



# Russian Speaking Market

Market, Players, Social Networks, Developers, Outsourcers, Publishers, Investors



# Market

The volume of the Russian gaming market has doubled over the past 5 years and amounted to \$ 1.9 billion in 2019. According to PwC report, with an average annual growth rate of 5.6% by 2023, the market volume will reach \$ 2.5 billion.

CIS: Armenian, Azerbaijani, **Belarus**, Kazakhstan, Kyrgyzstan, Moldova, **Russian**, Tajikistan, Uzbekistan.  
Other Russian speakers countries: Abkhazia, South Ossetia, Turkmenistan, **Ukraine**.



# Players

- The most popular genre is MMORPG (World of Warcraft, Black Desert, Lineage 2, Blood & Soul, ArcheAge, World of Tanks, Allods).
- Fast growing genre in 2019-2020 is Huper Casual (Helix Jump).
- F2P games are more popular than premium/subscription model.
  
- 58% of Russians play games;
- the average age of a player is 30 years;
- 68% of all players are adults (over 18 years old);
- 45% of all Russian players are women;
- about 89% of parents play games with their children (most often children's games);
- 77% of all players play at least 1 hour per week;
- 36% of players using their smartphones for playing games.





# Stores, Social Networks, Platforms

## Mobile

- App Store
- Google Play
- Amazon Appstore
- Samsung Galaxy Apps
- Yandex.Store

## Social/HTML5

- Vkontakte.ru
- Facebook.com
- Odnoklassniki.ru

## Ad Platforms

- Target.my.com
- Facebook.com
- direct.yandex.ru

## PC

- Steam
- Games.mail.ru
- shop.buka.ru
- 1c-interes.ru

# Developers



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# Outsourcers

Market is quite service rich, you can find AAA, casual, hardcore, mobile, PC or console services. Art, full cycle dev, all of that parts, but also:

- Play tests on real players, QA.
- Localization services to ww languages
- PR, Marketing, Creatives asset creation
- Game Design consultancy
- Bizdev

<http://vendors.dimafilatov.ru/>





**MRGV is the corporate venture capital arm of MyGames focused on strategic investments in the fast-growing video game industry**

**As a strategic partner we offer much more than just capital, but also intelligence, strategic advice, and opportunities**

**ECOSYSTEM BENEFITS**

Analytics tools, knowledge and data exchange across all our business units and portfolio companies.

**MARKETING EXPERTISE**

Marketing team skilled in global User Acquisition and publishing campaigns across multiple platforms

**EDITORIAL SUPPORT**

Fund's editorial team with 20+ years of experience in developing world-known game titles

**PARTNERSHIPS & NETWORK**

Regular educational and networking events with our global strategic partners

**SPECIAL OFFERS**

Special prices on middleware (incl. Unity, Unreal) and discounted UA on advertising services



# Thanks! Questions?

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# Q&A

## Top Telecom companies in Russia:

- Beeline.ru
- Megafon.ru
- MTS
- Tele2

**Is any act of acceptance or legal approval required to be released on russian market?**

No :)

## **Payment methods common in Russia?**

We have credit\debit cards as main payment method. There are popular payment providers like Xsolla and Paymentwall that support main payment methods. Apple and Google handles payments themselves.