

# Advertising Market, Gazprom: Business in Brief

By [The Moscow Times](#)

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## Advertising Market Grows 9 Percent

The advertising market grew 9 percent in the first quarter this year compared to the same period in 2013, totaling about 77 billion rubles (\$2.2 billion) in revenues, according to a report published Tuesday.

Internet advertising was the fastest-growing sector, increasing 25 percent to 16.9 billion rubles after taxes. Television advertising still led by volume, however, rising 9 percent to total revenues of about 39 billion rubles, the Association of Communication Agencies of Russia found.

Advertising from print media was the one sector that fell, shrinking 8 percent to about 7.5 billion rubles. Radio and outdoor advertising continued to expand at calmer rates of 7 and 5 percent respectively. *(MT)*

## **Gazprom Not Interested in China to Develop Gas Fields**

Russian state gas company Gazprom is not looking at inviting Chinese companies to develop its gas fields, deputy chief executive Vitaly Markelov said Tuesday.

Asked if Gazprom was considering inviting Chinese companies to develop its fields, an offer which could help spur moves to sign a gas contract with Beijing after years of talks, Markelov told a news conference: "We are not looking at such cooperation."

President Vladimir Putin plans to visit China on May 20 and Gazprom hopes to sign a gas contract which would help it diversify its exports away from Europe. (*Reuters*)

## **Donetsk Loses Beer Over Conflict**

Separatist militants in Ukraine's breakaway Donetsk region will have to get by with less beer.

The Ukrainian branch of Danish brewing company Carlsberg Group has halted beer deliveries to two cities in the conflict-torn Donetsk region of eastern Ukraine.

"We have suspended deliveries and sales of beer in Slovyansk and Kramatorsk so that our employees are not at risk," the company told Itar-Tass.

The company was Ukraine's second-most successful brewer in 2013 with a 28 percent share of the market. Its revenues totaled 3.5 billion hryvna (\$300 million) and delivered a net profit of 621 million hryvna, Itar-Tass reported. (*MT*)

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