From Russia with Games
How to Make Native Content in a Perfect Storm

Ilya Krasilshchik
Publisher, Meduza
facebook.com/tintorero
Hi, I’m from Meduza
We’re a news outlet
We have 5m monthly UV(web)
We have > 500 000 apps downloads
We’re good in native
What is Meduza?

- **News outlet.** What’s happening in Russia and in the world
- **Explanatory journalism.** We explain the news and complex stuff
- **New formats lab.** Newsgaming, quizzes, explanatory cards, short formats etc.
- **We’re everywhere.** iOS, Android, Windows apps, web, social networks, browser extensions, messengers, daily newsletter
В Москве открыли памятник князю Владимиру

Крупнейший пиротехник России сообщил о вероятной блокировке

Британский таблоид назвал судей по «Брекзиту» врагами народа

Полиция насчитала 350 человек на «Русском марше» в Москве

В Дагестане убили лидера боевиков Хасавюрта

Открытие памятника князю Владимиру. Фотография
Work in Latvia, live in Russia

- **Audience** is in Russia
- **Advertisers** are in Russia
- **Editorial team** is in Latvia
Launched in 2014

(The worst year for the Russian economy since 1997)
Rouble is the worst currency in 2014

// Bloomberg
Russian media market in 2014

- **Display ads.** We hate banners
- **Context and RTB.** Death for media
- **Special Projects.** Too expensive
- **Jeans.** Whaaaat?
We write a good story about an oil company and they give us money? Never. It’s the worst, an awful sin. Everybody who does it should burn in hell.

David Remnick, The New Yorker editor-in-chief
To sum it up

• Your national currency sucks
• Your local media suck
• Your market is in decline
• Your government is against you
• You’re one month old
Native advertising as the only way to survive

(And prosper, but later)
Meduza today

• Leader in native advertising in Russia
• > 200 native campaigns in 2016
• > 100% revenue growth YoY
• 75% of revenue is branded content
What did we do?

• We didn’t know too much about native advertising

• There was no native market in Russia. Nobody knew what it was

• So we started to sell the only thing we do best: tell stories

• We tell branded stories with our best formats

• Every editorial format can be branded. Every branded format can become editorial
Why does it work so well?

- It's quick
- It's cheap (for everybody)
- It's more effective (average time spent on our native projects is 7 minutes)
- Every new format is reusable. So, everything you do moves you forward
Here is what we do
Russia is a champion of cyberbullying. Is it a serious problem?
Native cards

How to save Siberian tiger? *with* Rosselkhozbank
Native cards

How to save Siberian tiger? with Rosselkhozbank
Editorial quiz

Does Putin know?
Native quiz

A person or a vegetable?

*With Medskan clinic*
Editorial quiz

Check your morals. Based on Harvard University research
Native quiz

Are you allowed to go abroad?

*With Tinkoff bank*
Editorial game

Bring them back to church
Native game

Where is this apartment? *With AirBnB*
Editorial game

Help Putin be on time to the meeting with the Pope
Native game

Hangman

With eBay
Native game

Hangman
*With eBay*
Native game

Hangman

*With eBay*
Editorial game

Where’s the Kremlin journalist?
Native game

House of cards  With

House of cards
Native game

House of cards *With*

_House of cards_
Native game

House of cards *With* House of cards
Native game

House of cards  With

House of cards
Native game

House of cards *With* House of cards
Native game

House of cards *With*

*House of cards*
Native game

House of cards With
House of cards
Native game

House of cards *With*

*House of cards*
Native game

House of cards With

House of cards
Native game

House of cards  
*With*  
*House of cards*
Native game

House of cards With
House of cards
Thanks!
twitter.com/meduza_en