



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:

- Now in VK Ads it is possible to [promote not only OK group, but also publications](#) to attract more attention to the content and increase the number of views on OK posts.

Social platforms and media content:

- VK Video and social networks VKontakte and OK became the first Russian services to receive [support for the new AV1 video codec](#).
- VK Video app became available for [Android tablet users](#).
- VK Video introduced a new feature: authors can [link short clips to long videos](#) and vice versa. This allows to create teasers for the main content and further promote it.
- OK began [hiding messages from strangers](#) in messages.
- OK launched a new show from the author of the social network - "[Brutal Beads](#)".

EdTech:

- Uchi.ru launched two [educational projects for teachers and schoolchildren](#) – “Academy of Functional Literacy” and “Territory of Safety”.

VK Tech:

- VK HR Tek system took [first place in the 2024 corporate electronic document management rating](#) according to the IT marketplace Market.CNews.
- VK WorkSpace launched a [tool for fast and seamless transfer of company data](#) from third-party services: cloud storage, mail, calendar, and others.
- VK WorkSpace now has an [online board and a note service for teams](#).

Ecosystem services and other business lines:

- [Data transfer feature](#) is now available in Notes Mail.