



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 users can now [promote websites and product feeds using smart campaigns](#).
- The ["Universal Inscription" format](#) is now available in VK Ads.

Social platforms and media content:

- [VKontakte topped the social media rankings](#) in Russia in terms of the number of active authors and publications, according to Brand Analytics.
- [Beeline, T2, and MAX teamed up](#) to create new customer notifications and combat cybercriminals.
- The [MAX Security Center](#) summed up the results of its work for 2025.
- [The "Master MAX" educational program](#) will help retired residents of the Moscow region easily adapt to MAX.
- OK Dating launched its own [show "Happiness is near!"](#).

VK Tech:

- VK Tech introduced a [VDI solution for secure work on RED OS 8](#).
- VK Tech [opens the source code](#) of the Java connector for Tarantool.
- The [RED Database DBMS](#) is available in the VK Cloud marketplace.
- Russian engineering products manufacturer [UTECH](#) migrated its employees to VK Tech's corporate electronic document management system.
- The [Zhivoy Foundation](#) expanded its IT infrastructure and updated its website with the support of VK Tech.

Other:

- VK presented [New Year projects](#) for users.