



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:

- [2024 VK Ads results](#): the total number of ads on VK sites increased 2.5 times YoY, while the number of advertising campaigns more than doubled.

Social platforms and media content:

- VKontakte [summed up the New Year holidays results](#): record clip views, an increase in the number of new acquaintances and 2.2 bn minutes in VK Video per day.

VK Tech:

- [Full-text search engine](#) was added to VK Cloud.
- [Kuban Credit Bank](#) introduced a cloud-based version of VK Tech's process analytics.

Ecosystem services and other business lines:

- Mail [blocked more than 6 bn spam emails](#) in Q4 2024.
- In 2024, the number of VK ID users who used passwordless authorization methods [grew by 30%](#).