

SPB TV

USERS' PORTRAIT

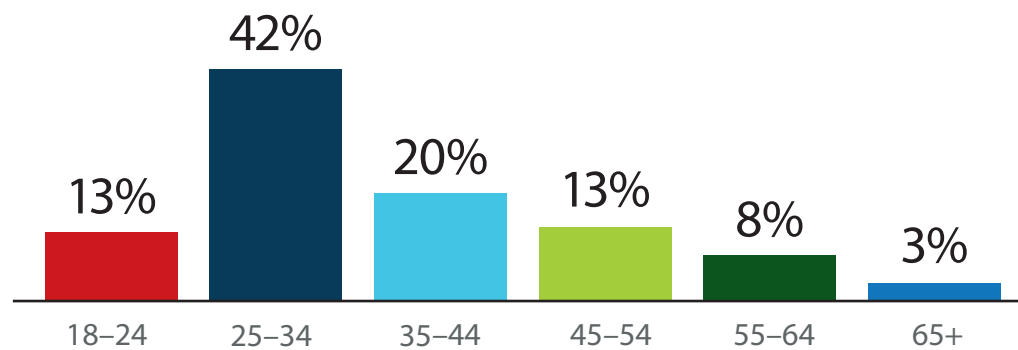
tafmedia.com



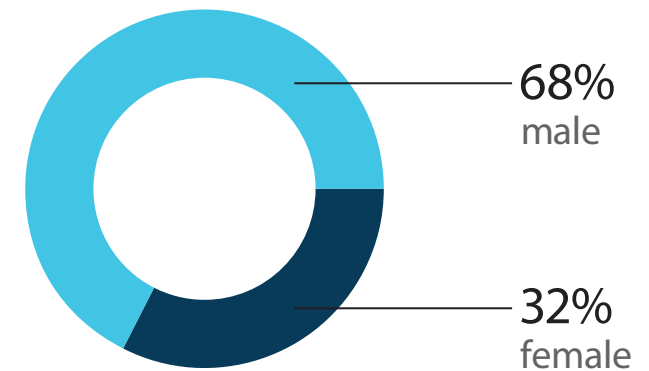


User's Portrait

Age



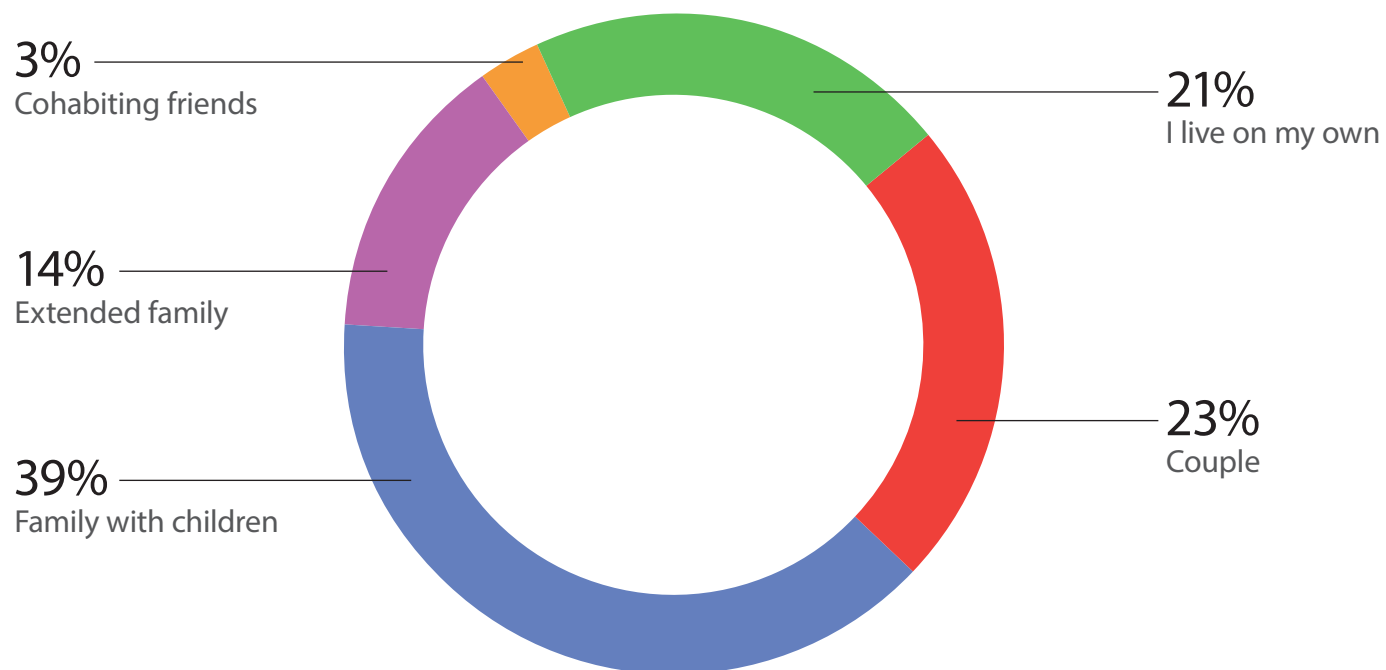
Gender





User's Portrait

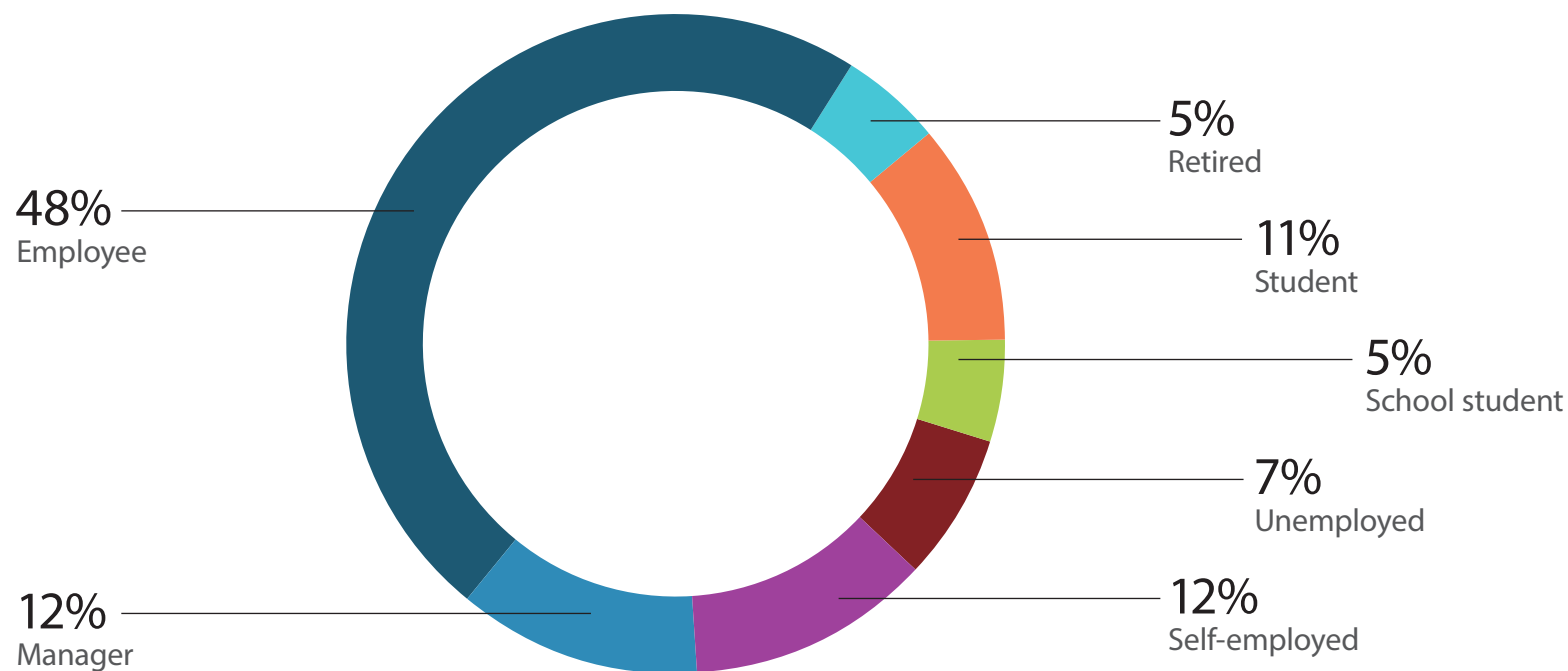
Family status





User's Portrait

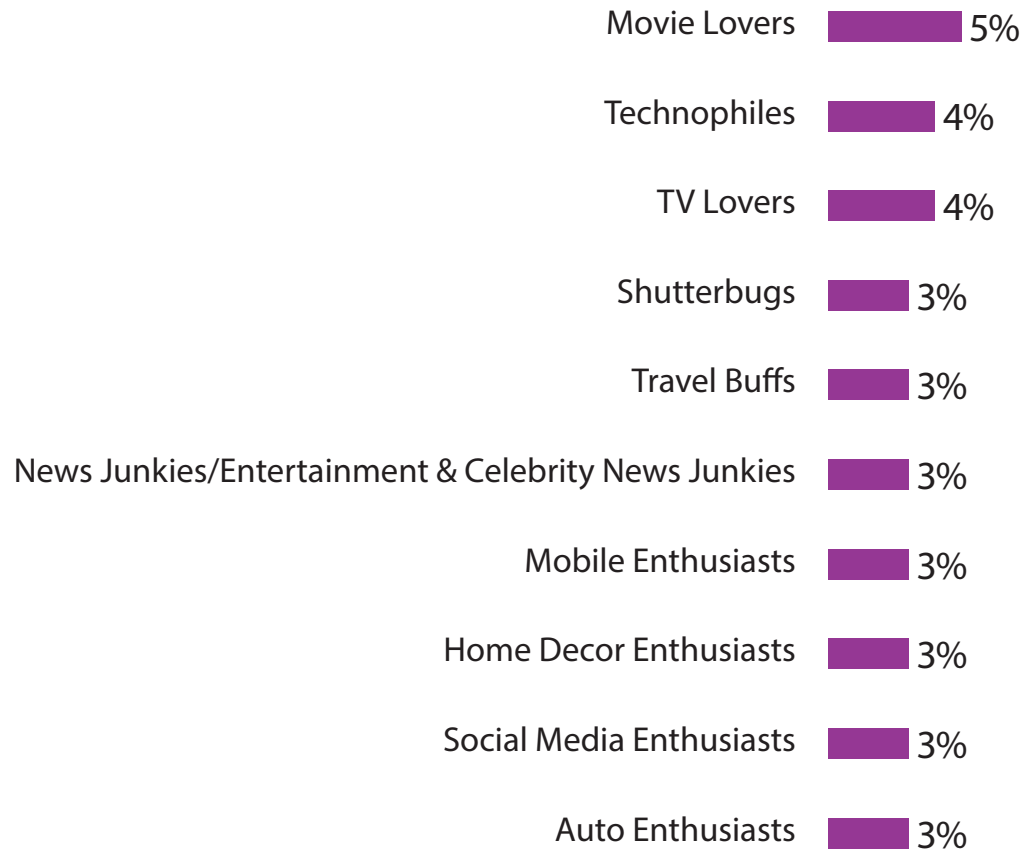
Occupation





User's Portrait

SPB TV users are interested in:

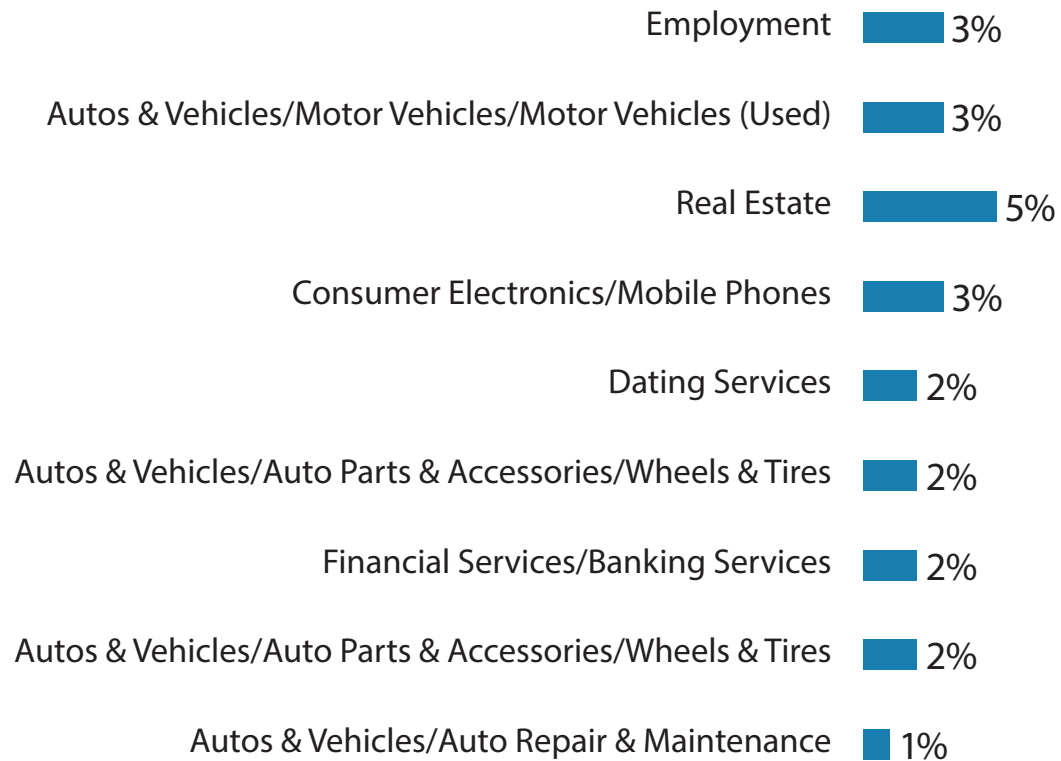


Source: Google Analytics, 2016



User's Portrait

SPB TV users purchase from the following categories:





User's Portrait

Device distribution



65%

Smartphone
(mobile phone)



27%

Tablet



5%

Desktop (PC, laptop)



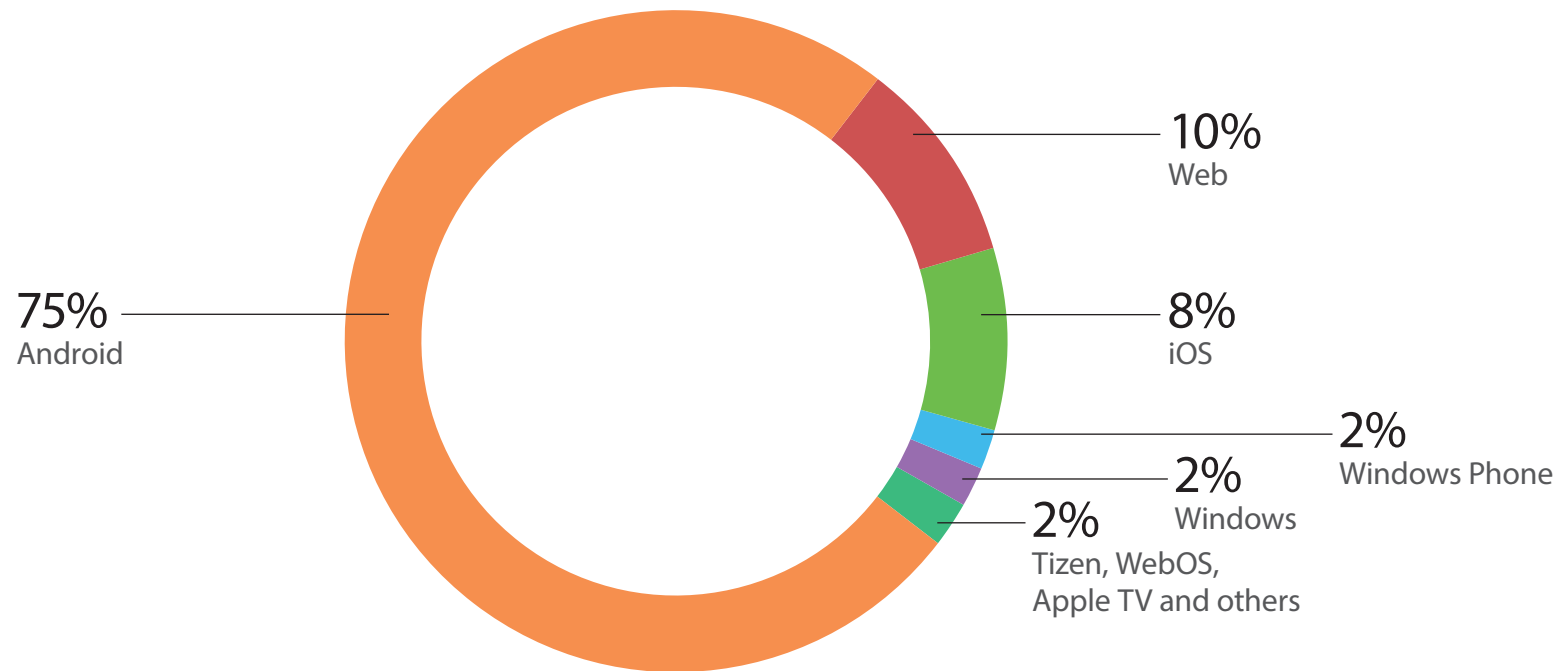
3%

TV



User's Portrait

OS Distribution





User's Portrait

Population of the city/town



75%

Over 8 million people



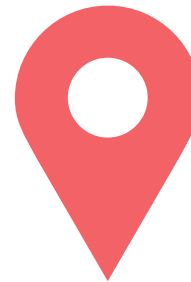
11%

4 to 8 million



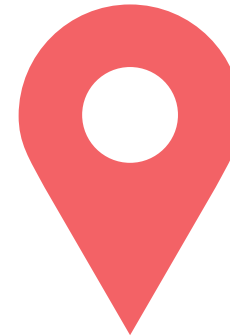
17%

1 to 4 million



15%

500,000 to 1 million



18%

100,000 to 500,000



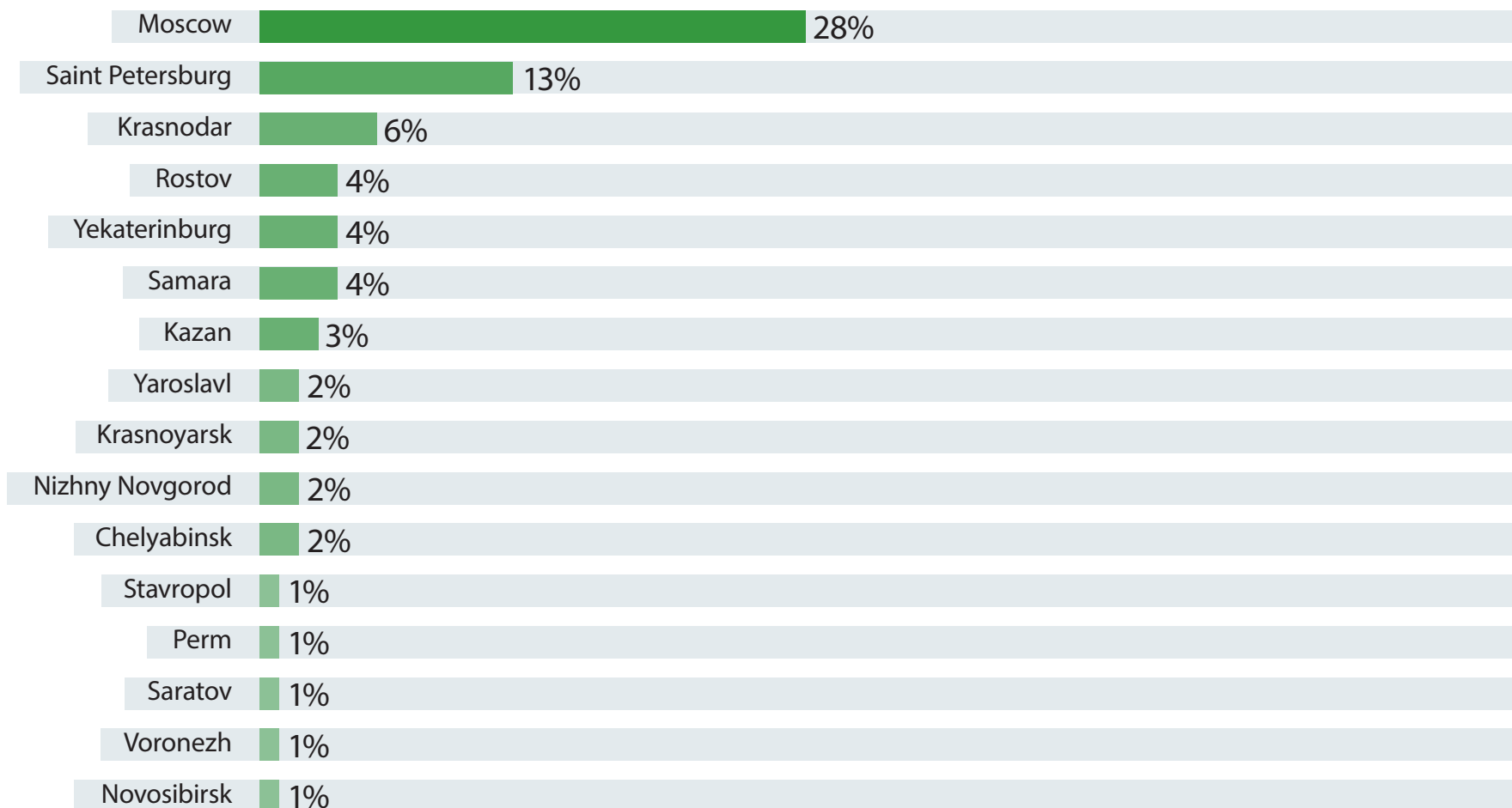
17%

Up to 100,000 people



User's Portrait

Key Regions of Russia





User's Portrait

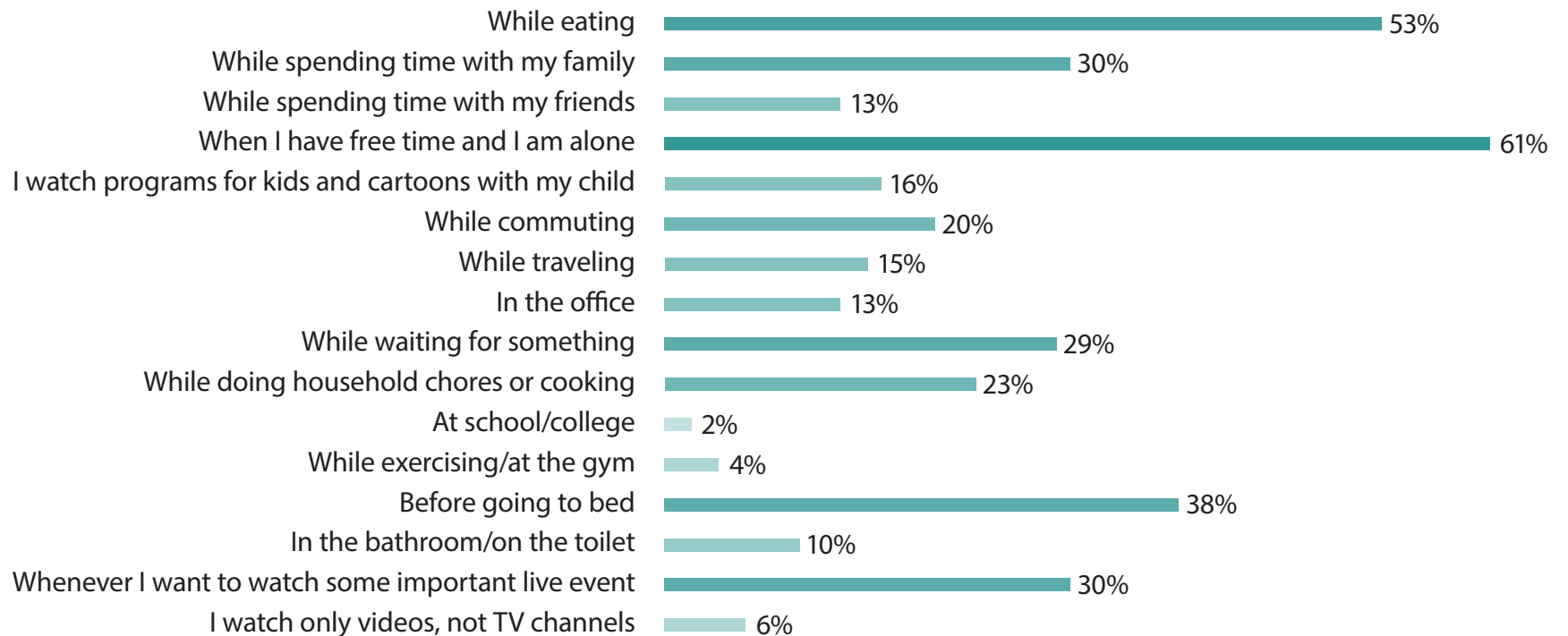
Favorite Genres

	Smartphone	Tablet	Desktop
Sports	51%	28%	32%
News	55%	33%	30%
Music video	55%	29%	38%
Comedy shows	46%	29%	36%
Children's shows and cartoons	40%	31%	30%
Culinary shows	35%	25%	32%
Reality shows	40%	22%	30%
Documentaries	41%	30%	36%
Drama series	37%	28%	43%
Movies via linear broadcast	38%	30%	38%



User's Portrait

Viewers combine watching TV with following activities:



**THANK YOU
FOR YOUR ATTENTION**



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