



# **HOW TO REACH RUSSIAN SPORTS FANS DURING THE FIFA WORLD CUP**

**YOUR ESSENTIAL GUIDE**



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## RUSSIA – A WELL-CONNECTED, WEB SUPER POWER

Boasts the biggest internet nation in the whole of Europe – a 76% of its citizens are online, which equates to nearly 110 million users. To put this in context, this summer's most-likely winner, Germany, has to settle for second place when it comes to web usage, with around 38 million users less than Russia.

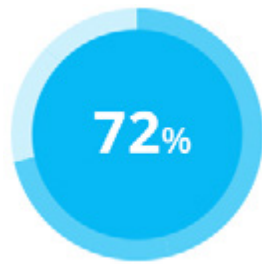
The numbers are undoubtedly impressive. Taking into account the potential for further growth, the upcoming FIFA World Cup creates a fantastic opportunity to introduce your brand, products and services to a Russian audience.

How can you reach this audience? Our e-book is your essential guide – we'll walk you through all you need to know about the web in Russia and help you to navigate its most valuable player: the social platform, VKontakte.

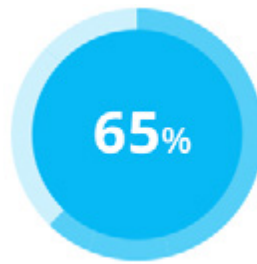
76% of Russian citizens are online



## THE RUSSIAN INTERNET: WHAT YOU NEED TO KNOW



Internet



TV

For 72% of Russians, the internet is their main source of information.  
TV comes second with 65%.



In Russia there's a preference for the country's own solutions: the Yandex search engine is used more than Google, while Mail.ru is a hugely popular website and more popular than Gmail for email.

VKontakte (VK) is the Russian equivalent of Facebook  
and the most popular social platform in Russia.



VS.



Russian users prefer to use VK instead of Facebook because they think it's "more useful than Facebook, is much more trustworthy, and more enjoyable to use."<sup>1</sup>





460 million users



17th largest website in the world

VK has more than 460 million users. It is the 17th largest website in the world (as at May 2018). It is also popular in other countries like Kazakhstan, Belarus and... Germany.



VK users like the powerful search engine, which helps them to explore content easily, and that the platform is a Facebook-Spotify-YouTube hybrid.



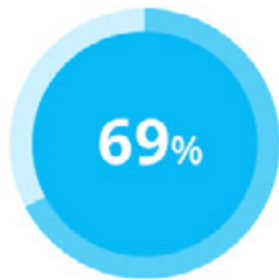
Watching videos

56% of Russians mainly use the web to watch videos.

## WANT TO INTRODUCE YOUR BRAND TO RUSSIA? START WITH VK

While looking for sports-related content, Russian World Cup audiences will likely turn to their favourite social media platform this summer – VK. For one simple reason these audiences will be huge: football has a massive following in Russia. It is the country's most popular sport, even leaving beloved ice hockey in second place.<sup>3</sup>

However, this summer most Russians won't get to see World Cup games directly, in the stadiums. Instead they're likely to watch on TV, within the Fan Fests (specially prepared zones with giant screens for fans to watch games), or they will catch streams, summaries, highlights and goals online. **So, as Russian fans search, scroll and stream on VK, make sure your brand is right there as they do.**



Use more than anything else

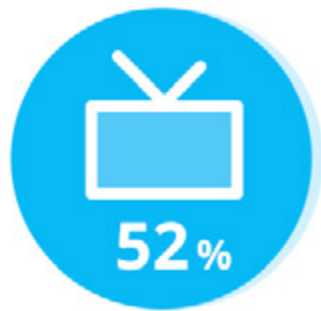


View content

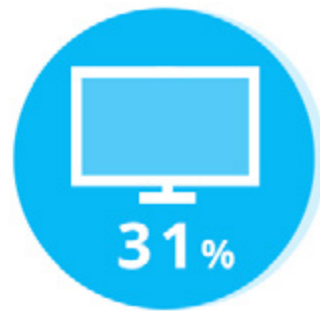
69% of Russians say VKontakte is the internet service they mostly use. And that they want to find and view content, according to 59% of users.<sup>4</sup>

## IN FOCUS: FIFA CONFEDERATIONS CUP 2017

When Russia hosted the 2017 Confederations Cup, it was a mini dress rehearsal for this summer's bigger World Cup event. The tournament pitched eight teams from FIFA's six confederations against each other. Forty-two per cent of Russians followed the event and it had a pretty big influence on media consumption. According to a Deloitte report, the tournament influenced media consumption rates in a visible way – **TV viewership and internet usage grew by 52% and 31% respectively.**

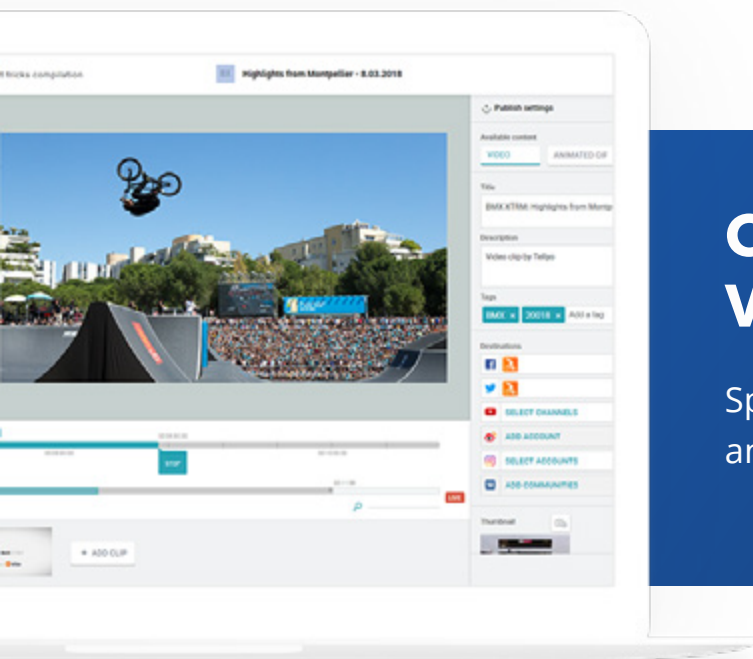


TV viewership



Internet usage

Sports fans followed the action mostly via match broadcasts, but also through social media posts and online videos – the latter for match highlights in particular. These are important indicators, as they highlight the behaviours we're likely to see at the 2018 World Cup and any other sport event.<sup>5</sup>



# CLOUD-BASED VIDEO PRODUCTION

Speed up and simplify your video production and streaming workflows with Tellyo.

## OUR SOLUTIONS



**Flexible, scalable with 24/7 professional support**



Always-on access to super-fast editing and social publishing



Granular user protocols and permissions provide ultimate control



Celebrated 24/7 live support and in-platform training

[LEARN MORE](#)



**Instant access without a long-term contract**



Access occasionally, as and when your need arises



Once you are ready to use, just pay as you play



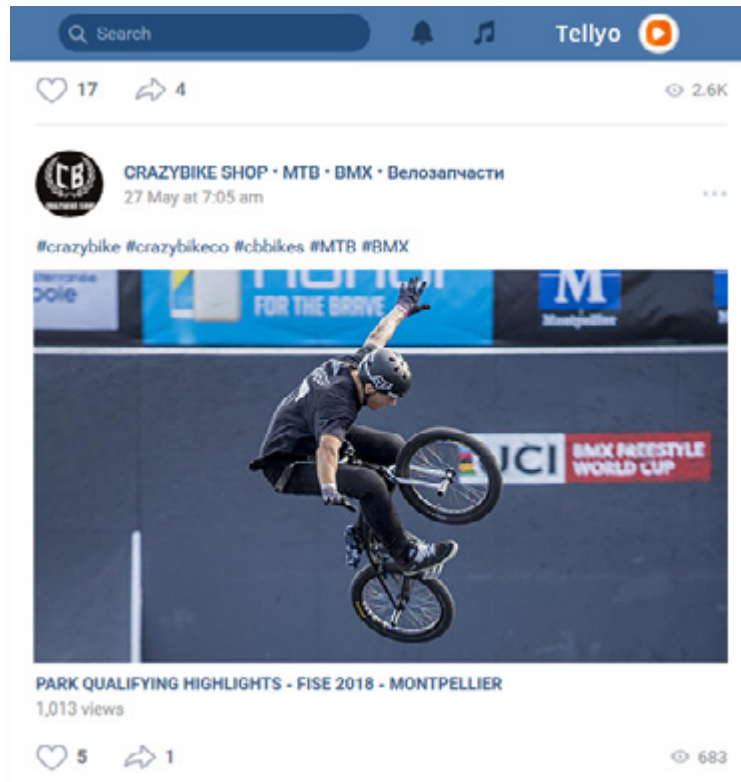
Flexible with no financial barriers to video creation

[LEARN MORE](#)

## VK – THE BASICS

### What content is popular on VK?

While VKontakte is different from many popular social media channels, its users are the same as those using other networks the world over. These users all appreciate high-quality content and, more specifically, great video content.

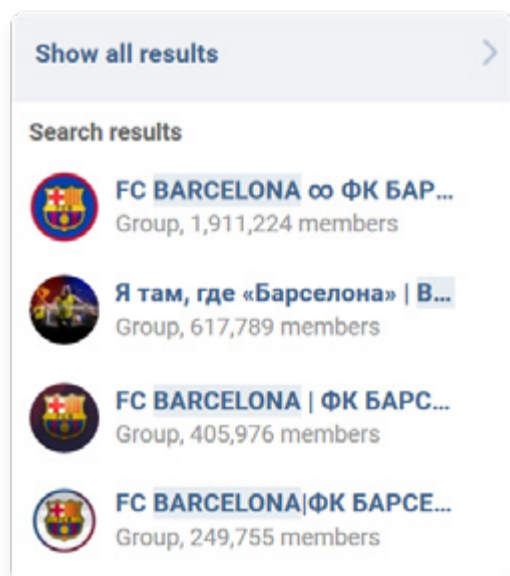


VK is particularly dedicated to video. In 2017 the network enabled auto play of videos, which means that a video automatically starts without sound – a similar approach to Facebook and Instagram. With auto play in mind, VK recommends using short videos to attract viewers. Its users also seem very receptive to this type of video content, which is great news for Tellyo users who can share videos directly from our platform to VK.

**According to Adidas – the video adverts it posted on VKontakte had a completion rate two-times higher than on YouTube, while the cost-per-completed-view was two-times lower.<sup>6</sup>**

Overall, VK users are very keen on sports, and luxury and fashion brands. Many groups (similar to Facebook groups) have been created that are dedicated to well-known brands like Apple, Nike or Mercedes, which simply appreciate these products through group discussions.

## How to create a VK brand profile and use groups



Groups on VKontakte attract huge numbers. They are spaces where users find, explore, share, and chat about content.

Football Club Barcelona has quite a few groups that have been created by fans. The biggest three of these have 1.9M, 617k and 400k fans, respectively. All of them are unofficial, 100% fan made.

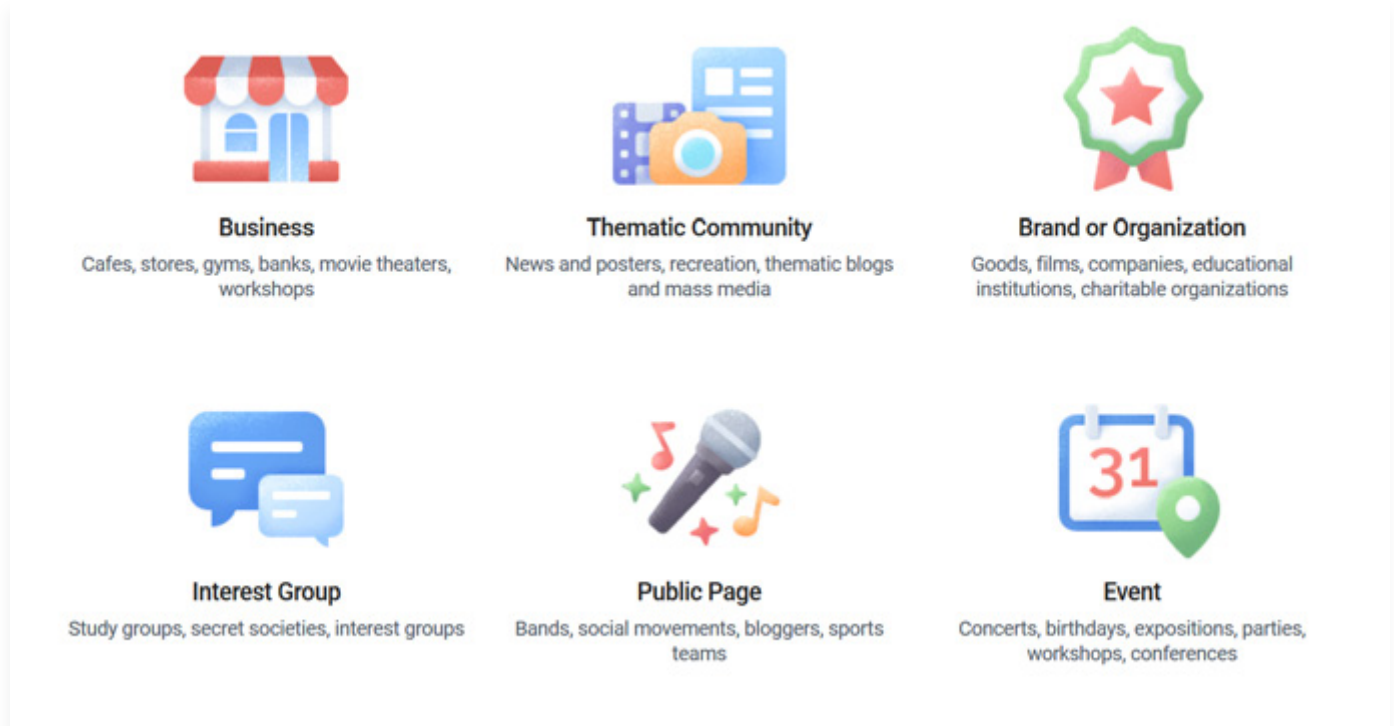
### PRO TIP:

Create your official profile and group, before your fans do it for you.

So, if you want to start presenting your brand and content on VK, there's no better way than to create a brand profile. To start you need to know that you can promote your brand in six ways through these types of community pages:

- ✓ **Community for business** that allows you to promote your own business
- ✓ Community group for **thematic community** that provides a space for discussions
- ✓ Community **brand or organisation profile** that will represent your organisation, just like a Facebook page

- ✓ Community group of **interests** that work just like groups on Facebook
- ✓ Community of **public page** for **bands, sports teams** etc.
- ✓ Community **events** offering specific details of an event



Source: [https://vk.com/groups?w=groups\\_create](https://vk.com/groups?w=groups_create)

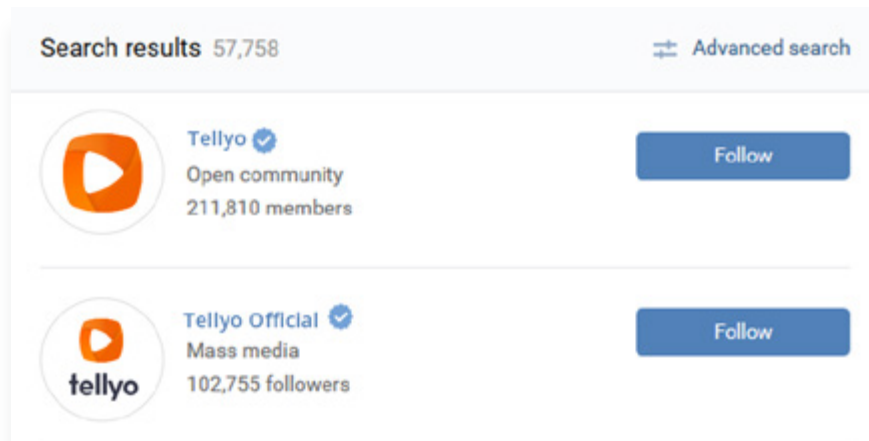
For a better understanding of these groups, let's compare them to some of Facebook's better-known features:

- ✓ **Events** are a counterpart of events on Facebook. You can create your own event and choose one of your community to be the organiser.
- ✓ **Groups** are for people who want to gather, discuss and share content related to the main topic. **Groups have the same functionality as groups on Facebook.**
- ✓ Communities for businesses, brand and organisation and public pages are like Facebook pages.

You can add photos and detailed information to each of the mentioned types of VK community pages.

## Verified communities

To protect your brand you should verify any community pages you create. Verified communities have a visible 'tick' mark by the name of the page, which highlights that your profile is an official source of information about your brand.



**How to do it?** Unfortunately all of the instructions come in Russian, so you will need the help of translation. Before you start, however, there are a couple of rules to follow, if you wish to get the verified mark.

### PRO TIP:

If you feel overwhelmed by VKontakte and the Russian language, simply use Google Translate or the 'Translate to...' feature in Google Chrome – both options work pretty well.

Your community has to meet at least two of following criteria:

- ✓ Numerous references in different types of media
- ✓ Significant presence on other sites on the internet
- ✓ At least ten fan communities dedicated to your organisation, with at least five thousand members in total



Aside from the above criteria, your community has to meet quality guidelines regarding published content, branding and other rules. You will have to include the official VKontakte widget on your website and any other official services as well.

If you then want to get your profile verified, simply create your page or community and ask for verification using this [form](#).

## PRO TIP:

If you want to delete a community you've created, you will have to delete all of its content – including photos, videos and members – and remove yourself from the community. Empty pages are deleted by VK's administrators after some time.

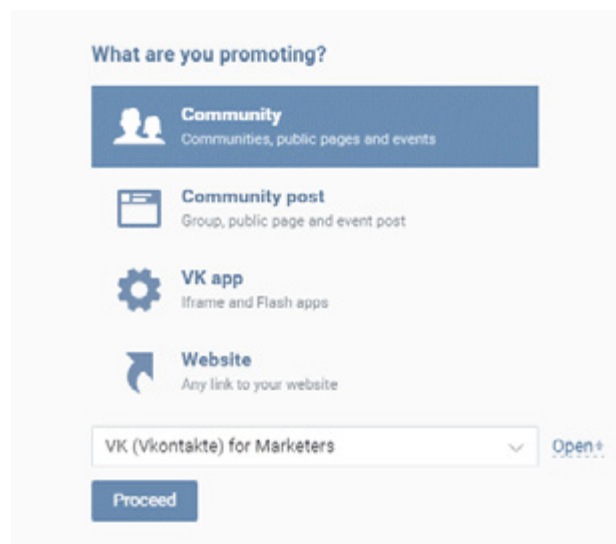
## How to get more fans on VK

First things first – your brand profile must represent quality and offer unique content, just as with any other social media channel. Nobody likes poor quality profiles with almost no activity whatsoever.



**Language is important** – most VK users are Russians or people speaking Russian on a native level. If you're going to present your content, services or products on VKontakte, it makes sense to do it in Russian.

**Use adverts** – VK offers some really great tools to promote your content and profile. You can create ads in a similar way to Facebook (like carousels or via the post with button). You can also buy sponsored posts in other communities. As with other social networks, you have to add either a credit card or make a bank transfer to pay for your advertising.

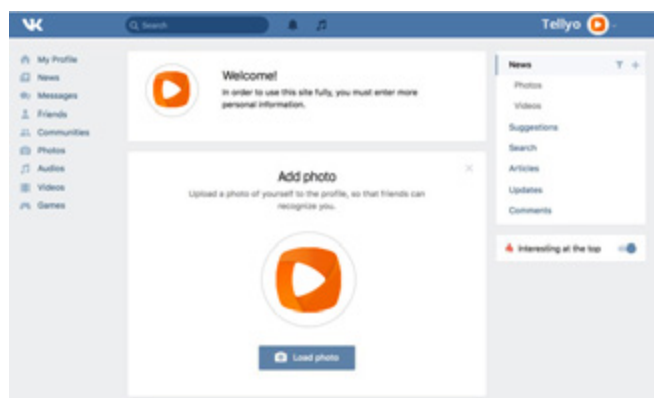


What are you promoting?

- Community**  
Communities, public pages and events
- Community post**  
Group, public page and event post
- VK app**  
Iframe and Flash apps
- Website**  
Any link to your website

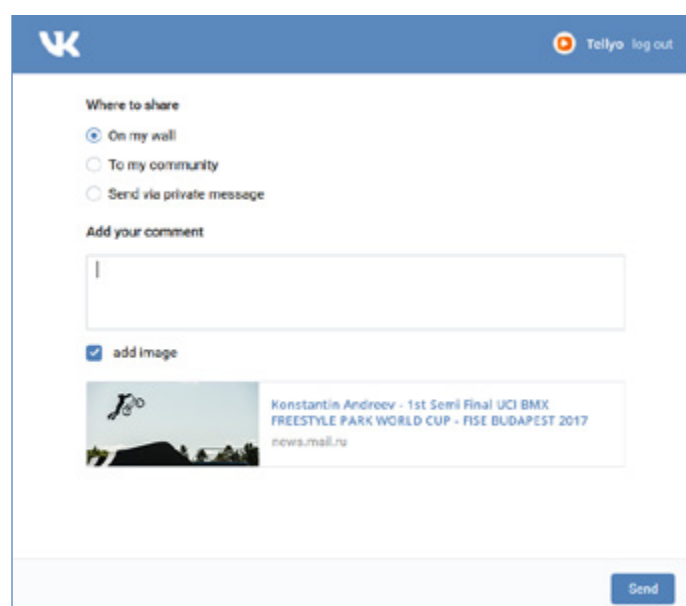
VK (Vkontakte) for Marketers [Open](#)

**Proceed**



Make sure **your profile is always up to date** – that it offers fresh, desirable and varied content. Because the VK search engine is an extremely powerful tool, if you make sure your profile contains content that your audience want to find you will be able to count on lots of organic visits.

If you're representing a brand, sports team or personality, or an important event or artist, you can **add VKontakte widgets to your website**, as with Facebook or Twitter. This allows fans to post your content on their VK account and easily follow your profile on the network.




Where to share

- ☒ On my wall
- ☐ To my community
- ☐ Send via private message

Add your comment

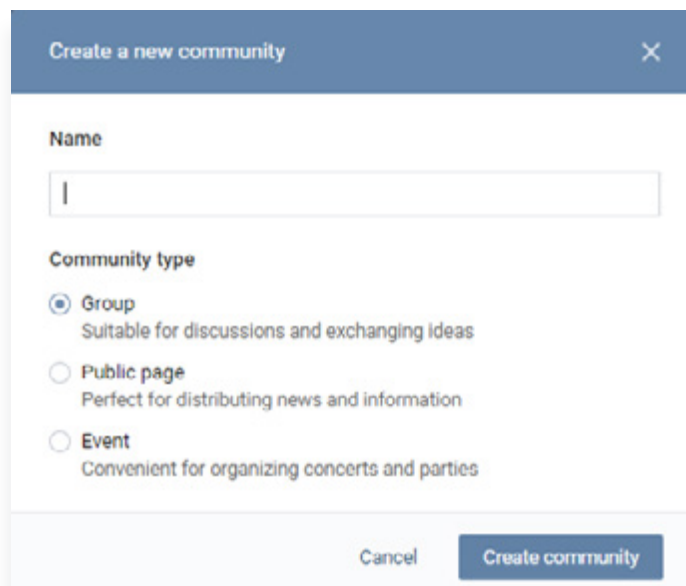
☒ add image

 Konstantin Andreev - 1st Semi Final UCI BMX FREESTYLE PARK WORLD CUP - FISE BUDAPEST 2017  
news.mail.ru

**Send**

If you wish to catch your fans in Russia, consider using **retargeting campaigns**.

This way you can show adverts to VKontakte users who have recently visited your pages.



The screenshot shows a 'Create a new community' dialog box. It has a blue header with the title and a close button. Below the header is a text input field for the 'Name'. Underneath is the 'Community type' section with three radio button options: 'Group' (selected), 'Public page', and 'Event'. Each option has a brief description. At the bottom right are 'Cancel' and 'Create community' buttons.

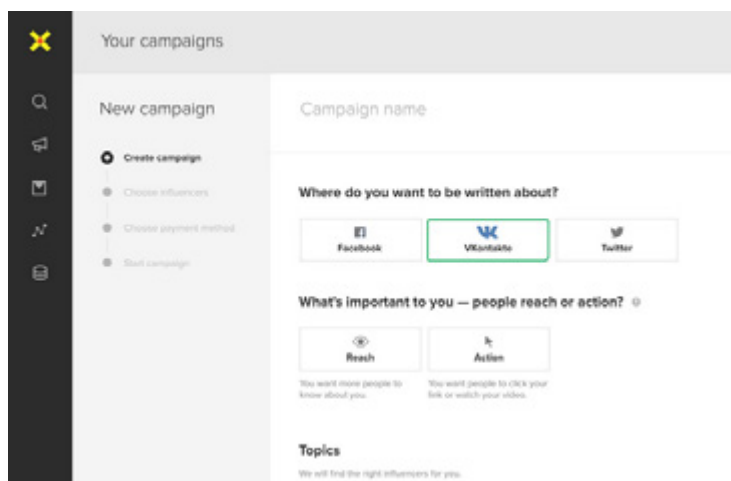
Create a new community

Name

Community type

- ☒ Group  
Suitable for discussions and exchanging ideas
- ☐ Public page  
Perfect for distributing news and information
- ☐ Event  
Convenient for organizing concerts and parties

Cancel Create community



The screenshot shows the 'Your campaigns' interface. On the left is a sidebar with a 'New campaign' section containing steps: 'Create campaign', 'Choose influencers', 'Choose payment method', and 'Start campaign'. The main area is titled 'New campaign' and contains a 'Campaign name' input field. Below this is a section 'Where do you want to be written about?' with three buttons: 'Facebook', 'VKontakte' (highlighted with a green border), and 'Twitter'. Another section 'What's important to you — people reach or action?' has two buttons: 'Reach' and 'Action'. At the bottom is a 'Topics' section with the text 'We will find the right influencers for you.'

Your campaigns

New campaign

- Create campaign
- Choose influencers
- Choose payment method
- Start campaign

Campaign name

Where do you want to be written about?

Facebook VKontakte Twitter

What's important to you — people reach or action?

Reach Action

Topics

We will find the right influencers for you.

For more advanced use, there are a number of **external tools** that can put you in contact with VK influencers as a way to get the word out more effectively.

## VK – THE CHANNEL TO RULE THEM ALL

Success in such a vast and complex market as Russia will demand that you try new approaches and can adapt to different ways of doing things. Yet it's worth a try – the Russian market offers huge opportunities for most industries, particularly during a global sports event such as the FIFA World Cup when audiences will be captivated and proactively tuning in.



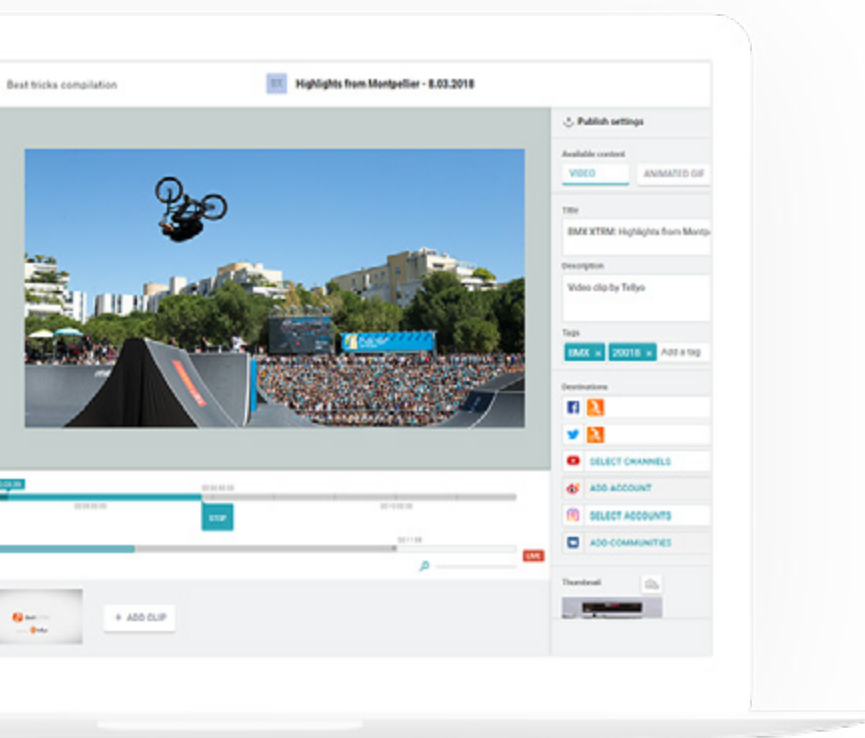
To help you reach these audiences, the Russian social channel VKontakte (VK) offers a golden opportunity. It is the most popular social channel and the place you are most likely to find your audiences. When you do find them there, remember that they are no different to other internet users: they appreciate good quality content and love great video. Provide it to them and see where it leads you.



## A BIT MORE ABOUT US

Tellyo is an advanced, cloud-based video production, editing, streaming and distribution platform. It gives broadcasters and rights holders the solutions they need to easily create engaging videos from live content, and share them to social and digital channels in real-time.

Powered by a user-friendly interface, Tellyo's suite of editing tools provide the ability to cut, brand, archive, integrate graphics and produce real-time highlights. In Tellyo Pro, rights holders also have the ability to grant or restrict permissions to control user access levels.



**LIVE STREAM**  
to social media



**CREATE AND SHARE**  
videos in real-time



**DISTRIBUTE**  
and monetize

We currently work with many partners, including the International Table Tennis Federation, Guinness PRO14 Rugby, broadcaster Polsat, sports television producer Sunset+Vine, extreme sports event organiser FISE, and British Cycling.

SUNSET+VINE

FISE

elisa

GUINNESS PRO14

mtv3

BRITISH  
CYCLING

For more information, visit [www.tellyo.com](http://www.tellyo.com)

## ANNOTATIONS

1. [https://www.phil-fak.uni-duesseldorf.de/fileadmin/Redaktion/Institute/Informationswissenschaft/heck/Baran\\_\\_\\_Stock\\_Vkontakte.pdf](https://www.phil-fak.uni-duesseldorf.de/fileadmin/Redaktion/Institute/Informationswissenschaft/heck/Baran___Stock_Vkontakte.pdf)
2. <https://www.alexa.com/siteinfo/vk.com>
3. [https://books.google.pl/books?id=9-FzBgAAQBAJ&pg=PT259&lpg=PT259&dq=what+is+the+most+popular+sport+in+russia+football&source=bl&ots=qh\\_UYRXhGV&sig=-wK3\\_012ZO-iNnxaSGeZbiSZvL0&hl=en&sa=X&redir\\_esc=y#v=onepage&q=what%20is%20the%20most%20popular%20sport%20in%20russia%20football&f=false](https://books.google.pl/books?id=9-FzBgAAQBAJ&pg=PT259&lpg=PT259&dq=what+is+the+most+popular+sport+in+russia+football&source=bl&ots=qh_UYRXhGV&sig=-wK3_012ZO-iNnxaSGeZbiSZvL0&hl=en&sa=X&redir_esc=y#v=onepage&q=what%20is%20the%20most%20popular%20sport%20in%20russia%20football&f=false)
4. <https://www2.deloitte.com/content/dam/Deloitte/ru/Documents/technology-media-telecommunications/media-consumption-in-Russia-2017-eng.pdf>
5. <https://www2.deloitte.com/content/dam/Deloitte/ru/Documents/technology-media-telecommunications/media-consumption-in-Russia-2017-eng.pdf>
6. <https://www.iab.com/wp-content/uploads/2016/04/iabenglishdigitalvideoad-170803081410.pdf>



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