



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 released an [update to Direct Deals](#).

**Social platforms and media content:**

- MAX users now have access to a [channel recommendation feed](#).
- VK launched the [VK Video Premium subscription](#).
- VK AdBlogger platform [lowers the entry barrier to monetization programs](#) for creators.
- OK launched a [Posters section with free events](#) for seniors.
- OK launches an exclusive [video project "Kitchen with Dadali"](#) about balanced nutrition.

**VK Tech:**

- VK Tech allocated [AI solutions for business](#) into a separate business unit.
- VK Tech unveiled [updates to its VK Workspace super app](#).
- VK Tech and Platforma join forces to [develop the big data industry](#) in Russia.
- [The Astra Linux 1.8 operating system](#), Smolensk security level, is now available on the VK Cloud public cloud.

**Ecosystem services and other business lines:**

- Mail.ru Email [summed up the performance of its anti-spam and anti-phishing systems](#) in Q1 2026.