



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:

- [Chinese advertisers' investments](#) in VK promotions exceeded RUB 2.6 bn rubles in 2025.
- VK Ads launches a new feature, "[Business Cards](#)".

Social platforms and media content:

- MAX users created [over a million private channels](#) in a week.
- MAX users got access to a [channel view counter](#).
- The number of VK Video authors [reached 400,000](#).

VK Tech:

- VK Tech took second place in TAdviser's [ranking of video conferencing providers](#).
- VK Object Storage entered the [top three Russian S3 providers](#) according to CNewsMarket.
- [The Bolshaya Peremena Foundation](#) built a donation tracking CRM system in VK Cloud.

Ecosystem services and other business lines:

- Mail launched [free TV broadcasting](#) on the Main Page.
- RuStore released a [Chinese-language version](#) of the developer console.

Other:

- VK started to implement [visual language models](#) in the search of its products.