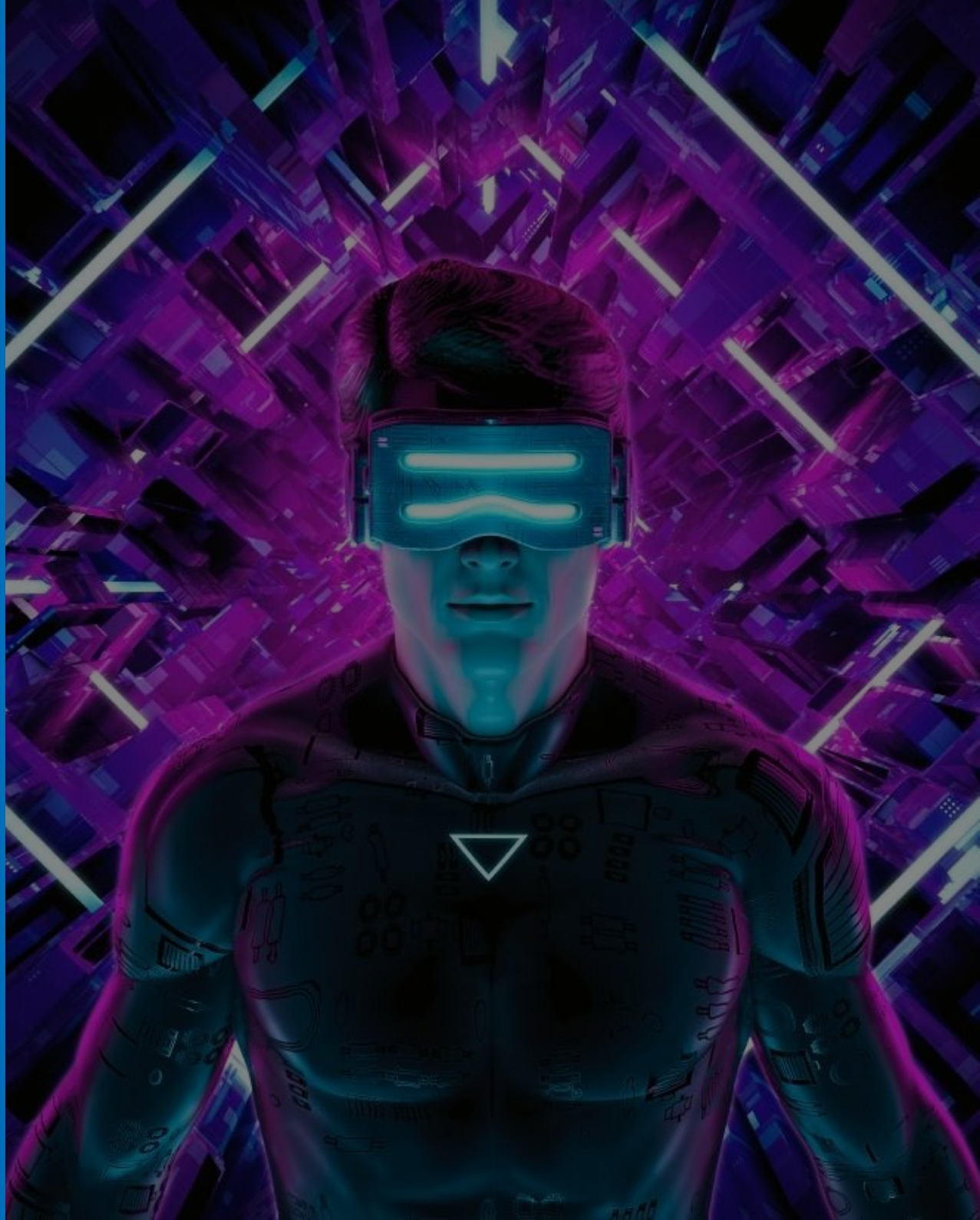


# Guide

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## to Video Games Promotion in the Russian Market

Review 3.0, Edition 2021





**RMAA Agency**  
Marketing Agency

## Introduction by RMAA CEO Vadim Tylik

Russian market is one of the most attractive ones for foreign developers. Firstly, there are almost 65 million video game lovers in Russia. Secondly, the market has next to none national game content to offer, that is why users are happy to play foreign novelties. We created this White Paper specially for foreign video game developers and publishers who want to understand the specifics of the Russian video game market deeper and to win hearts of Russian gamers.

## RMAA Agency

Founded in 2008 and based in Moscow, the RMAA marketing agency creates for its clients a detailed and extensive understanding on how to increase sales, improve their marketing techniques and grow businesses and brands in Russia and the CIS. Not only do we create plans, we implement them as well. Through consulting, technology, design, and communication, we give our clients an innovative competitive advantage. Our success is based on a unique, detailed and scientific approach in each of the industries we serve.

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- Russian Console Games Market

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# Russia in the Global Video Game Market. Review and Statistics

# Russia is #14 worldwide



LOGO	RANK	COUNTRY	REGION	POPULATION	INTERNET POPULATION	TOTAL REVENUES IN US DOLLARS
	1	China	Asia	1,439.3M	907.5M	\$40,854M
	2	United States	North America	331.0M	283.9M	\$36,921M
	3	Japan	Asia	126.5M	101.5M	\$18,683M
	4	Republic of Korea	Asia	51.3M	48.2M	\$6,569M
	5	Germany	Europe	83.8M	75.5M	\$5,965M
	6	United Kingdom	Europe	67.9M	61.8M	\$5,511M
	7	France	Europe	65.3M	58.2M	\$3,987M
	8	Canada	North America	37.7M	33.7M	\$3,051M
	9	Italy	Europe	60.5M	52.7M	\$2,661M
	10	Spain	Europe	46.8M	40.8M	\$2,656M
	14	Russia	Europe	145.9M	119.7M	\$1,796M

According to Newzoo, as of year-end 2020, Russia took the 14th place in the world game industry revenue rating. In 2020 games revenue fell to 1,8 billion.

In the same time, according to Statista, the video game revenue in Russia equaled to \$2.5B in 2020. The increase in revenue of the Russian game market was double the world market and equaled to 25%, as compared to 2019.

**Source: Newzoo, Top 100 Countries/Markets by Game Revenues, 2020**

# Russian PC Games Market

The revenue of free-to-play PC games in the first half of 2020 was \$421 million, an increase over the same period last year - 7%.

On average, every Russian gamer spends about \$23 during the year on in-game purchases in FTP games, according to Wargaming.

Paid PC games earned \$112 million in January-June 2020, which is 20% more than in the same period in 2019.

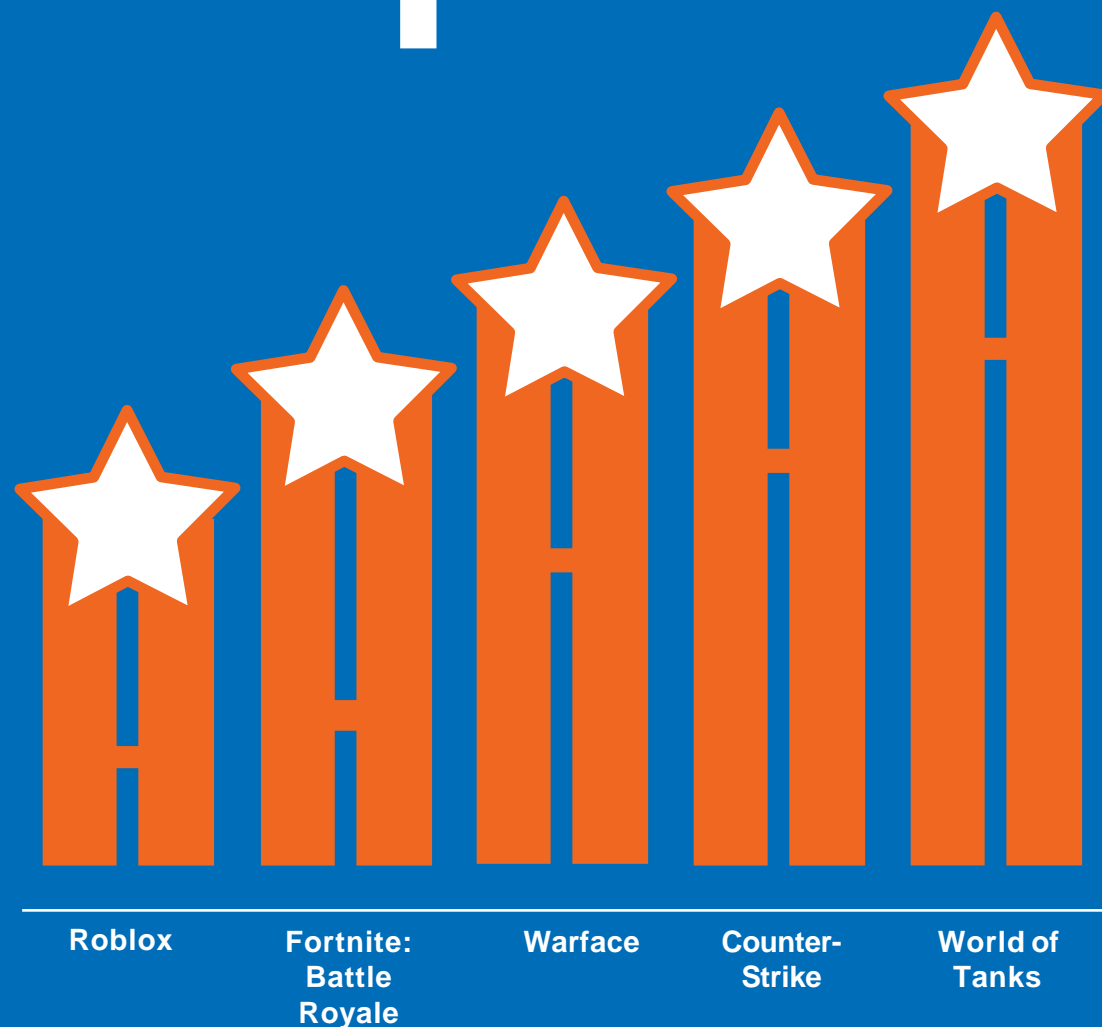
The top three paid PC games based on revenue are: Borderlands 3, DOOM Eternal and Red Dead Redemption 2.

The top-earning segment in 2019 was free-to-play PC games at 47%, or \$940 million, up 4% from a year earlier.

**Source: Wargaming, 1st half of 2020**



# Top 5



## Top 5 PC Games in Russia

According to Wargaming, in H1 2020, shooters surpassed puzzle and RPG in terms of revenue among FTP games.

World of Tanks was the most grossing free-to-play PC game among Russian players in 2020.

Source: Wargaming, 1st half of 2020



# Russian Mobile Games Market

According to Statista, it was mobile games that became a main growth driver for game industry income — the mobile game income equaled to \$1.5 billion in 2020.

The income generated by Russian users grew, too: APRU in mobile games equaled to \$42.10 in 2020 (in comparison, APRU was equal to \$40.15 in 2019).

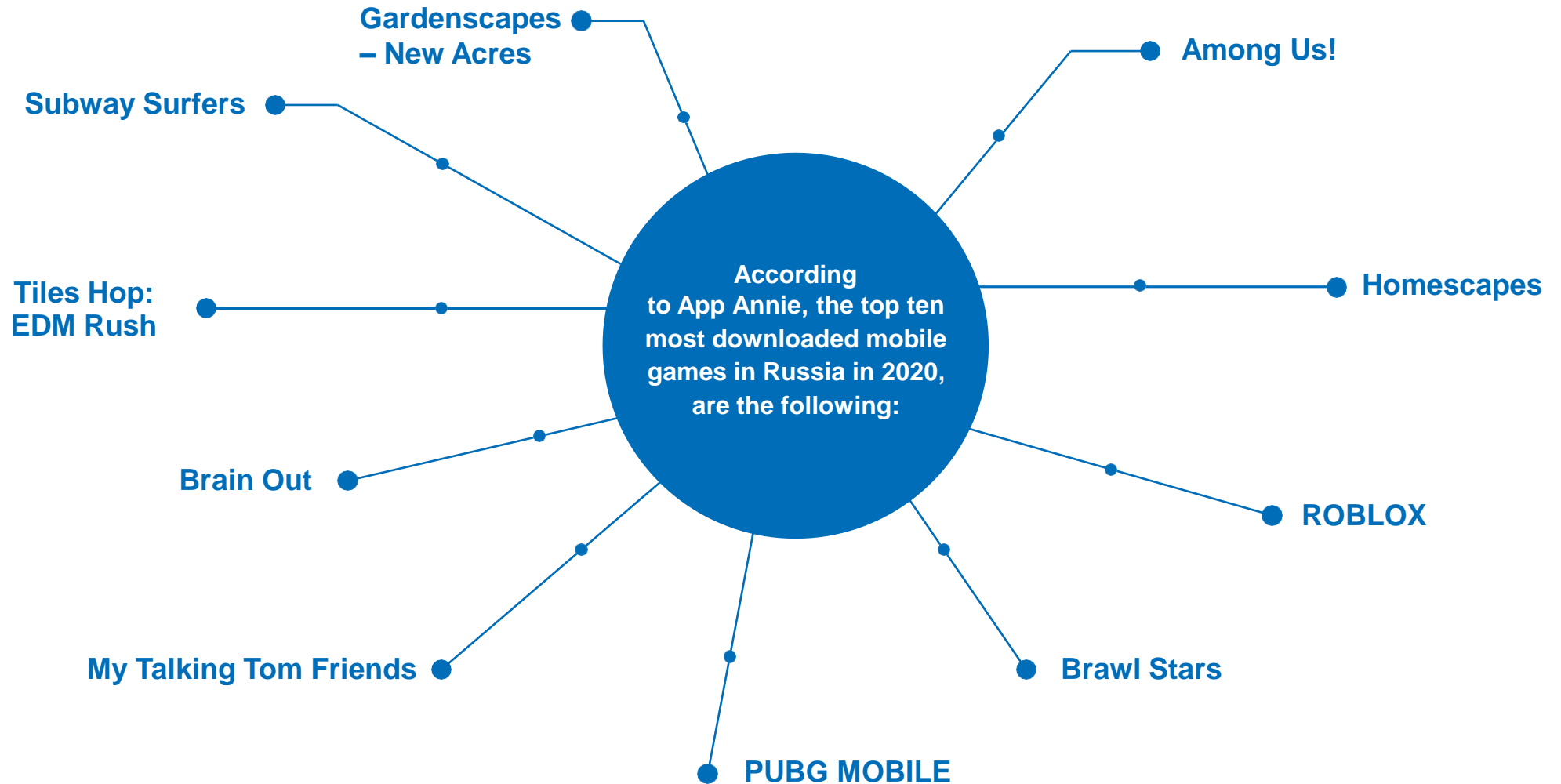
During the lockdown, a quite new audience came to games. This proved that games, as a mass online entertainment, have an enormous potential. People began playing more often and longer. So, according to Statista, the number of mobile gamers in Russia increased by 18%, making 35.83 million.

**Source: Statista, December 2020**





# Top 10 Mobile Games in Russia



# Russian Console Games Market

In first half of 2020 Russians purchased nearly 1,15 million materialcopies in the amount of nearly 2,6 billion rubles. More than 80% of games were purchased for PlayStation 4.

In 2019 consoles also saw significant growth of 19% to \$240 million, which indicates a shift in customers' preferences.

In 2018, Russians purchased nearly 2.2 million materialcopies in the amount of nearly 4.5 billion rubles, which was respectively 5% more in units and 13% more in cash than one year before.

**Source: M.Video-Eldorado group**



# Top 5 Console Games in Russia



The Last of Us Part II •

FIFA 20 •

GTA V •

UFC 3 •

Minecraft •

Top 5 bestsellers  
among console  
games in 2020 in  
Russia are:

Source: M.Video-Eldorado group, 2020



# Russian Gamer Profile



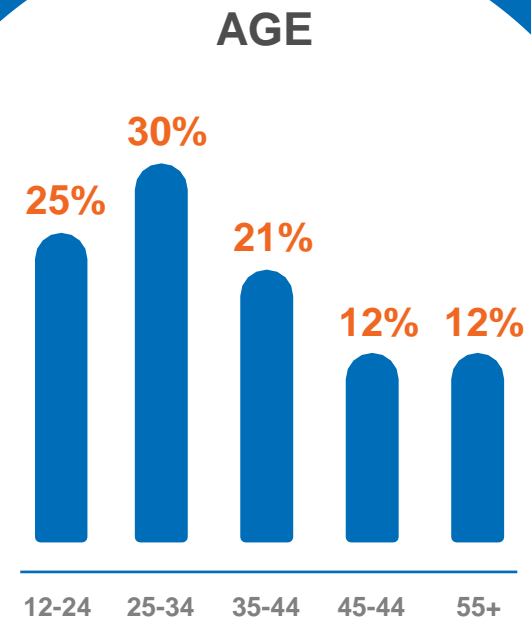
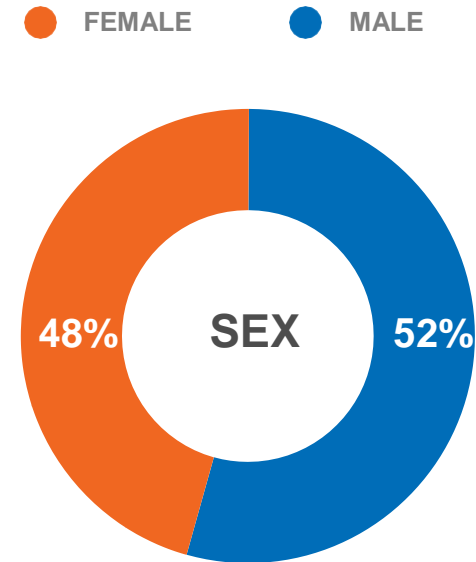
# Russian Gamers

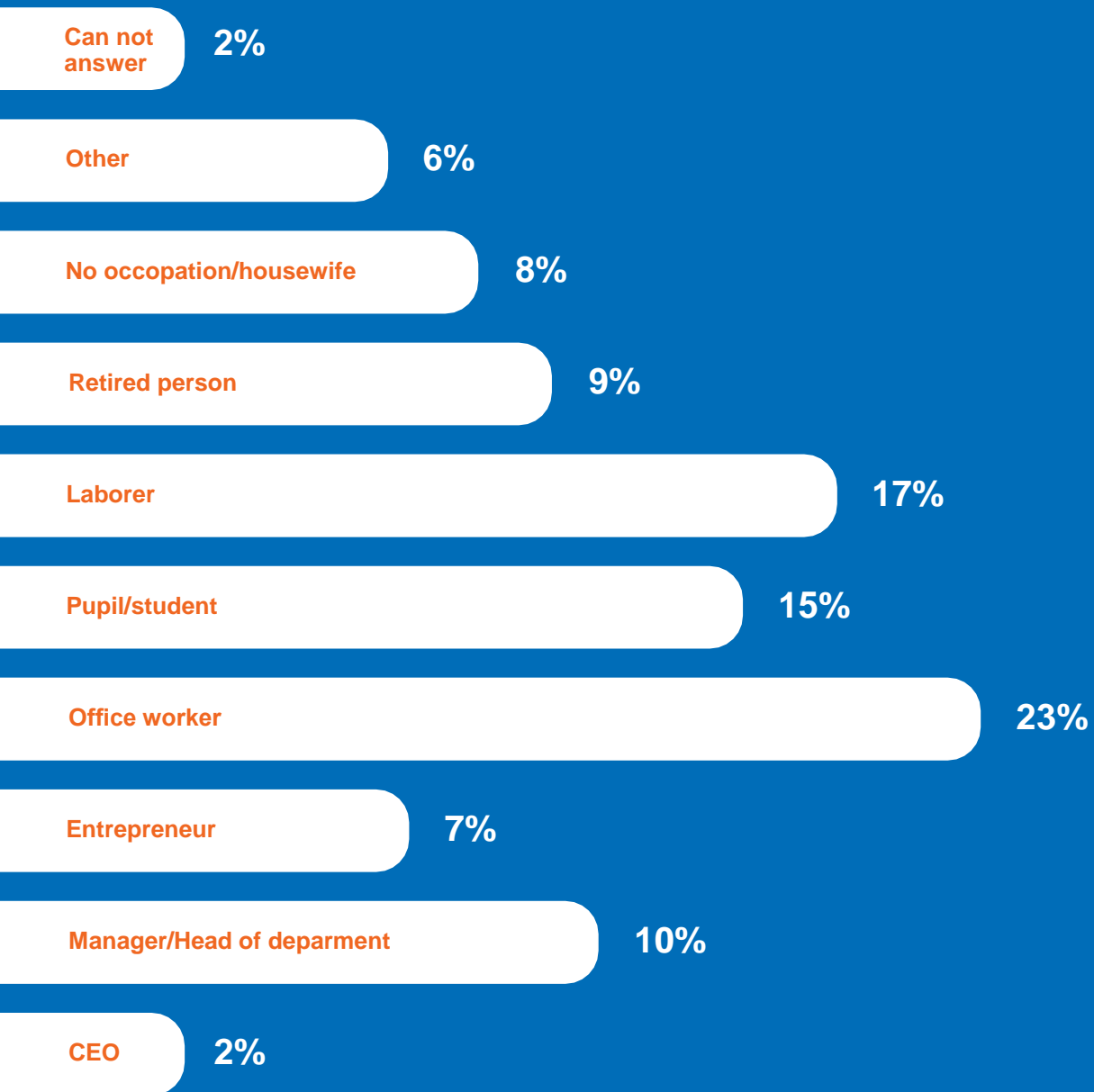
Today, more than half of Russian online users are gamers. The total number of video games lovers in Russia is 65 million, with the total number of Runet users equal to 120 million.

Women go almost stride for stride with men among Russian gamers, making up 48% of the total number of players. According to Mail.ru Group research desktop games are more attractive for men (55%).

Interestingly, young audience aged under 35 prevail among gamers. On top of that, there are drastically more youth among mobile players (66%). Among desktop players, every third one is older than 45 years old.

Source: Internal Research of Mail.ru Group, 2016





# Russian Gamers' Occupation

The share of jobless gamers is low and equals to only 8%. One fourth of players consists of white collars. Every sixth gamer is a worker or a school student, and every tenth one is a manager or head of a department.

There are more schoolchildren/students (20% vs. 14%) among mobile gamers than among PC/laptop gamers. On the other hand, the percentage of retirees is almost 4 times more among PC players, probably because there are actually more youth among smartphone or tablet users.

**Source: Internal Research of Mail.ru Group, 2016**

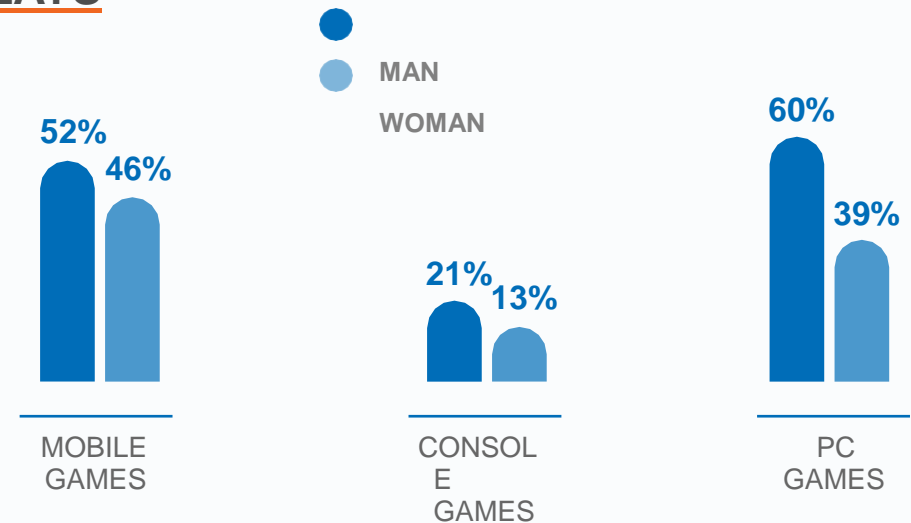
# Russian Gamers

According to Newzoo, in the online population, 60% men and 39% women play PC games, while 21% men and 13% women play console games. The majority (81%) of paying gamers spent money on in-game items or virtual goods in the past six months, with 36% men and 42% women buying power-ups.

Thirty-eight percent of the online population watch gaming video content, with 65% watching on their PC. Of those aware of esports, 8% watch esports video content several times per month, and the most regularly watched franchise by the esports audience is Wargaming's World of Tanks.

Source: Newzoo, 2018

## SHARE OF ONLINE POPULATION THAT PLAYS



81%

OF PAYING GAMERS  
SPENT MONEY ON IN-GAME ITEMS  
OR VIRTUAL GOODS IN THE PAST 6  
MONTH

38%

OF THE ONLINE POPULATION  
WATCHES GAMING  
VIDEO CONTENT

36%

OF MAN  
BOUGHT  
POWER-  
UPS

42%

OF WOMAN  
BOUGHT  
POWER-  
UPS

65%

WATCH  
ON THEIR  
PC

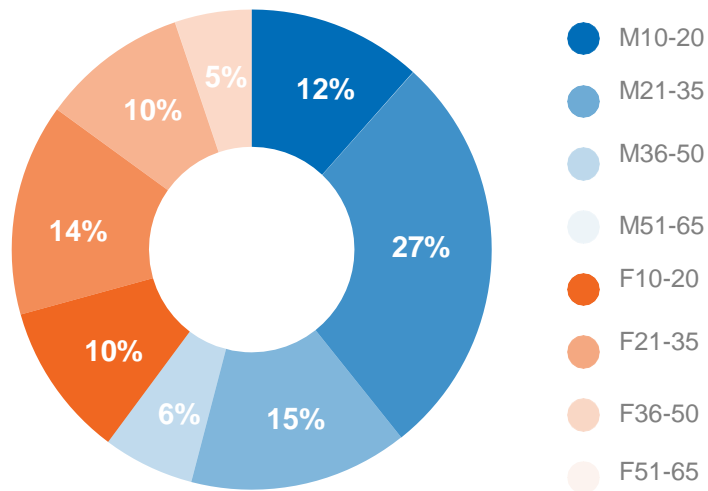
5%

WATCH BUT  
PLAY LESS THAN  
ONCE/MONTH

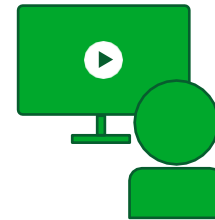
# Russian PC Gamer

## AGE/GENDER

ACTIVE PC/LAPTOP PLAYERS\*



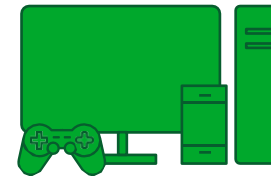
\*PLAYS MORE THAN ONCE A MONTH



## WATCHES VIDEO CONTENT

**69%**

OF PEOPLE WHO WATCH GAMING VIDEO CONTENT WATCH GAMING REVIEWS



## CROSS-PLATFORM GAMERS

**21%**

OF GAMERS PLAY PC, MOBILE&CONSOLE GAMES



## OWNS A GAMING HEADSET

**46%**

OF ALL GAMERS OWN A GAMING HEADSET

The vast majority of PC/laptop gamers in Russia are males with a rate of 60%, out of whom 27% are aged 21-35 years old.

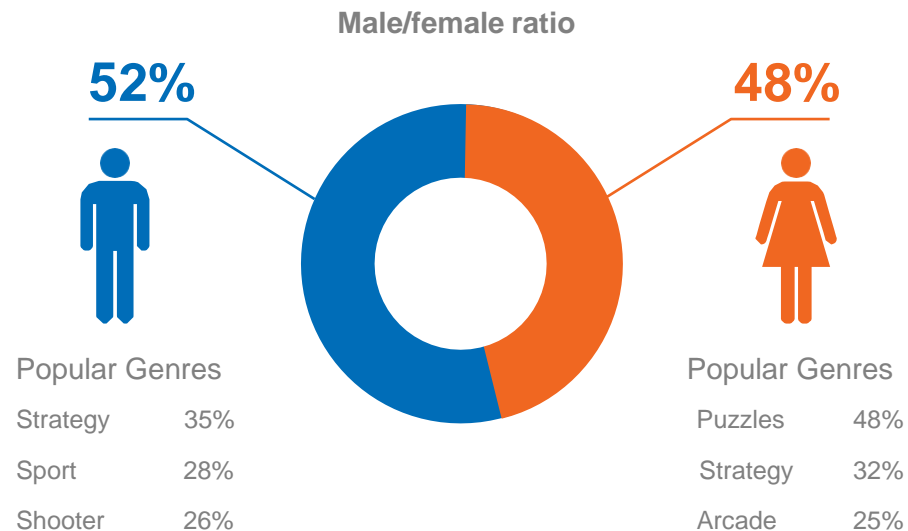
69% gamers who watch gaming video content also watch gaming reviews, and 21% play PC, mobile, and console games.

Source: Newzoo, January 2019



# Russian Mobile Gamer

## Profile of mobile gamers



Mobile devices #1

Apple



Operating System #1

Android



Browser #1

Chrome



Search #1

Google



Social Network #1

YouTube  
Vkontakte



The most paying segment is gamers aged 25-35, while gamers younger than 24 years old generate up to 30% profit. Most payments are made on first days after an app is installed.

Women log in more often, but men pay more often: 48% men and only 32% women are ready to pay for game content.

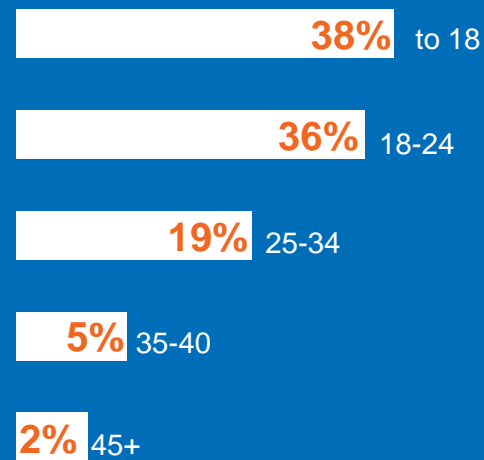
**Source: Allcorrectgames.com based on Statista, StatCounter, Newzoo, Shartboost, Geenapp data, 2017-2018**

# Russian E-sport Fan

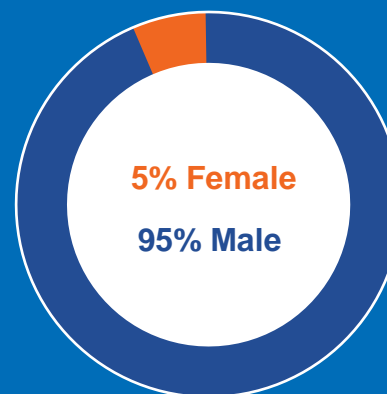
In Russia, e-sports are traditionally popular among men (95%). Most players are aged under 34 years old, namely 93%—this factor is a must to be considered when bringing your product to the Russian market and adjusting a promotional campaign. Moreover, a lot of pro gamers love not only playing, but also watching tournaments, so one must add video and native ads into popular broadcasts for promotion.

Case study by Mail.ru Group:  
[gamestats.mail.ru](http://gamestats.mail.ru)

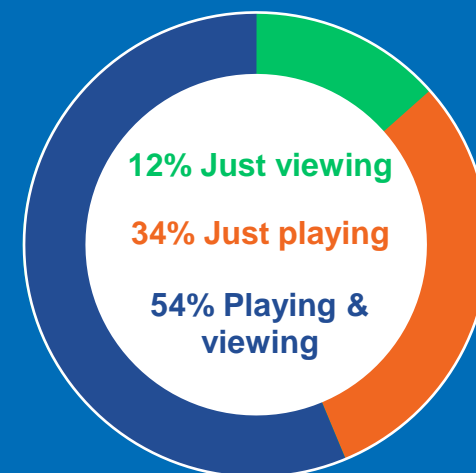
## AGE



## SEX



## INTERESTS





# How to Promote Games in Russia Offline

# TV

## Campaign

Two major communication territories are music and young adults' channels – this is how the main target audience of video games is represented.

Focusing on cable broadcasting gives an opportunity to maintain communication in terms of the whole country. The number of cable broadcasting subscribers in 2020 equals to nearly 45,6 million people.

ArcheAge, for instance, spent more than \$1.5 million on advertising on Russian channels in 2014.





# Participation in Events



IgroMir and Comic Con are the most popular gaming events in Russia, so participation in such events is assumed to be one of the most effective ways to reach new gamers or encourage old ones to play.

In 2020, the Comic Con Russia festival and the IgroMir exhibition were held for the first time in an online format. In two days, a live broadcast on the social network VK.com viewed by more than eight million people.

In 2019, IgroMir and Comic Con Russia were attended by more than 183 thousand visitors during four days. More than 200 companies presented main latest releases of the gaming world and pop culture on more than 200 booths and mounts. The number of views of the live broadcast of the event was more than 5 million.

Besides, in Russia there are several regional events: UralCon (Ekaterinburg), CyberCon (Krasnodar), Igropolis (Samara).



DevGAMM and The White Nights are the most popular gaming conferences not only in Russia, but in the whole world.

DevGAMM is the biggest conference for game industry professionals in Russia, Ukraine, and Belarus. The event offers quality content about game development, low entry threshold for beginner developers, as well as a series of activities meant for productive pastime and effective networking.

The White Nights Conference (Moscow and St.Petersburg) is a leading B2B event for the game industry in Europe. It gathers key companies from European countries, Russia & CIS, Asia, and the US - over 4,500 attendees per year. The main reason to attend the White Nights events, according to the visitors' feedback, is an opportunity to meet decision-makers face-to-face. You can have direct communication with any conference attendee with the help of the White Nights Business Assistant, their own matchmaking system.

# Participation in Conferences for Game Industry



Source: 80.lv

# Special Project

External special projects is interaction with all third-party partners, with whom it makes sense to organize any marketing actions. These can be mobile operators, banks, FMCG brands. Such integrations perfectly work to increase the audience reach and loyalty.

An excellent example of successful collaboration is a joint action of Wargaming and Burger King, as a result of Tank Burger was born.

ГЛАВНАЯ > НОВОСТИ > АКЦИИ

**BURGER KING®: голоду бой и бонус с собой!**

03.10.2018

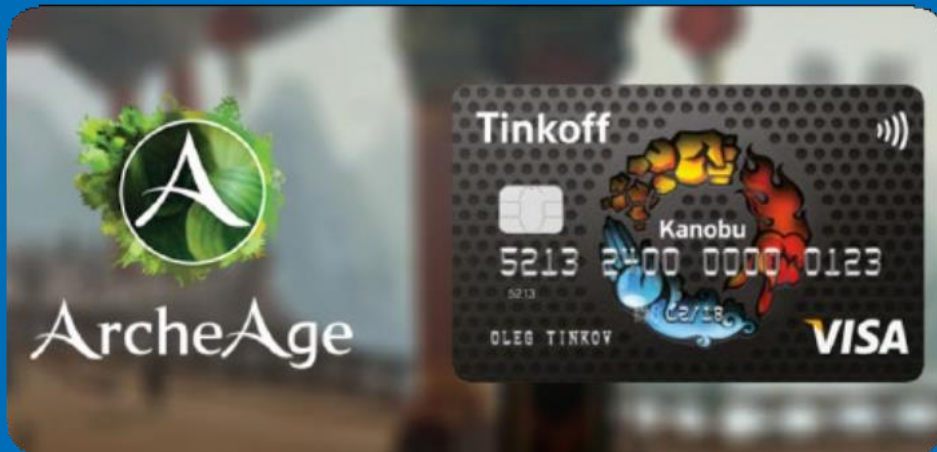


# Co-branding

Co-branding or 'brand partnership' is a potential win-win model. The most important thing is a right choice of your partner whose audience is most interested in your product.

We consider that the following business sectors can become partners of video games:

- FMCG
- Banks dealing with individuals
- Fast food







# How to Promote Games in Russia Online



# Programmatic

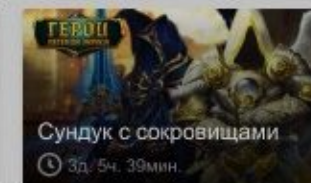
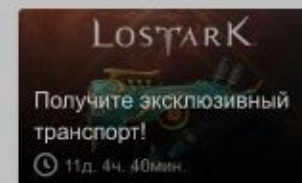
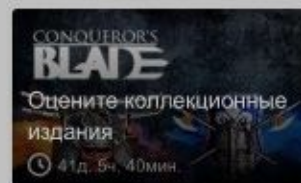
Targeting ads on social media and websites with relevant content, contextual and banner advertising let us attain those who play other video games, are interested in e-sports, and watch streams.

The programmatic advantages are that it, firstly, supports promotion of all available formats of media banners and video commercials. Secondly, programmatic figures out your target audience and its website traffic in moments and shows ads only to your target group.

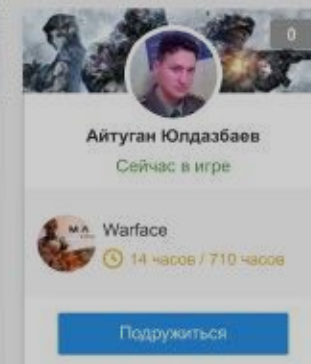
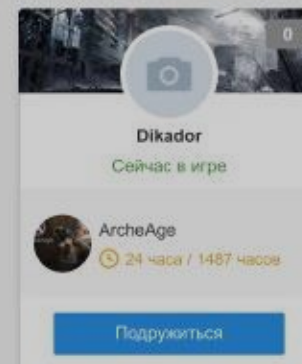
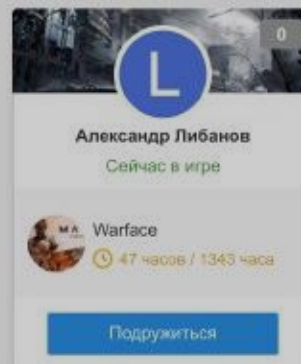
One of the most important things when working with game industry advertising materials is timely assessment of results. Thanks to decisions to replace one or another creative made on time, one can maintain generally high efficiency of the whole campaign.



Акции [Смотреть все >](#)



Сейчас играют [Найти новых друзей →](#)



Популярные разделы

Новинки

Клиентские игры

Игры до 99 р.

Скидки

A man with a beard and headphones, holding a game controller, looking intensely at the screen.

# CPA

## (cost-per-action)

For games promotion, a specific action of a user matters, that is why work with CPA networks is an optimal advertising tool for game industry representatives.

CPI (cost-per-installation) is definitely a key advertising effectiveness indicator for games, however, if one focuses on the reach (which is especially important for box games, for instance, for consoles), it is necessary to evaluate several indicators:

- cost per click/transition;
- cost per registration;
- cost per first log-in.

Besides, when evaluating effectiveness of advertising channels, one needs to consider cost of repeated log-ins and, what matters most, how much a gamer will pay to play at a certain stage.

# Top-10 Russian Gaming Websites

Media advertising is an excellent image tool that lets you increase brand awareness—in our case, of a game. At that, it is important to choose a right publication channel: for instance, advertising of your game published on a specialized gaming website will be a better success than the same ads published, for instance, on lamoda.ru portal.

Today's media advertising provides for multiple publication forms:

- branding,
- banners,
- native,
- side line,
- full screen,
- and video, which is the most effective one.

On the right, there are TOP-10 websites for gamers where you can safely publish ads for your game (we would say, you must).

#	NAME	POPULARITY (monthly 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

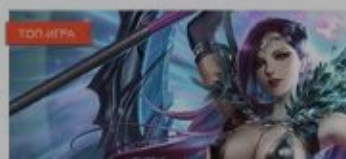
Source: LiveInternet, January 2021





Все игры

Популярные Новинки Клиентские Браузерные MMORPG Симуляторы и шутеры



# Games Placement in Catalogues

Games placement in catalogues of popular portals allows to reach interested users, get scores and reviews.

Some portals like Gamenet.ru let you download a game right from a catalogue, while Kanobu.ru provides full information about a chosen game in their catalogue: descriptions, screenshots, news, articles, reviews, requirements, discussions—everything is gathered in one place for gamers' convenience.

Starting from May 2019, Yandex opened access to their gaming platform for third-party developers. Now developers can upload their games in the catalogue at [yandex.ru/games](https://yandex.ru/games). This will let them gain access to the multi-million Yandex audience and even earn on ads placement.

# Top 20 Russian Twitch Streamers

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.

More than 40% Russians who spend a lot of time online watch streams from time to time or do them themselves. Almost one third of viewers sponsored video streamers at least once.

#	Channel	Subscribers	Views	#	Channel	Subscribers	Views
1	StarLadder5	1 M	206.7 M	11	DreadzTV	685.4 K	183.5 M
2	Stray228	876 K	91.4 M	12	SilverName	662.3 K	119.8 M
3	Dota2RuHub	863.7 K	283.5 M	13	ceh9	645.5 K	39.8 M
4	cheatbanned	852.1 K	50.8 M	14	tenderlybae	635.9 K	7.6 M
5	JesusAVGN	805.6 K	47.8 M	15	olyashaa	614.2 K	34.4 M
6	hardgamechannel	800.7 K	27.3 M	16	HoneyMad	614.1 K	70.6 M
7	Dendi	769.1 K	62.9 M	17	ALOHADANCETV	590.1 K	79.9 M
8	Sharishaxd	746.1 K	41.1 M	18	singsing	586.2 K	89.4 M
9	AdmiralBulldog	740.6 K	107.6 M	19	ybicanooooobov	569.8 K	69.2 M
10	AhriNyan	688.9 K	20.8 M	20	GENSYXA	567.4 K	19.5 M

**Source: WhatStat, January 2021**



# Top 20 Russian YouTube Streamers

Game-themed bloggers become more and more popular: their channels are notable for not only a high number of subscribers, but also their quality, that is why placement with streamers is one of key advertising channels to promote a game, regardless of whether it is a mobile, PC, or console game. Most popular placement formats for promotion of game products via opinion leaders are Full Review and integrations.

#	Channel	Subscribers	Views	#	Channel	Subscribers	Views
1	Marmok	15 M	2.5 B	11	windy31	6.4 M	2.1 B
2	Kuplinov ► Play	9.9 M	4.1 B	12	HomeAnimations	6 M	2.9 B
3	EdisonPts	9.4 M	3.2 B	13	ShadowPriestok	5.8 M	1.9 B
4	FROST	9.1 M	3.3 B	14	Yarik Kent	5.6 M	2.3 B
5	Aid [VyacheslavOO]	8.8 M	3.6 B	15	Scorty	5.5 M	1.7 B
6	TheBrainDit	8.4 M	3 B	16	Holdik	5.2 M	875 M
7	Coffi Channel	7.6 M	3.1 B	17	Funny Family Games tv	5 M	5.5 B
8	MrLololoshka	7.5 M	2.4 B	18	EugenBro	4.9 M	1.6 B
9	Compot	6.9 M	2.8 B	19	AuRuM TV	4.8 M	745 M
10	EugenBro (Rus)	6.5 M	3.2 B	20	Yarik Paw	4.7 M	2.9 B

Source: WhatStat, January 2021

# Top 10 VK Public pages and Groups for Gamers

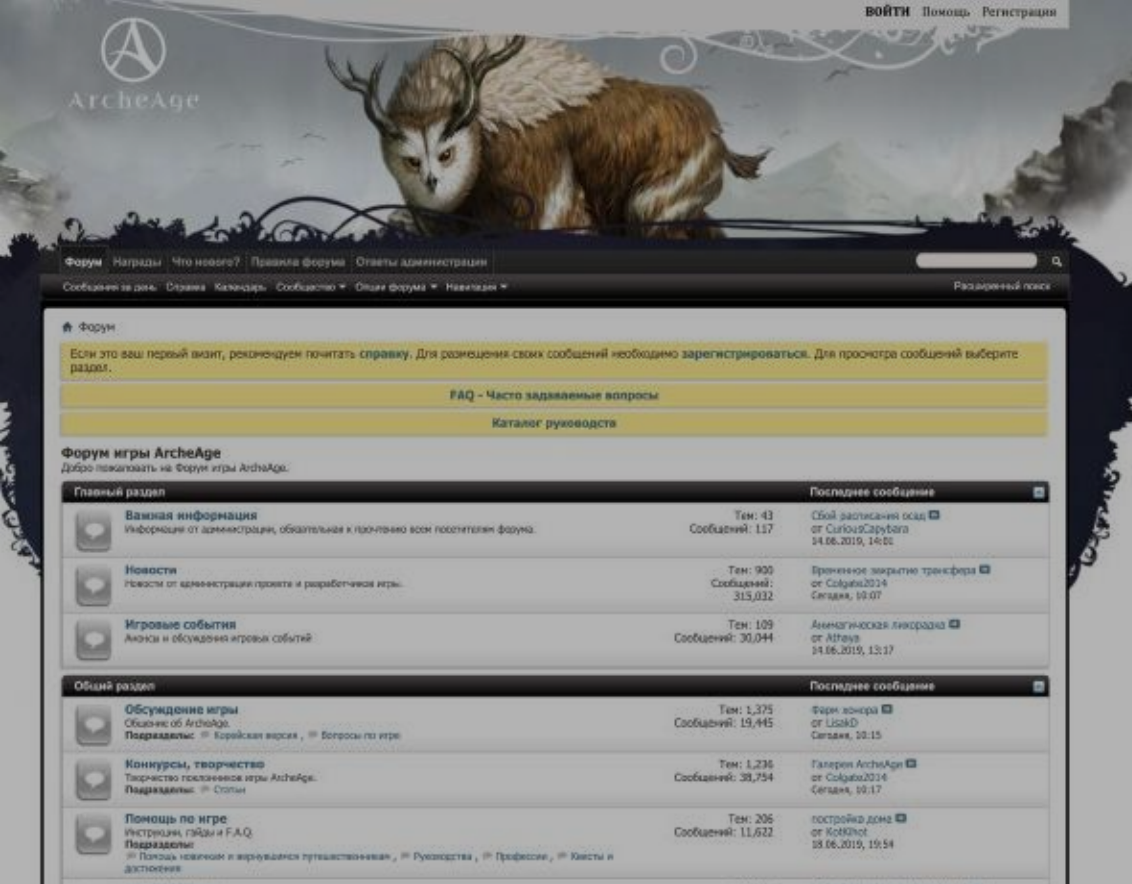
We gathered most popular VK public pages and groups for gamers and e-sports fans.

The rating is made on grounds of numbers of VK public subscribers as of January 2021.

#	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

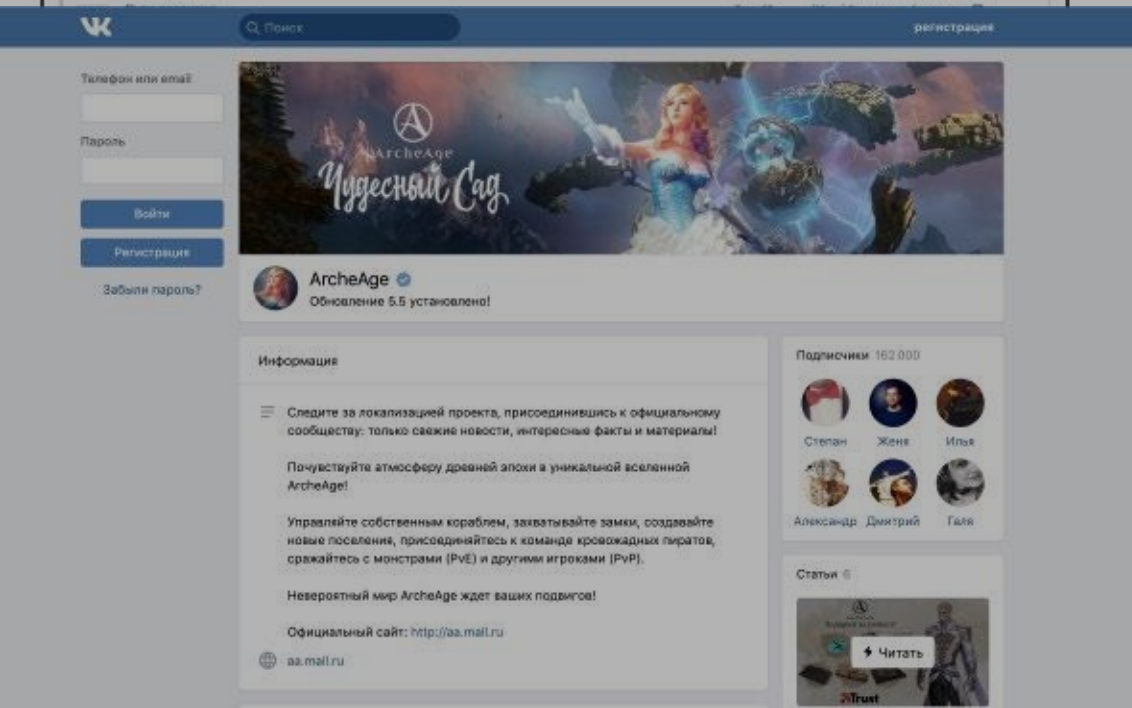
Source: [allsocial.ru](https://allsocial.ru), January 2021





# Online Gaming Community

Even when digital and offline activities are effective, community management should keep the fire. Gamers communities (official webpage of a video game and social accounts (VK, OK, Instagram)) are to be alive, interactive, and full of information, creativity, and visual content. The generation of comments requires so because the word of mouth will prove others how cool the game is.



---

If you are a game developer and looking for perspective markets, consider Russia.

RMAA Games experts will help you determine most effective promotion channels in accordance with your goals and objectives and elaborate a marketing strategy to win hearts of Russian gamers.

Our cases of games promotion in the Russian market will tell more than any words.





# **RMAA Games**

Marketing for Game Developers

Full Marketing Solutions in Russia for game developers and publishers: we handle everything from developing a marketing strategy, market analysis to ads production, digital and online advertising that fits your specific needs. For more information, contact RMAA Games team via e-mail:

**[office@rmaa.agency](mailto:office@rmaa.agency)**