

Study Finds Russian Media Increased Foreign Language Broadcasts by 58 Percent

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Andrei Makhonin / Vedomosti

Russian media's foreign language broadcasts have skyrocketed in the past year as the sector has started targeting smaller language groups, a new study finds.

A report published on Thursday by the MediaDigger media intelligence firm, shows that in 2017 Russian media's coverage extended to 161 languages — which is a 58 percent increase compared to last year.

Since 2016,
Russian media have expanded their coverage to include
smaller languages such
as Danish, Icelandic, Romanian and even Catalan

They also expanded their coverage in Spanish, Chinese and Arabic, while cutting back on
German, French and Italian.

Meanwhile, the number of media
outlets has shrunk by 4 percent
this year, with
closures outweighing launches by almost 200 percent.

Another trend highlighted
in the report was the digitalization of the media sector. Thirty-
three percent of new media outlets
registered in Russia over the past year were
online
media — a new record, the report said.

Meanwhile, the number of print outlets is shrinking, with 68 percent of all closures
concerning print newspapers or magazines.

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