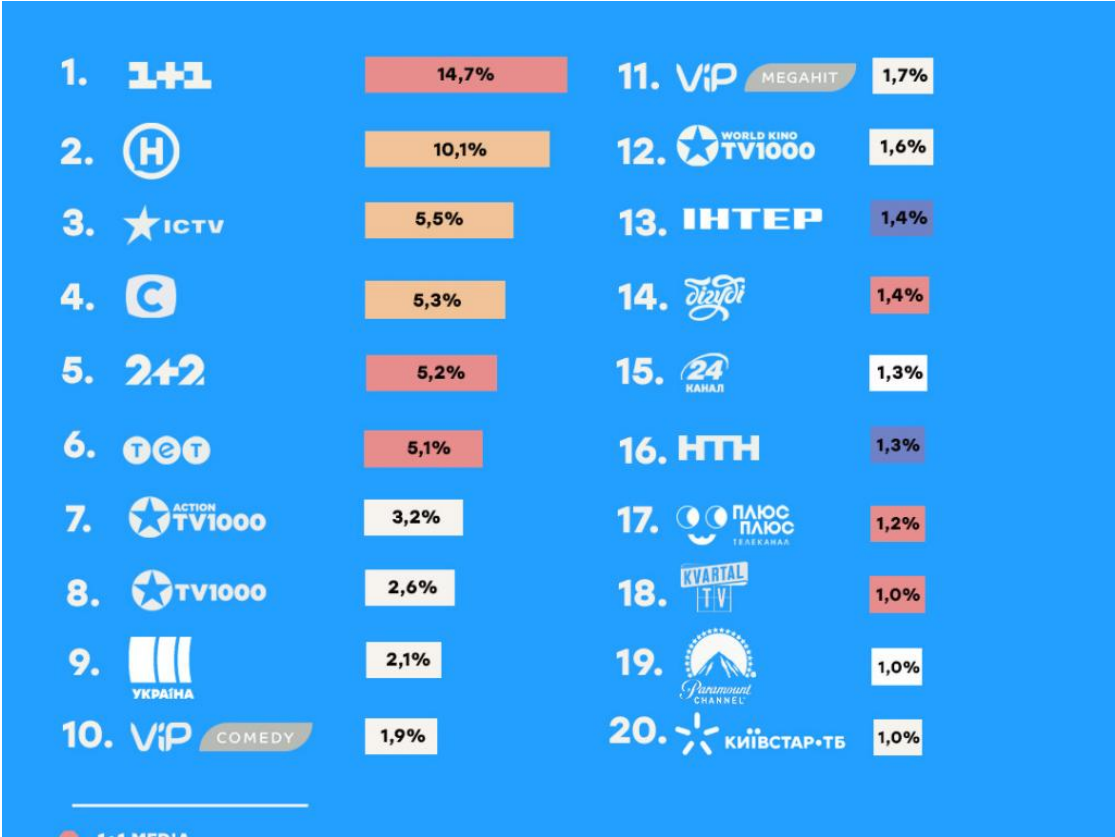


# The 1+1 media group summed up 2022 in terms of television viewing and talked about the main successes

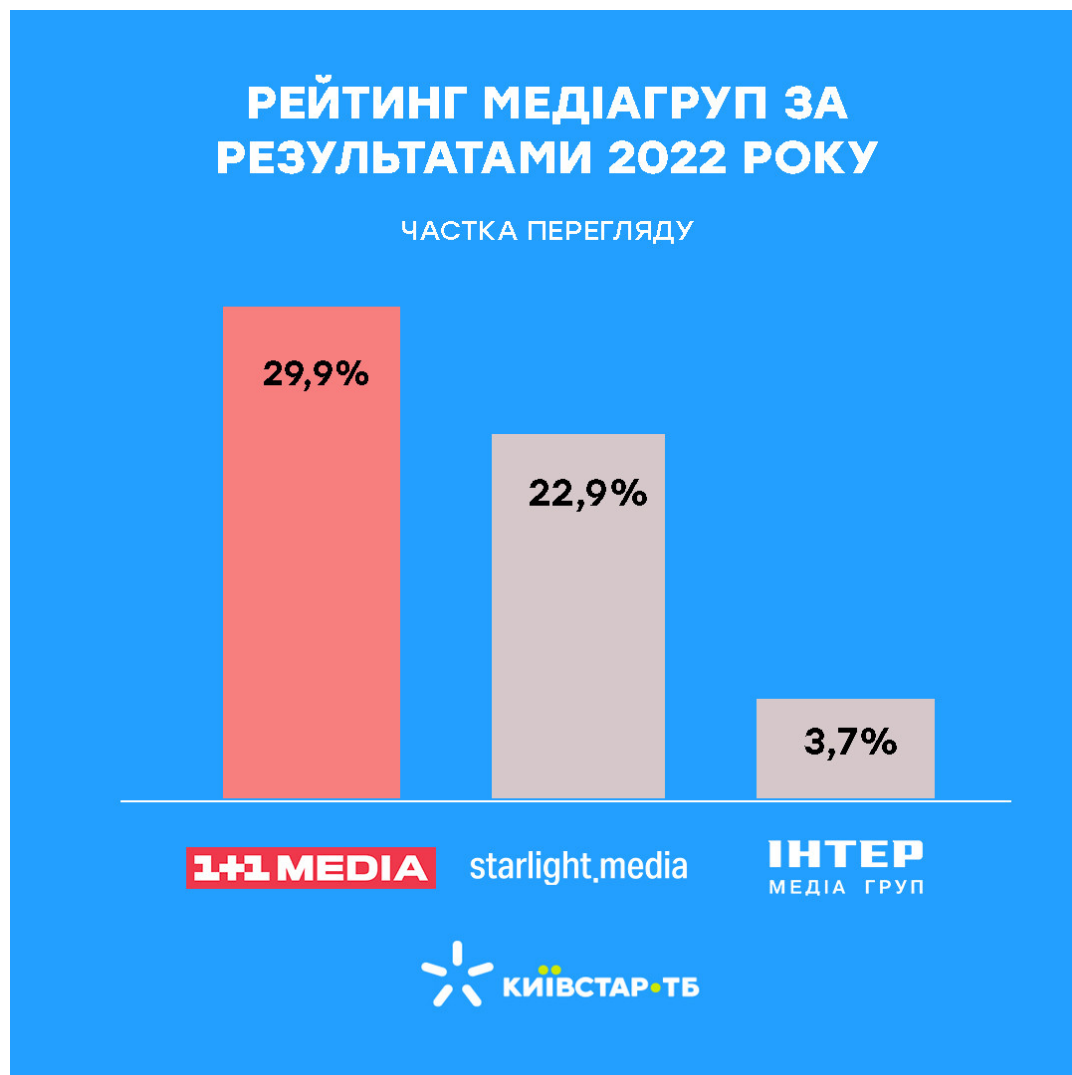


## What was the year 2022 for 1+1 media in terms of television viewing?

Despite the realities of a tough year, dictated by the full-scale invasion of the Russian Federation in Ukraine, the 1+1 media group implemented a large number of large-scale multi-genre projects in support of Ukraine, reformatted the broadcasting of TV channels by the requirements of wartime, and at the end of the year launched the updated TV channel 1+1 Ukraine, scaled TET and even was the first on the market to resume serial production and filming.

While the Nielsen panel is preparing for the restart, we summarize the results of television viewing according to the data of the **online television platform [Kyivstar TV](#)**, which during the war, monitored the demand of viewers and provided relevant data for the formation of

television ratings of the independent agency BIG DATA UA. And we also mentioned the critical achievements of the 1+1 media group in 2022.



### What was the year 2022 for 1+1 media in terms of television viewing?

Compared to 2021, 1+1 media significantly increased its share and ended the year in the first position with an average percentage of 29.9%. Accordingly, SLM Group, with a 22.9% share, was in the second step, and Inter Media Group was in the third position with a 3.7% share.

Since the flagship TV channel of the group - 1+1 - from the first days of the invasion started broadcasting within the "Edyny Novyy" marathon and continues to perform an essential function of ensuring the information defense capability of the country, in the

autumn TV season 1+1 and TET joined programming forces. This decision was due to great demand from viewers who needed their favorite "plus" content, which helped them switch and find strength for further struggle. One of the most important premieres of the year at TET is the vocal show "Voice of the Country," which was held with an average share of 10.6%. The project's finale, which took place in the subway, became a landmark event for the whole world because never in the history of the format has a life broadcast from the shelter been conducted!

Since December 24, with the update of the 1+1 Ukraine TV channel, all-important "plus" premieres, previously broadcast on TET, have moved to 1+1 Ukraine. In general, 1+1 Ukraine, on the air from December 24 to 31, won an average share of 8.5%. Still, on December 31, the channel grew significantly and topped the TOP of TV viewing on this important day for Ukrainians, with a share of 22.1%!

In its turn, TET became the third central channel of media holding. During this time, it grew a large audience, finding itself in the overall rating of Ukrainian TV channels in the sixth position with a 5.1% share.

As for the 2+2 TV channel, at the end of the year, it was the first to resume its serial production in wartime, starting filming the four-episode war drama "I am Hope," which viewers will see as early as 2023. The channel finished the year in the 5th position in the rating with a 5.2% share.

The TOP-20 TV channels of the year from 1+1 media also included Bigudi with a 1.4% share, occupying 14th place, PLUSPLUS in 17th place with a 1.2% share, and KVARTAL TV with a 1.0% share was on 18th place. Already traditionally, the TOP TV channel 1+1 Marathon leads, which significantly outpaced the nearest competitors and took first place in the rating with a 14.7% share according to the year's results!

Other TV channels of the 1+1 media group – own UNIAN and partner Paramount Comedy – ended the year with an average share of 0.2% and 1.0%, respectively.

### **How they watched the "United News" telethon in 2022**

The most popular product on the Kyivstar TV platform remains the "Only News" telethon, which began broadcasting on February 26 in response to the Russian Federation's full-scale invasion of Ukraine. Without stopping the air for a single day, the average viewing of TV channels in the marathon (seven main channels) was 22.4% of all TV channels on the platform (more than 300 TV channels). At the same time, a sharp surge in television viewing of the marathon was observed in the days of massive missile attacks, when there was a tremendous demand for operational and verified information.

The most popular TV channel in the marathon during all months of the full-scale war is 1+1, followed by ICTV, Inter, Pershyi, Rada, K2, and ZOOM.

In addition to ensuring its slot with news, the 1+1 team creates a large number of promotional videos for the marathon and initiates unique campaigns and special projects, which during the year had a considerable reach and feedback from the audience - charity marathons Save Ukraine - #StopWar, Embrace Ukraine, concerts and special broadcasts. In addition, the TSN team went on air at 6 a.m. on February 24, the first to announce the start of a full-scale invasion. And "Breakfast with 1+1" became the only morning show in Ukraine that did not stop broadcasting and continues to support Ukrainians in such a difficult time.

In 2022, the 1+1 media group produced 3,500 hours of content of various genres, mostly news, by 1+1 media forces and by order with partners.

### **How Ukrainians celebrated the New Year on December 31, 2022**

On December 31, 1+1 Ukraine became the most popular TV channel on Kyivstar TV, which topped the TOP with a 22.1% share, leaving the closest competitors far behind. On

this day, the TV channel aired the unique program "Breakfast with 1+1", a world movie hit, and the New Year's edition of "Evening Quarter." In the 23:00 - 00:00 slot, when the video address of the President of Ukraine, Volodymyr Zelenskyi, was broadcast, the share of 1+1 Ukraine grew to a record 40.5%.

TET won a 7.9% share and took third place in the rating. In the prime time from 21:00 to 00:00, the TV channel grew to a 10.7% share, thus taking 2nd place. And the percentage of the holiday edition of "Breakfast with 1+1" on both TV channels - TET and 1+1 Ukraine - amounted to 11.6%.

The 1+1 TV channel, which speaks in the "Edyni Novyni" marathon, was in 4th place with a 6.9% share. The TSN team prepared the marathon's New Year slot, uniting a vast audience - viewing of the broadcast of the 1+1 media team was 11.0%. 2+2 took the sixth place in the TOP with a 4.2% share, and the group's partner TV channel KVARTAL TV took the 9th place with a 2.8% share.

In total, the TV channels of the 1+1 media group gathered a record audience on December 31 – the share of TV viewing on Kyivstar TV was 47.0%! And the total percentage of watching the video address of the President of Ukraine on the group's channels amounted to 71.3%!

"1+1 media has always united millions of viewers, especially on significant days for the entire country, such as December 31. We have once again proven that we are a real support point for our audience. Thank you for your trust, and we are confidently moving forward, informing you about the most important things! Happy new year 2023, the year of the absolute Victory of Ukraine!" commented Maksym Kryvytskyi, general producer of 1+1 and head of the TV Business of 1+1 media.

**Watching 1+1 media projects on YouTube**

In 2022, viewing of 1+1 media projects on YouTube video hosting increased significantly. At the same time, the conditions of blackouts and long-term lack of electricity did not affect the indicators of coverage of products.

Thus, the YouTube channel, which publishes the main editions of TSN at 19:30 and other content, generated more than 2 billion 180 million views in 2022. The track has more than 4 million 400 thousand subscribers; it is the largest Ukrainian YouTube information channel.

In March 2022, the YouTube channel of presenter Natalia Moseichuk was launched, where relevant and high-profile interviews with influential people and experts were published. In total, as of the end of the year, the channel recorded almost 40 million views.

The views of the YouTube channel "Money," where relevant analytical content and materials that counter Russian propaganda and debunk myths, are published throughout the war. In 2022, the channel collected almost 1.5 billion views, and the project "The Secret Life of a Matryoshka" generated more than 123 million views, and "Dear Friends" - nearly 46 million views.

The UNIAN YouTube channel is also popular, with 2 million subscribers by 2022. Over the year, the channel's audience generated 1.8 billion video views. The best program on the channel was the "Polyanytsia" project. On average, each release collected more than 1 million views, and the most popular video was 3.2 million.

2022 is the year for news online resources 1+1 media

Internet news resources 1+1 media - TSN.ua, UNIAN.net, and Glavred.info - during 2022 showed stable growth, significantly increased the audience in social networks, and set their records.

According to Gemius, TSN.ua will be the leader among all news resources in 2022. So, on average, more than 10 million 600 thousand unique users visited the site every month, generating more than 2 billion 259 million views. TSN.ua accounts in social networks have

a record audience - on Facebook - 2.4 million, YouTube - over 4 million, Telegram - 945 thousand, Instagram - 884 thousand, Twitter - 1 million.

Throughout the year, UNIAN.net regularly entered the TOP-3 most popular news resources in the country, and in October and December 2022, it topped the rating. In 2022, UNIAN.net united about 9 million 600 thousand unique readers every month, providing 1 billion 59 million views according to the year's results. UNIAN's social networks converge a colossal number of followers: Facebook - 811 thousand, Telegram - 880 thousand, Twitter - 202 thousand, YouTube - 2.2 million.

In 2022, Glavred.info celebrated its 20th anniversary and, for the first time in its history, was ranked among the TOP-6 most popular resources in the country according to Gemius, yielding only to the famous tops of domestic internet journalism. According to the year's results, the site was visited by almost 4 million unique users every month, and the number of page views amounted to more than 310 million.