

ComNews Group of Companies

KNOW + IOW

ComNews group of companies

is the business information market leader with 20-year history. It deals with digital transformation, Internet of Things (IoT), Industry 4.0, ICT in vertical markets, IT, telecommunications and broadcasting. Offices in Moscow and St. Petersburg.

5 business media

- ComNews.ru web portal
- "Standard" magazine
- Special English-language issues of "Standard" magazine
- ComNews Yearbooks:
 - Digital transformation. Best practices;
 - Digital transformation. Who is who

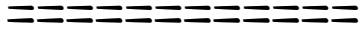
Conferences



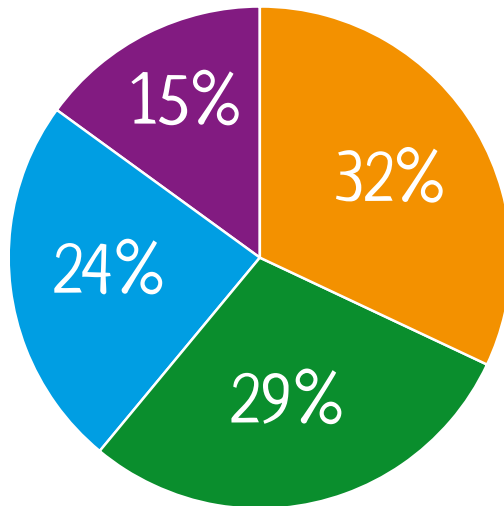
Market research



Who reads us?



The total monthly audience of all ComNews projects is over 200,000 IT professionals.



- CIO and IT managers
- Top officials, heads of commercial and technical divisions of operator and broadcasting companies
- Top managers of system integrators, distributors, dealers, software developers
- Heads of regulatory bodies, federal and regional officials in charge of the ICT industry and the digital economy formation

Who reads us?

ComNews.ru is: news, analytics, trends, and key persons of digital transformation, telecommunications, broadcasting and IT.



We create news

We identify and formulate new trends in the industry



We know “who is who” in the industry

We publish deep analytics



We are quoted by colleagues and market participants



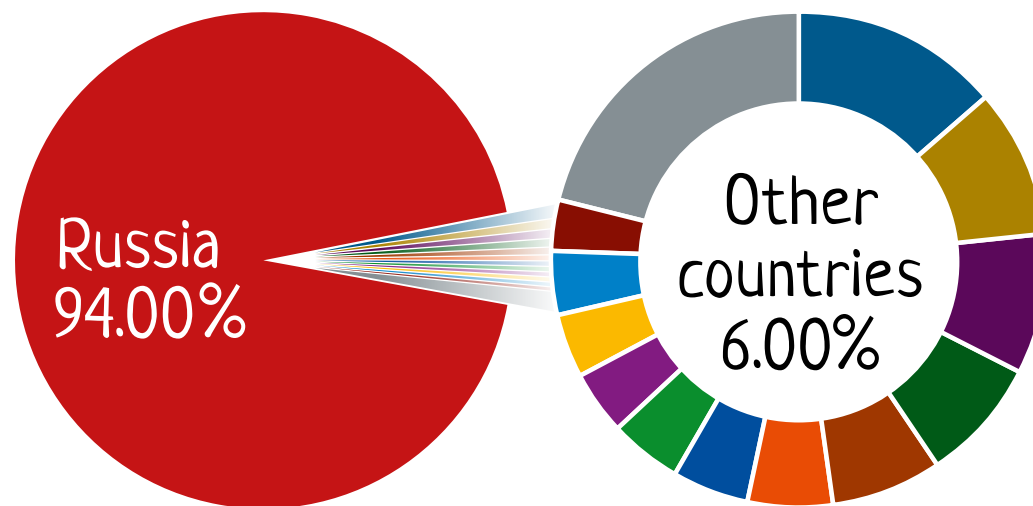
ComNews accumulates people's ideas for creating new products. This is an endless creative process.

We are read in the world and in Russia*

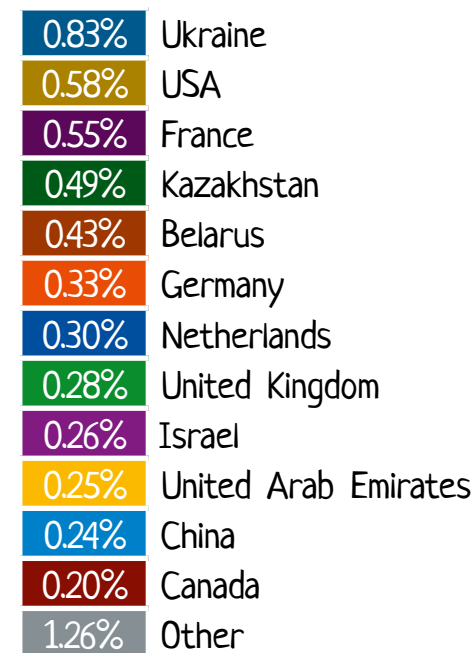
ComNews.ru web portal (September 2021):

189,347 visits

299,030 views



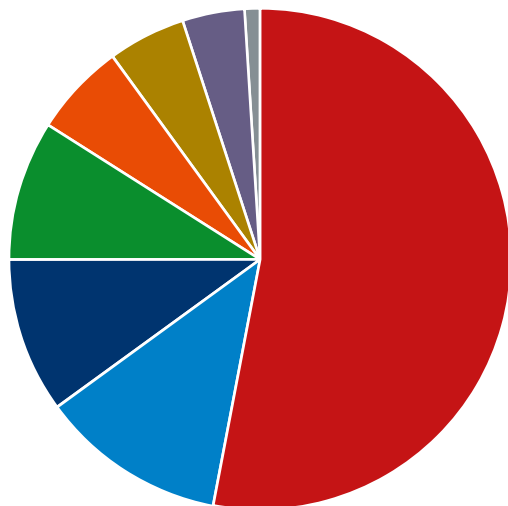
World Countries



*According to metrika.yandex

We are read in the capital and in the regions*

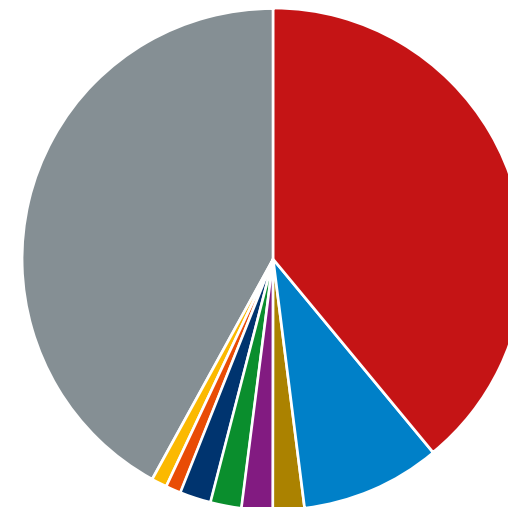
Russia. Federal districts



52.50%	Central
12.05%	Northwestern
10.10%	Volga
8.93%	Siberian
6.01%	Southern
5.22%	Ural
4.23%	Far Eastern
0.96%	North Caucasian

Russia. Cities

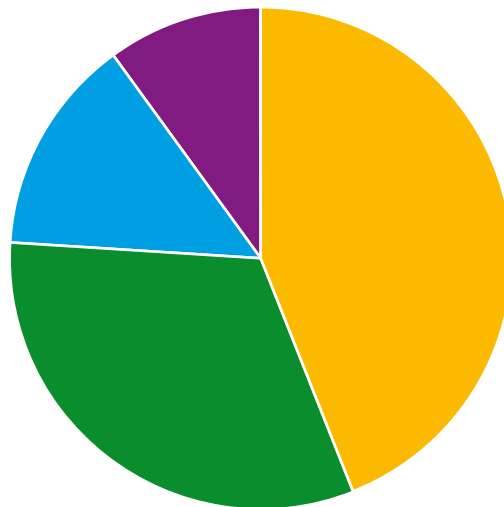
Moscow	39.10%
Saint-Petersburg	9.00%
Nizhniy Novgorod	2.28%
Ekaterinburg	2.10%
Novorossiysk	2.01%
Krasnodar	1.45%
Samara	1.33%
Perm	1.06%
Other cities	41.67%



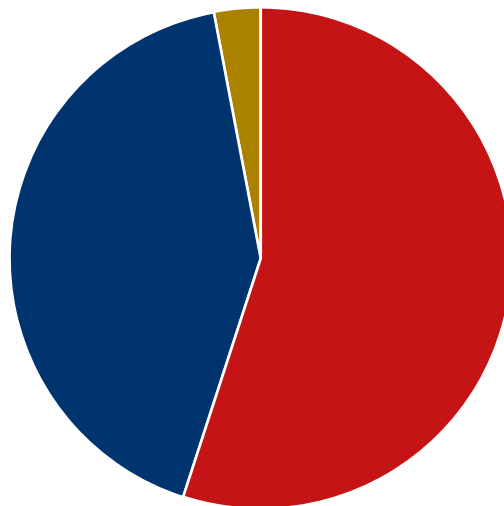
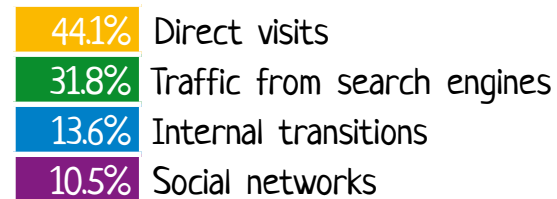
*According to metrika.yandex

ComNews.ru audience. Traffic sources

We have a loyal
A stable
core
audience
audience

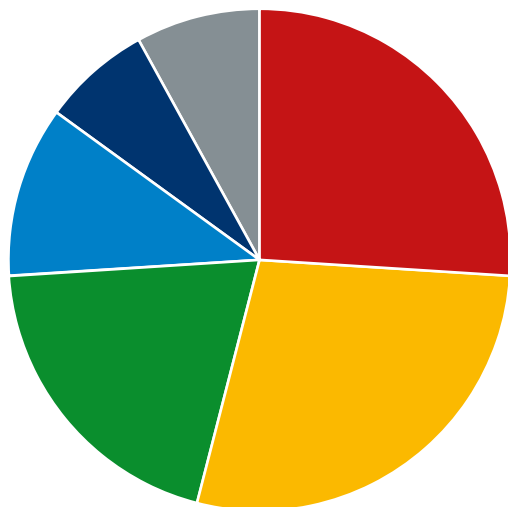


Traffic sources



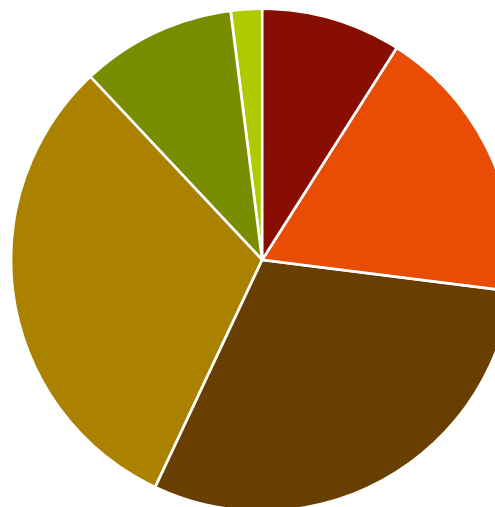
ComNews.ru audience. Frequency and age*

Frequency of visits



25.50%	Daily
28.30%	Every other day
19.60%	After 2-3 days
11.40%	After 4-7 days
7.11%	After 8-15 days
8.16%	Less often

Age of visitors



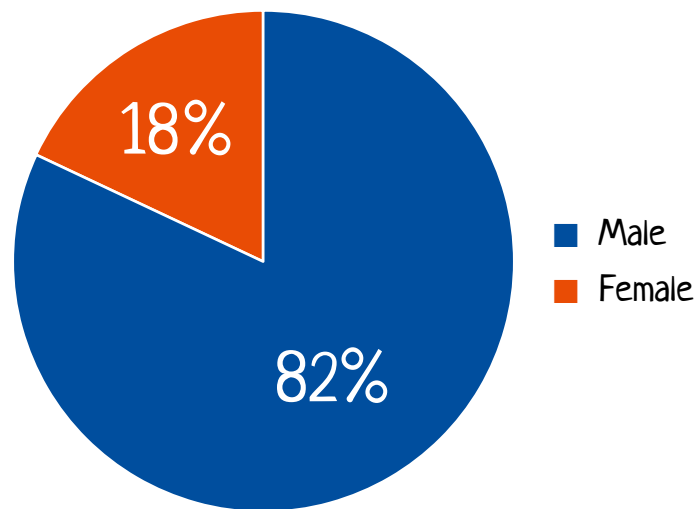
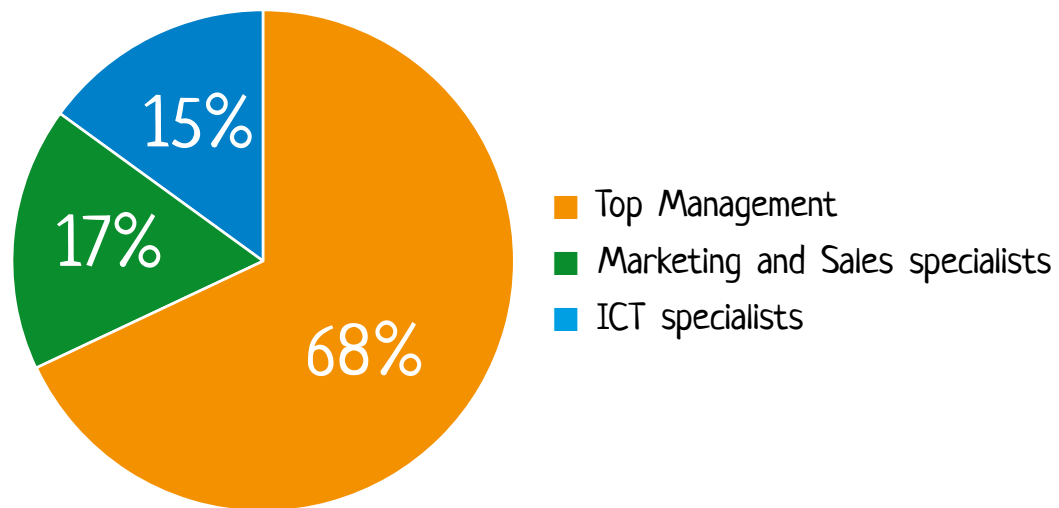
9.1%	55 y.o. and older
18.1%	45-54 y.o.
30.5%	35-44 y.o.
30.6%	25-34 y.o.
10.1%	18-24 y.o.
1.6%	Under 18 y.o.



*According to metrika.yandex

ComNews.ru audience. Occupation and gender*

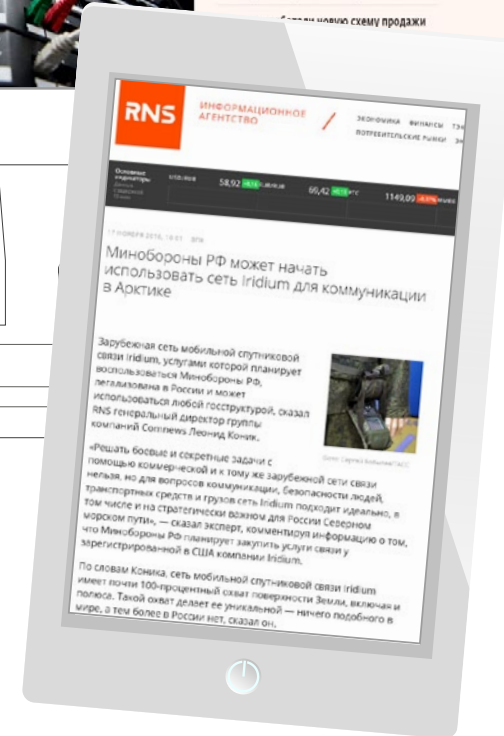
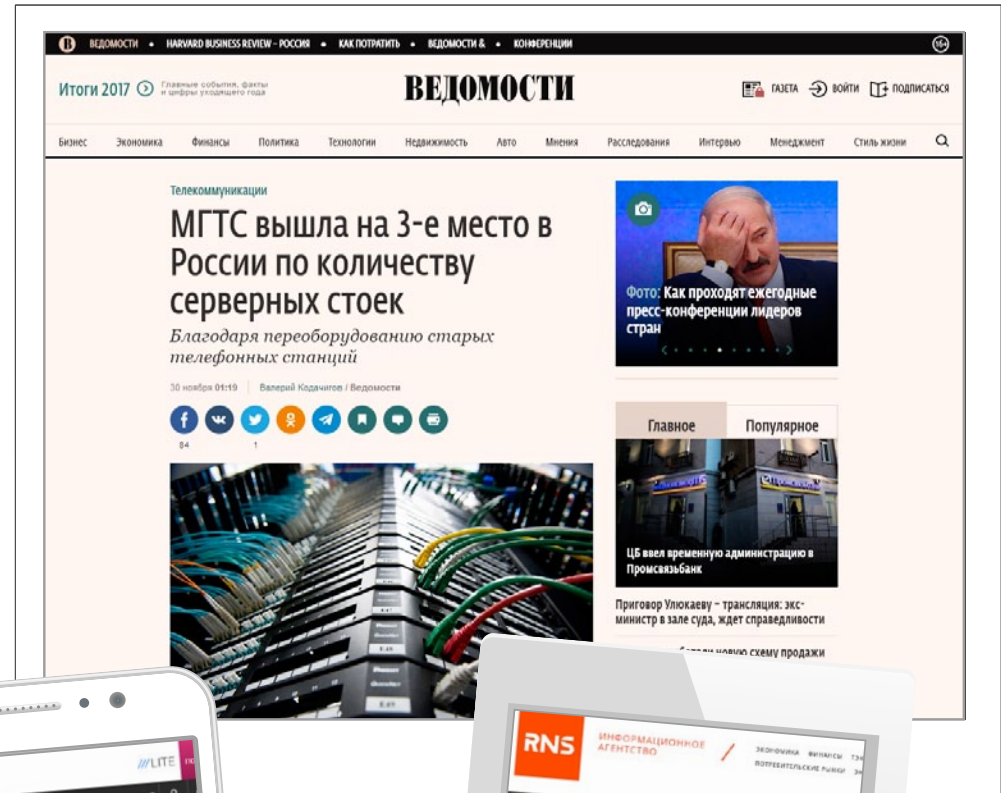
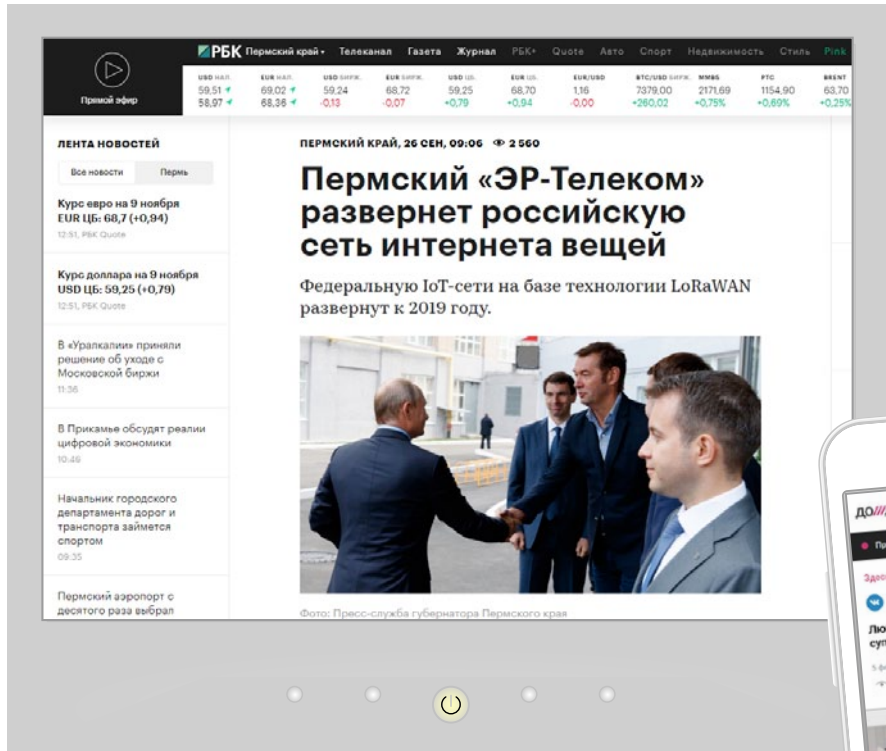
Advertising cost is <https://www.comnews.ru/adv>



*According to metrika.yandex

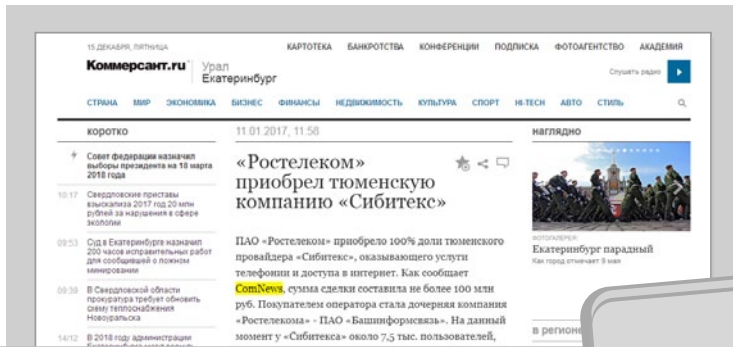
We are quoted

We are quoted by colleagues and market participants.
Our opinion is taken into account and referred to us.



We are quoted

We are quoted by colleagues and market participants.
Our opinion is taken into account and referred to us.

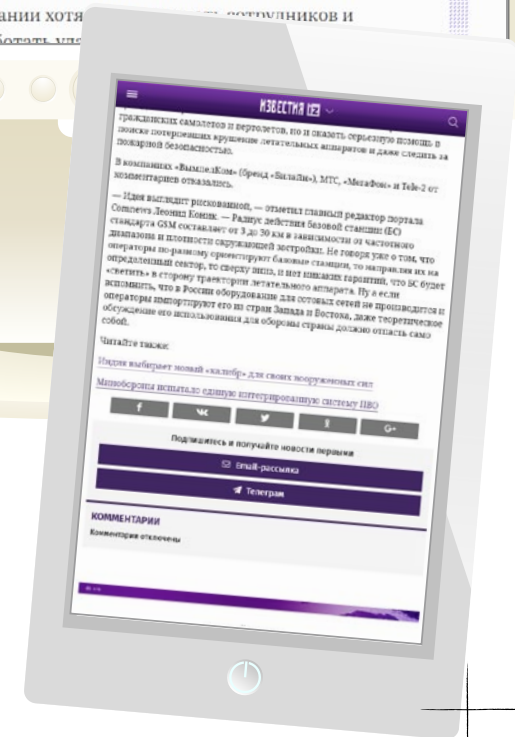
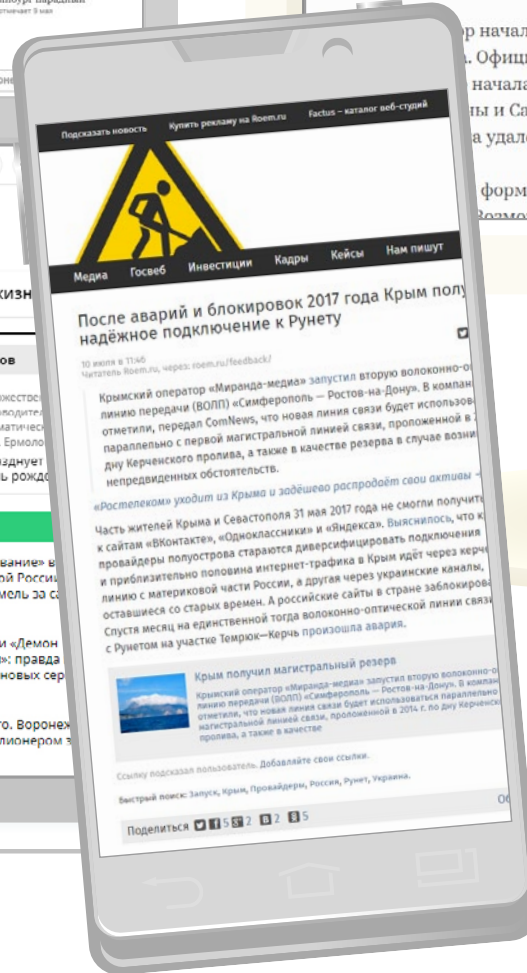
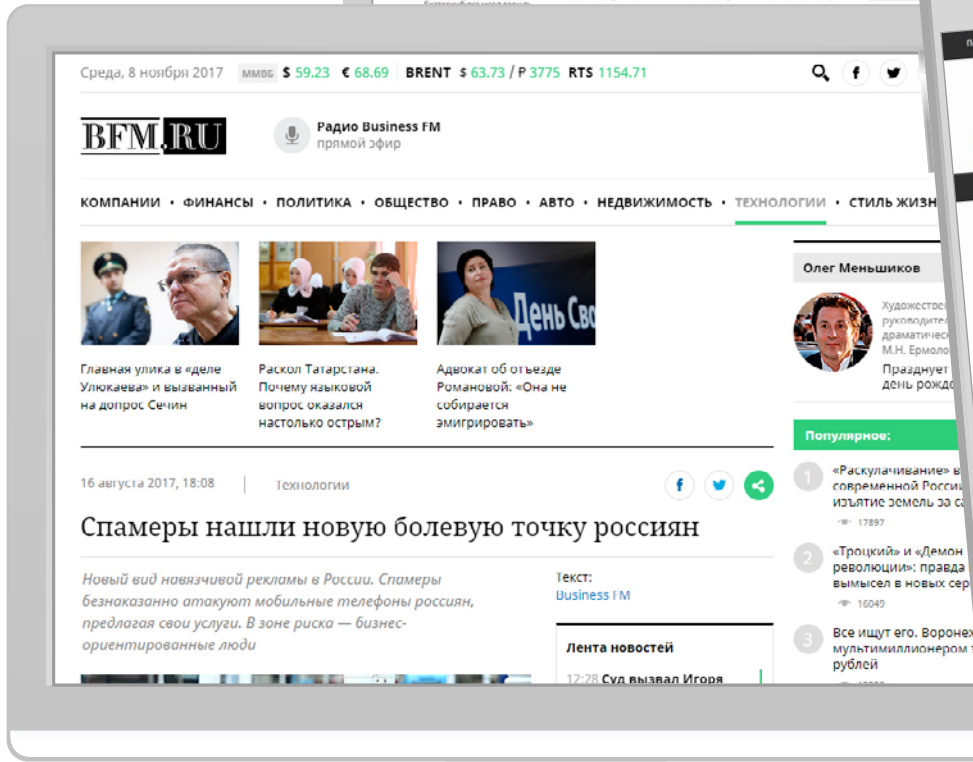


Inc.

НОВОСТИ 27 Июни

Оператор «Дом.ru» переводит часть сотрудников на «удаленку»

Компания «ЭР-Телеком», предлагающая интернет и телефонию под брендом «Дом.ru», в ходе пилотного проекта переводит часть специалистов контакт центра на удаленную работу. Об этом пишет ComNews.



Special project “Digital Economy”

In September 2017, a new online information project was launched: “Digital Economy”. We monitor the implementation of digital solutions and technologies in key sectors of the Russian economy using various formats: news, interviews, author columns, quotes, and official documents. Along with informational sections, the “Digital Economy” project will include a directory of solution providers for the new economy, broken down by vertical markets.

Industries in the focus of the project:

- Oil and gas industry
- Energy industry
- Housing and communal services
- Automotive industry
- Manufacturing industry
- Banking sector
- Public administration
- Healthcare
- Wholesale and retail trade
- Transport and logistic



≡ [НОВОСТИ](#) [МНЕНИЕ](#) [ЦИТАТЫ](#) [ДОКУМЕНТЫ](#) [ПРОЕКТЫ](#) [КТО ЕСТЬ КТО](#) [ЛУЧШИЕ ПРОЕКТЫ](#)

НОВОСТИ

25.10.2021

Модульбанк запустил бухгалтерский сервис для продавцов на маркетплейсах

В рамках сервиса с предпринимателями будут работать бухгалтеры, которые понимают все тонкости учета для маркетплейсов и несут финансовую ответственность за правильность расчетов. Они смогут учесть операции импорта, включая торговлю с Китаем и валютные операции, рассчитать налоги и отправить отчетность в налоговую службу. Ограничений по количеству маркетплейсов нет.

<https://www.comnews.ru/digital-economy>



МНЕНИЕ



Александр Гаврюсов
консультант по
салтинговой компа
нии «ЮКЕИ»

Print media. "Standard" Magazine

Business magazine about digital transformation, IT, communications and content in Russia and in the world.

Each issue of the magazine publishes the "Analytical Map": visualization of the state and development prospects of various segments of the IT, telecommunications and broadcasting market.

Circulation 10,000 copies.



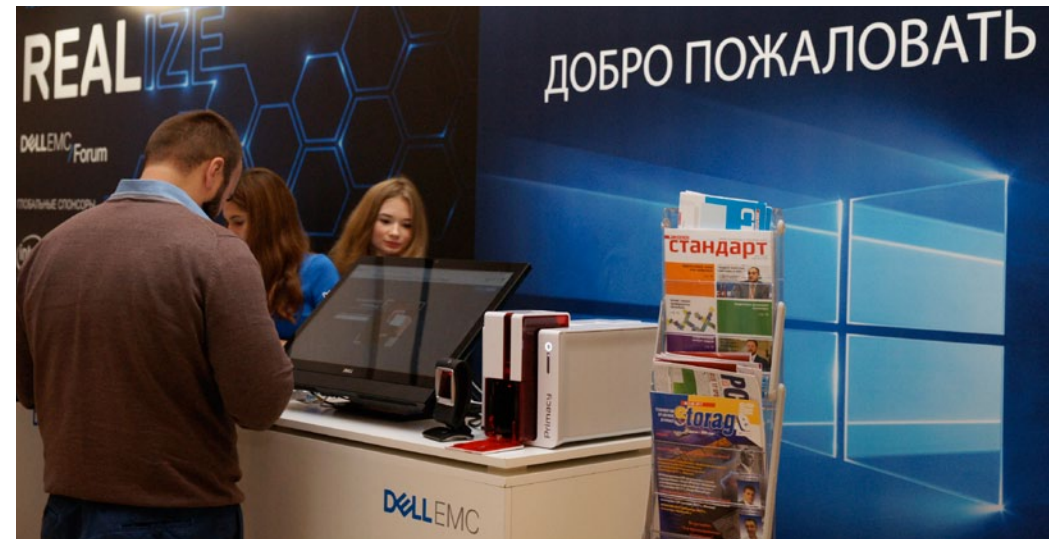
Advertising and distribution

- Distributed at 20 annual ComNews conferences, key Russian and international events in IT, telecommunications and vertical markets, as well as corporate conferences of global vendors in the Russian Federation.
- Sale of digital copy with the “Analytical Map” <http://www.comnews.ru/standart>
- Mobile application for Android and iOS.

The readership is 20,000 people. These are key persons in the ICT industry, both on the part of customers and on the part of suppliers, as well as government bodies of the federal and regional levels.

Advertising cost is

<https://www.comnews.ru/sites/default/files/standart2020-03.pdf>



Print media. ComNews Yearbooks

ComNews yearbooks consolidate information about market players; provide powerful information support to customers and partners of ICT enterprises, providing access to up-to-date information in a concise and accessible form.

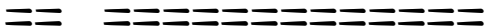
“Digital transformation. Who is who”

More than 2,000 biographies of key people in the IT sector and the digital economy from business and government bodies.



<https://whoiswho.comnews.ru/about>

Major conferences



Federal IT Forum of the Russian Oil and Gas Industry

Under the general partnership of Gazprom Neft, it has been held annually since 2015



Wireless Russian Forum

The main event in the Russian wireless technology market has been held since 2009 with the participation of key international organizations in the field of standardization and new technologies: ETSI, 3GPP, ITU, 5G Infrastructure Association, 5G-PPP, GSA



ComNews Awards

Award ceremony for the most dynamically developing and innovative companies of the year in the Russian ICT industry





Federal IT Forum of the Russian Oil and Gas Industry

More than 500 heads of IT services of industry companies, Russian and international developers, as well as representatives of government agencies and development institutions.



<http://www.it-vink.ru>





Wireless Russia Forum

Participants: more than 250 representatives of state regulatory authorities, telecom operators, equipment manufacturers, system integrators and equipment distributors, financial and investment organizations, consulting companies, mobile retailers, content and service providers and media representatives.



<http://www.comconf.ru/wireless2021>



ComNews Awards

The award ceremony celebrates the most dynamically developing and innovative companies of the year. For many years the basis of the honest and independent rating composed according to measurable and comparable criteria has been the yearbook known to all Russian operators, broadcasters and IT companies: "Encyclopedia of Communications and Broadcasting. Ratings", and since 2017 it is the yearbook "Digital Transformation. Best practices".



Organization and holding of events

Concept development from scratch, conducting and reporting at every stage of preparation in cooperation with large corporations for organizing events.



- Series of round tables in 11 key cities of Russia with CIOs of regional enterprises (2011, 2017);



- Conferences on digital and mobile retail Digital Retail Russia (2011, 2012, Moscow);



- Conferences of operators and users of the satellite communications and broadcasting network SATRUS (in partnership with the Federal State Unitary Enterprise "Space Communications" (2009-2012, Moscow);



Organization and holding of events



- Filling the business program of the “Pochtovaya Troika” forum, session moderation (2013, St. Petersburg);



Rostelecom

- Conferences “Glance into the Electronic Future” with the participation of the Federation Council (2015, 2016, Sochi);



- Conference “Integrated Petroleum Engineering” (2016, St. Petersburg).



Organization and holding of events

In recent years, the organizers of major exhibitions have invited ComNews to hold specialized round tables at their venues, including:



- The practice of implementing the Decree of the Government of the Russian Federation No. 1326 "On the specifics of providing communication services in the Republic of Crimea and the city of Sevastopol" (June 2015, Sevastopol). Customer was Roskomnadzor;



- Digital Plant: from the Industrial Internet of Things (IIoT) to management at the level of economic parameters, during the exhibition "Oil and Gas/MIOGE" (June 2017, Moscow). Customer was ITE;



- Digital Army: Application of IT, Internet of Things and Industry 4.0 approaches in the daily activities of the Armed Forces of the Russian Federation, during the "Army 2017" exhibition (August 2017, Kubinka). The customer was the Ministry of Defense of the Russian Federation.



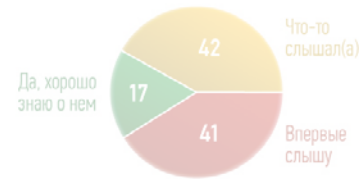
Research and Consulting



Based on deep expertise of products in the field of digital transformation, the Internet of Things (IoT), Industry 4.0, ICT in vertical markets, IT, telecommunications and broadcasting, extensive contacts in the IT/telecom industry and non-standard approaches to solving problems.

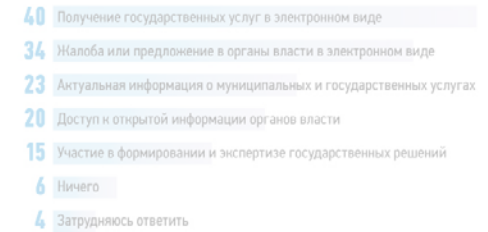
The research division ComNews Research has been operating in the market since 2006.

Информированность населения РФ о портале электронных госуслуг www.gosuslugi.ru
(%, март 2013)



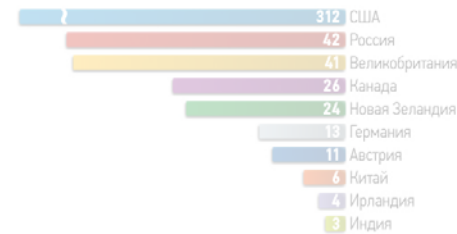
Источник: исследование SAP

Возможности электронного правительства, востребованные у населения РФ
(%, март 2013)



Источник: исследование SAP

ТОП-10 государств по количеству информационных утечек
(I полугодие 2013)



Источник: InfoWatch

ТОП-5 нарушителей корпоративной информационной безопасности
(%, 2013*)



*Прогноз

Источник: InfoWatch

ТОП-10 наиболее популярных методов защиты информации в российских компаниях
(%, март 2013)



Примечание: по итогам опроса Global Corporate IT Security, проведенного компаниями B2B International и «Лаборатория Насперного» в 2013 г.
Источник: «Лаборатория Насперного»

ТОП-10 внешних угроз, наиболее актуальных для российских компаний
(%, 2013*)



*Прогноз
Примечание: по итогам опроса Global Corporate IT Security, проведенного компаниями B2B International и «Лаборатория Насперного» в 2013 г.
Источник: «Лаборатория Насперного»

Research and Consulting

Over a decade of work, ComNews Research has completed over 150 studies, more than 90% of which were exclusive works for one customer (with the signing of NDA).

ComNews Research assists in preparing the "Analytical Map", a monthly supplement to the "Standard" magazine.

The customers of ComNews Research were dozens of Russian and foreign companies, including:





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