

TELLING THE UNTOLD

SPUTNIK

SPUTNIKNEWS.COM

SPUTNIK NEWS SERVICE AND RADIO



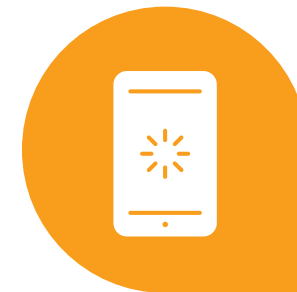
NEWSWIRES



**NEWS SERVICE
AND INFORMATION
PRODUCTS**



**MULTIMEDIA
PRESS CENTERS**



WEBSITES



RADIO



**SPUTNIK
IMAGES
PHOTO
BANK**



SPUTNIK IS A NEWS AGENCY AND RADIO BROADCASTER WITH MULTIMEDIA INFORMATION HUBS IN DOZENS OF COUNTRIES

>12,6
MLN

Visitors*

>12,8
MLN

Subscribers
in social media

>30

Sputnik websites are
available in dozens
of languages

7

Days a week

24

Hours

>80

Sputnik broadcasting
is available in more than
80 cities in world

>800

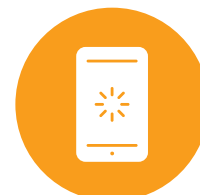
The number of
broadcasting hours
exceeds 800 hours a day



Sputnik Images
photobank



Multimedia press
centers



Content production
for mobile applications



Information
products
in social media

SPUTNIK

Liveinternet, on average, 01.01.2016 - 01.04.2016



SPUTNIK NEWSWIRE IN ENGLISH, ARABIC, SPANISH AND CHINESE



BASIC

- ✔ Sputnik News Service/English
- ✔ Sputnik NÓvosti/Spanish
- ✔ Sputnik Arabic News Service
- ✔ Sputnik Chinese News Service



THEMATIC

- ✔ Sputnik News Service: Russia/English
- ✔ Sputnik News Service: Russia, Ukraine and the Baltics/English



SERVICES

- ✔ Sputnik Trending Today/English
- ✔ Sputnik Trending Today/Arabic



SPUTNIK BASIC AND THEMATIC NEWSWIRES IN FOREIGN LANGUAGES

| Newswire | Items on average per day | Description |
|---|--------------------------|---|
| Sputnik News Service/English | 200 | Exclusive materials conveying Russia's perspective on key global issues, as well as the foreign policy, economy and national security of Russia, European countries, the U.S., and countries of the Middle East and Asia. Commentaries and interviews by representatives of the European Parliament, NATO, Pentagon, the U.S. Department of State, Russia's ministers and company heads. Up-to-the-minute information on developments in aerospace, defense, trade, energy, environment and other sectors |
| Sputnik News Service: Russia/English | 70 | Top news on Russia, including Russia's view on world issues, exclusive interviews with high-ranking Russian politicians and globally renowned experts |
| Sputnik News Service: Russia, Ukraine and the Baltics/English | 50 | Regional news from Russia, Ukraine and the Baltics, including exclusive news by the agency's correspondents across the region |
| Sputnik NÓvosti/ Spanish | 200 | Top world news. Exclusive materials on expanding cooperation and strengthening political, economic and cultural ties between Russia and Latin America in the international arena |
| Sputnik Arabic News Service | 150 | Coverage of events in Arab countries, exclusive materials, major events in international relations, Russia's foreign policy, official statements by the Kremlin and Russia's Foreign Ministry, key events for Russia and the Middle East in politics, international relations, finance, security and culture |
| Sputnik Chinese News Service | 100 | Exclusive materials on the foreign policies of Russia and China, world and regional events, Russian-Chinese economic cooperation, international and regional organizations, including the UN, SCO, BRICS, AIIB, Russia's top political and economic news, etc. |



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SPUTNIK SERVICES NEWSWIRES IN FOREIGN LANGUAGES

| Newswire | Items on average per day | Description |
|------------------------------------|--------------------------|--|
| Sputnik Trending Today/ English | 150 | Coverage of top events in Russia and worldwide in the form of headlines to give a quick overview of the news |
| Sputnik Trending Today/ Arabic | 150 | |



SPUTNIK NEWS SERVICE/ENGLISH

Exclusive materials conveying Russia's perspective on key global issues, as well as the foreign policy, economy and national security of Russia, European countries, the U.S., and countries of the Middle East and Asia. Commentaries and interviews by representatives of the European Parliament, NATO, Pentagon, the U.S. Department of State, Russia's ministers and company heads. Up-to-the-minute information on the developments in aerospace, defense, trade, energy, environment and other sectors

REGIONAL FILTERS ON NEWSWIRES:

- ✔ SPUTNIK NEWS SERVICE: World and Russian news
- ✔ SPUTNIK NEWS SERVICE: Russia
- ✔ SPUTNIK NEWS SERVICE: Russia, Ukraine and the Baltics

ADVANTAGES FOR SUBSCRIBERS:

- ✔ 24/7 news coverage
- ✔ Over 200 news items daily on average
- ✔ Prompt, balanced and objective coverage

GENRES/FORMAT:

- ✔ breaking news
- ✔ news
- ✔ previews
- ✔ overviews
- ✔ background
- ✔ opinion
- ✔ analysis



SPUTNIK NÓVOSTI/SPANISH

Top world news. Exclusive materials on expanding cooperation and strengthening political, economic and cultural ties between Russia and Latin America on the international arena



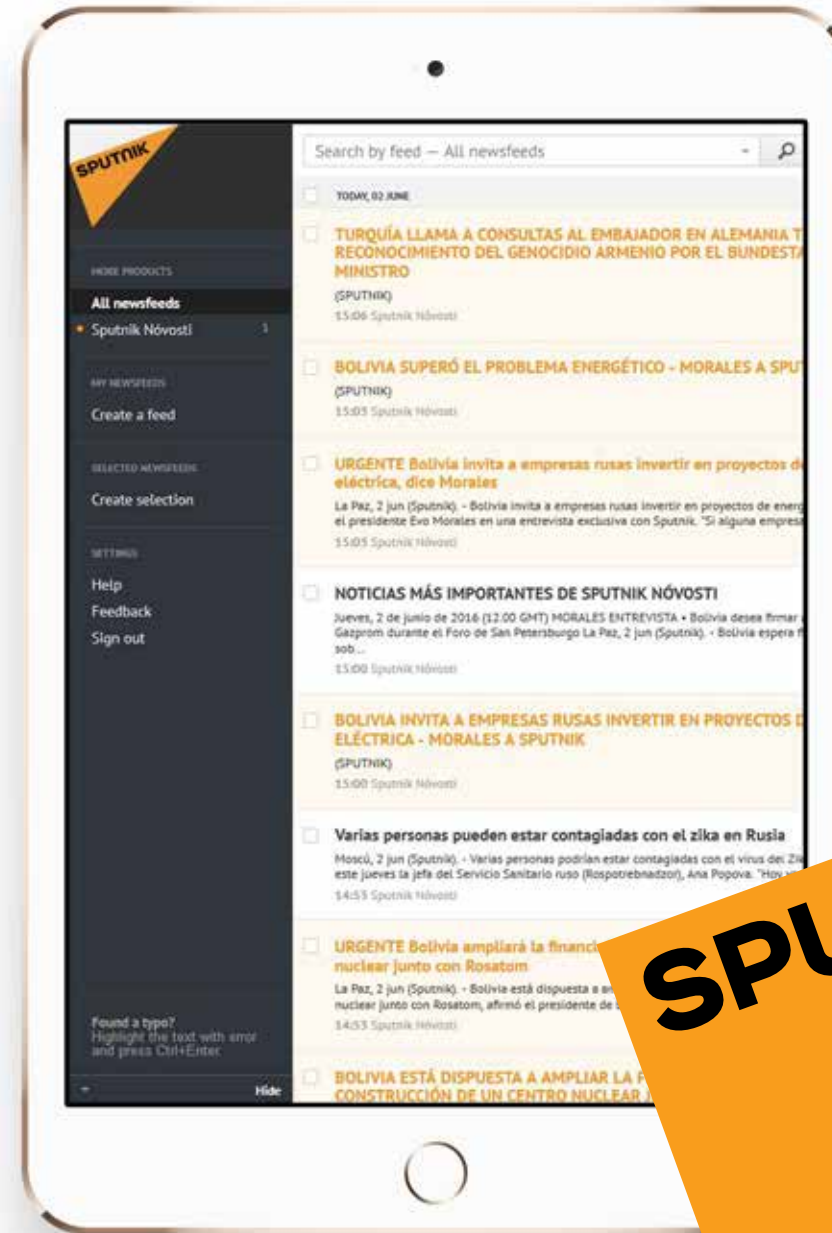
ADVANTAGES FOR SUBSCRIBERS:

- ✔ 24/7 news coverage
- ✔ Over 200 news items daily on average
- ✔ Prompt, balanced and objective coverage



GENRES/FORMAT:

- ✔ breaking news
- ✔ news
- ✔ previews
- ✔ overviews
- ✔ background
- ✔ opinion
- ✔ analysis



SPUTNIK ARABIC NEWS SERVICE

Coverage of events in Arab countries, exclusive materials, major events in international relations, Russia's foreign policy, official statements by the Kremlin and Russia's Foreign Ministry, key events for Russia and the Middle East in politics, international relations, finance, security and culture



OUR TEAM AND APPROACH ARE OUR MAIN COMPETITIVE ADVANTAGE:

- Team members are native speakers writing new stories in Arabic, not translating them
- Our journalists have vast expertise working in Russian and international media
- News output in Moscow and Cairo



ADVANTAGES FOR SUBSCRIBERS:

- 24/7 news coverage
- 150 news items daily on average
- Prompt, balanced and objective coverage



GENRES/FORMAT:

- breaking news
- news
- overviews
- background
- opinion
- analysis



SPUTNIK CHINESE NEWS SERVICE

Exclusive materials on the foreign policies of Russia and China, world and regional events, Russian-Chinese economic cooperation, international and regional organizations, including the UN, SCO, BRICS, AIIB, Russia's top political and economic news, etc.



ADVANTAGES FOR SUBSCRIBERS:

- ✔ 24/7 news coverage
- ✔ 100 news items daily on average
- ✔ Prompt, balanced and objective coverage
- ✔ The Russian take on world news



GENRES/FORMAT:

- ✔ breaking news
- ✔ news
- ✔ previews
- ✔ overviews
- ✔ background
- ✔ opinion
- ✔ analysis



RADIO

SPUTNIK

RADIO



SPUTNIK'S RADIO PROGRAMS ARE BROADCAST IN MORE THAN 20 COUNTRIES IN WORLD



SPUTNIK RADIO

- ✓ News and exclusive interviews
- ✓ Expert opinions on the main themes
- ✓ Analytical programmes and updates
- ✓ Host shows
- ✓ Special projects on breaking and trending top stories



SPUTNIK BROADCASTING FORMATS:

✓ **ONLINE BROADCASTING:**
on the Internet

✓ **ANALOG RADIO:**
FM HD-Radio

✓ **DIGITAL RADIO BROADCASTING:**
DAB/DAB+

✓ **MOBILE PHONES:**
Sputnik News

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SPUTNIK IMAGES

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[SPUTNIKNEWS.COM](https://www.sputniknews.com)



SPUTNIK IMAGES



THE AGENCY'S PHOTO SERVICE

brings together the best personnel and resources, which allows it to create new trends in photo journalism.

Reflecting the agency's goal of promptly delivering photo content from all over the world, our photo service covers global events in politics, the economy, culture and sports.

24

hours

7

days

1000

photos a day

3

3 image file formats using the IPTC description data for:

- ✓ print
- ✓ online media
- ✓ social media



Coverage of the main global events

90
sec

Unique technology: photos delivered to subscribers within 90 seconds

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SPUTNIK IMAGES

>1,5
MLN

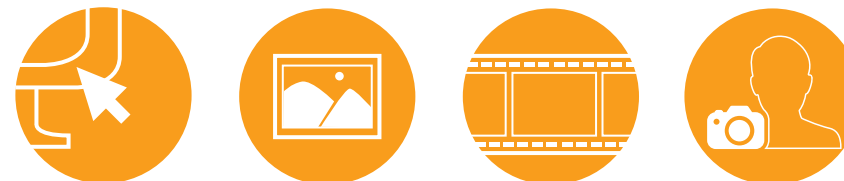
OVER 1,500,000 PHOTOGRAPHS:

News photographs:
photo reporting of events in Russia and abroad

Archive photographs:
a unique digitized image bank dating back to the mid-19th century

Official Russia:
official photographs of the Russian president,
senior officials, Moscow Patriarchy

Thematic collections of images:
political and cultural events, accidents, personalities, sport,
science, religion, feature reports from the regions,
nature, cityscape



SPUTNIKIMAGES.COM

is one of European largest banks of digitalized current and archival photos.
The agency's photo archive features historical images
and unique collections by renowned photographers.

Sputnik's photo journalists have received awards
at major international and domestic photo contests.

SPUTNIK

ONLINE MEDIA



ONLINE MEDIA



SPUTNIK WEBSITES

Sputnik websites boast a rich variety of content, including infographics, videos, photo essays, live video and audio streaming and Internet voting.



In addition to news reports, Sputnik also publishes analytical materials and exclusive interviews.



SPUTNIK MOBILE APPS

Sputnik mobile apps are available for iOS and Android in multiple content formats – radio, photos, video, infographics – and in dozens of languages including English, Arabic, Spanish, Italian, Chinese, Portuguese, Polish, Serbian, Turkish, French, Hindi and other.

Around the clock Sputnik mobile apps let users catch up with the news on the go and explore latest and trending news, top stories, expert opinions, analytical newscasts, live interviews.

Incisive analysis, noteworthy interviews and summaries of major news stories are also available on Sputnik mobile app via live streaming radio and featured radio programs.

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**MULTIMEDIA
PRESSCENTERS**



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MULTIMEDIA PRESSCENTERS

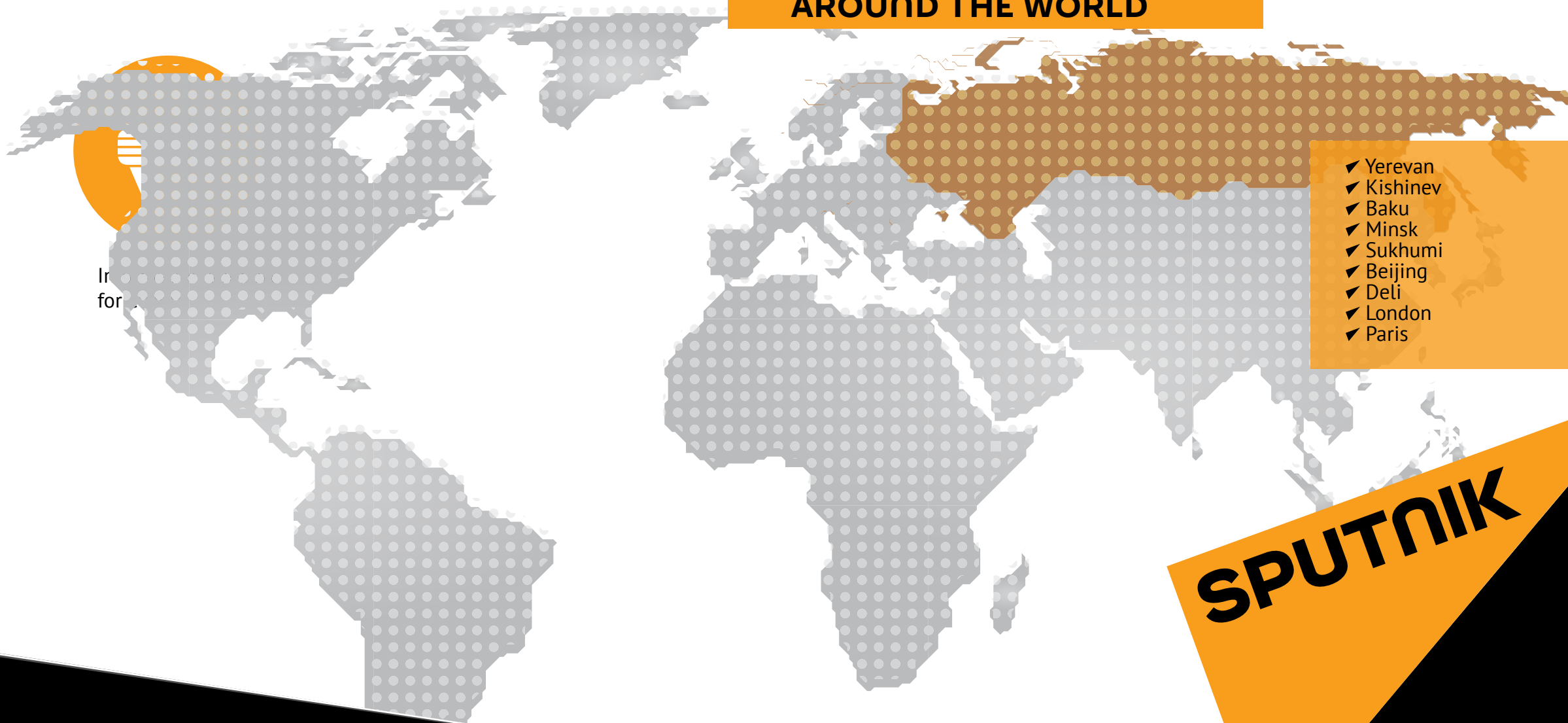
MULTIMEDIA PRESS CENTERS AROUND THE WORLD

>1500

Over 1,500 press events a year



Video conferencing with worldwide reach



- ▼ Yerevan
- ▼ Kishinev
- ▼ Baku
- ▼ Minsk
- ▼ Sukhumi
- ▼ Beijing
- ▼ Deli
- ▼ London
- ▼ Paris

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