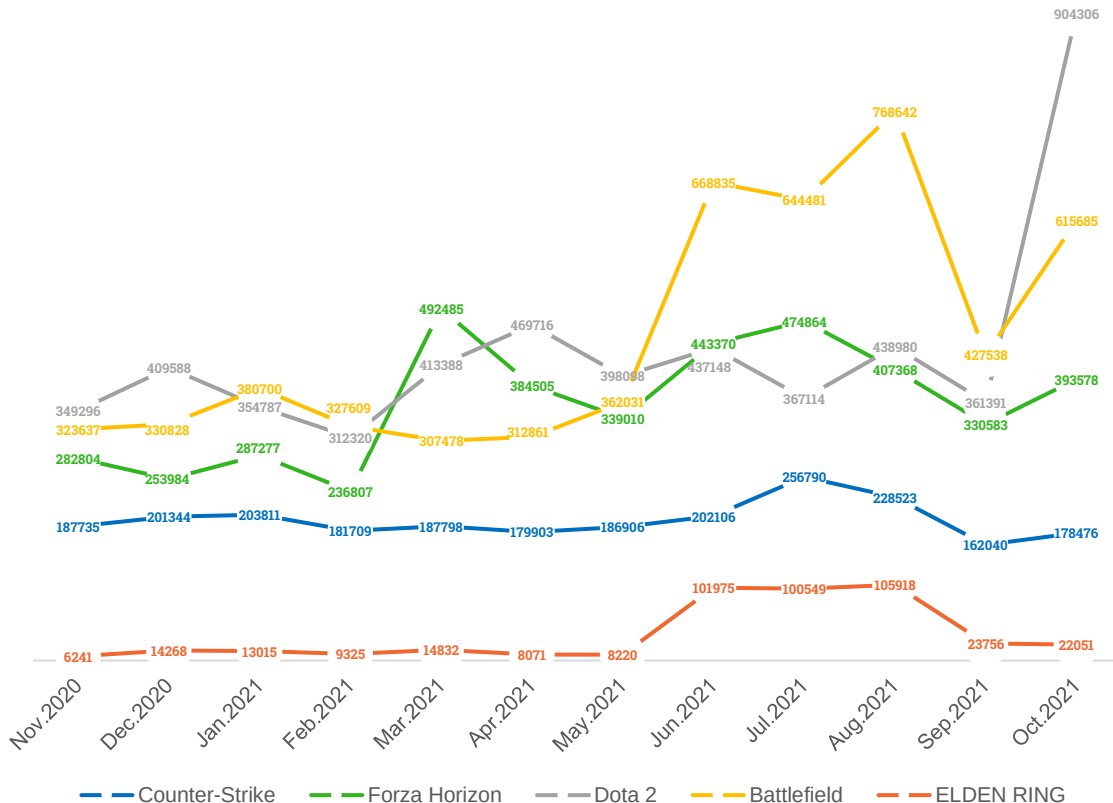
TOP 5 VIDEOGAMES IN THE RUSSIAN INTERNET

We took top 5 sellers on Steam:

1. Counter-Strike
2. Forza Horizon
3. Dota 2
4. Battlefield
5. ELDEN RING

and found out which of the games is more popular in Yandex search.

NUMBER OF SEARCH QUERIES 11.2020-10.2021



GAMING MARKETING IN RUSSIA

Read

There are more than 55 thousand games present on Steam, and their number grows daily. In order to stand out of the pack and make sure that gamers will decide to play a game, it is important to properly pitch it on the platform.

Read

Engaging the audience before launching a game, getting coverage during the release period, reporting on updates to the game or fixing critical bugs, and even searching and engaging investors — PR allows you to do all of this.

Read

Data analysis for gaming brands is one of the key factors for understanding not only the efficiency of marketing tools used in promotion but also the success of a game in the market as a whole.

Read

Russian is one of the leading languages in which people play video games. In 2020, 22.52% of all games on Steam were available in Russian. In this article, we're going to talk about the main companies you can trust to localize your game into Russian.

TOP 20 RUSSIAN GAMING WEBSITES

#	Resource	Visitors
1	PlayGround.ru	5 071 016 ↑
2	VGTimes.ru	4 410 486 ↑
3	Dota2.ru	2 945 071 ↑
4	WotPack.ru	1 698 356 ↑
5	Igromagnit.net	1 583 625 ↑
6	GamesIsArt.ru	1 535 405 ↓
7	StopGame.ru	1 454 258 ↑
8	LandofGames.ru	1 446 630 ↑
9	Minecraft-Inside.ru	1 421 476 ↑
10	GameMAG	1 370 508 ↓

#	Resource	Visitors
11	Coop-Land.ru	1 341 489 ↓
12	Ru-Minecraft.ru	1 312 418 ↑
13	Razlozhi.ru	1 310 738 ↑
14	Forums.PlayGround.ru	1 260 064 ↑
15	Gamer-Info.com	1 073 071 ↓
16	GoHa.ru	950 598 ↓
17	FreeTP	853 966 ↑
18	MMO13	848 285 ↓
19	PluggedIn	847 678 ↓
20	Torrent.net	823 739 ↑

TOP 20 RUSSIAN YOUTUBE STREAMERS

#	Channel	Subscribers	Views
1	Marmok	16.6 M	2.9 B ↑
2	EdisonPts	12.4 M	4.6 B ↑
3	Kuplinov ▶ Play	11.9 M	4.9 B ↑
4	Compot	9.4 M	4.2 B ↑
5	FROST	9.2 M	3.4 B
6	Aid [VyacheslavOO]	9 M	3.7 B
7	EugenBro (Rus)	8.8 M	4.3 B ↑
8	TheBrainDit	8.4 M	3 B
9	MrLololoshka	8.2 M	2.8 B ↑
10	Coffi Channel	7.9 M	3.4 B

#	Channel	Subscribers	Views
11	HomeAnimations	7.4 M	3.8 B ↑
12	windy31	7.3 M	2.4 B ↓
13	Scorty	6.4 M	2.1 B ↑
14	ShadowPriestok	6.3 M	2.2 B
15	Funny Family Games tv	6 M	6.1 B ↑
16	EugenBro	5.9 M	2 B ↑
17	Yarik Kent	5.8 M	2.4 B ↑
18	Holdik	5.6 M	1 B
19	DakPlay	5.3 M	3 B ↑
20	AuRuM TV	5.1 M	870.5 M ↑

TOP 20 TWITCH STREAMERS

#	Channel	Subscribers	Views
1	Evelone192	1.6 M	89.5 M ↑
2	bratishkinoff	1.5 M	97.4 M ↑
3	StarLadder5	1.1 M	212 M
4	Stray228	1.1 M	111.5 M ↑
5	JesusAVGN	996.8 K	62.8 M ↑
6	cheatbanned	953.5 K	57.7 M ↑
7	Dota2RuHub	898 K	315.6 M ↑
8	AhriNyan	891 K	30.2 M ↑
9	Dendi	871.7 K	66.4 M ↑
10	hardgamechannel	803 K	27.6 M ↑

#	Channel	Subscribers	Views
11	AdmiralBulldog	756.1 K	118.1 M ↑
12	Sharishaxd	747.4 K	42.4 M ↑
13	SilverName	732.7 K	145.8 M ↑
14	GENSYXA	711.2 K	28.4 M ↑
15	ALOHADANCETV	688.5 K	90.6 M ↑
16	tenderlybae	679.8 K	8 M
17	DreadzTV	675.5 K	192.5 M ↑
18	olyashaa	674.6 K	45.8 M ↑
19	ceh9	666.2 K	41.9 M ↑
20	dota2mc ru	654 K	176.1 M ↑

TOP 20 VK GROUPS FOR GAMERS

#	Resource	Subscribers
1	VK Games	4 129 597 ↓
2	Pirate Treasures Game	4 070 082 ↑
3	IGM	4 059 818 ↑
4	World of Tanks	3 298 249 ↑
5	Shadow Fight	3 097 881 ↓
6	Warface	2 218 859 ↑
7	Contra City	2 031 186 ↓
8	Indie Cat and the Clew of Doom	1 776 773 ↓
9	Planet of Gems	1 675 473 ↓
10	Zombie farm	1 663 274 ↓

#	Resource	Subscribers
11	3D FPS Online	1 565 347 ↓
12	IgroFun	1 549 175 ↓
13	In a trench	1 205 209 ↓
14	VK Dota 2	1 180 600 ↑
15	Agario Hunger Games	1 078 741 ↓
16	Wormix	1 067 735 ↓
17	Game "Candy Valley"	1 047 724 ↓
18	World of Tanks Blitz	1 043 348 ↑
19	Dota 2	988 449 ↑
20	Klondike	981 248 ↑

TOP 20 TELEGRAM CHANNELS (GAMES)

#	Channel	Subscribers	ERR, %
1	@android_5play	206.4 K	15.7%
2	@dnclserv	197.7 K	63.0%
3	@standoffcheatix	192.8 K	37.4%
4	@free2play	184.4 K	14.5%
5	@mobi_mes	180.2 K	22.3%
6	@kelfincheat	165.5 K	37.9%
7	@av_games	162.4 K	20.1%
8	@meels_kel	146.8 K	25.0%
9	@ggstandofs0	146.6 K	19.5%
10	@Gameeapk	142.5 K	21.6%

#	Channel	Subscribers	ERR, %
11	@playstation_telegram	141.5 K	35.5%
12	@genshin	135.2 K	33.9%
13	@genshin_tg	122.2 K	35.7%
14	@standoff2goldz	120.3 K	16.4%
15	@ezapk	115.3 K	16.0%
16	@steam_rus	109.1 K	21.2%
17	@zeroteam	106.3 K	15.6%
18	@loskych	105.7 K	33.9%
19	@standoffcasez	104.9 K	54.0%
20	@xsikle	100.7 K	13.9%



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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To see more of our work
visit our website
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