

NSC

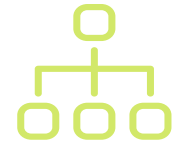


# NSC IS THE LARGEST TECHNOLOGICAL COMPANY ON THE RUSSIAN MEDIA ADVERTISING MARKET

NSC develops and implements technologies and products for the media advertising market, provides complete industrial analytics. Company's subsidiaries carries out regional and Internet advertising sales.

The divisions of the company have a high level of expertise in media advertising technologies and analytics and work in the interests of the entire advertising market.

NSC structure includes: Development Department, the Analytical Center and units of service support. The subsidiaries are regional and Internet advertising sellers (Region Media, IMHO Digital Sales House, Gazprom-Media Digital).





## HISTORY

NSC (LLC NSC) was formed in late 2016.

NSC and its subsidiaries are ideological and functional successors to Russia's largest ad-selling structures in the field of technology and analytics, as well as regional and Internet sales.

The predecessor companies of the NSC were the founders of the Russian advertising market in the late 1980's - early 1990's and were the drivers of its further development.

They formed the ideological and technological base of the market:

- Basic pricing principles
- Automation of the sales process
- Media advertising analytics

# HISTORY



**1987**

The origin of the  
russian advertising  
market



**1992**

The start of TV  
advertising sales



**1996**

The origin of Analytical Center  
Development of the automated  
ad-placing system



**1997**

The start of consolidated  
TV advertising sales in  
regions of Russia

# HISTORY



**1999**

The start of consolidated radio advertising sales



**2002**

The start of consolidated Internet advertising sales



**2005**

The start of consolidated sales of Digital Indoor advertising



**2007**

The start of consolidated Thematic TV advertising sales

# HISTORY



**2011**

Gazprom-Media  
Digital was formed



**2012**

The start of consolidated  
advertising sales in  
cinemas



**2016**

NSC was formed



**2017**

Launch of the updated  
version of the automated  
ad-placing system

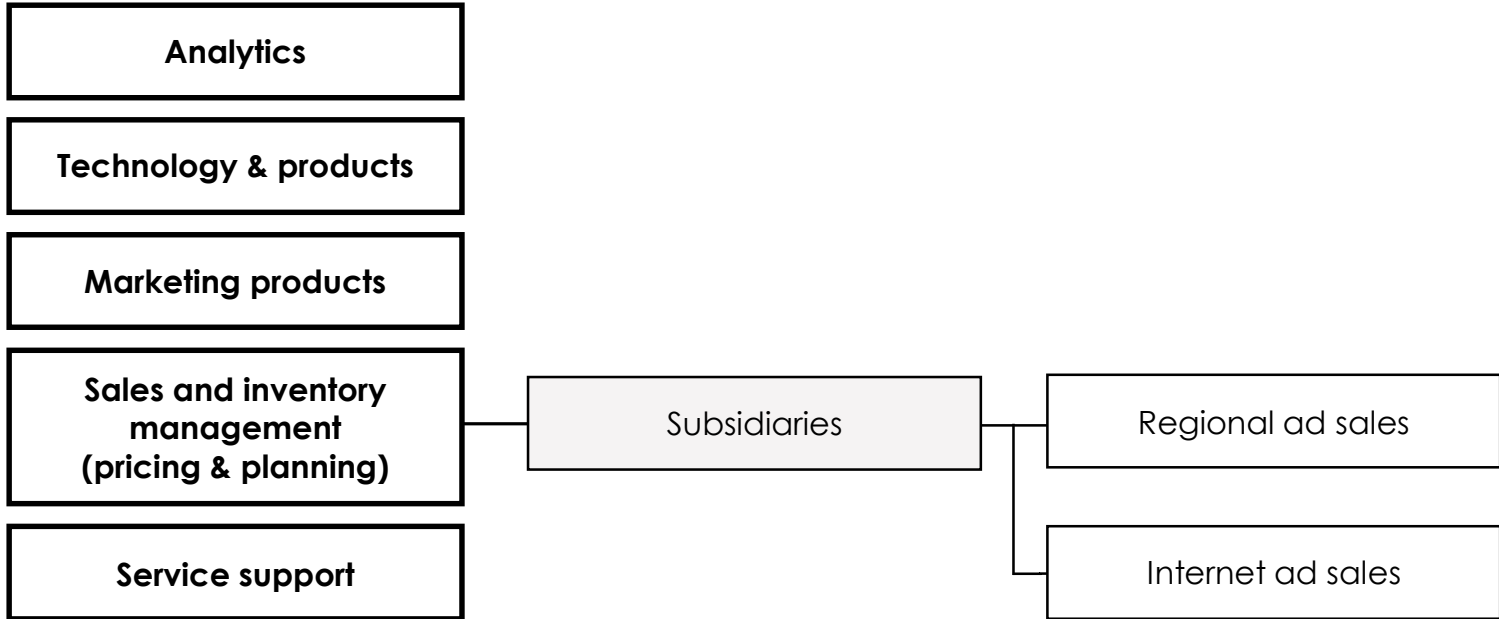


## **MISSION OF THE COMPANY**

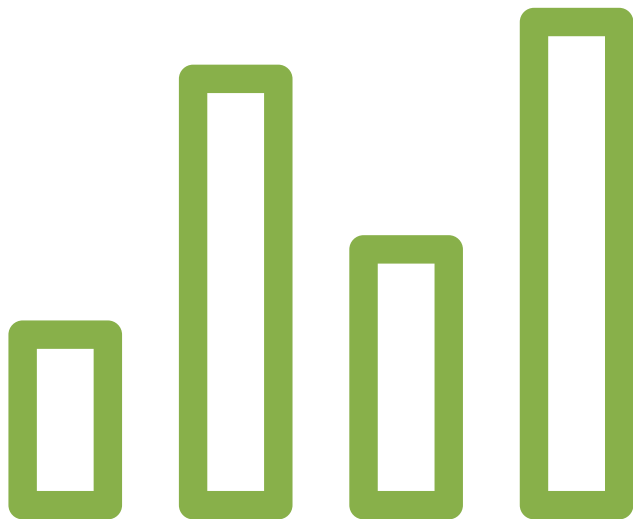
is to develop the technological basis of the Russian advertising market, to ensure its independence and leading positions in the Eurasian region

# FUNCTIONAL STRUCTURE

NSC's main fields of work



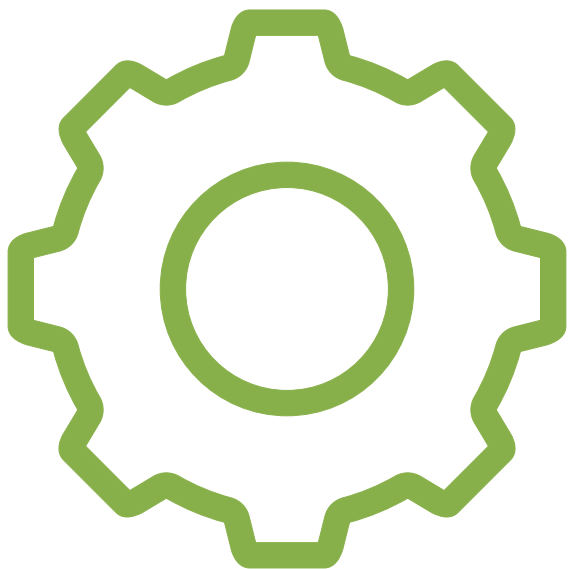




## ANALYTICS

### Analytical Center

- Basis of the company's business
- Unique research structure
- Studies the state of media advertising markets in Russia and neighboring countries, determines trends and prospects for their development
- Experienced specialists, Ph. D's

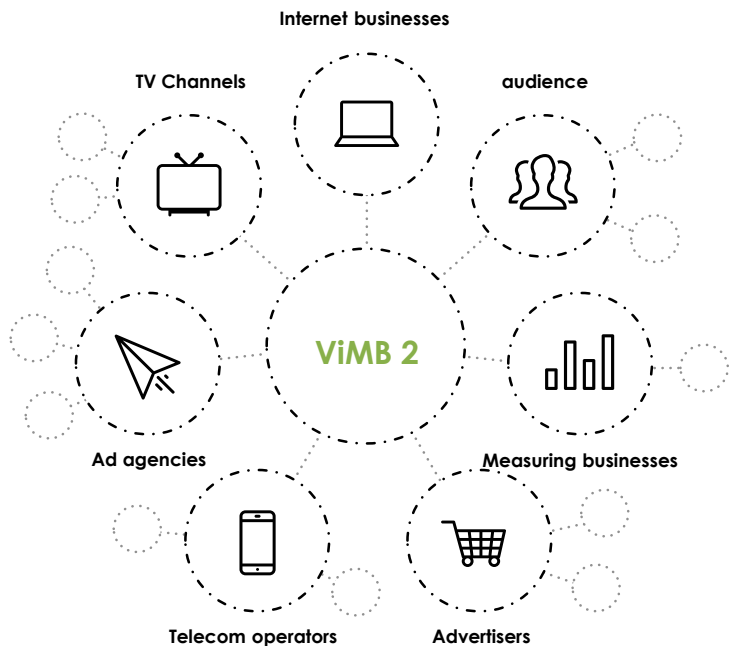


## TECHNOLOGY & PRODUCTS

### Department of Information Technologies and Systems

IT, support and analytic specialists

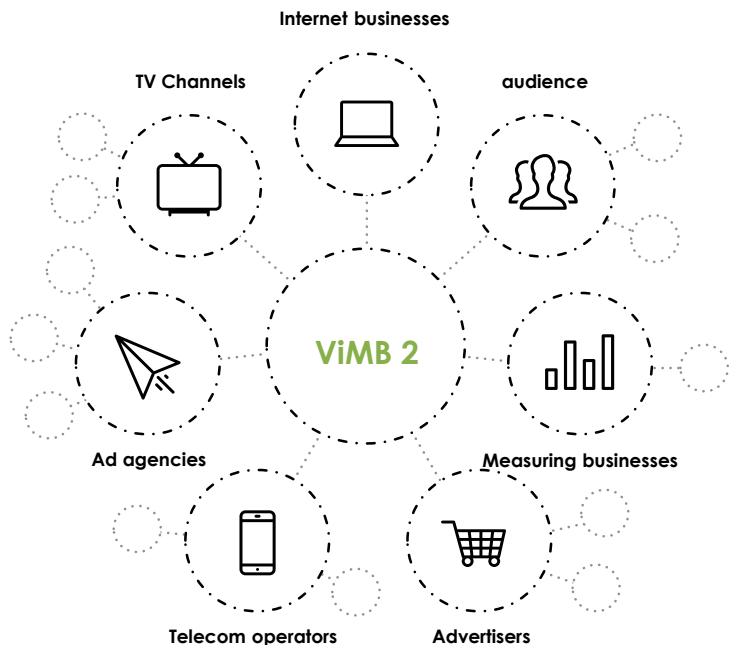
- Develop unique software products for the media advertising market
- Develop and implement the innovative technologies and solutions for the media advertising ecosystem:
  - **ViMB 2**
  - **ViPlanner**
  - **Counter**
  - **Mediateka**



## TECHNOLOGY & PRODUCTS

### ViMB 2

- Unique automated platform for ad-placement
- Carries out a technological cycle of realization of advertising potential of media
- Unites all participants of the process in a single program space
- Constantly develops and adapts to the changes on market



## MARKETING PRODUCTS

### Development Department

- Implements the latest software products for the entire media advertising market
- Provides complex marketing and analytical support for business processes related to the following products:
  - **Programmatic TV**
  - **BIGTV rating** | in cooperation with Mediascope
  - **Auctions**
  - **Unified Advertising Channel**

# REGION MEDIA

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## AD SALES. REGIONS

### Region Media

The largest operator of regional advertising in Russia. Provides professional services in the field of advertising sales of media. NSC subsidiary.

The company serves leading TV channels in Russia, Russian radio stations, Internet resources, major cinemas, as well as digital signage networks in supermarkets, airports, etc. in terms of regional advertising sales. The regional network of the company includes 27 branches in the largest cities of Russia, there is also the established cooperation with operators in 149 Russian cities.

# IMHO

Digital Sales House

## AD SALES. INTERNET

IMHO

The largest display ad seller in runet. NSC subsidiary.

Exclusively sells advertising space on popular sites in runet: Yandex.ru, Afisha.ru, RBC.ru, Rambler.ru, Auto.ru, Lenta.ru, Championat.com , Megogo.net, Gismeteo.ru, Avito.ru, and others. IMHO also offers its own advertising products: Video network (including TVZavr.ru, Megogo.net, Tvigle.ru, the sites of the First Channel, VGTRK holding, Yu, Zvezda, etc.), premium mobile and banner Network.



GAZPROM-MEDIA DIGITAL

## AD SALES. INTERNET

### Gazprom-Media Digital

The largest seller of video advertising in runet. NSC subsidiary.

GPMD offers the placement of video ads of various formats in the pool of large video resources of the runet: Rutube, Dom2, Rambler & Co, TNT-Online.ru, ivi.ru, Friday, TV3, 2x2, NTV, Nickelodeon.ru, Newstube.ru, Look At Media, Sportbox.ru, KHL, MATCH TV, RBC, Coub.com, Republic.ru, Planeta-Online, Sibnet and others.



## **SERVICE SUPPORT**

- Legal Department
- Finance Directorate
- Department of Informational and Economic Protection
- Department of Human Resources
- Department of Corporate Communications
- Administrative department



# NSC: CLIENTS



and others



Thank you for  
your attention!

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