



INTERNATIONAL SILK WAY RALLY

MEDIA REPORT OF 2022 EVENT

July 7-16, 2022



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GENERAL INFORMATION

Газпромбанк
«Газпромбанк» (Акционерное общество)

Маликов, В.И.И.И.
Кудинов, С.И.И.И.

СЕТЬ АЗС
ГАЗПРОМНЕФТЬ

KAMAZ

GAZPROM
239

RUTUBE

LADA

GENERAL *INFORMATION*

Race Name: 2022 International Silk Way Rally

Dates: July 7-16, 2022 (July 6, 2022 Administrative checks)

Country: Russia

Status: Silk Way Rally is an international event included in the National Schedule Plan of competitions in Russia as another international sports competition on the basis of Appendix No. 267 to the order of the Ministry of Sports of the Russian Federation dated March 29, 2022.

The following competitions were held along with the international one:

- international RMF cross-country rally
- round of the Russian Rally-Raid Championship
- "Legend" historical category
- "Following Peter the Great" Grand Tour

Categories:

- T1 Cars
- T2 Cars and National
- T3 SSVs
- Raid Sport Trucks
- T5 (FIA) and T4 (Russia) Trucks
- Bikes
- Quads

The competition is supported by:

- Ministry of Sports of the Russian Federation
- Russian Automobile Federation (RAF)
- Russian Motorcycle Federation (RMF)
- Ministry of Youth Affairs, Physical Culture and Sports

Organizers:

Silk Way Rally Motorsport Support Association 30
2nd Brestskaya str. Moscow Russia 125047
moscow@silkwayrally.ru

GENERAL INFORMATION

Routes distance

SILK WAY								
ROUTES DISTANCE SILK WAY RALLY 2022								
DATE	N°	STAGE	COMPETITIVE ROUTE				SS DESCRIPTION	ASSISTANCE TOTAL
			LIAISON A	SS	LIAISON B	TOTAL		
06.07.2022		ADMIN. CHECKS and SCRUTING						
07.07.2022	1	ASTRAKHAN - ASTRAKHAN	34,97	4,93	31,68	71,58	50% soil; 50% sand	0
08.07.2022	2	ASTRAKHAN - ASTRAKHAN	26,89	226,55	37,00	290,44	70% soil; 25% sand; 5% dunnetes	0
09.07.2022	3	ASTRAKHAN - ASTRAKHAN	35,94	322,98	28,10	387,02	85% soil; 10% sand; 5% dunnetes	0
10.07.2022	4	ASTRAKHAN - GROZNY	201,89	343,77	43,30	588,96	75% soil; 15% sand; 5% dunnetes; 5% fesh fesh	482
11.07.2022	5	GROZNY - GROZNY	42,92	217,55	38,08	298,55	70% soil; 30% sand	0
12.07.2022	6	GROZNY - ELISTA (marathon)	38,04	484,99	21,53	544,56	80% soil; 10% sand; 5% dunnetes; 5% fesh fesh	0
13.07.2022	7	ELISTA - ELISTA	21,72	309,56	18,35	349,63	100% soil	534
14.07.2022	8	ELISTA - VOLGOGRAD	106,01	443,56	97,36	646,93	90% soil; 10% sand	299
15.07.2022	9	VOLGOGRAD - LIPETSK	91,68	314,12	367,06	772,86	90% soil; 5% sand; 5% dunnetes	655
16.07.2022	10	LIPTESK - MOSCOW	101,72	117,60	293,88	513,20	100% soil	500
TOTAL			701,78	2 785,61	976,34	4 463,73		2 470

LIAISON	1 678,12	
SS	2 785,61	2 470
TOTAL KM	4 463,73	



INFORMATION RESOURCES



INFORMATION *RESOURCES*



- Official website: silkwayrally.com
- Press releases: **newsletter**
- **Text broadcast of the day main events and interviews with drivers:** at the website
- **Daily video Highlights:** TV, website, social media
- **Finish live broadcast:** TV, website, social media
- **Video previews:** TV
- **Daily selections** of high resolution photos
- **Promotion in the social media:** Telegram, VK, Facebook*, Instagram*, YouTube, Rutube



KEY FIGURES

EVENT RESULTS

11 regions

of the Russian Federation

20 competing countries

877 people

Involved in the event organization

4 464 kilometers

2 785 KM are competitive distance

1 competing dog

from Stariki

Stanichniki team



309 accredited

Media representatives

190 hours

of video footage - there are more than 7 days

14 TV channels

of national broadcast

326 mln RUB

An equivalent of all media advertisement

57,8 mln people

Unique TV audience coverage during the event

324,8 mln people*

audience coverage in the nternet during the event

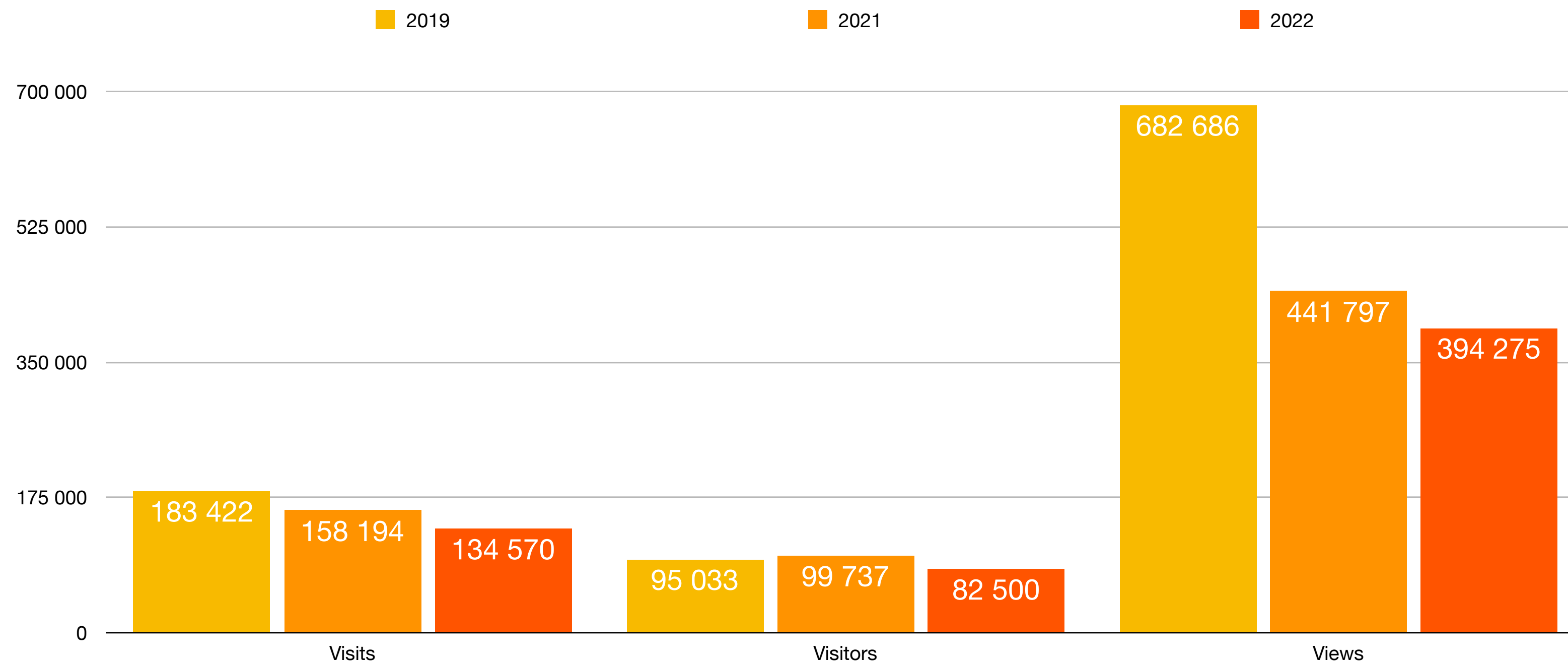
* Cross-Web Project data



OFFICIAL WEBSITE & SERVICES

OFFICIAL WEBSITE & *SERVICES*

- Comparison of the silkwayrally.ru website and its subdomains traffic **from June 1 to July 31 over a period of three years**



OFFICIAL WEBSITE & *SERVICES*

- Summary data of the silkwayrally.ru website and its subdomains traffic **from June 1 to July 31** over a period of three years

- A significant **increase in scroll reach and time on the website** in 2022 may indicate content that is interesting to the audience

June 1 – July 31, 2022

Ya-Metrica data*

* In 2022, the results were broadcast online on a third-party resource. There are no attendance data available.

Visit Date Range	Visits	Visitors	Views	New Visitors Rate	Scroll Reach	Time on the Website
silkwayrally.com	118 001	75 940	296 476	98,2 %	2,51	3:23
txt.silkwayrally.com	11 158	3 536	74 399	99,8%	6,67	27:50
media.sikwayrally.com	5 411	3 024	23 400	97,5%	4,32	4:14
TOTAL	134 570	82 500	394 275	98,5%	4,5	11:62

June 1 – July 31, 2021

Ya-Metrica data

Visit Date Range	Visits	Visitors	Views	New Visitors Rate	Scroll Reach	Time on the Website
silkwayrally.com	127 023	82 987	355 965	97,6 %	2,8	3:02
live.silkwayrally.com	25 639	12 861	64 551	98,9%	2,52	5:11
media.sikwayrally.com	5 532	3 889	21 281	99,5%	3,85	3:04
TOTAL	158 194	99 737	441 797	98,7%	3,06	3:72

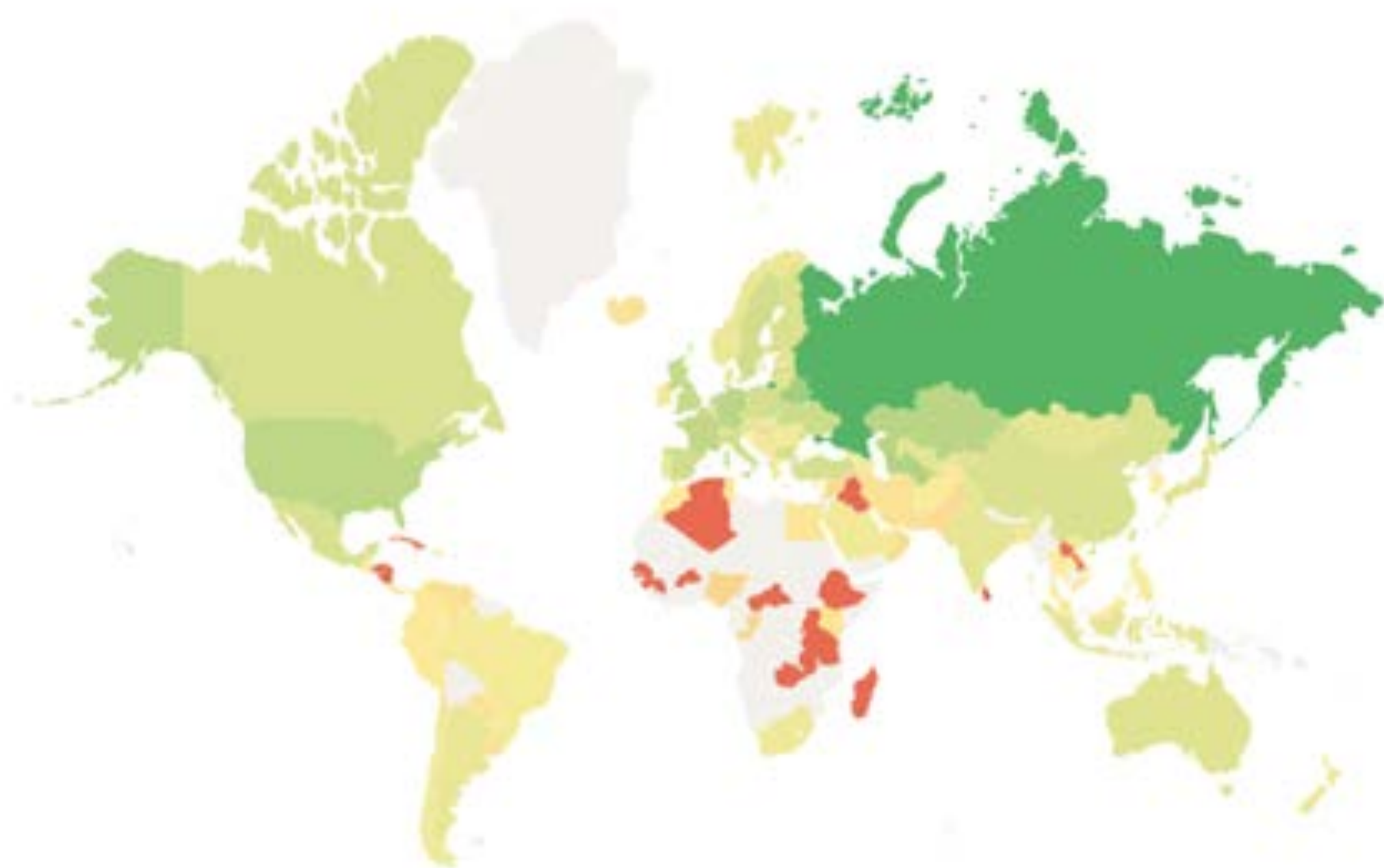
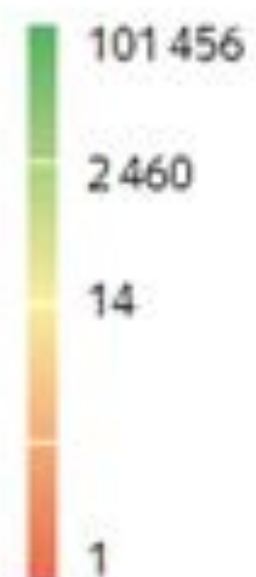
June 1 – July 31, 2019

Analytics google.com data from the archive account

Visit Date Range	Visits	Visitors	Views	New Visitors Rate	Scroll Reach	Time on the Website
silkwayrally.com	183 422	95 033	682 686	92,37 %	3,72	4:23
TOTAL	183 422	95 033	682 686	92,37%	3,72	4:23

OFFICIAL WEBSITE & *SERVICES*

- Geography of visits and visitors from June 1 to July 31, 2022



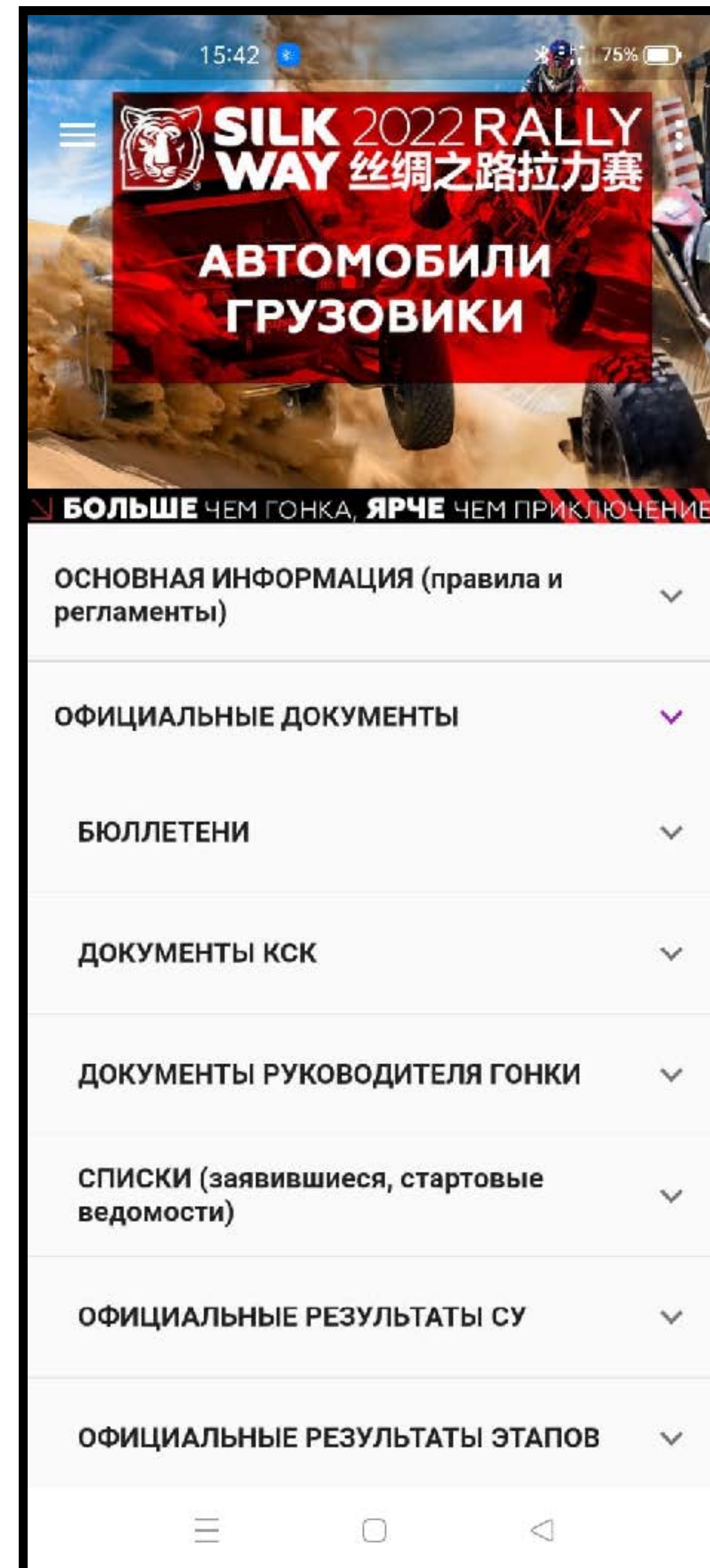
	Visits	Visitors
Russia	101 456	66 300
Belarus	3 846	1 997
Turkmenistan	1 684	767
Kazakhstan	1 208	733
Germany	1 155	963
USA	978	726
France	768	583
Netherlands	728	589
Great Britain	607	480
Ukraine	424	205
Sweden	306	210
Italy	304	149
Poland	262	227
Bulgaria	253	118
Turkey	201	122
Czech Republic	191	129
Canada	179	118
Mexico	164	140
China	155	124
Latvia	152	71
Finland	148	116
+ other countries		



OFFICIAL WEBSITE & *SERVICES*



- An electronic information board was created on the **Sportity platform** for the convenience of users and competitors
- It reduced the load on the site, and the competitors got access to the documents from the organizers in their smartphones
- There are 603 resource subscribers





PRESS CENTER

PRESS CENTER

DURING THE EVENT PREPARATION AND RUNNING PRESS RELEASES IN TWO LANGUAGES – RUSSIAN AND ENGLISH WERE SENT

- 16.07.2022, eng, overall release - https://webletter.space/ru/web_letter/6n8ysfi5p7fntrgnhe1bfhukqxeenk8wuonnaio
- 16.07.2022, eng, stage 10 - https://webletter.space/ru/web_letter/65uda3ftqpe64hgnhe1bfhukqxecwdypac3o878o
- 16.07.2022, rus, overall release - https://webletter.space/ru/web_letter/6c4stzs8311zdnzгах6o3xzo5zxtijetc3mptw8y
- 16.07.2022, rus, stage 10 - https://webletter.space/ru/web_letter/6nr9zi7s114cshzгах6o3xzo5zqmmdmhanj64f3e
- 15.07.2022, eng, stage 9 - https://webletter.space/ru/web_letter/6hf6gocgxczbnnubzzu8nujrmfjbx354ijjp3uia
- 15.07.2022, rus, stage 9 - https://webletter.space/ru/web_letter/6tojw6itporrsaubzzu8nujrmfmdcqt59rqgs76a
- 14.07.2022, eng, stage 8 - https://webletter.space/ru/web_letter/69t5baa4osc8st6yurd1ah6txpmmf83pzukqxm
- 14.07.2022, rus, stage 8 - https://webletter.space/ru/web_letter/674b4im1hehhessdyih9cm4ya8y7cy7rpkc6oxda
- 13.07.2022, eng, stage 7 - https://webletter.space/ru/web_letter/6sb3b6fi3pk5ecuzqfgdsfcfs3hjkwyao8aary7a
- 13.07.2022, rus, stage 7 - https://webletter.space/ru/web_letter/6o6nhdqcnzsudjh3y43aotu6x537tsgxwbru5mza
- 12.07.2022, eng, stage 6 - https://webletter.space/ru/web_letter/6s18skf9bh3mtwf3sm9opja3wdt49stn7qphywse
- 12.07.2022, rus, stage 6 - https://webletter.space/ru/web_letter/6zjnac7uqcg5ahkkiqkoikn8f31acygtjx4q4hwy
- 11.07.2022, eng, stage 5 - https://webletter.space/ru/web_letter/6fuju47tx4j5hbnt5bnb8jm9yfwcnzejei4xewco
- 11.07.2022, rus, stage 5 - https://webletter.space/ru/web_letter/67ba1qqtn1ndo7nt5bnb8jm9yfbz6k188cqnsjdca
- 10.07.2022, eng, stage 4 - https://webletter.space/ru/web_letter/6m3914ua776y51sobmn4u3z7r8ji1oh3btkiakuo
- 10.07.2022, rus, stage 4 - https://webletter.space/ru/web_letter/6nge15x6bd464ksobmn4u3z7r8ksk9e8t337qmeo
- 09.07.2022, eng, stage 3 - https://webletter.space/ru/web_letter/6y88o1pxrdxc4f5x5xu8cogdex5j7qias7rb9z7y
- 09.07.2022, rus, stage 3 - https://webletter.space/ru/web_letter/6f4iciyk948xhu5x5xu8cogdexampihnnkzo3pfo
- 08.07.2022, eng, stage 2 - https://webletter.space/ru/web_letter/6q97xfsq5pmmdbfuq3wh4tqgrimkwzsaxrsxtcre
- 08.07.2022, rus, stage 2 - https://webletter.space/ru/web_letter/6jс6apewh6eyzzfuq3wh4tqgriethbmfat4dkkoa
- 07.07.2022, eng, Astrakhan welcomes the SWR - https://webletter.space/ru/web_letter/6oxkxxqufjbguzpgo7qa1ye5otky6bi57hjz3ze
- 07.07.2022, rus, Astrakhan welcomes the SWR - https://webletter.space/ru/web_letter/6p7rijfq5coam9pgo7qa1ye5otesm6t1ehfqakfe
- 06.07.2022, eng, Pre-start Press Conference - https://webletter.space/ru/web_letter/6no6uwq8cf88kmziooedixd49wb8aqxmwszsa6ge
- 06.07.2022, rus, Pre-start Press Conference - https://webletter.space/ru/web_letter/655jy6tkdbi1uxj34xtashycniezqg7dx41r8mso
- 06.07.2022, eng, Pre-start Tests - https://webletter.space/ru/web_letter/644ybtio7ytgxro5r3p3bc5onm3garngiwkbiqye
- 06.07.2022, rus, Pre-start Tests - https://webletter.space/ru/web_letter/6uppp14strm95ho5r3p3bc5onm53cpt17iayjs8y
- 05.07.2022, eng, SWR will get TV coverage - https://webletter.space/ru/web_letter/6j5eq69seyfpcfg74tmbfbfunb83dpxphjyr4kxy
- 05.07.2022, rus, SWR will get TV coverage - https://webletter.space/ru/web_letter/6uio64pgpxsdxp74tmbfbfunbfqf78x4zamwwo

Вызов для пилотов, платформа для бизнеса. Владимир Чагин выступил на ВЭФ



Дирекция ралли «Шелковый путь» подвела итоги 12-го издания гонки и рассказала об уникальном логистическом проекте.

Дирекция Международного ралли «Шелковый путь» подвела итоги 12-го издания гонки и рассказала об уникальном логистическом проекте. Владимир Чагин, директор ралли, отметил, что это событие собрало сотни энтузиастов из разных стран и регионов. В этом году в гонке приняло участие более 200 экипажей и было преодолено около 10 тысяч километров. Владимир Чагин подчеркнул, что это событие стало важным шагом в развитии туризма и спорта в Астрахани. Он также отметил, что это событие стало важным шагом в развитии туризма и спорта в Астрахани.

«Для нас это событие стало важным шагом в развитии туризма и спорта в Астрахани. Мы рады, что это событие собрало сотни энтузиастов из разных стран и регионов. В этом году в гонке приняло участие более 200 экипажей и было преодолено около 10 тысяч километров. Владимир Чагин подчеркнул, что это событие стало важным шагом в развитии туризма и спорта в Астрахани. Он также отметил, что это событие стало важным шагом в развитии туризма и спорта в Астрахани.»

Владим Чагин рассказал о развитии проекта «Шелковый путь» в 2022 году. Он отметил, что это событие стало важным шагом в развитии туризма и спорта в Астрахани. Он также отметил, что это событие стало важным шагом в развитии туризма и спорта в Астрахани.

Телеканал «Россия» будет транслировать гонку «Шелковый путь» в прямом эфире. Владимир Чагин подчеркнул, что это событие стало важным шагом в развитии туризма и спорта в Астрахани. Он также отметил, что это событие стало важным шагом в развитии туризма и спорта в Астрахани.

Вместе с этим Чагин рассказал о развитии проекта «Шелковый путь» в 2022 году. Он отметил, что это событие стало важным шагом в развитии туризма и спорта в Астрахани. Он также отметил, что это событие стало важным шагом в развитии туризма и спорта в Астрахани.

Эта гонка является частью проекта «Шелковый путь» и является важным шагом в развитии туризма и спорта в Астрахани. Владимир Чагин подчеркнул, что это событие стало важным шагом в развитии туризма и спорта в Астрахани. Он также отметил, что это событие стало важным шагом в развитии туризма и спорта в Астрахани.

Еще одним важным событием стало участие Владимира Чагина в гонке «Шелковый путь». Он отметил, что это событие стало важным шагом в развитии туризма и спорта в Астрахани. Он также отметил, что это событие стало важным шагом в развитии туризма и спорта в Астрахани.

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PRESS CENTER

BEFORE THE EVENT START
THE PRE-WORK WAS CARRIED OUT

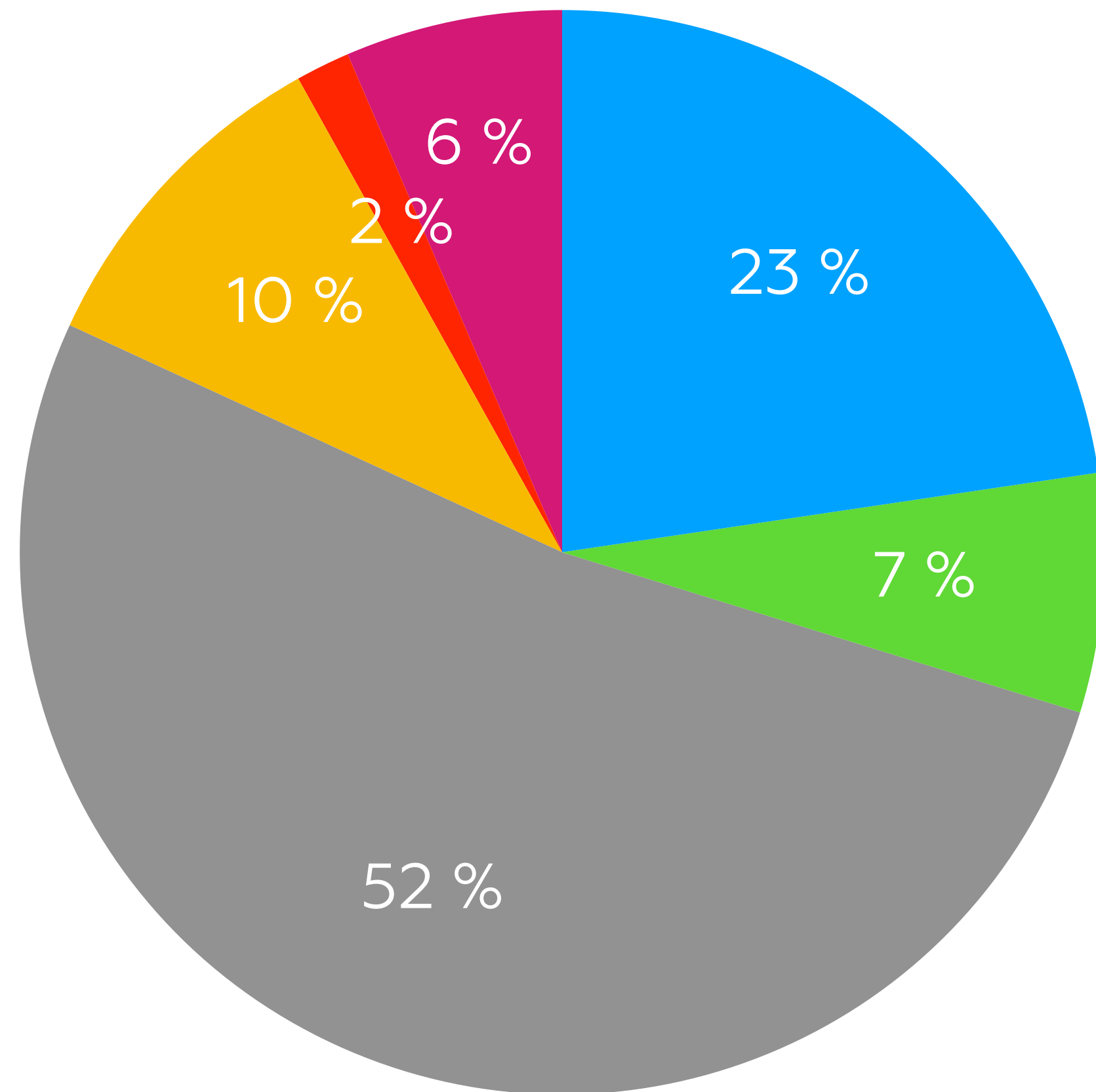
- The following documents were compiled:
 - Press Kit
 - Press Regulations
 - The Obligation of Journalists
 - Media Guide
 - Rally Guide
- For the convenience of using the information all documents were sent electronically and, if necessary, hard copies were issued
- The channel for the media in the Sportity program notified about changes in the media field
- Profiles with basic information for each competitor were compiled on the race official website
- Acceptance of applications for media accreditation lasted 1.5 months
- Invitation work was carried out using the database of Russian and foreign media of the Silk Way Rally Project; the option of barter work was used for editorial offices who cannot afford to pay for accreditation
- The accreditation procedure was completed at the event start: media representative got necessary documents, vests, QR codes giving the right to visit various areas of the event, as well as additional equipment and a set of clothing
- A pre-start press conference was organized and held
- For representatives of TV channels press approaches to the drivers were organized at the location of service places
- An express award ceremony was organized on the rally-raid podium



MEDIA ACCREDITATION

MEDIA ACCREDITATION

309 MEDIA REPRESENTATIVES
WERE ACCREDITED FOR THE EVENT



Internet Media	70
Printed Media	22
TV Channels	161
Information/photo agencies	31
Radio	5
Media Services of Teams&Organizations	20

Total 309

● Internet Media ● Printed Media ● TV Channels ● Information/photo agencies ● Radio ● Media Services of Teams & Organizations

MEDIA ACCREDITATION

THE FOLLOWING MEDIA WERE ACCREDITED ON THE RALLY ROUTE ON ALL DAYS OF THE EVENT:

- **Russian federal channels:** MATCH TV, Izvestia MIC (5 TV, REN TV), Motorsport.TV, NTV, Russia24, Avto Plus, 360 TV Channel, Zvezda, Channel One, Tricolor;
- **News agencies:** RIA Novosti (R-Sport division), TASS, Interfax, European Pressphoto Agency (EPA), Newsinfo National Group, Moscow City News Agency, RIAC, Glavnie Sobytia, Grozny Inform IA;
- **Radio:** Avtoradio special project department, KidsFM, Sputnik (Russia Today IIA), Moskva FM;
- **Internet sites:** Match TV, Championat.com, RUTUBE, IZ.ru, Nezavisimy Expert YouTube channel, KAKNADO.com, OpenRacing, pervoe.online, ex-roadmedia.ru, intermoda.ru, RVIO, News.ru, www.lentanovosti.ru, wpolitics.ru, Lipetskmedia, News-NN.ru, Russian news, Abzats, RuEvents.ru, Novo-today, Komsomolskaya Pravda in Voronezh, regional editorial office in Volgograd, Drom.ru, Moskovsky Komsomolets, NovostiVolgograda.ru, KAMAZ-Master VK Fun Club, Arion. Vse o dalnoboyschikah YouTube channel, Ast-News, www.sports.ru, Youth Club of Russian Geographical society;
- **Film crews of TV channels:** Grozny ChSTRBC, Mir TV station, Astrakhan-24, Russia1 RSTRBC (Volgograd), Dagestan RSTRBC, Drive, Dolgoprudny, Novy Vek TRBC (Tatarstan), Public Television of Russia, Vaynakh STRBC, Moscow24, Avto24, Kalmykia RSTRBC, Kalmykia National Television, Passenger studio, TV department in Chinese Xinhua NA;
- **Printed periodicals (and websites of publishing houses):** Moscow.Center, Mospolitekh, Metro, AVTO 48 (Lipetsk), Parlamentsky Vestnik Kalmykii, Izvestia, Antract (NG Appendix), Vechernyaya Moskva, Halmgynn, Kalmykia RIA, Gorodskie Vesti, Olimpiyskaya Panorama, Volgogradskaya Pravda, Kommersant;
- **Magazines:** Avtopanorama, Discovery, Commercial transport and technologies;
- **Press services:** KAMAZ-master, GAZ Raid Sport, MAZ-SPORTauto, Anastasia Nifontova's Team, Vladimir Vasilyev's Team, Sergey Karyakin's Team, Nikita Mazepin's Press Office, Press Office of the Ministry of Sports of the Chechen Republic, Moscow Sport, RAF, Press Service of Gazprom Transgaz Makhachkala, Sibir.SDE, Lipetsk Center of Physical Culture and Sports Development and Monitoring;
- **Photo agencies and photographers:** Sergey Polivets, Mikhail Onoshko, RaceArt, SportMediaTeam.

MEDIALOGIA



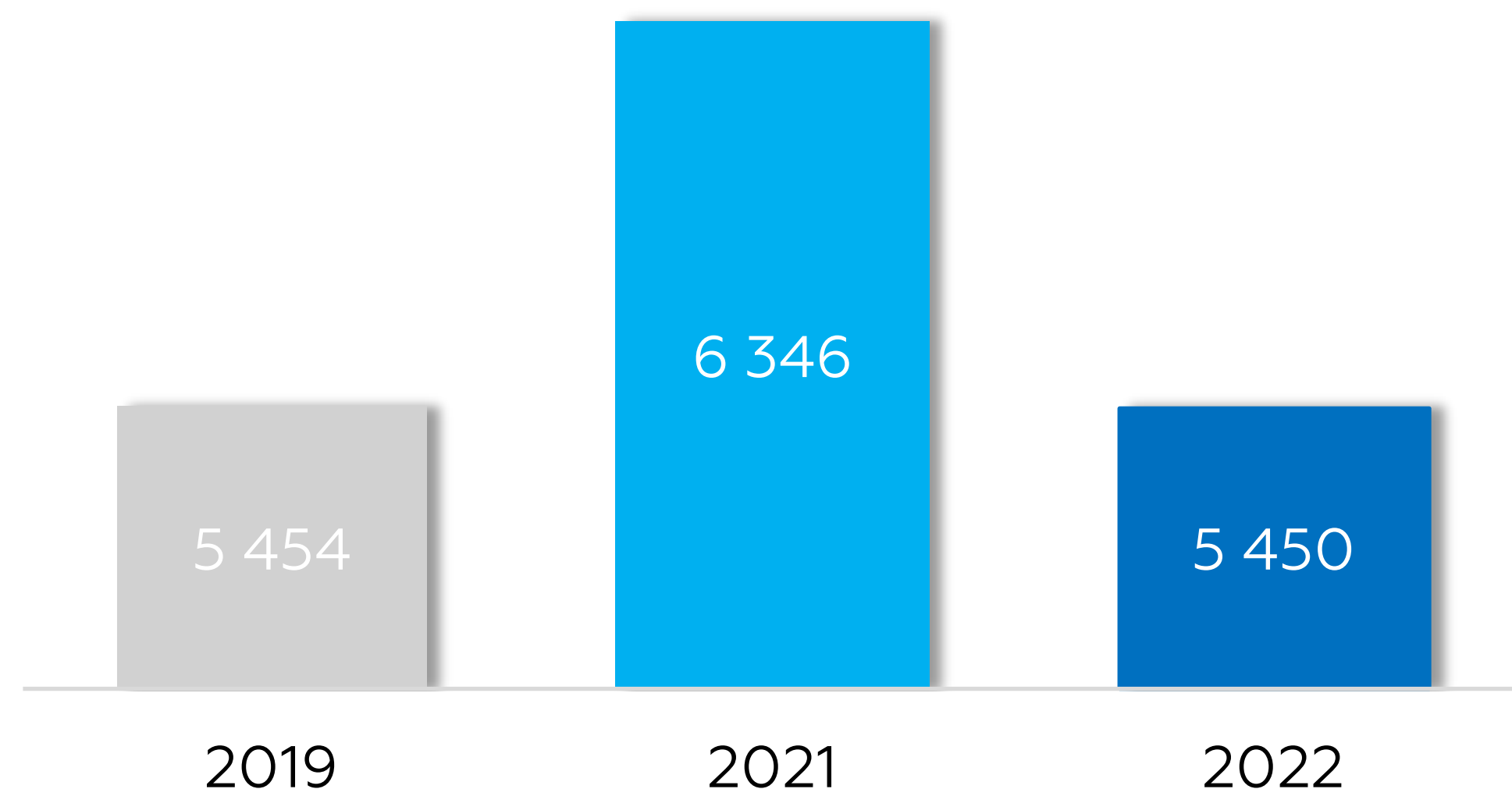
МЕДИАЛОГИЯ

#MEDIA STUDY



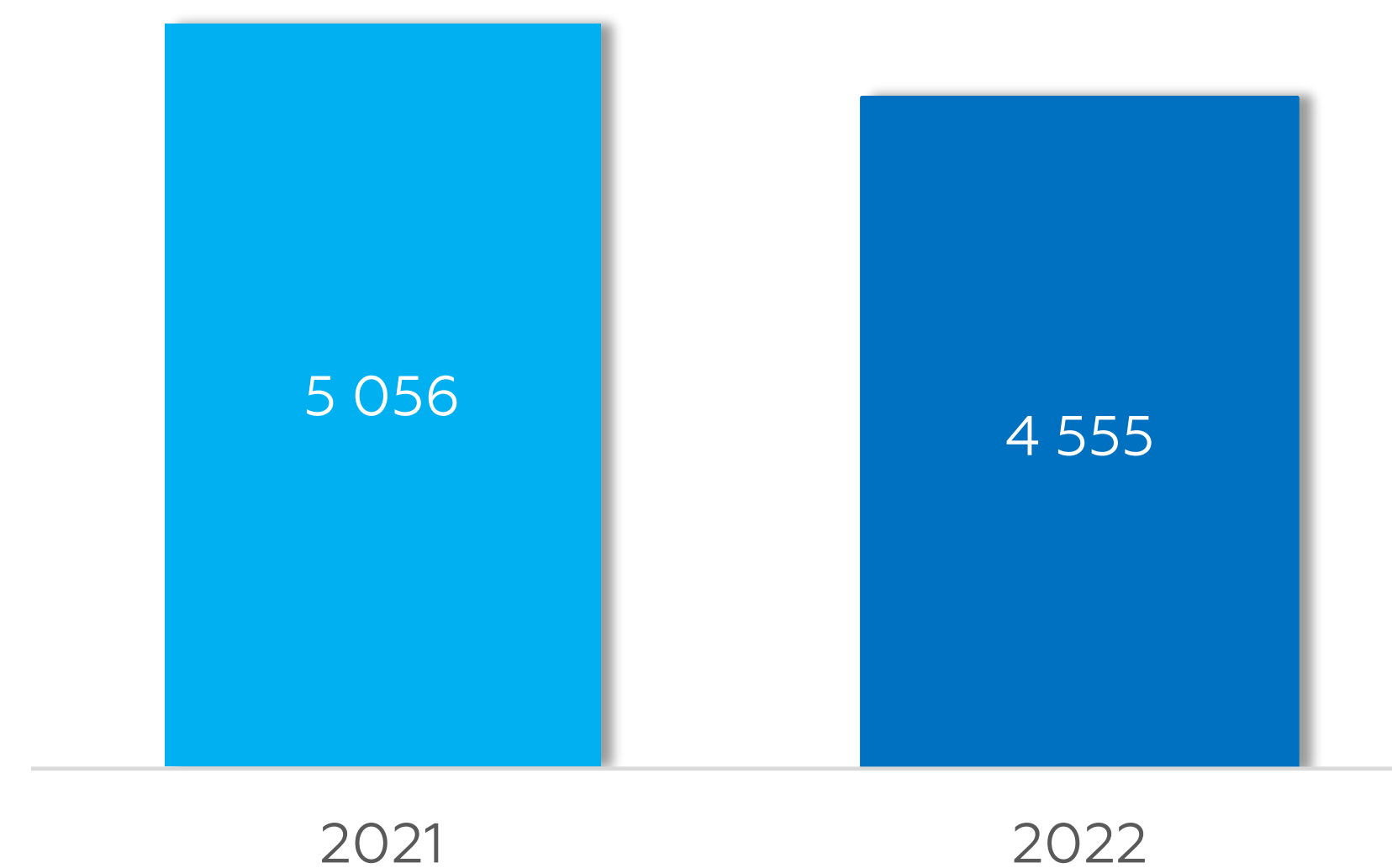
KEY INDICATORS

Dynamics of number of posts



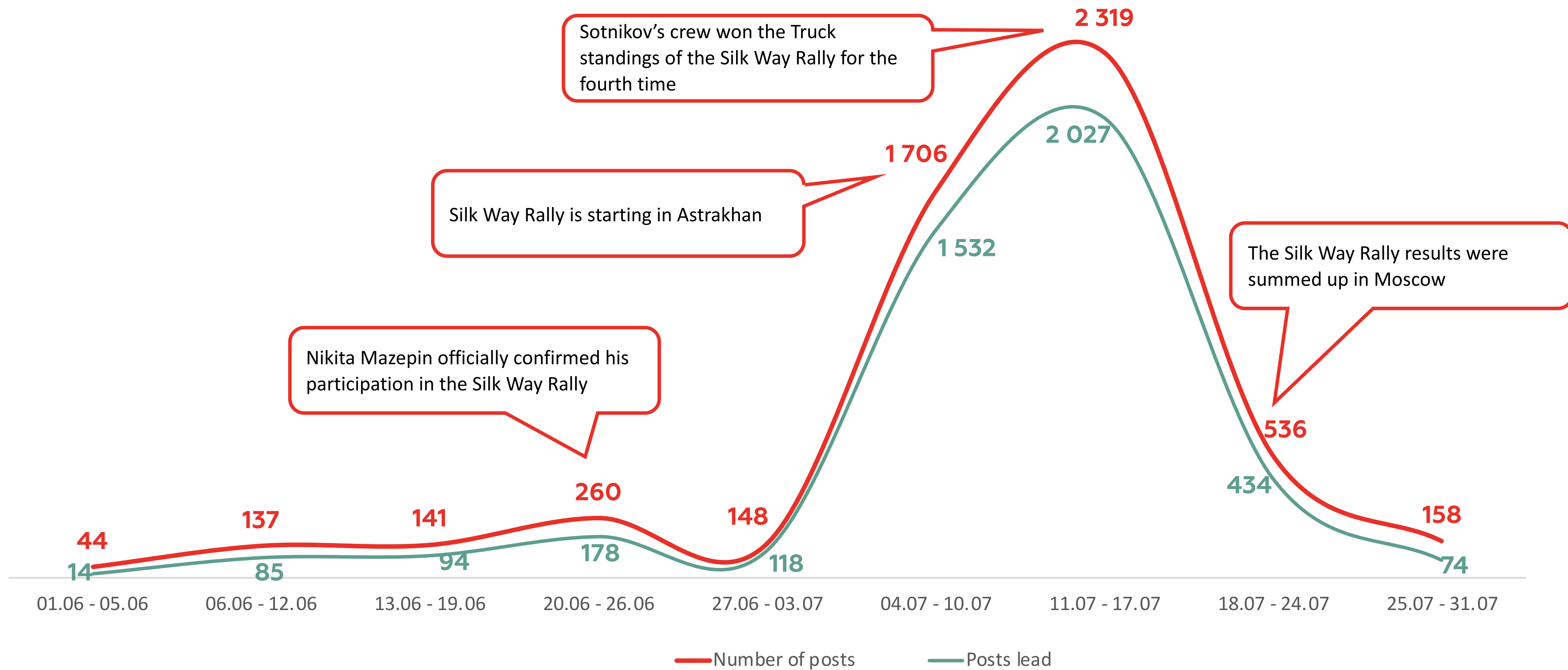
- During the study period (from June 1 to July 31, 2022) there were **5,450** reports with a mention of the Silk Way Rally (-14.12% compared to the same period in 2021)

Posts lead



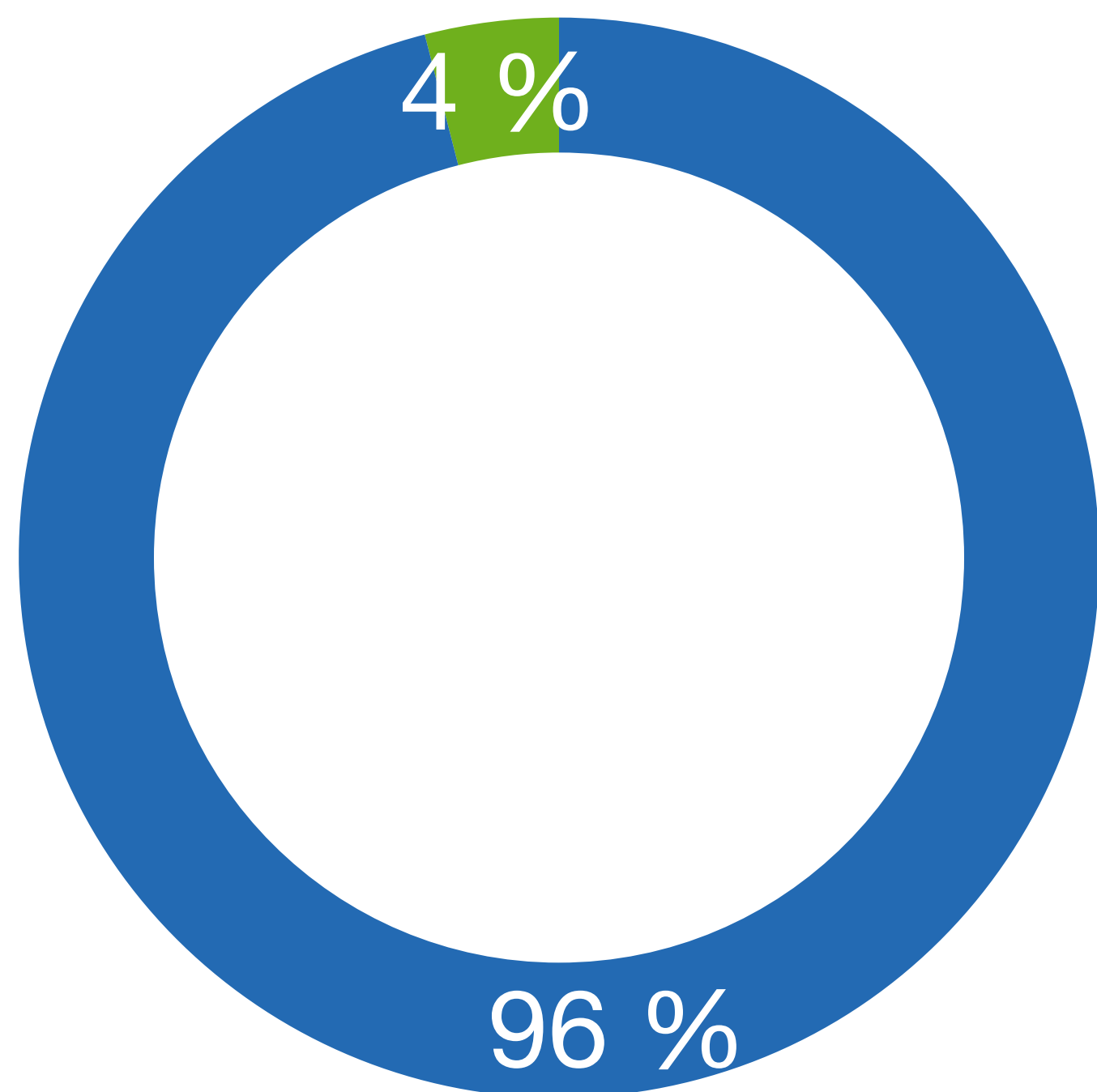
- **4,555 reports of them** contained the object leaded

POSTS *DYNAMICS*



KEY *INDICATORS*

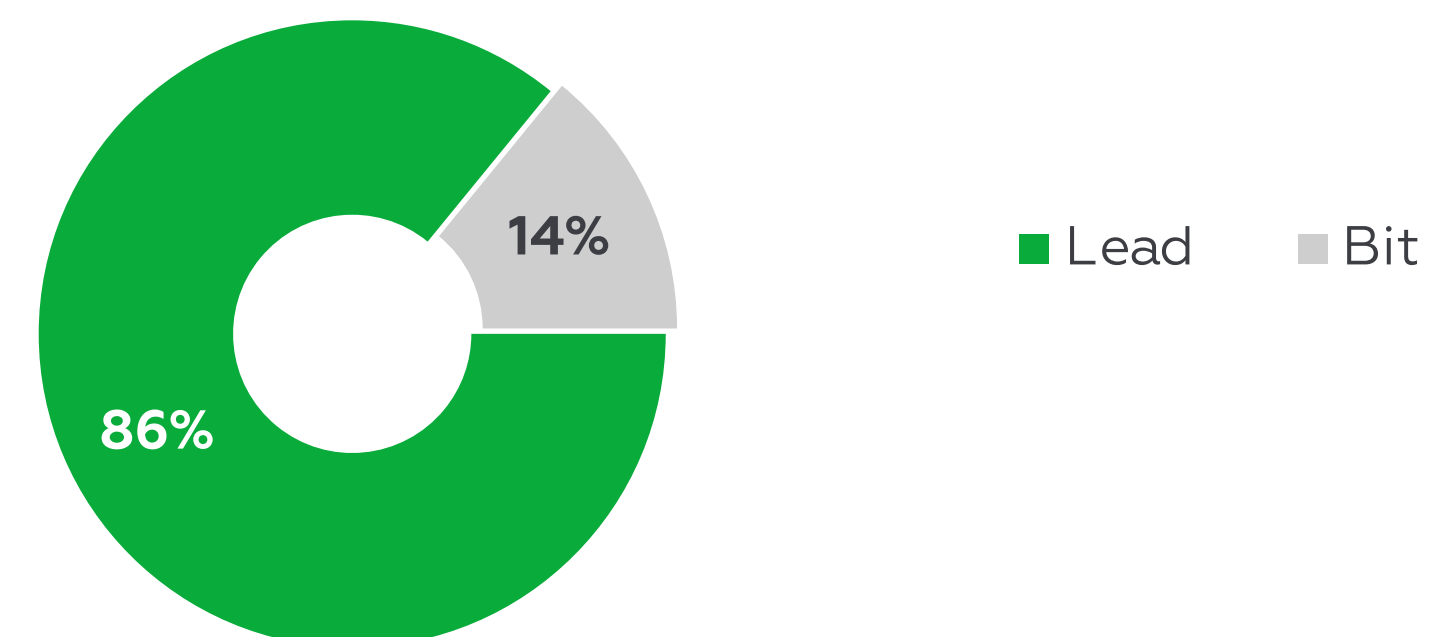
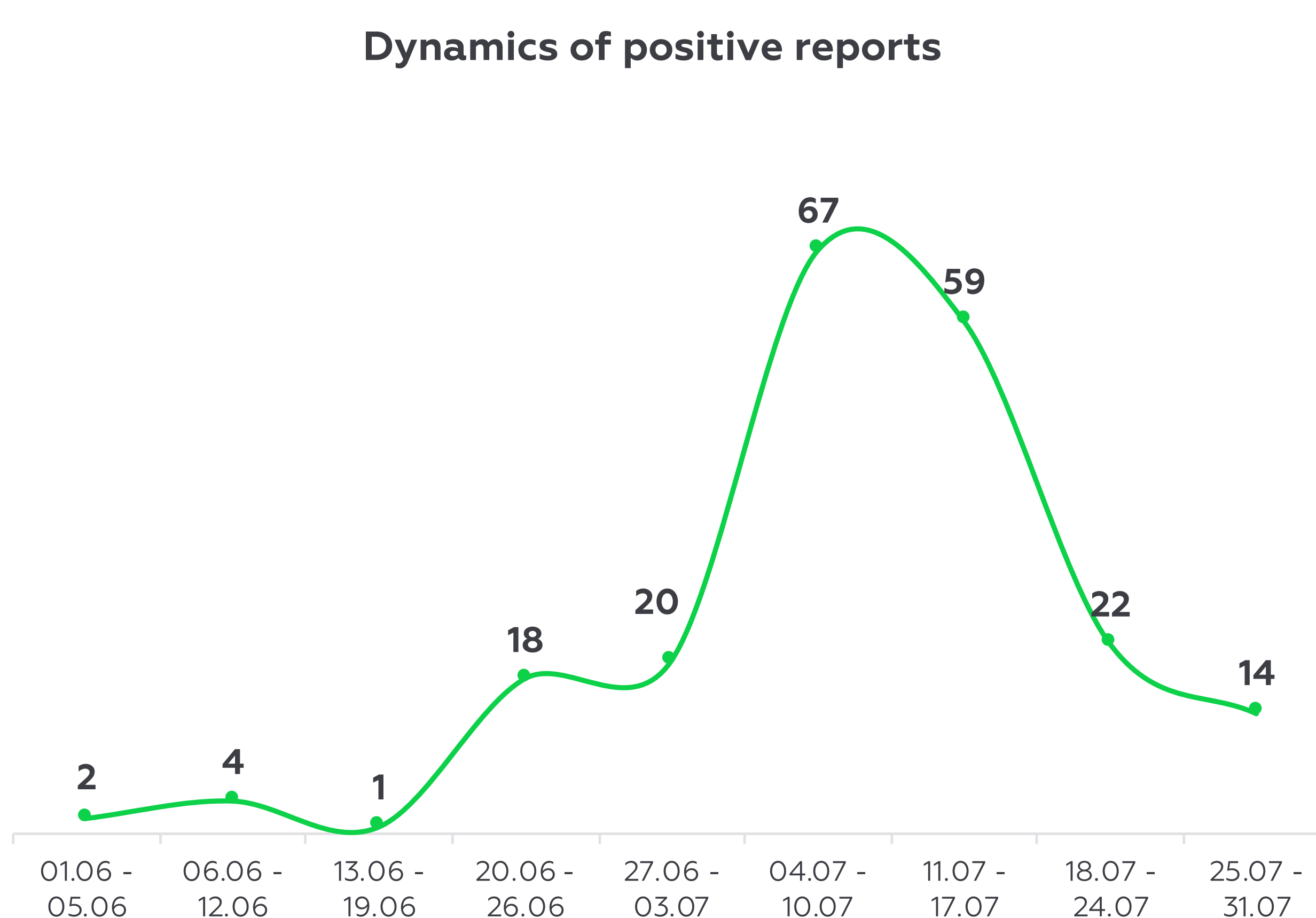
Kind of references



- The vast majority of posts is **neutral – 96%**
- **Positive reports are found in 4%** of posts.

KIND AND ROLE OF *REFERENCES*

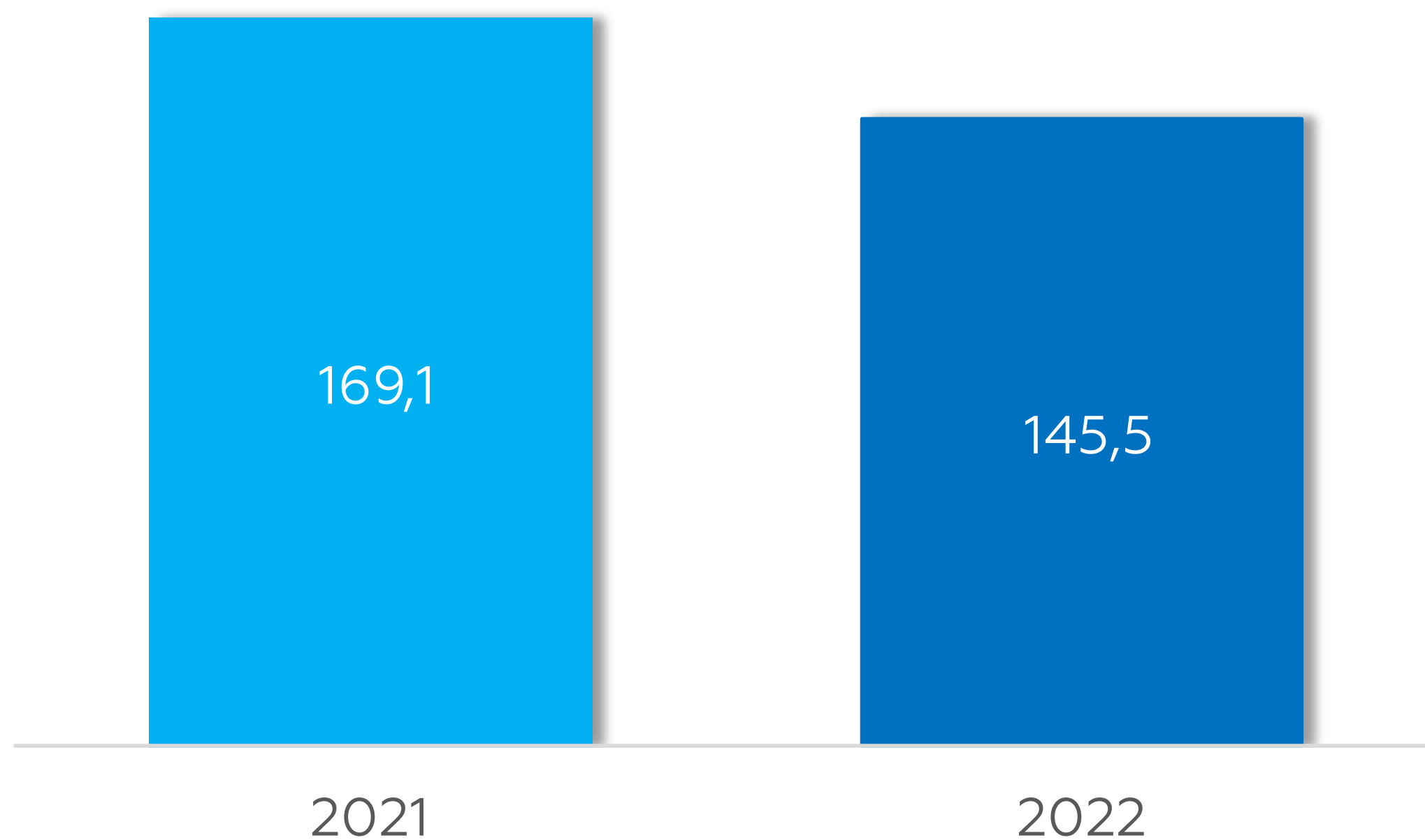
Dynamics of positive reports



- The vast majority **of references is neutral**
- **The following news formed the basis of the positive agenda:**
 - The Silk Way Rally service crews left Moscow for the event start in Astrakhan.
 - Avtovaz told that they assign high priority to participation in the Silk Way Rally
 - Interview with KAMAZ-Master drivers Dmitry Sotnikov and Eduard Nikolaev – about the Silk Way Rally and beyond

KEY *INDICATORS*

Outreach mln.

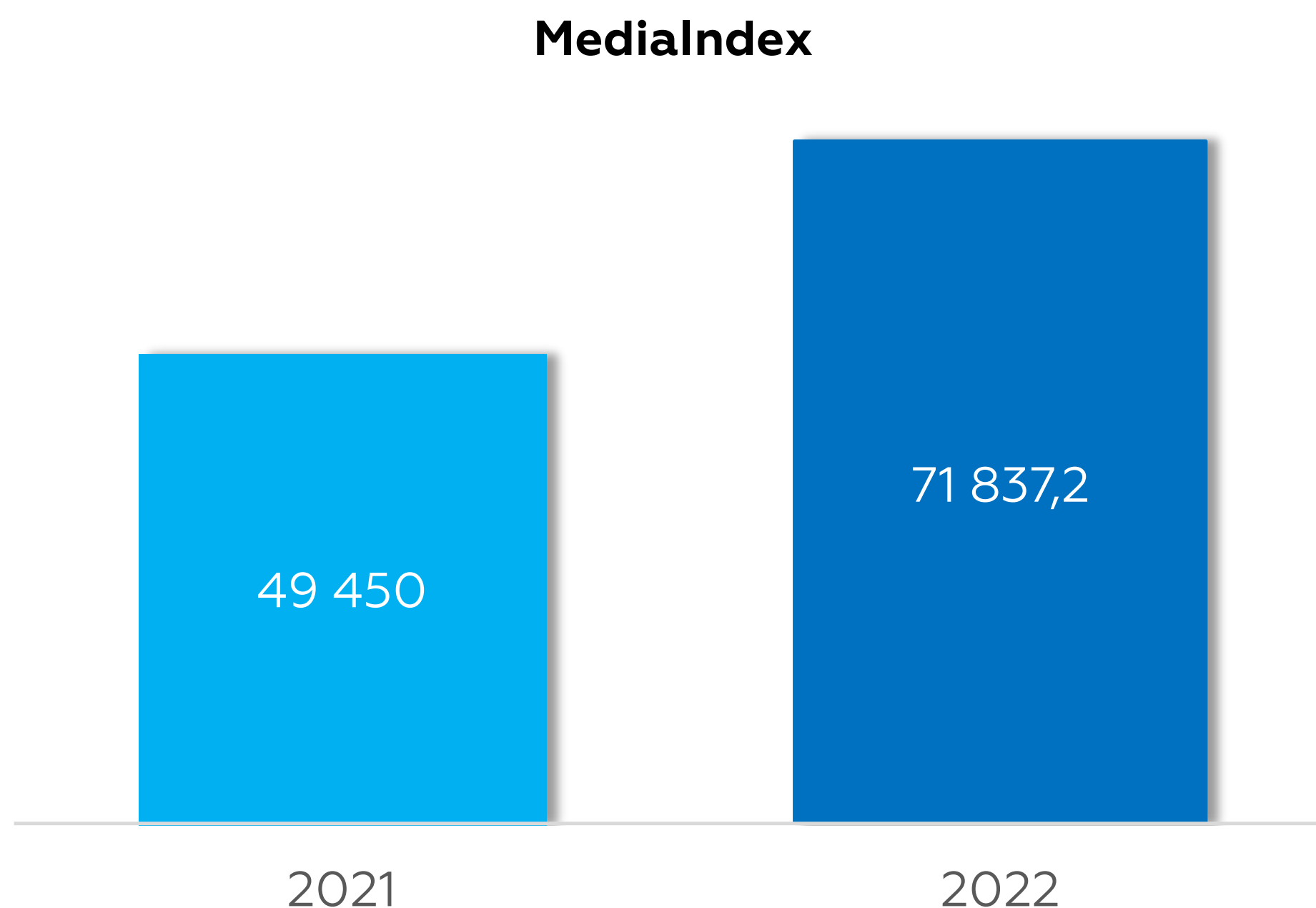


- Media outreach is **145.5 million** (-13.96% compared to the same period in 2021)



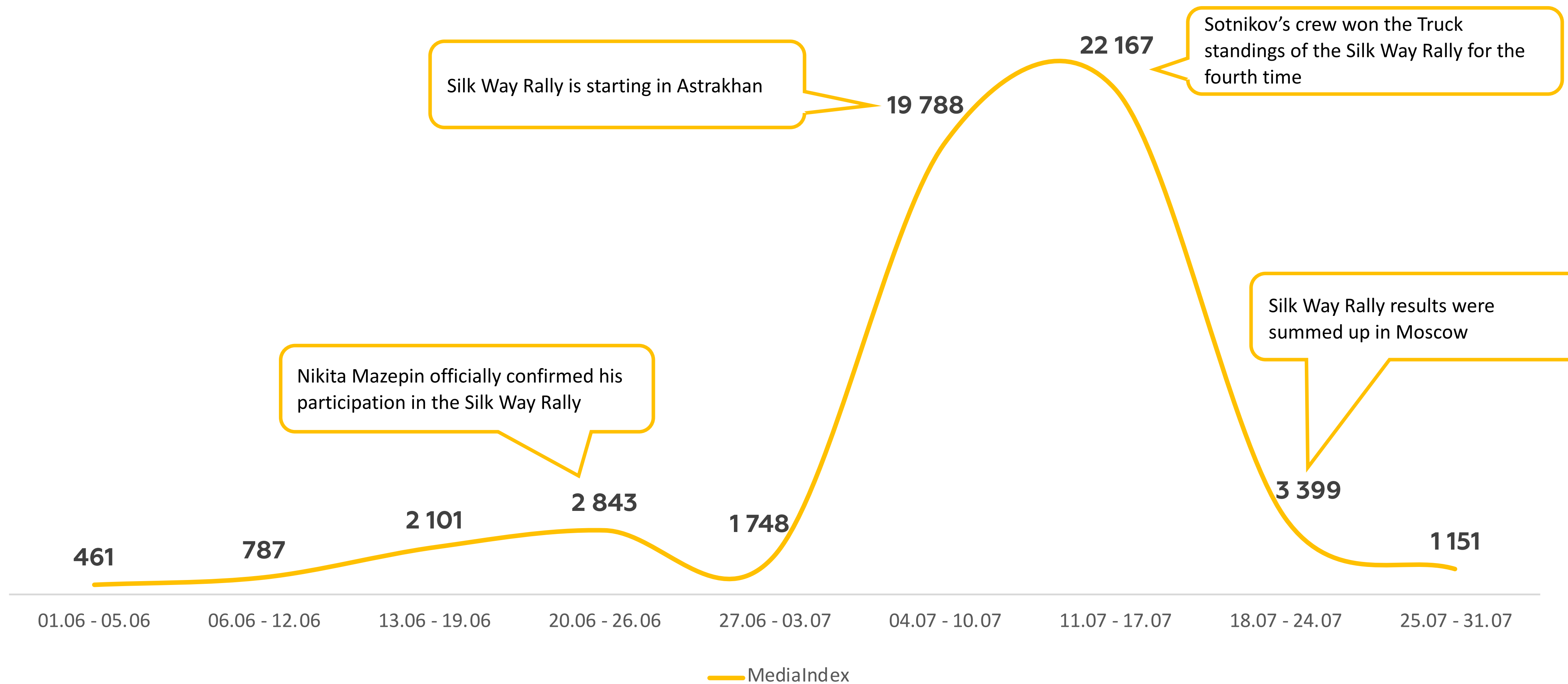
KEY *INDICATORS*

- MediaIndex is **71,837.2** (+ 5.84% compared to the same period in 2021)



- **MediaIndex is an indicator of the Medialogia system allowing to analyze the PR effectiveness qualitatively**
- MediaIndex is determined for each object (company, person, brand) in each media report
- The index can range from -1000 to +1000 for each report depending on the tone of reference
- Analyzing the MediaIndex for a period, all indices in all reports mentioning an object are summed up

DYNAMICS OF *MEDIAINDEX*



KEY *INDICATORS*

Citedness



- Citedness is **1,888** (-9.84% compared to the same period in 2021)



MEDIA STUDY *DURING THE EVENT*

Number of posts

3 665

MediaIndex

53 054,4

Lead

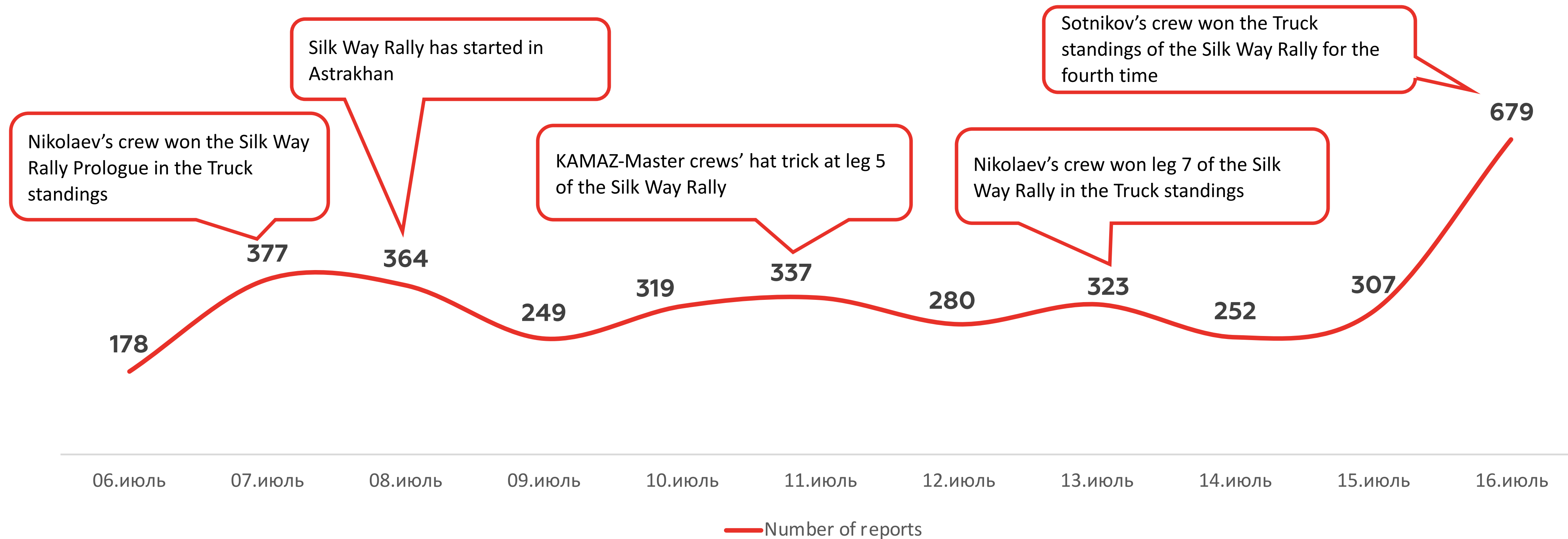
3 262

Outreach mln.

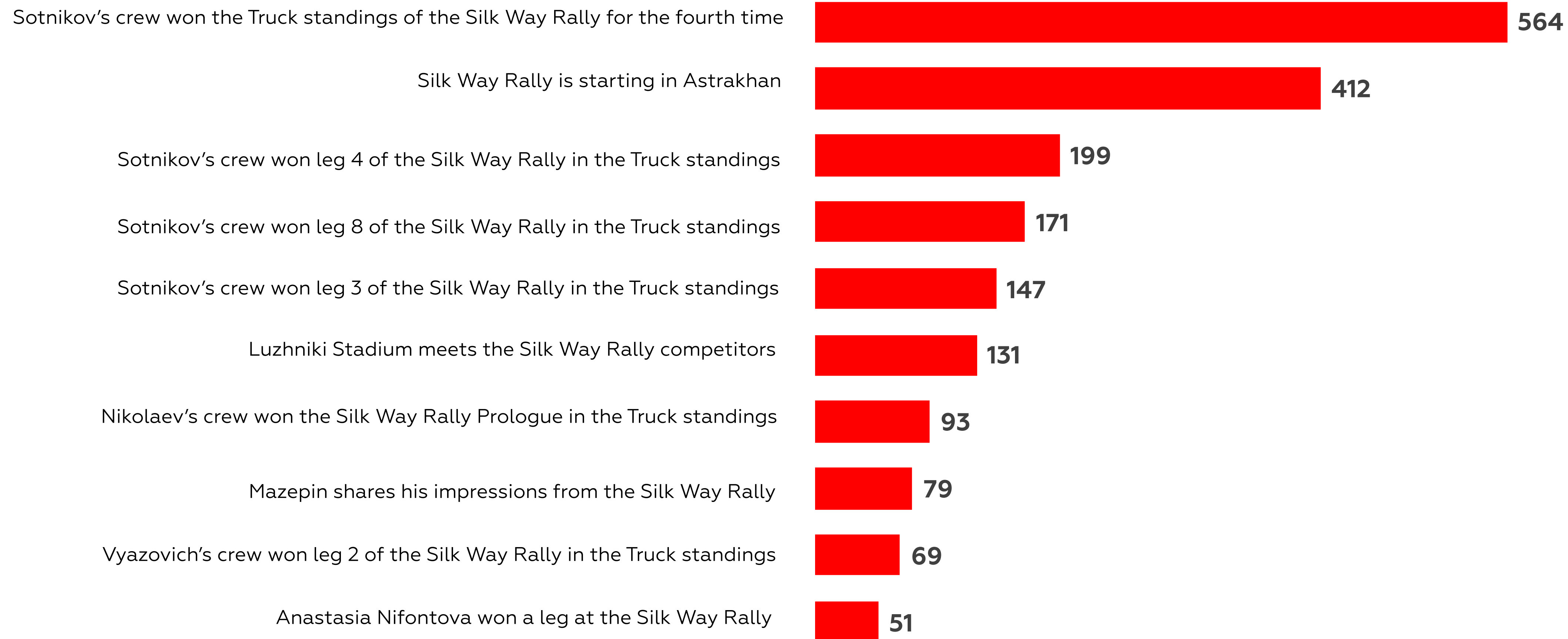
128,6

Citedness

1 239



KEY NEWSBREAKS



■ Number of publications



MOST NOTABLE *MEDIA REPORTS*

№	Heading	Date	Media	City	Visibility	Outreach
1	off-road is not an issue*	06.07.2022	Rossiyskaya gazeta # Moscow	Moscow	3,992	0,1 mln.
2	Silk Way Rally	07.07.2022	RIA Novosti	Moscow	3,54	4,7 mln.
3	Designer and champion. Yakubov - KAMAZ-Master founder is 75	17.07.2022	TASS	Moscow	3,49	1,2 mln.
4	There are many championships. They won't let the track stand idle *	20.06.2022	Izvestia	Moscow	3,41	83,1 thou.
5	Off-roud is not an issue*	06.07.2022	Rossiyskaya gazeta	Moscow	3,399	0,1 mln.
6	Let Dakar envy*	18.07.2022	Rossiyskaya gazeta # Moscow	Moscow	3,391	0,1 mln.
7	Tigers waited at the finish line	18.07.2022	Rossiyskaya gazeta	Moscow	3,384	0,1 mln.
8	Silk Way Rally has started in Astrakhan	08.07.2022	RIA Novosti	Moscow	3,18	5,0 mln.
9	Nikita Mazepin: You won't have to rejoice in the failures of other drivers - an interview to TASS	17.06.2022	TASS	Moscow	3,14	1,8 mln.
10	Sotnikov's crew won stage 3 of the Silk Way Rally in the Trucks standings	09.07.2022	TASS	Moscow	3,12	1,2 mln.

*link to the article web version

- The table shows the TOP of the most notable media reports with a reference to the 2022 Silk Way Rally
 - The report visibility is a cumulative parameter that takes into account the "ad equivalent" of the post, depending on the number of the page, the volume of the report, as well as circulation and traffic
 - Outreach is assessed by media types: online media; printed media; TV channels
 - Data is taken from open sources and studies, they are provided as a reference figure
 - Printed media outreach is an indicator of the average audience for an issue based on publisher output
 - TV audience – the average number of people who watched the TV channel/program.
- Internet sources outreach – an indicator of site traffic



MOST NOTABLE MEDIA REPORTS

№	Heading	Date	Media	City	Visibility	Outreach
11	Sotnikov's crew won stage 4 of the Silk Way Rally in the Truck standings	10.07.2022	TASS	Moscow	3,119	1,2 mln.
12	Nikolaev's crew won stage 5 of the Silk Way Rally in the Truck standings	11.07.2022	TASS	Moscow	3,117	1,2 mln.
13	Nikolaev's crew won the Silk Way Rally Prologue in the Truck standings	07.07.2022	TASS	Moscow	3,108	1,2 mln.
14	Sotnikov's crew won stage 6 of the Silk Way Rally in the Truck standings	12.07.2022	TASS	Moscow	3,07	1,2 mln.
15	Mazepin won the Silk Way Rally in the SSV standings	16.07.2022	TASS	Moscow	3,029	1,3 mln.
16	Mazepin shares his impressions from the Silk Way Rally	07.07.2022	TASS	Moscow	2,967	1,2 mln.
17	Mazepin won stage 7 of the Silk Way Rally in the SSV standings	13.07.2022	TASS	Moscow	2,95	1,2 mln.
18	Nikita Mazepin: I plan to participate in the Silk Way Rally again	16.07.2022	TASS	Moscow	2,936	1,3 mln.
19	Luzhniki Stadium meets the Silk Way Rally competitors*	16.07.2022	Channel One # Vremya	Moscow	2,89	6,1 mln.
20	Sotnikov: Victory at the Silk Way Rally is a big step in preparation to another events	16.07.2022	TASS	Moscow	2,881	1,3 mln.

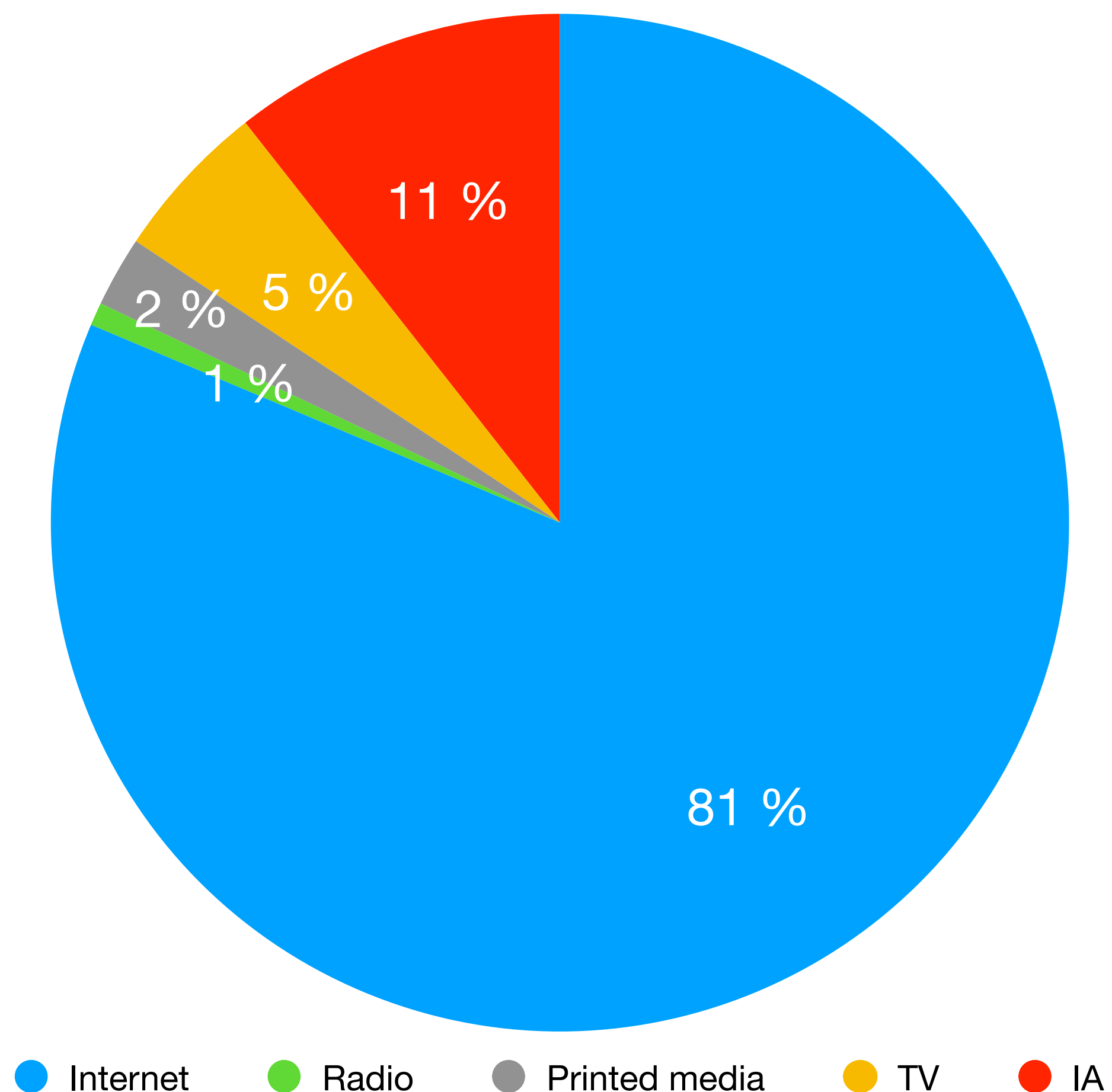
* Channel One plot about the Silk Way Rally starts from 25:27

- The table shows the TOP of the most notable media reports with a reference to the 2022 Silk Way Rally
- The report visibility is a cumulative parameter that takes into account the "ad equivalent" of the post, depending on the number of the page, the volume of the report, as well as circulation and traffic
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Internet sources outreach – an indicator of site traffic



MEDIA SOURCES STUDY

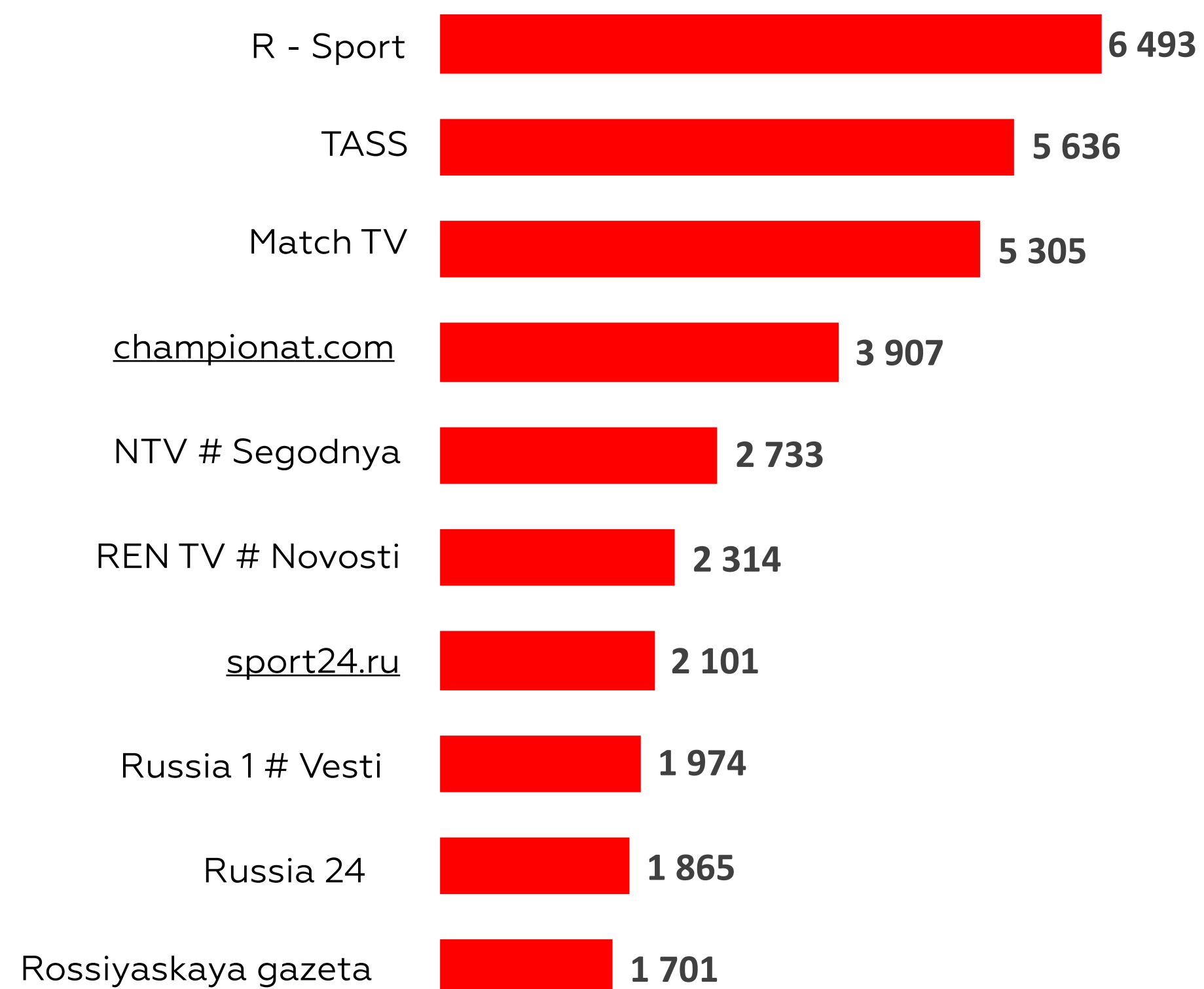


	Natio	Regional	Foreign
Internet	2 473	1 656	306
IA	430	134	14
TV	214	39	23
Printed media	18	100	3
Radio	23	17	0
	3 158	1 946	347

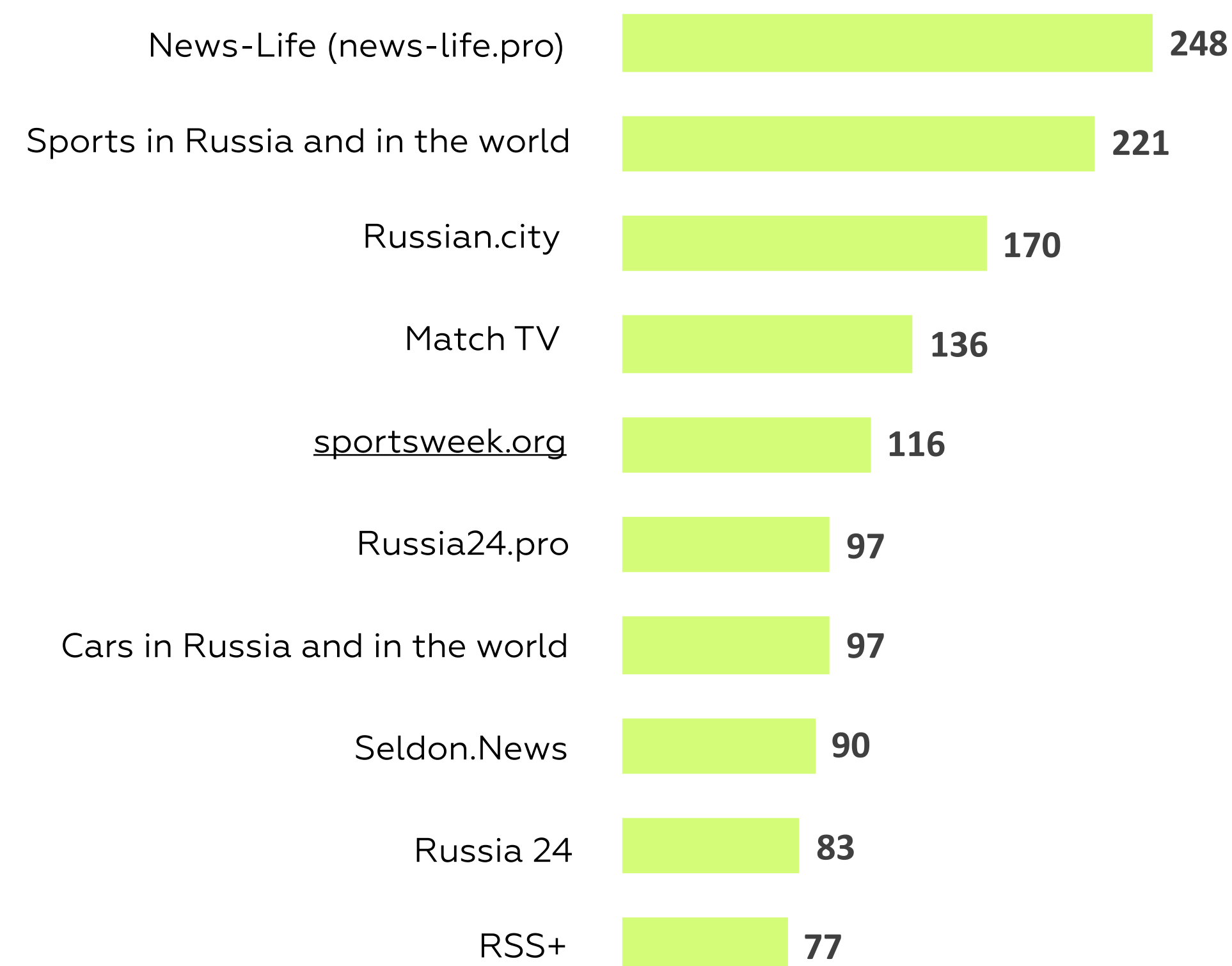
- The information field of the Silk Way Rally was made up mainly of **national media – 3,158 posts**. Significant national sources: R-Sport, TASS, Match TV, Championship.com, NTV # Segodnya
- **The maximum number of posts during the reporting period was recorded on the websites** News-Life (news-life.pro), Russian.city and Sports in Russia and in the World.
- In media categories, **the Silk Way Rally received the most attention from Internet sources – 81% of all references.**

MOST *NOTABLE MEDIA*

TOP Media by Mediaindex

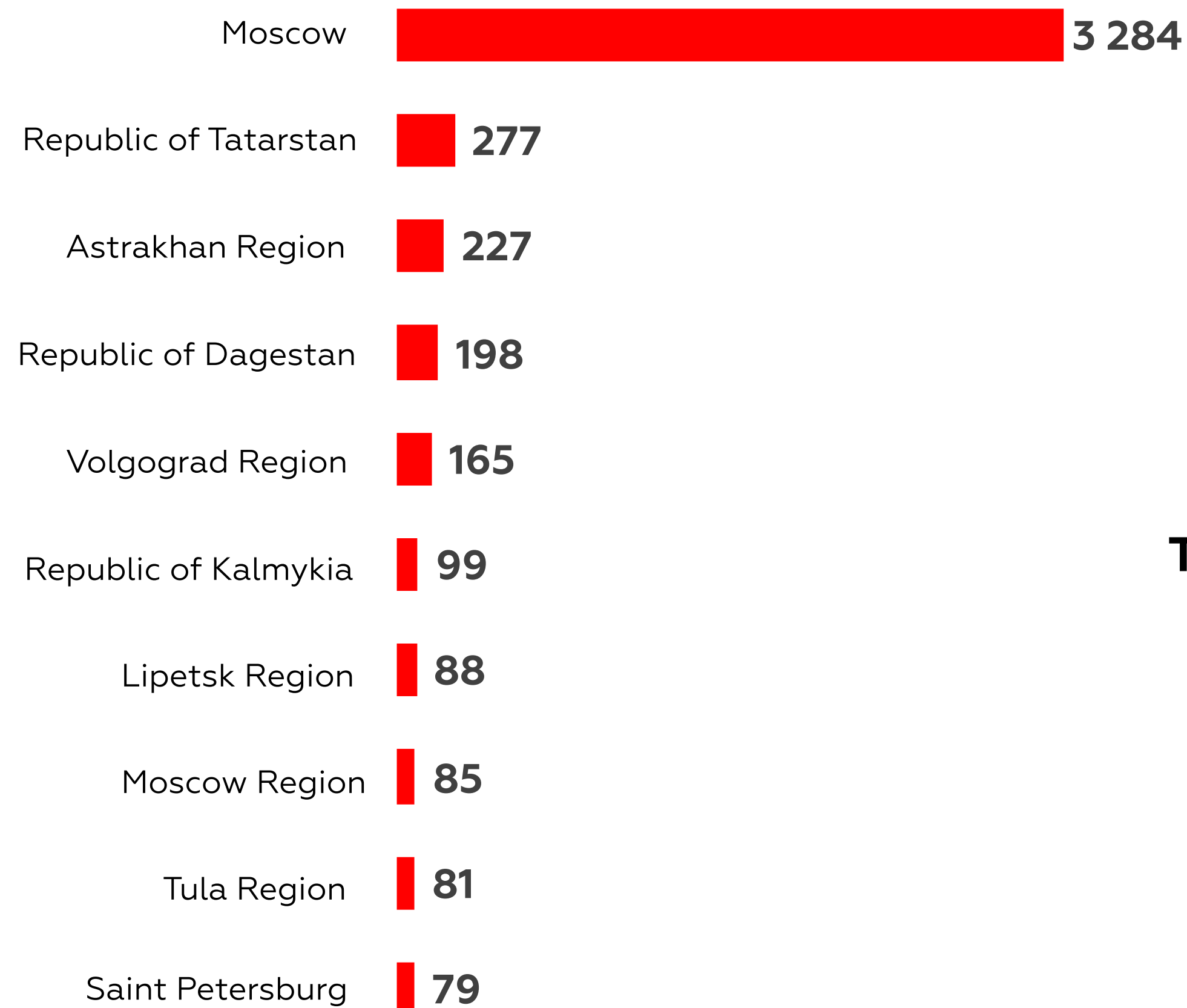


TOP Media by number

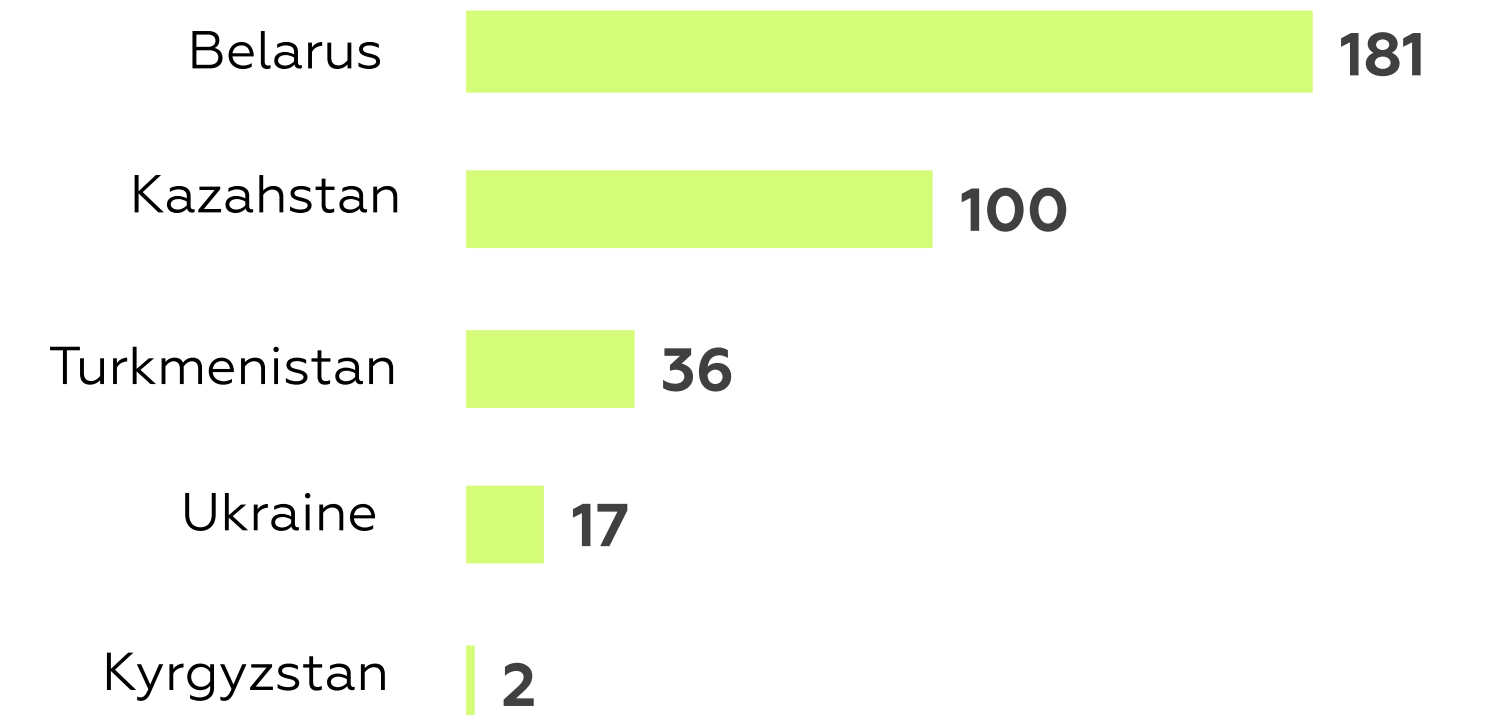


GEOGRAPHY OF SOURCES

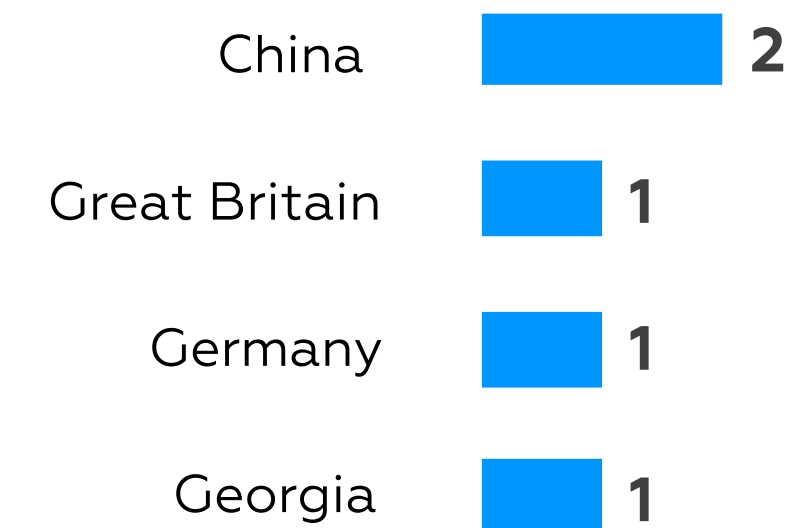
TOP-10 regions on Russia by number of posts



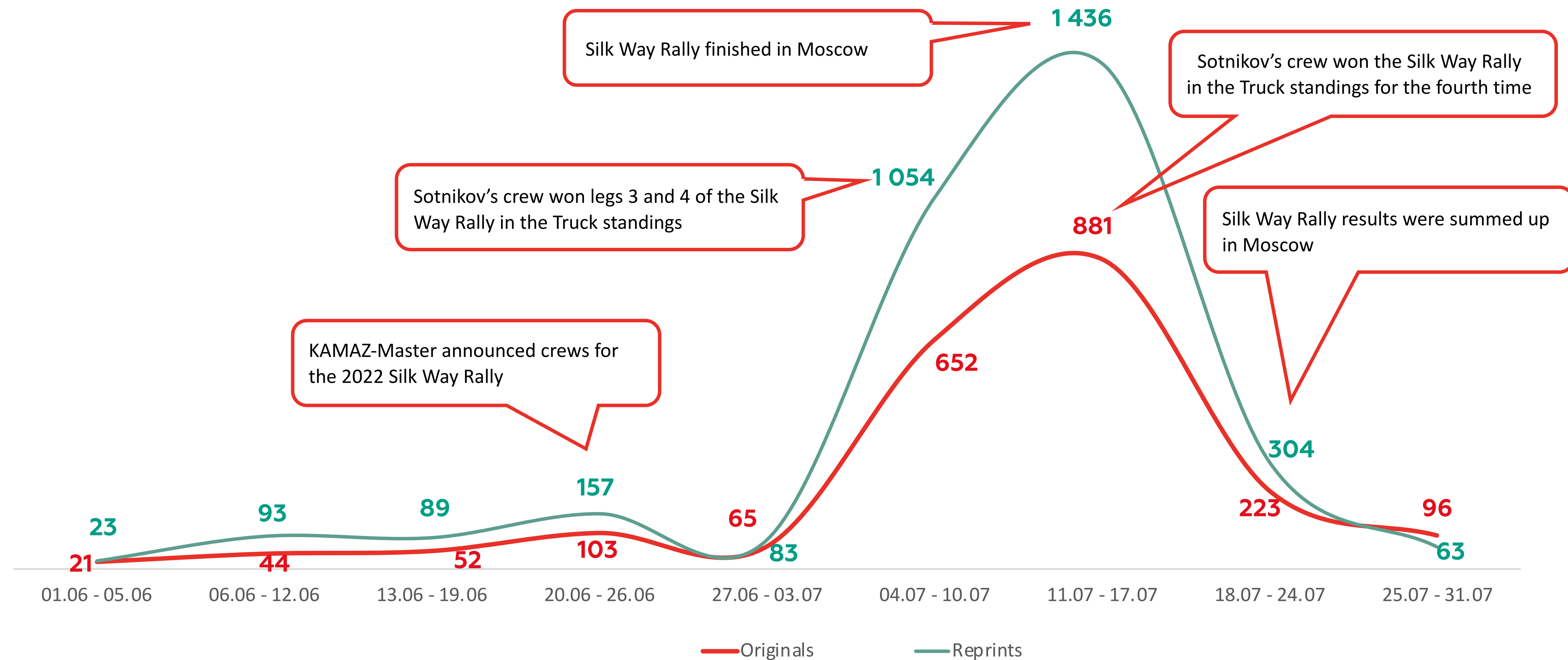
TOP Media by CIS countries



TOP Media by countries of the world



DYNAMICS OF ORIGINAL POSTS AND REPRINTS



MEDIA *DETAILS*

- The tables show the most noticeable in terms of audience outreach print media, news agencies, Internet sources, TV channels and all radio stations

PRINTED MEDIA				
Nº	Source name	City	Number of reports	Outreach (↓)
1	Moscow.Center	Moscow	2	245700
2	Sovetsky sport	Moscow	1	171857
3	Rossiyskaya gazeta	Moscow	12	114613
4	Rossiyskaya gazeta # Moscow	Moscow	10	113962
5	Sport Express	Moscow	3	90347
6	Vechernyaya Moskva	Moscow	1	90000
7	Izvestia	Moscow	1	83087
8	Russian germany.de	Berlin	1	70000
9	Ezhednevnye novosti. Podmoskov'e segodnya	Khimki	1	52096
10	Rossiyskaya gazeta # Nedelya Srednyaya Volga	Moscow	1	50000

MEDIA DETAILS

INFORMATION AGENCIES				
№	Source name	City	Number of reports	Outreach (↓)
1	RIA Novosti	Moscow	3	5035353
2	R-Sport	Moscow	64	3277082
3	TASS # Ezhednevny anons sobytii	Moscow	3	1900809
4	TASS # Edinaya lenta	Moscow	45	1900809
5	TASS # Ezhenedelny anons sobytii	Moscow	2	1900809
6	TASS	Moscow	38	1760000
7	RIA FAN (riafan.ru)	Moscow	2	604935
8	Regnum IA	Moscow	3	457112
9	Belarus Telegraph Agency (belta.by)	Minsk	11	315000
10	SM-News (sm.news)	Moscow	3	292289
11	Interfax	Moscow	2	274084
12	Novy Den' RIA (newdaynews.ru)	Ekaterinburg	1	95436
13	Vysota 102.0 RIA	Volgograd	1	66811
14	bel.ru IA	Belgorod	1	47573
15	SuperOmsk IA	Omsk	1	47095

16	BK55 (bk55.ru)	Omsk	2	36500
17	Tver Information Agency (tvernews.ru)	Tver	14	36423
18	MediaKorSet' (mkset.ru)	Ufa	1	34979
19	Tulskiy Novosti (newstula.ru)	Tula	3	33126
20	Svobodnye Novosti IA	Saratov	1	32530
21	OmskInform RIA (omskinform.ru)	Omsk	1	29451
22	Tulskaya Sluzhba Novostey (tsn24.ru)	Tula	7	29167
23	inkazan.ru	Kazan	1	28279
24	NewsNN IA (newsnn.ru)	Nizhny Novgorod	2	28163
25	Tatar-inform IA (tatar-inform.ru)	Kazan	8	28100



MEDIA DETAILS

INTERNET				
№	Source name	City	Number of reports	Outreach (↓)
1	Yandex. Novosti (yandex.ru/news)	Moscow	10	11771390
2	Lenta.Ru	Moscow	1	3564285
3	Komsomolskaya pravda (kp.ru)	Moscow	2	3127881
4	Vzglyad.Ru	Moscow	2	2885878
5	Kommersant. Avtopilot Online	Moscow	2	2484485
6	Kommersant. Novosti inform. centra	Moscow	2	2484485
7	RT (russian.rt.com)	Moscow	14	2280758
8	Moskovsky Komsomolets (mk.ru)	Moscow	2	2090000
9	gazeta.ru	Moscow	4	2086359
10	Rambler/sport (sport.rambler.ru)	Moscow	14	2026042
11	Kinoafisha (kinoafisha.info)	Moscow	2	2006500
12	Rambler/news (news.rambler.ru)	Moscow	4	1994596
13	championat.com	Moscow	65	1946777
14	Rambler/auto (auto.rambler.ru)	Moscow	2	1929478
15	Komsomolskaya Pravda (msk.kp.ru)	Moscow	1	1607117

16	Rambler/kino (kino.rambler.ru)	Moscow	1	1484120
17	Radio Sputnik (radiosputnik.ria.ru)	Moscow	5	1412960
18	sports.ru	Moscow	7	1410000
19	Smotrim (smotrim.ru)	Moscow	36	1410000
20	SportKPRu	Moscow	2	1404598
21	Moskovsky Komsomolets (mkala.mk.ru)	Makhachkala	3	1402604
22	Ren TV (ren.tv)	Moscow	9	1370879
23	Moskovsky Komsomolets. Sport (sportmk.ru)	Moscow	8	1348145
24	Izvestia (iz.ru)	Moscow	6	1200000
25	SportMail.ru	Moscow	8	1168583
26	Rossiyskaya Gazeta (rg.ru)	Moscow	28	1107118
27	Sport Express (sport-express.ru)	Moscow	25	1024046
28	sportbox.ru	Moscow	4	998659
29	Channel One (1tv.ru)	Moscow	5	990000
30	Rossiyskaya Gazeta. SFD (rg.ru)	Maykop	4	897363



MEDIA *DETAILS*

TV CHANNELS				
№	Source name	City	Number of reports	Outreach (↓)
1	Russia 1 # Vesti Nedeli	Moscow	1	10362933
2	Channel One # Vremya	Moscow	3	6096406
3	Russia 1 # Vesti	Moscow	27	5117552
4	Channel One # Novosti	Moscow	2	5114946
5	NTV # Segodnya	Moscow	32	5047426
6	5 TV # Izvestia	Saint Petersburg	18	2378795
7	Russia 24	Moscow	83	1199806
8	Ren TV # Novosti	Moscow	25	272661
9	Public Television of Russia	Moscow	5	202583
10	Samara STRBC	Samara	1	101549
11	Belteleradiokompaniya (tvr.by)	Minsk	16	98900
12	Zvezda	Moscow	1	41198
13	MIR # Novosti	Moscow	3	40209
14	Stolichnoe televidenie	Minsk	7	38000
15	Pervy Tulsky	Tula	3	35691

16	Novy Vek TRBC	Kazan	3	28570
17	Match TV	Moscow	14	27411
18	12 Channel	Omsk	10	18175
19	Vyatka STRBC	Kirov	1	8415
20	Lipetsk STRBC	Lipetsk	3	7819



MEDIA *DETAILS*

RADIO				
№	Source name	City	Number of reports	Outreach (↓)
1	Avtoradio	Moscow	23	16098
2	Astrakhan FM	Astrakhan	4	3571
3	Radio Olimp	Chelyabinsk	2	3064
4	Radio City	Tumen	2	1994
5	Radio Sputnik	Volgograd	2	1901
6	Radio Megapolis	Samara	2	1669
7	Radio Alfa	Perm	2	1348
8	Avtoradio # Togliatti	Togliatti	3	75



MEDIASCOPE

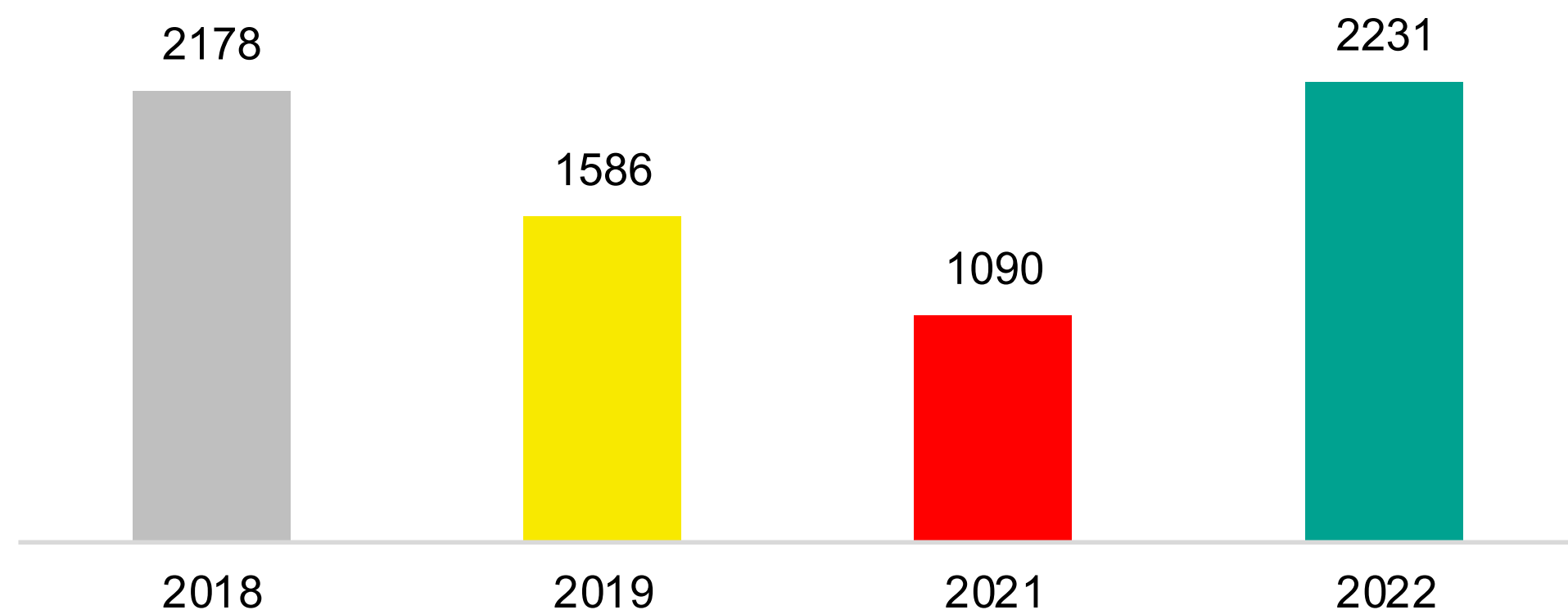


MEDIA MONITORING

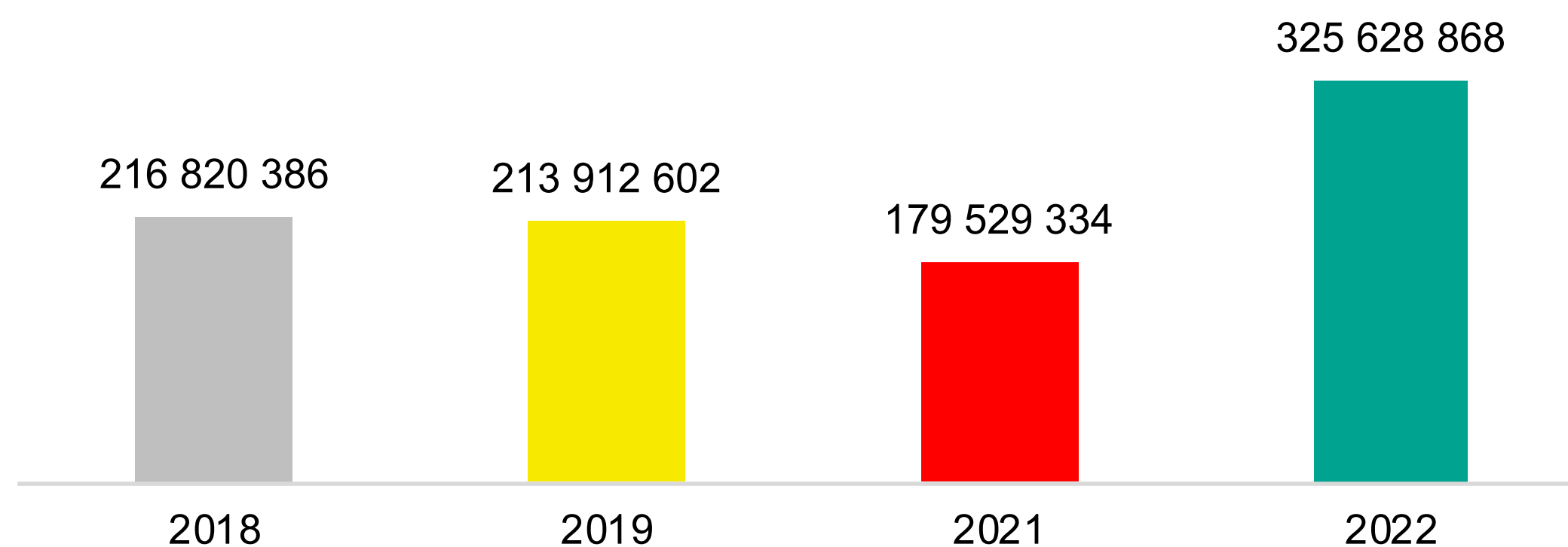


COMPARATIVE *STUDY*

Number of posts by year



Ad equivalent by year, rub

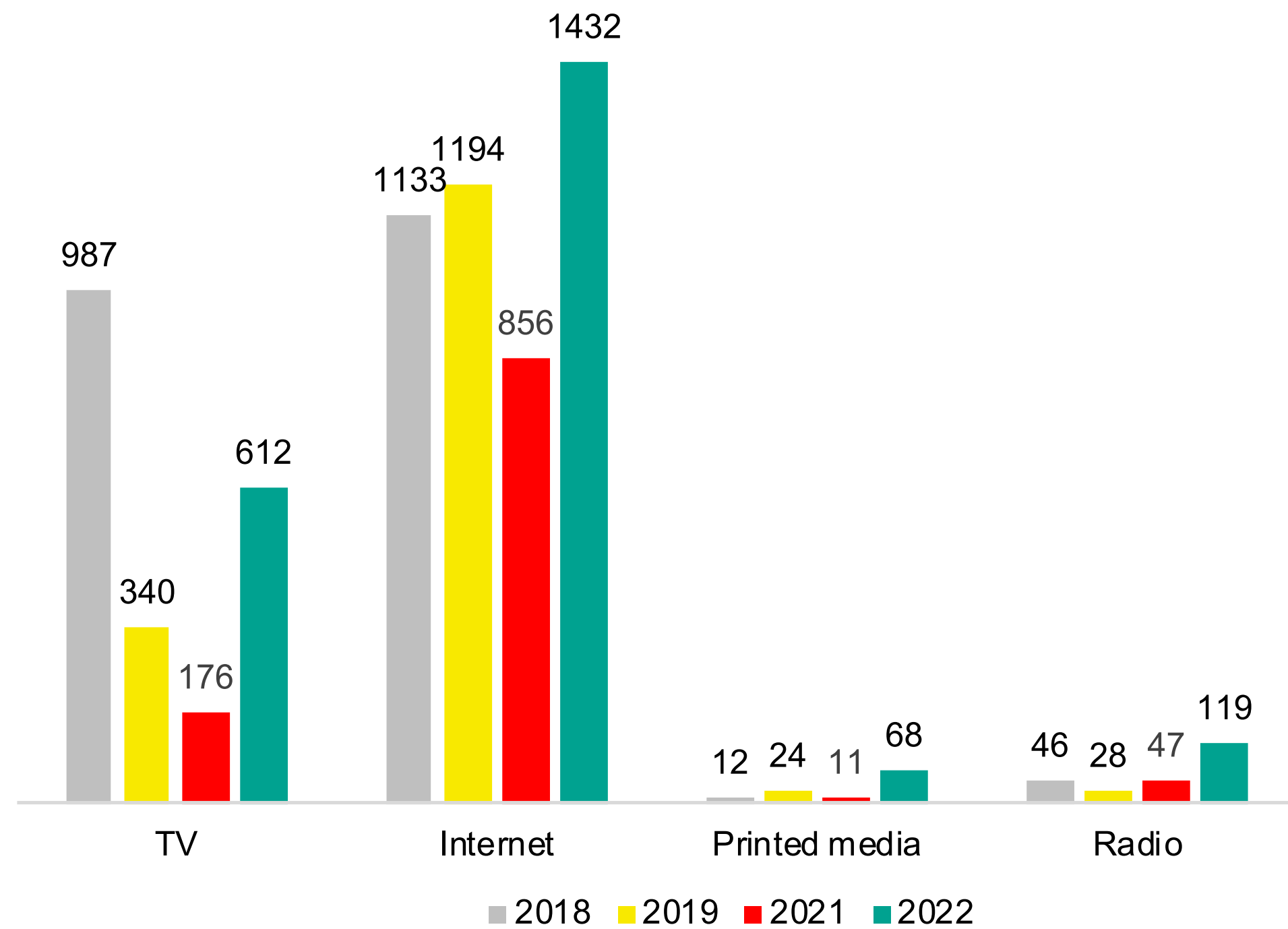


The number of posts, as well as the ad equivalent, is higher in 2022 than in all previous years

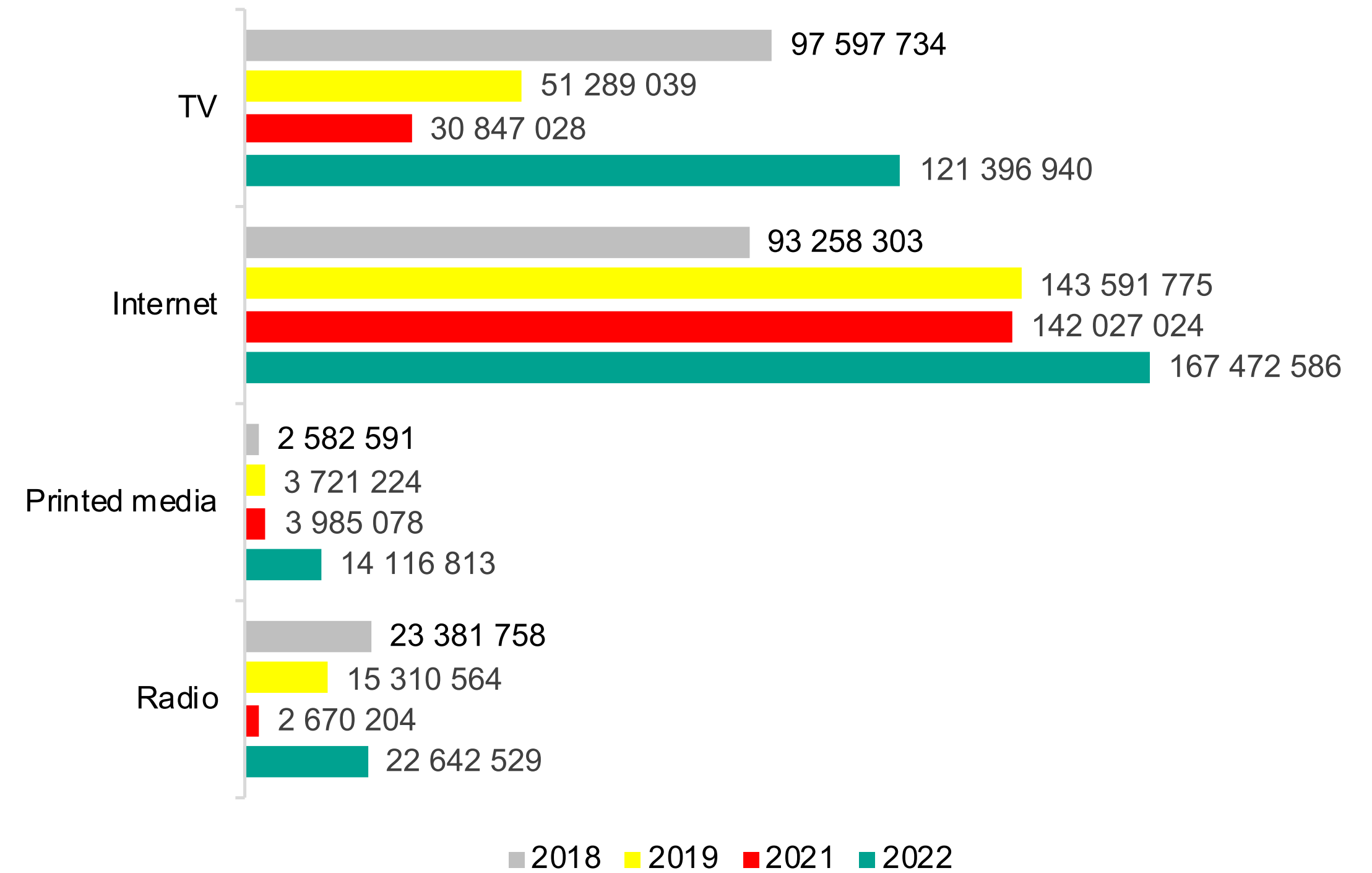
- In 2022 cable channels such as Avto+, Avto24, Drive covered the event again, in contrast to 2019 and 2021
- In 2022 the rally took place entirely on the territory of the Russian Federation; the regional media actively covered the event

COMPARATIVE *STUDY*

Number of posts by media and year



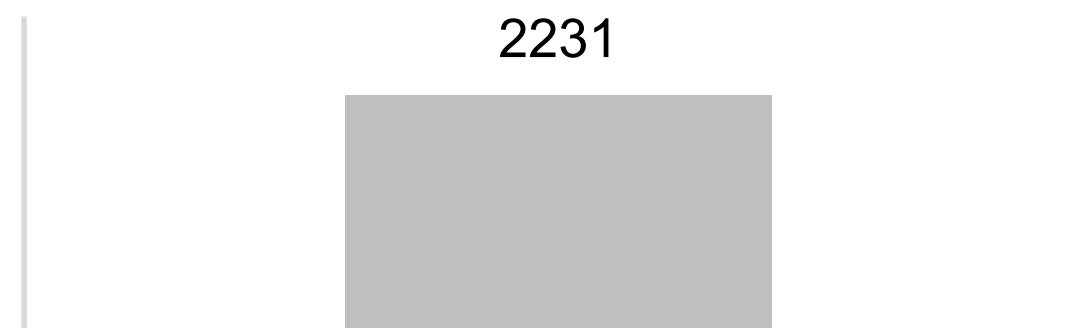
Ad equivalent by media and year, rub



- **In 2022 quantitative indicators increased for all media compared to previous periods**, with the exception of TV in 2018, when 47% of the stories were broadcast on the Avto24 TV channel
- **Ad equivalent in rubles also increased for all media**, with the exception of Radio in 2018. The figures for 2018 and 2022 for Radio are almost identical. In 2018 Russian Radio was the partner, in 2022 it was Avtoradio. These radio stations broadcast special programs dedicated to the rally

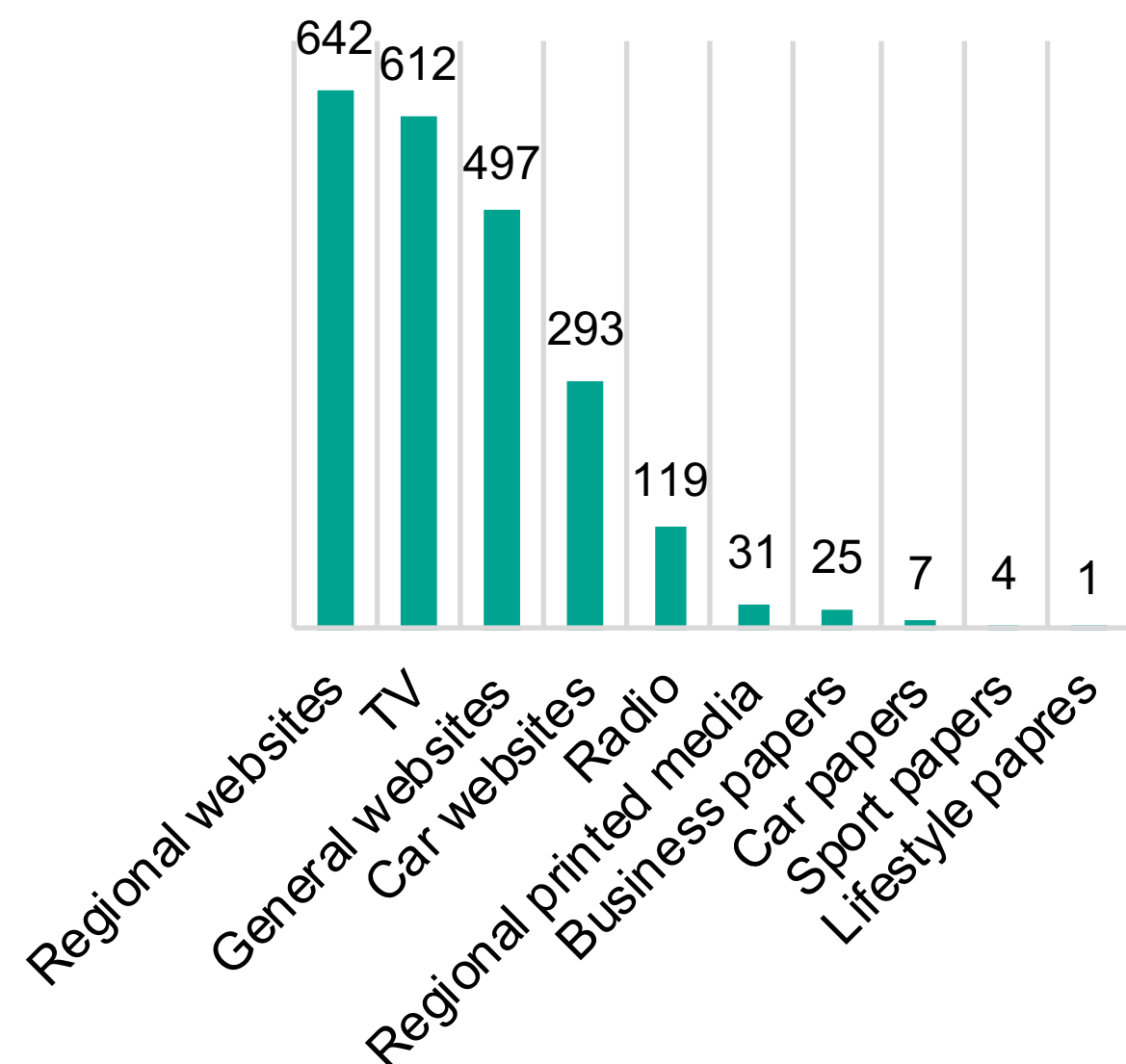
GENERAL STATISTICS

Total number of posts

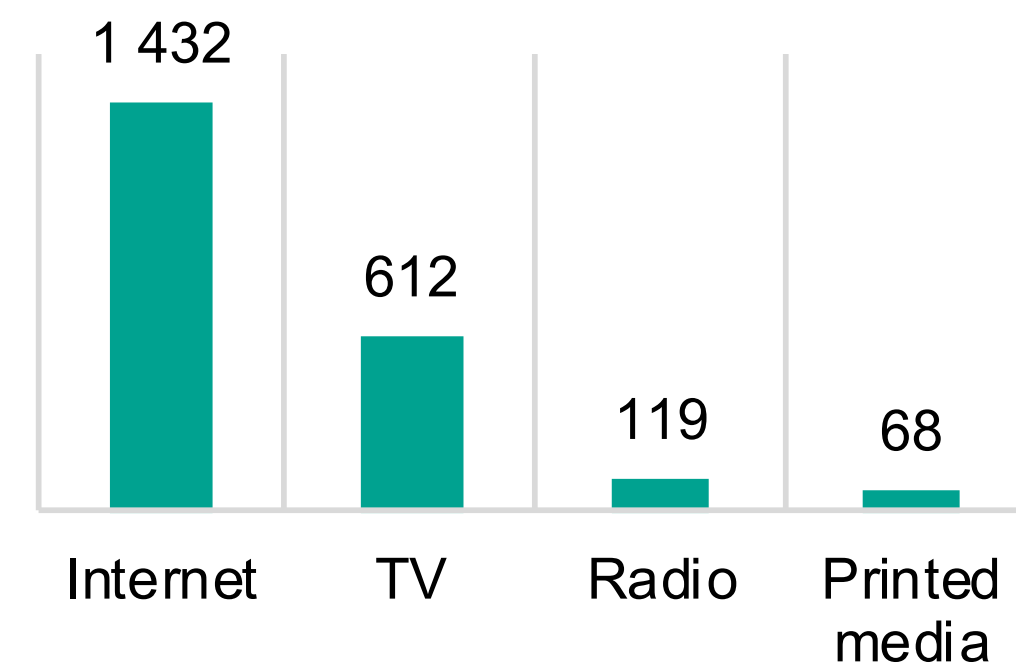


2022 Silk Way Rally

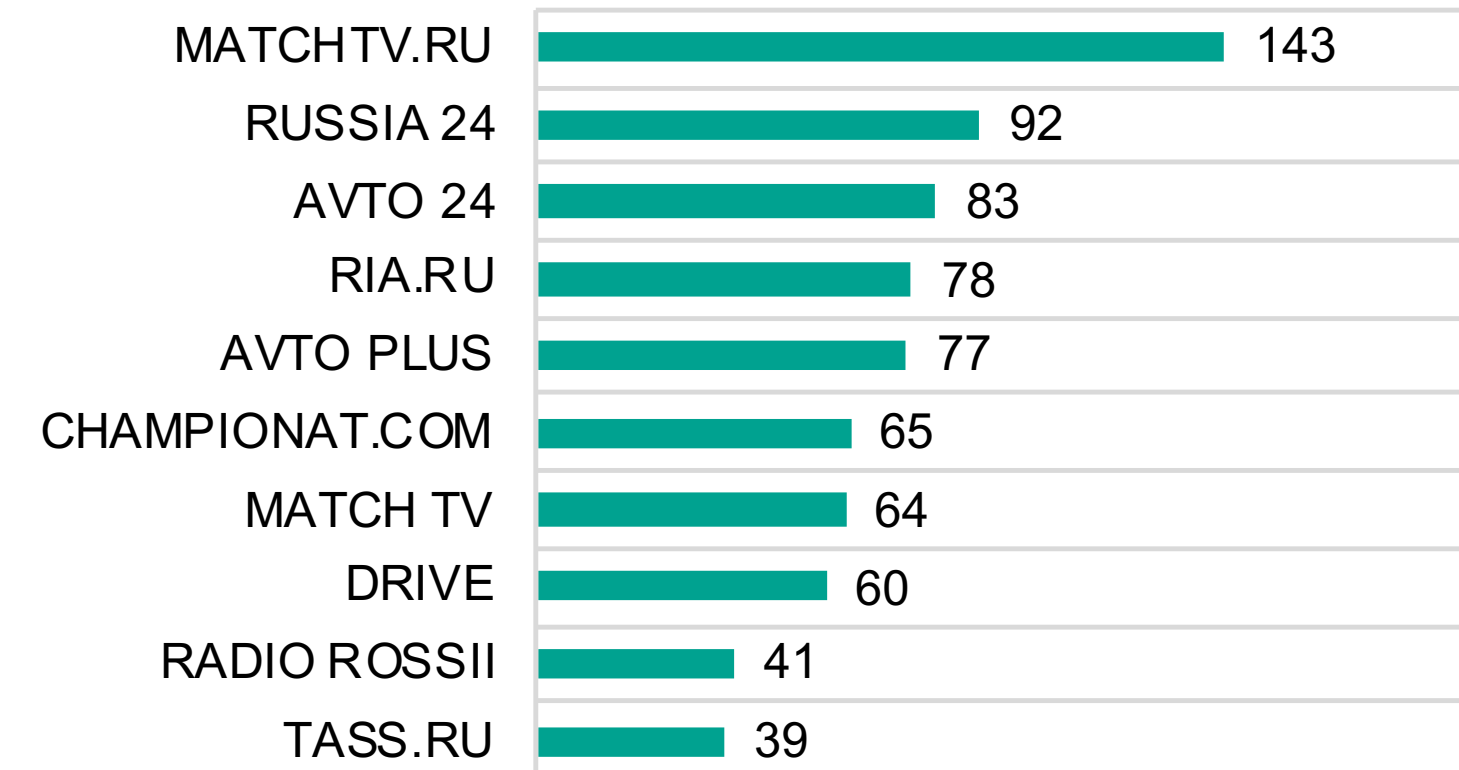
Number of posts by Media type



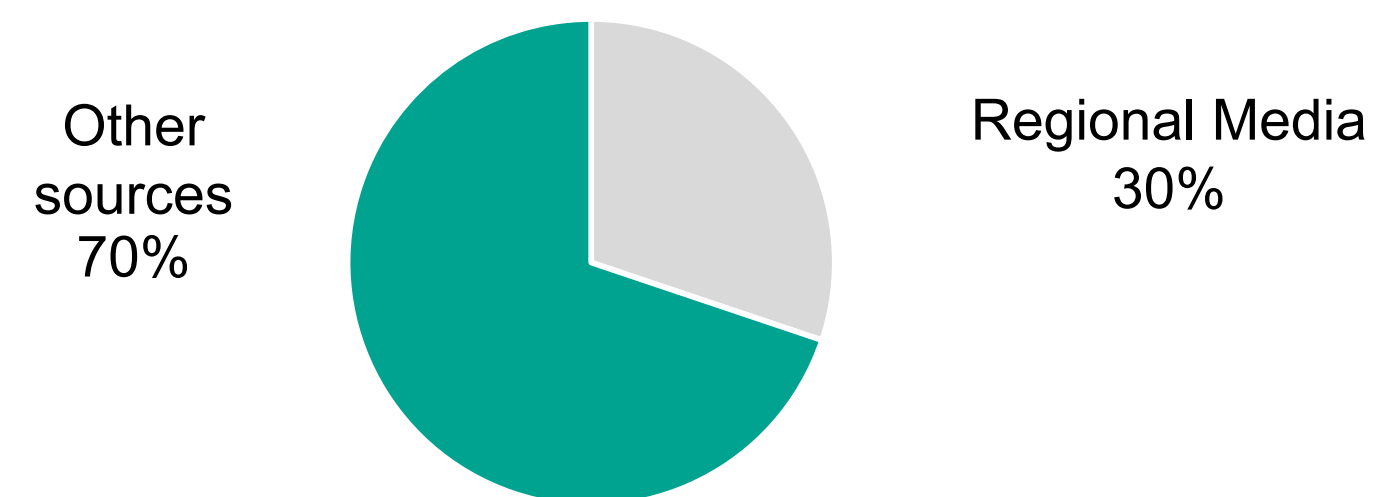
Number of posts by Media



TOP-10 sources by posts



Regions Share in the gross share

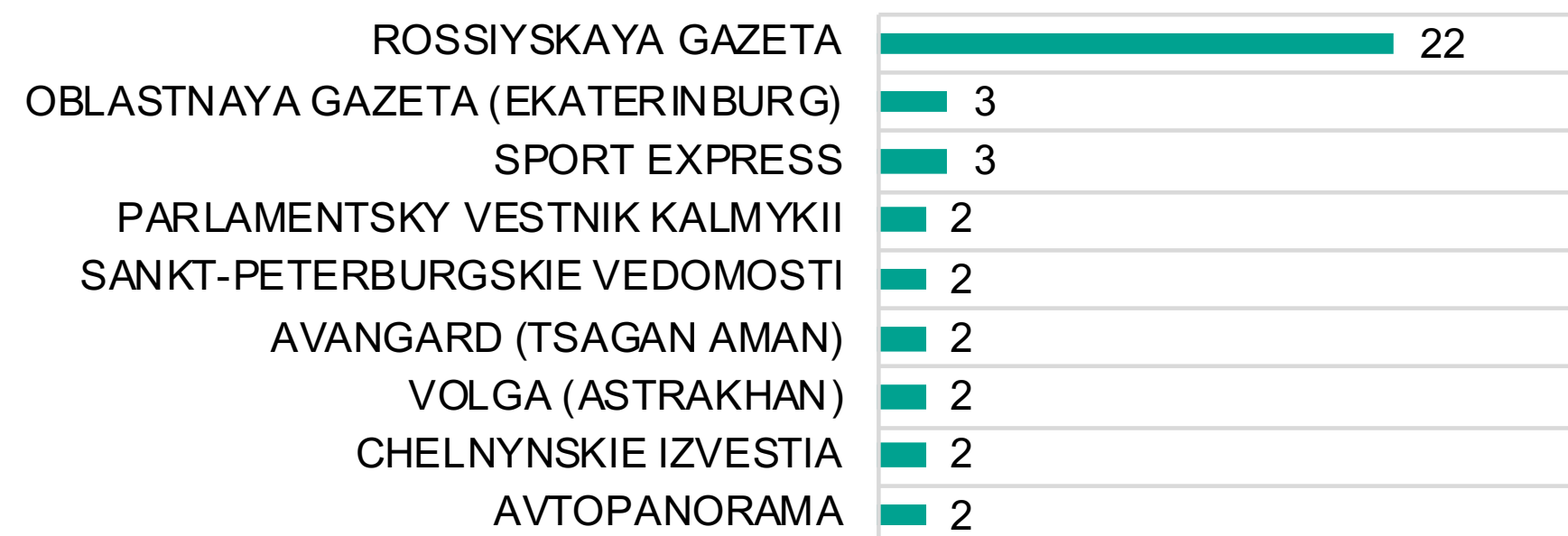


- Most of the posts about the rally were published on the **Matchtv.ru** (the official website of the 2022 rally media partner); the Match TV channel also covered the event both in the news and in broadcasts.
- **Russia 24** TV channel and the **RIA Novosti** website were also included in the TOP-10, other partners – **NTV, MIC Izvestia, 360** covered the event, but were not included in the TOP-10 sources. **Avto Plus, Avto24** and **Drive** cable TV channels included in the TOP-10 actively covered the event with many repeats

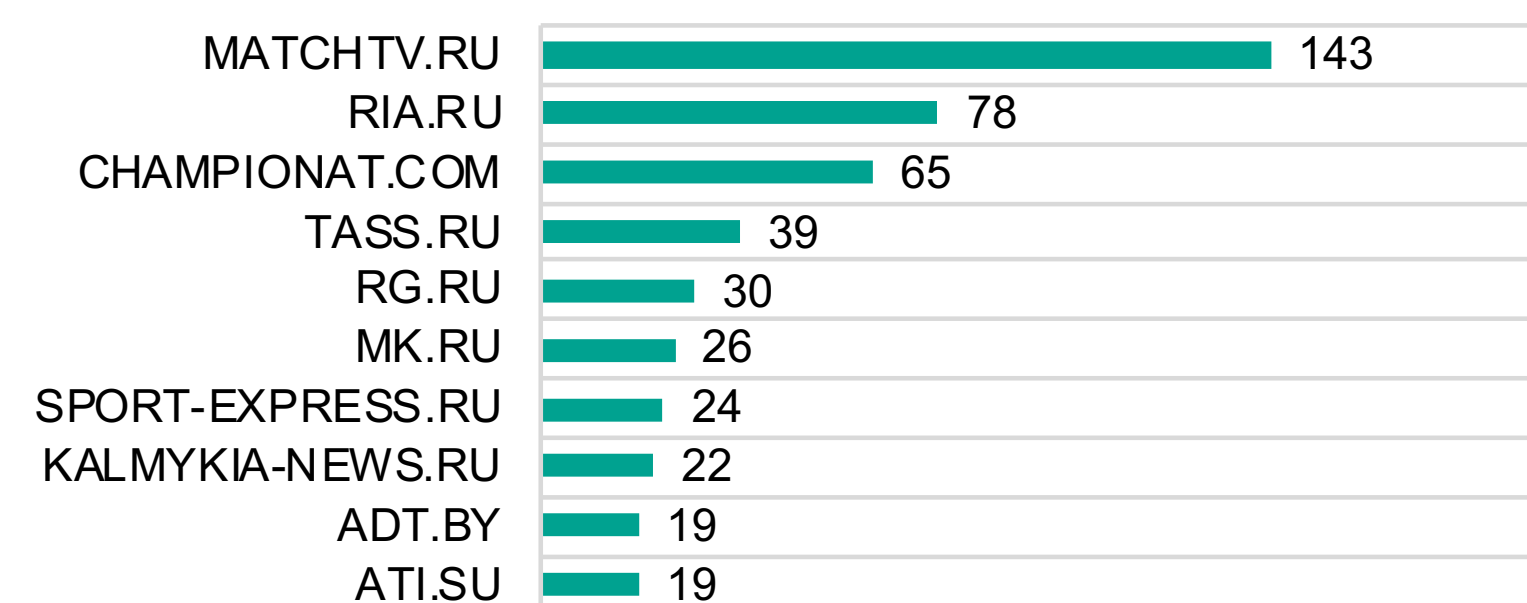
GENERAL STATISTICS

- In terms of the number of posts in the printed media, **Rossiyskaya Gazeta** is the leader, far ahead of other sources. Posts were published both in Moscow and regional editions
- The websites of the rally official partners, **Match TV channel Matchtv.ru and ria.ru**, became leaders on the Internet
- The TV leader was another rally partner, **Russia 24 TV channel** that aired stories in the news, as well as broadcasts of the legs
- **Radio Rossii and Mayak** became the leaders on the radio in terms of quantity; they actively covered the event in the news

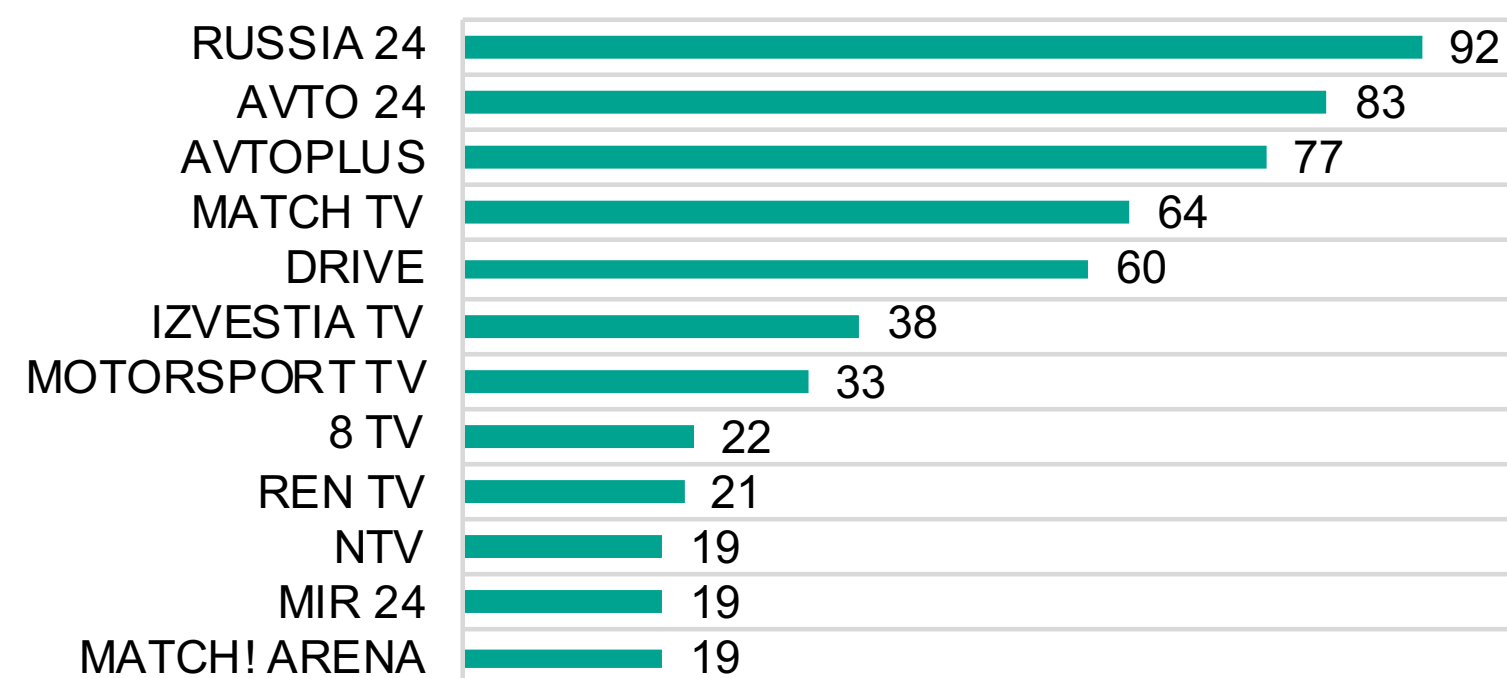
TOP-10 sources by number of posts in printed media



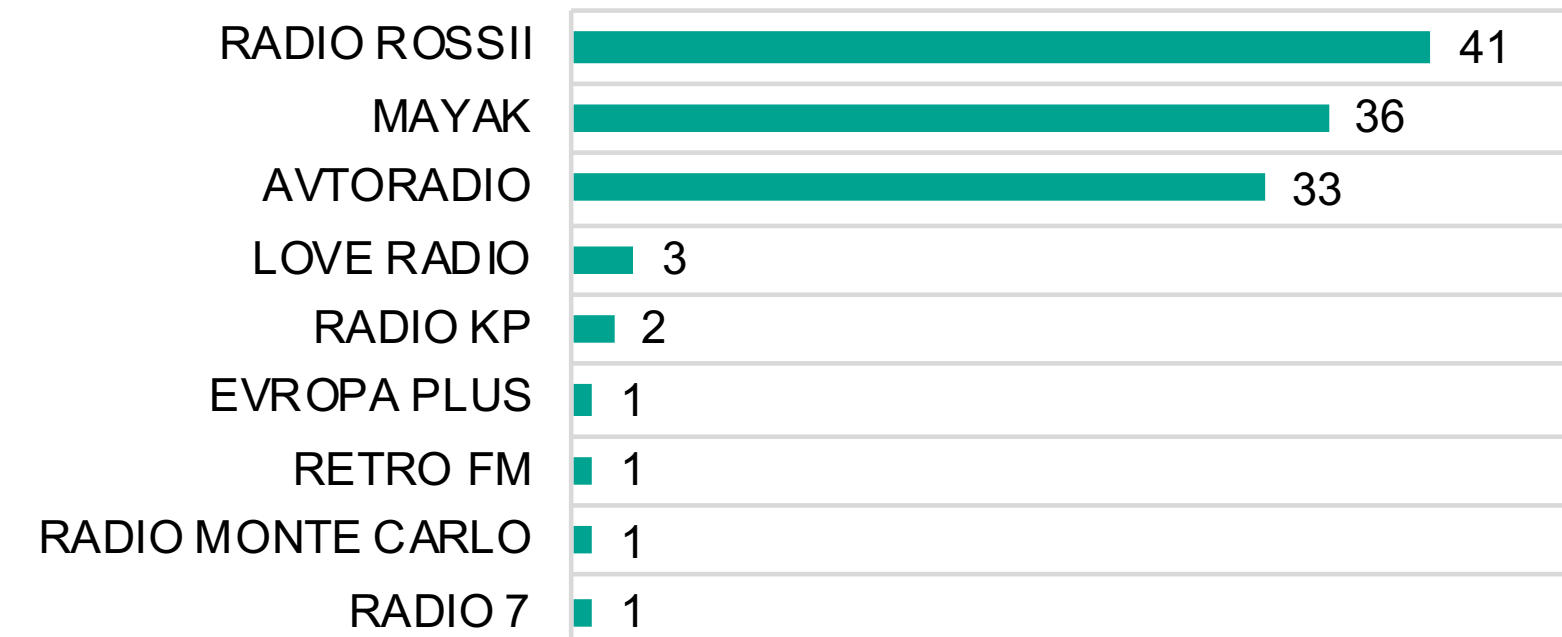
TOP-10 sources by number of posts in the internet



TOP-10 sources by number of releases on TV

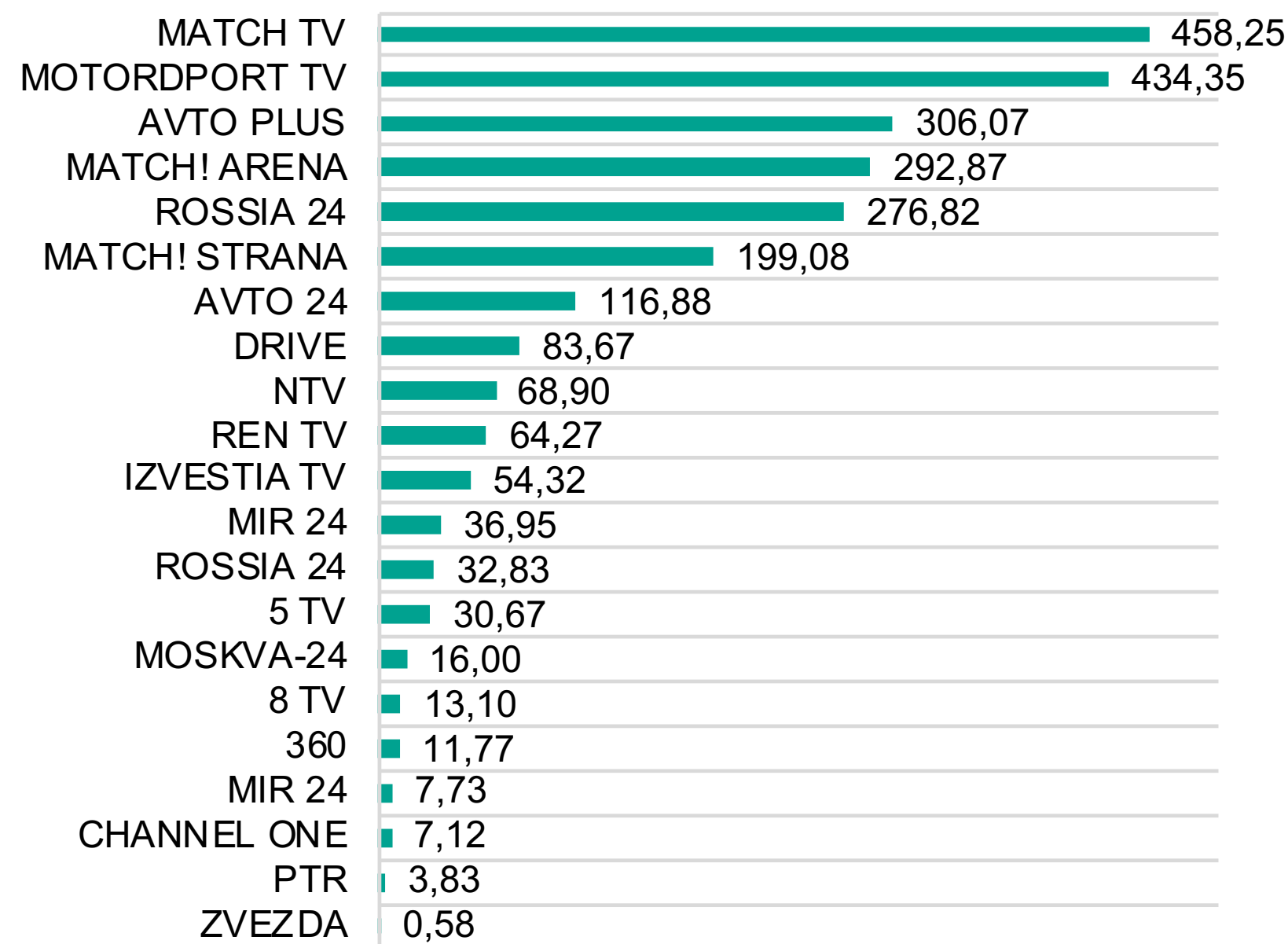


TOP-10 sources by number of releases on the radio



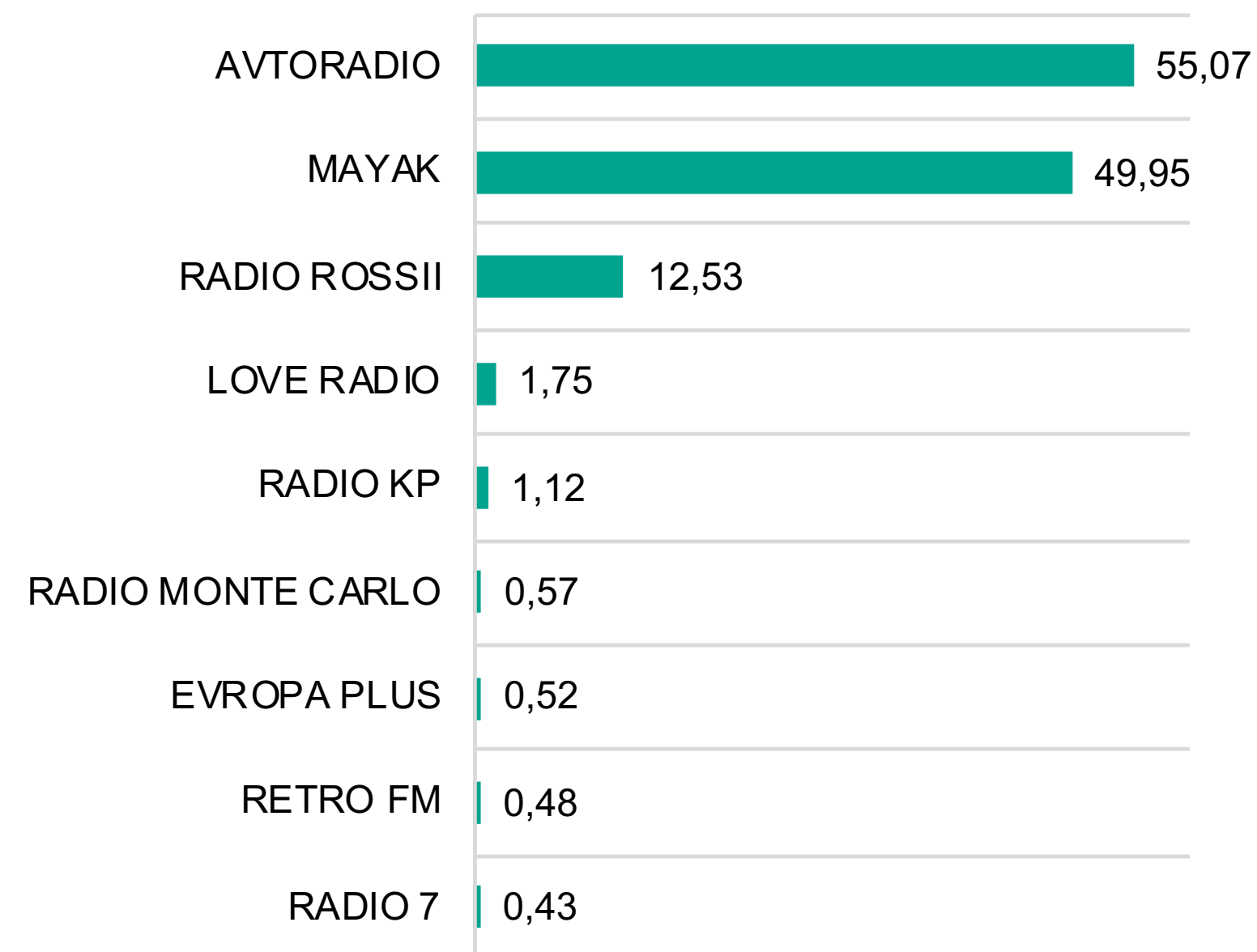
GENERAL *STATISTICS*

TV plot duration, min



The total duration of plots and broadcasts on TV was 2,516.05 minutes or 41.934 hours

Radio plot duration, min



The total duration of plots on the radio was 122.42 minutes or 2.04 hours

- **Match TV and Motorsport TV** became the leaders in terms of the broadcasts duration, these channels broadcast the legs
- In addition to news coverage, **Avtoradio** broadcast "Silk Way Rally Diaries"
- In addition to news coverage, **Mayak** broadcast a program, where Dmitry Voronov, the Lada Sport team driver, told a story about the rally

AUDIENCE DATA *TELEVISION*

TV: TV Index project data

TV channel: 360, Zvezda, Match TV, Match Arena, Match Strana, Mir, NTV, PTR, Channel One, 5 TV, Ren TV, Russia 1, Russia 24

Region: the whole Russia

Target audience: population aged 4 years and older

Audience, thou. people is the average number of people in the target group who watched the analyzed on-air events throughout the entire duration period

Rating, % is the average number of people in the target group who watched the analyzed on-air events throughout the entire duration period, expressed as a percentage of the total number of the studied audience

Share, % is the average number of people in the target group who watched on-air events, expressed as a percentage of the total number of viewers in the studied time intervals

Cumulative outreach, thou. people or % is the number of people in the target group who watched at least one on-air event for at least a minute. Each person is counted only once. Expressed in thou. people or %.

The total cumulative outreach for all plots is 57,829, expressed in thou. people, this is more than a third of the population of Russia

For the TOP-3 channels (Russia 1, Channel One, NTV), socio-demographic characteristics of people who watched plots about the rally are presented on slides 9, 10, 11

TV channel	Audience, thou. People	Rating%	Outreach, thou. People	Outreach%	Share%
RUSSIA 1	3083,97	2,26	26272	19,2	16,03
CHANNEL ONE	2940,29	2,15	10751	7,9	11,02
NTV	1730,51	1,27	20364	14,90	9,40
RENT TV	1234,05	0,9	16313	11,9	6,25
5 TV	1015,34	0,74	7785	5,7	6,49
RUSSIA 24	603,18	0,44	20081	14,7	3,76
MIR	294,47	0,22	1861	1,40	1,61
ZVEZDA	201,65	0,15	202	0,10	1,53
PTR	120,60	0,09	603	0,40	0,57
MATCH TV	115,27	0,08	5351	3,90	0,80
MATCH! ARENA	3,31	0,00	251	0,20	0,01
360	2,94	0,00	22	0,00	0,01
MATCH! STRANA	1,04	0,00	100	0,10	0,01

SOCIO-DEMOGRAPHIC CHARACTERISTICS

RUSSIA 1

Demographic profile	Criteria	Audience %*
Gender	Male	35,214
	Female	64,786
Age	18..24	0,785
	25..34	3,126
	35..44	6,395
	45..54	11,653
	55..64	23,654
	65	54,387
	Education	Primary
	Secondary	66,930
	Higher	28,822
Employment	Works	30,457
	Works part-time	2,229
	Doesn't work	67,315
Occupation	Head in charge	2,624
	Expert	14,198
	Employee	4,448
	Worker	8,520
	Preschooler, student, scholar	0,557
	Pensioner, disabled person	62,265
	Unemployed, doesn't work	2,512
	Householder, new mother	1,316
	One-man business	1,726
	Owner, co-owner of an enterprise	0,184
	Other	1,651

* audience % is the structure of the plot audience. It is calculated using the indicator Audience (thou. people) as the ratio of the analyzed plot audience to the base audience. Target audience (TA) is 18+

SOCIO-DEMOGRAPHIC CHARACTERISTICS

CHANNEL ONE

Demographic profile	Criteria	Audience %*
Gender	Male	39,765
	Female	60,235
Age	18..24	1,405
	25..34	3,955
	35..44	9,684
	45..54	15,212
	55..64	21,386
	65	48,357
Education	Primary	3,074
	Secondary	63,161
	Higher	33,765
Employment	Works	36,282
	Works part-time	2,439
	Doesn't work	61,279
Occupation	Head in charge	3,442
	Expert	16,284
	Employee	6,334
	Worker	9,462
	Preschooler, student, scholar	0,263
	Pensioner, disabled person	55,708
	Unemployed, doesn't work	2,778
	Householder, new mother	2,249
	One-man business	1,214
	Owner, co-owner of an enterprise	0,326
	Other	1,941

* audience % is the structure of the plot audience. It is calculated using the indicator Audience (thou. people) as the ratio of the analyzed plot audience to the base audience. Target audience (TA) is 18+

SOCIO-DEMOGRAPHIC CHARACTERISTICS

NTV

Demographic profile	Criteria	% аудитории*
Gender	Male	39,116
	Female	60,884
Age	18..24	1,100
	25..34	3,739
	35..44	7,239
	45..54	12,859
	55..64	26,072
	65	48,991
Education	Primary	3,844
	Secondary	69,421
	Higher	26,735
Employment	Works	31,400
	Works part-time	2,407
	Doesn't work	66,194
Occupation	Head in charge	2,204
	Expert	12,786
	Employee	6,039
	Worker	9,940
	Preschooler, student, scholar	0,921
	Pensioner, disabled person	59,65
	Unemployed, doesn't work	3,278
	Householder, new mother	1,702
	One-man business	2,069
	Owner, co-owner of an enterprise	0,255
	другое	1,155

* audience % is the structure of the plot audience. It is calculated using the indicator Audience (thou. people) as the ratio of the analyzed plot audience to the base audience. Target audience (TA) is 18+

AUDIENCE EQUIVALENTS*

OTHER MEDIA

Media	Audience, thou. People
Internet*	324 818,6
Printed media**	20 334,47
Radio***	63,26

- The total audience for the rest of the media was obtained by simple arithmetic addition of the audience data of each resource

*Audience equivalent

Radio: 15-minute average audience for broadcasts that make reference to the Silk Way Rally

Printed media: the audience of one issue of the paper that makes reference to the Silk Way Rally

Internet: the number of people who visited sites where there are articles making reference to the Silk Way Rally at least once during the reporting month

The target audience

All audience equivalents are calculated in the number of people for the 18+ target group

Calculating the audience equivalent for one monitoring object or person, the above audience data for a month is simply summed up. For example, the audience of Matchtv.ru website in July was 1,749,500, there were 124 posts in July, thus the audience is 1,749,500

Audience data update schedule

TV: minus four days from the current date

Radio: according to the rolling system (every month for the previous 3 months), no later than the 10th day of the month following the reporting one

Printed media: according to the rolling system, September-February in March, December-April in May, March-July in August, May-October in November

Internet: every month, no later than the 20th day of the month following the reporting one

***Internet: Cross-Web project data**

**** Printed media: NRS project data.** The latest available audience data is dated 30 April, 2022. If the paper is not included in the NRS project, the data on the issue circulation are taken as the audience

*****Radio: Data from the Radio-Index project.** The latest available audience data is dated June 30, 2022; there are no data for July-August

LIVEDUNE LIVEDUNE

SOCIAL MEDIA STUDY



KEY DATA & CONCLUSIONS



DURING THE EVENT

Monitoring from 1.06.2022 to 31.07.2022

115 660

Total number of subscribers

955 581

Number of unique users who viewed the post or account

3,32%

ER reach: counts as ER, but relatively to average post reach

2021 VS 2022

Monitoring from 1.01. to 31.07. 2021 и 2022

- **INCREASED THE NUMBER OF SITES** (added VK stories, Telegram, RUTUBE) – Russian analogues made it possible to replace blocked Instagram* and Facebook* in partnership contracts
- **MINIMIZED RISKS** related to the preservation of foreign sites
- **KEEP INTEGRAL ENGAGEMENT** on Russian sites despite significantly increased competition

* Social networks banned in Russia



BRANDING

2022 *EVENT BRANDING*

DURING THE COMPETITION, THE PARTNERS' LOGOS WERE PLACED:

- On the flags: in the start and finish areas of the special stages
- On the flags: in the area of the start and finish podium
- On the banners: in the start and finish areas of the special stages
- On the banners: in the area of the start and finish podium
- On the Ceremonial arch: at the start in Astrakhan and at the finish in Moscow
- On the Ceremonial passage arch: in Lipetsk
- On the press walls: at the start in Astrakhan, at the finish in Moscow, at all bivouacs
- On the print works: for competitors, for media representatives, for guests and audience
- On the souvenirs: for competitors, for guests
- On the invitations
- On the race official website
- In all videos
- In press releases and newsletters to the media
- In social media accounts
- On the award cups
- On the sports stickers
- On the official event documents



SPORTS CARS





PRESS WALLS





STARTING ARCH





FINISHING ARCH





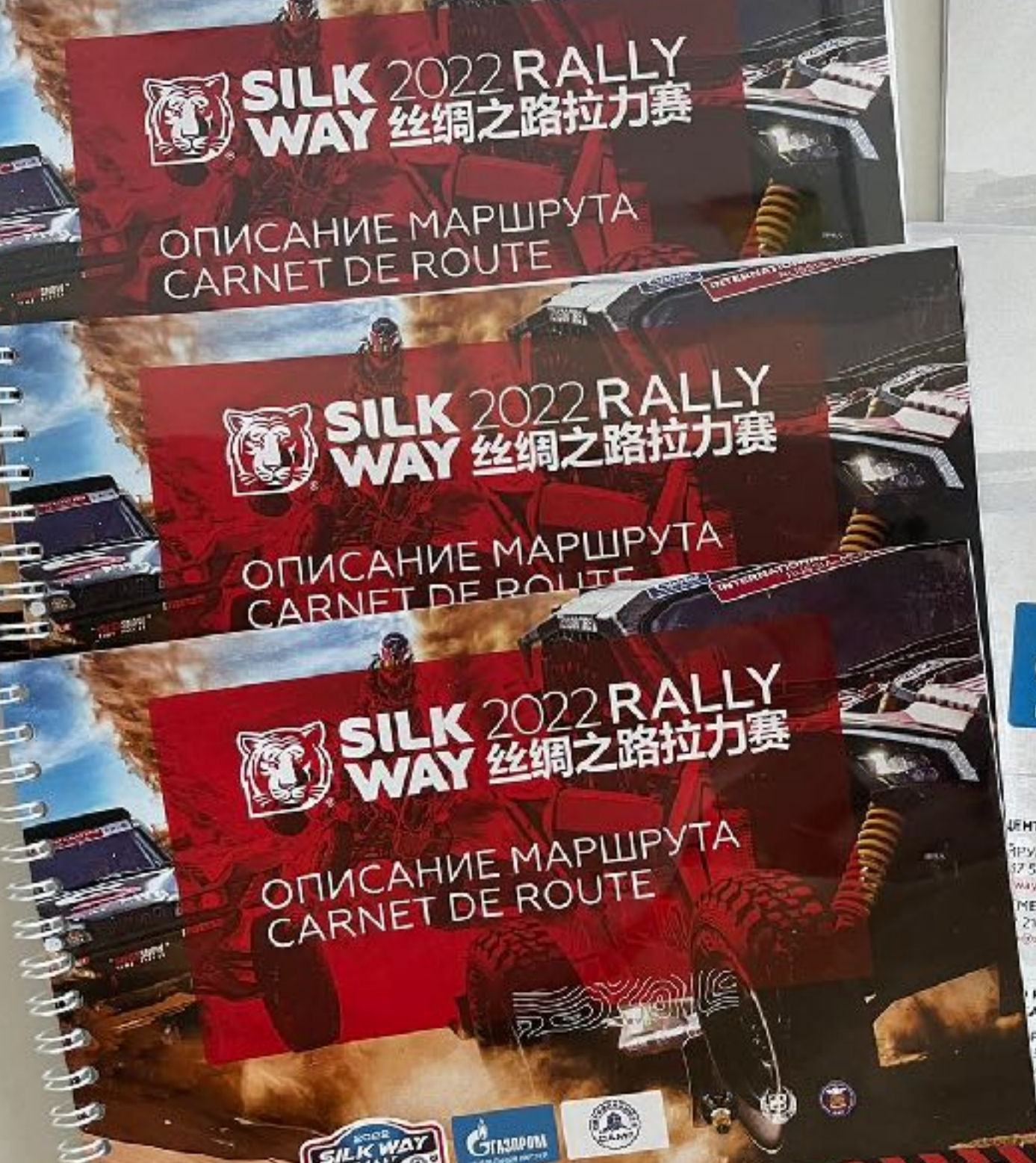
BIVOUACS





SPECIAL STAGES





PRINT WORKS





AWARDS



**THANK YOU &
SEE YOU NEXT TIME!**





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