



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 a new ad format, "[Premium Placement](#)", with access to exclusive placements on VK thematic projects, in Dzen, and on sites that are part of the VK Advertising Network.

#### Social platforms and media content:

- OK [updated the privacy system for publications](#). Now, the social network allows users to choose who will see the publication on the page: only friends, all users of the social network, or the audience of the Hobbies service.
- The VK Video application has been installed [20 mn times](#).
- VK Video introduced [new features and a redesign of the service](#).
- The VK Video application is now [available for iPad users](#).
- VK Dating set [new records for audience and activity](#): 800 k users create 1 mn matches daily.
- Sferum, with the support of the Ministry of Education of the Russian Federation, prepared a new free [online course for teachers](#), "The Teacher of the Present: How to Teach and Learn in the Modern World."

#### Educational technologies:

- VK launched a new free service for organizing work of tutors and students — [VK Tutoria](#).