

The logo for Axiom Media features the word "AXIOM" in a large, bold, blue serif font. Below it, the word "MEDIA" is written in a smaller, blue sans-serif font. A large, dark blue, curved line arches over the text, resembling a stylized smile or a protective shield. The text and line are set against a white background.

AXIOM
MEDIA

Russia Today - Global Partnership Potential

The logo for RT.com consists of a solid green square on the left. Inside the square, the letters "RT" are written in a bold, black, sans-serif font. To the right of the square, the text ".com" is written in a bold, black, sans-serif font.

RT.com

July 2014



RT - Television

RT Heritage - Global News Channel

- First TV channel launched December 2005
 - 2012 B'cast Budget \$300m+
- Now delivers truly global reach - 650 million people in 100+ countries
 - English, Russian, Spanish and Arabic news channels
 - RT USA broadcasts from RT's own Washington studios
 - RT USA is the 2nd most watched foreign news channel in the USA after BBC World News, reaching 85m Americans.
 - Documentary channel - RTDoc.
- RT YouTube channel views exceed 1 billion
 - Higher than any other news channel...ever
- Trusted by high net worth international travellers
 - Available in over 2.7 million hotel rooms worldwide



RT awarded top prize at the **New York Festivals** for the Julian Assange show and documentaries.

RT - winner of the 2013 **Monte Carlo Television Festival** award for best 24 Hour News Programme.



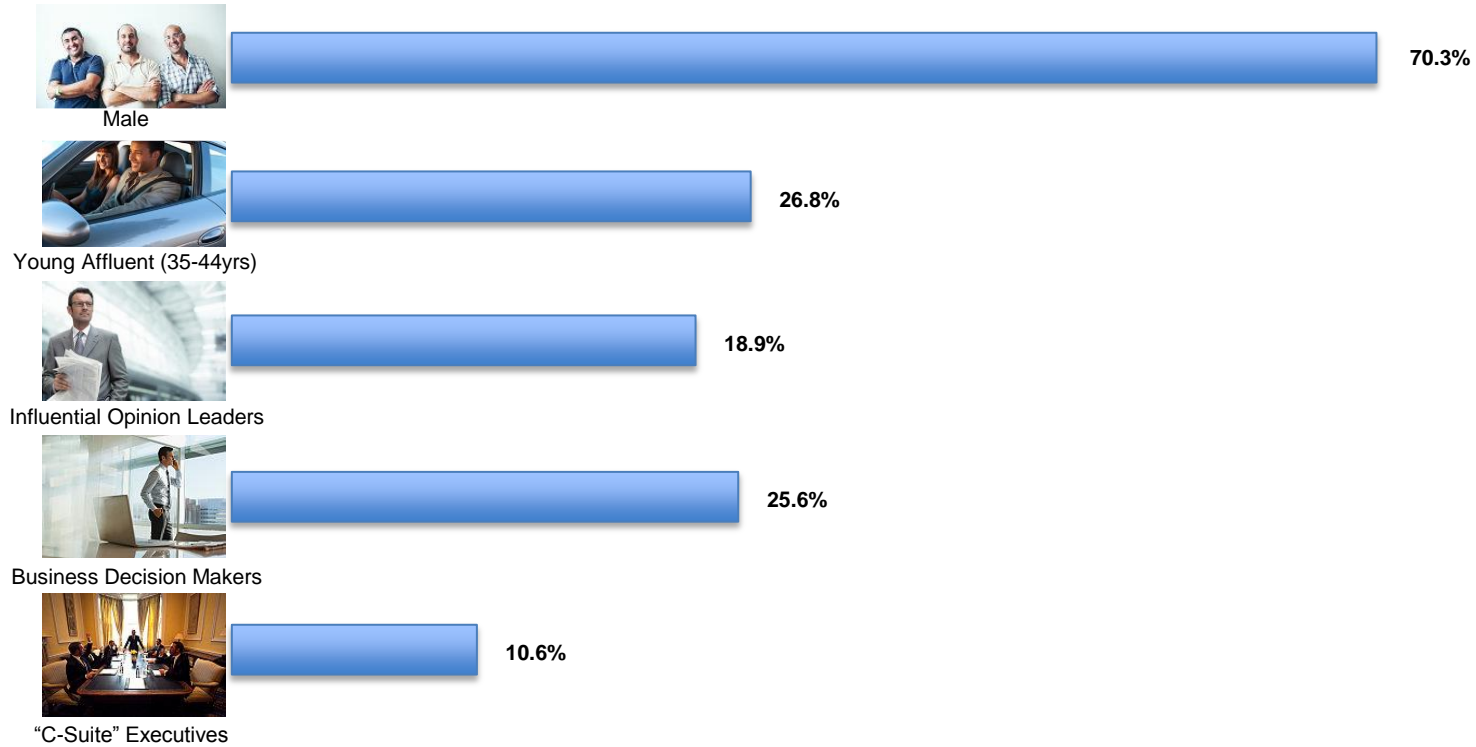
FESTIVAL DE TÉLÉVISION
DE **MONTE-CARLO**



RT has been nominated twice for the **International Emmy Awards** for news coverage

RT Audience - Global News Channel: Upmarket & High Value

Proportion of RT audience by category



Profile Replicated on RT Digital Platforms

RT - Digital

- RT.com has launched to compliment RT channels
 - Amplify linear broadcast feed
 - Engage a new audience
 - Access RT anywhere
- Same high quality production and journalism
- In two years audience has grown four fold
- Global coverage you can trust
 - English, Russian Spanish and Arabic versions
 - News
 - Documentary
 - Video
- Channels include, News, Sport, Politics, Business, USA, Art & Culture, Top Videos and broadcast TV simulcast



RT.com named Best in Class News Site at the prestigious **Interactive Media Council Awards**. In scoring out of 100 the judges awarded RT a perfect 100 for content and 99 for functionality.

RT Competitor Comparison

Global Rank versus Total Internet - All Sites

	<u>Global Rank</u>
CNN	62
New York Times	130
BBC	153
RT	250
Bloomberg	378
Sky	956
Deutsche Welle	1286
Al Jazeera	1512
MSNBC	2490
Euronews	2521
France 24	4334

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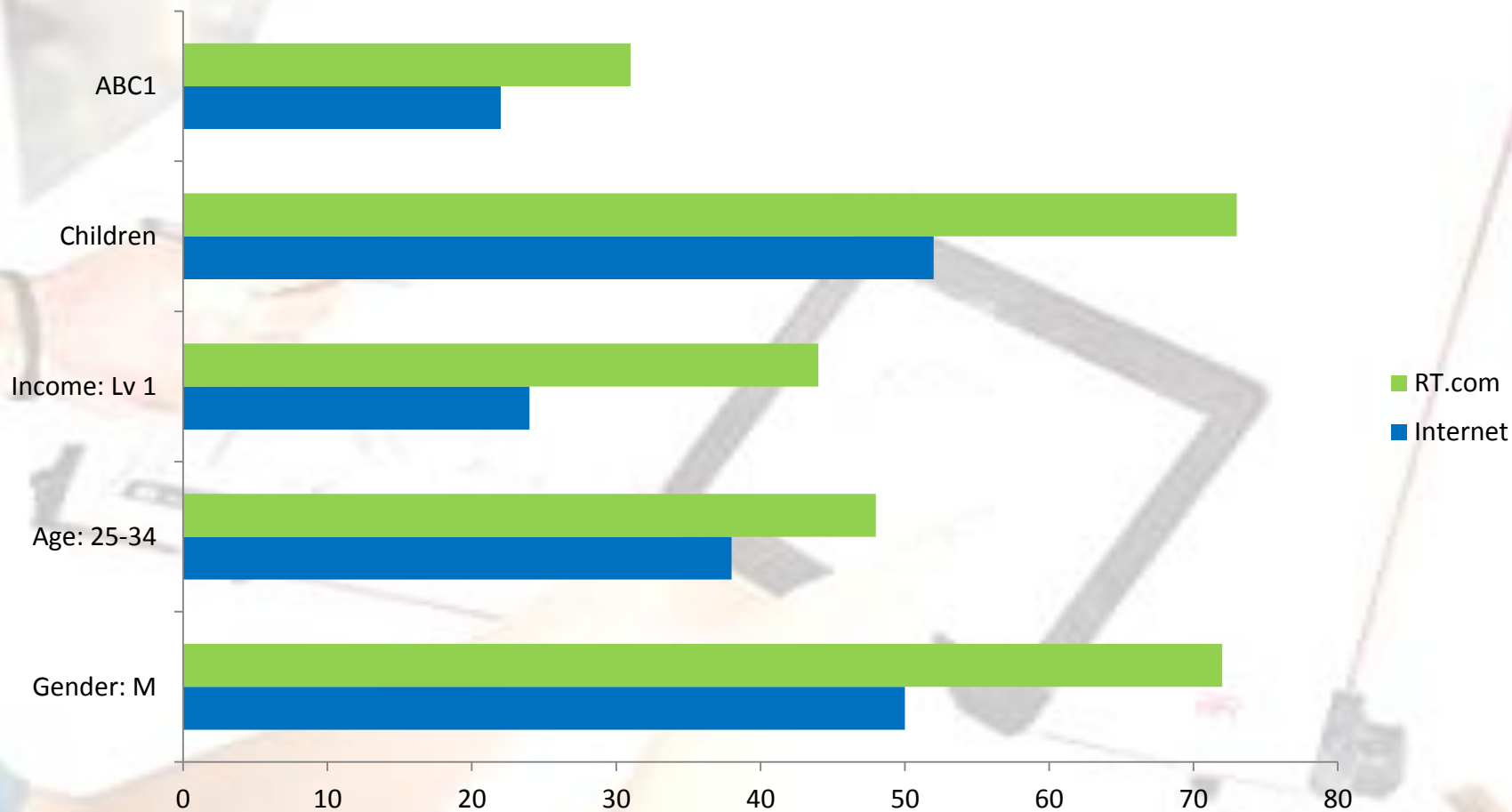
RT Competitor Comparison

Unduplicated Unique Audience - Site versus Top Global News Channels

	Only View %
RT	71.23
Bloomberg	64.20
CNN	55.76
LA Times	55.61
Reuters	48.55
ABC News	47.79
New York Times	40.38
Wall Street Journal	40.00
Time Magazine	39.71
ABC News	35.74
Washington Post	27.83

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Young, Male & High Disposable Income



- 380m Ad impressions per month
- 30m unique users per month
- Targeting
 - Global
 - Region
 - Territory
 - Country



Europe



Uniques

5.4m

Ad Impressions

57.0m



MENA

RT

Uniques

2.4m

Ad Impressions

26.3m

RT Digital Regional Audience



North America

Uniques

Ad Impressions

RT

6.5m

57.1m



South & Central America

Uniques

Ad Impressions

RT

4.9m

65.3m



Russia+

RT

Uniques

5.4m

Ad Impressions

96.8m

RT Digital Regional Audience



APAC

Uniques

Ad Impressions

RT

1.3m

10.5m



- Global brand, global reach
- Trusted source
- High value audience
 - Income
 - Business users
 - International
 - Key decision makers
- Target Advertisers
 - Automotive, Technology, Finance, Airlines, Tourism, Regional Development Boards, B2B, Commercial Property, etc

RT Your Global Advertising Partner

- International network
 - TV
 - Digital
- Available on Global, Territory, Geo or Country Basis
- High quality desirable audience
 - Differentiated targeting
- Access to valuable mature and emerging markets
- Contact Axiom Media now to unlock this potential



RT

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AXIOM MEDIA

For further information please contact:-

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