



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 is now available to [automatically generate short vertical videos](#) to promote business and content.
- Expanded Promo in Dzen: businesses and authors can now customize ads using [interest-based targeting](#).

Social platforms and media content:

- OK increased original content by [1.5 times](#) in 2024.
- VK Mini Apps developers' advertising revenue in the first quarter of 2024 [grew 6 times](#) year-on-year.

VK Tech:

- VK Cloud launches a solution for building software development platforms - [Dev Platform](#).
- VK and AVTODOM Group of Companies entered into a [strategic partnership](#). The companies plan to transfer the IT automobile holding's systems from physical infrastructure to the VK Cloud.

Other:

- [VK and Rosatom](#) will jointly promote initiatives and projects in the digital environment, as well as develop popular science communities in social networks under a cooperation agreement.
- VK Play Arena hosted the [final of the Russian Esports Student League](#) 2024 in Moscow.