



Dear all,

We bring to your attention a regular review of the latest news and other important events around VK. Feel free to [reach out](#), if you have any follow-up questions.

With best regards, VK IR team

Advertising:

- VK Ads now has an [ability to pay only for actual views](#) of advertising videos in In-stream format.

Social platforms and media content:

- VKontakte conducted a [survey and analyzed trends in content consumption](#) in clips, videos, stories, music and other post formats.
- VK Video users now have [access to a multi-million library of VK Clips](#).
- 57% more companies started to use [business notifications in VK Messenger](#).

Ecosystem services and other business lines:

- Notes Mail.ru [came out of beta version](#) and presented analytics for the year.
- In Q1 2024, the [average bill for games in RuStore increased 3.2 times YoY](#).