

KMW 2013: The Ukrainian ad market has potential to reach 1.5 billion USD

The Ukrainian ad market must be worth 1.5 billion USD, with the current situation being far away from this figure because the local owners of channels have not reached agreements with each other. This is the opinion of leading media figure Alexander Rodnyanski who took part in the round table about TV and Cinema in the CIS region, part of Kiev Media Week 2013.

Rodnyanski gave an example with CTC which on its own makes 700 million USD annually – this is more than the whole Ukrainian market. He added that not the potential of exporting content but the internal development of the market will ensure growth. This is the main goal for the market – to increase ad investments which will allow channels to grow. In his opinion having one player who will sell ad time will improve the situation.

Telekritika asked two local players – Vladimir Borodiansky and Alexander Tkachenko if they will be planning to consolidate sales in one company, as currently both of them represent two competing alliances: Borodiansky agreed that there must be a consolidation on the market but made on solid grounds, while Tkachenko commented he was opened for any types of consolidations.

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