

UKRAINIAN MEDIA MARKET

SNAPSHOT - ONE YEAR IN THE WAR



At first all media measurements were stopped.



But part of business continued almost as before bringing a sense of „normal“.

When the war started

After the Russian attack on February 24, 2022, Ukrainian media market went into a deep shock. Most of international companies suspended their work, the main TV channels merged into a single news marathon, TV measurements were stopped, and advertising sales were dropped.

As brave Armed Forces of Ukraine and brave people of Ukraine stood up to Russian aggression, in several days, brave local businesses - supermarkets, pharmacies, delivery services and many more - have resumed their work where humanely possible. These brave brands - Nova Poshta, Silpo, Uklon, Kyivstar, to name just a few, have supported Ukrainians in the darkest days, and will forever become lovemarks for the Ukrainian people.



About 100 TV advertisers were active by the end of 2022 (approx. 30% of 2021 level).

Advertising communication did not stop

In just 2 months, after successful defence of Kyiv and Chernigiv, and despite the continuation of the war, many more Ukrainian and international companies resumed not just their work, but also their communication. By May 2022, advertising went back on TV. There were about 100 advertisers on TV by the end of the year, which was approximately 30% of the 2021 level.

Resumption of the activities of international companies in Ukraine is perceived as a big victory. Large international companies such as Nestlé are building new production facilities in western Ukraine. After half a year of the war, McDonalds restaurants re-opened one by one in Kyiv. This became the TOP news in the media. There were queues at the first restaurants, and meme galore in social media.

It is clear, that these fearless companies would enjoy strong reputation benefits for many years to come.

Into 2023

From the new year 2023, TV measurement has been finally restored. TV channels outside of the "news marathon" are even investing into new content, thus supporting local talent. Advertisers, in return, are not only investing in media, but also developing new communication and producing new creative, as the "old" tone of voice and messages are simply inadequate in the new reality.

Of course, there is a monumental change in media consumption in Ukraine, accelerated digitalisation being one of them. News is consumed

via Telegram channels and YouTube, while previous leader: TV is on the third rank only. However, TV maintains an important role of providing common context for the Ukrainian people.



Crowds in front of a re-opened McDonald's in Kyiv

Months to come

It is difficult to make forecasts, as planning horizons have been greatly reduced. However, the most cautious market forecasts predict that 2023 investments may be at a good 50% of the pre-war level.

All of Ukraine is looking to the future with hope - every day, despite the bombings and power outages, the country is working and looking for new opportunities for development, making incredible efforts to accelerate victory.

We thank the entire civilized world for their help and hope that the war will end this year, and the stage of restoration of Ukraine will begin!

IF YOU WISH TO FIND OUT MORE ON THE SITUATION AND HOW TO ADVERTISE IN UKRAINE NOW

Please reach out to regional media consultants:



Rafał Szysz, STARS (Warsaw)

rafal.szysz@stars.com.pl

+48 509 800 882

Svitlana Kalinina, KWENDI (Kyiv)

sk@kwendi.net