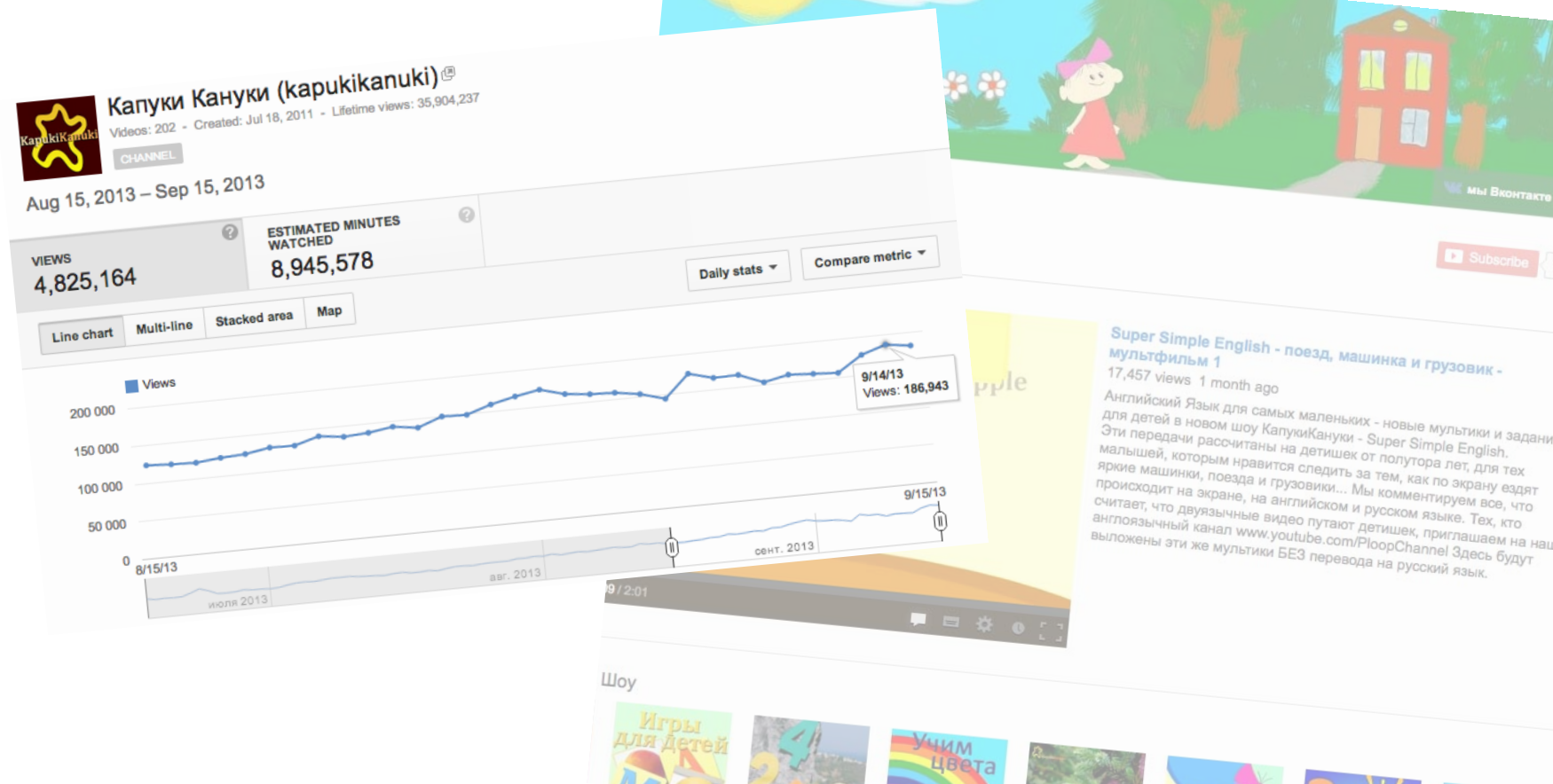


What is Kapuki Kanuki?



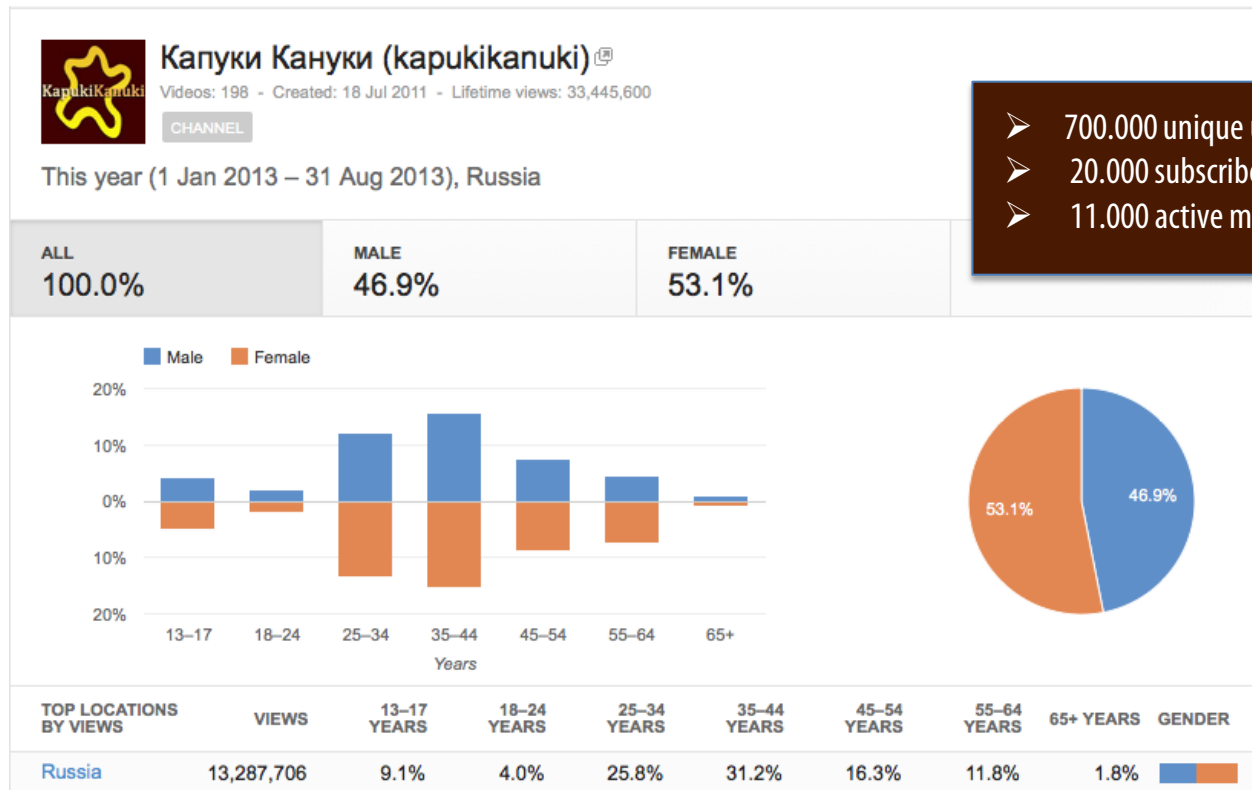
«Kapuki Kanuki» – is the biggest independent channel on YouTube focused on pre-school audience in Russia. We generate more than 150.000 daily views and almost 5 million views a month. Our mission is to grow together with children, to have fun and learn with them. We teach to count, read and socialize. For the last 2 years we've published more than 200 videos both created by ourselves and together with partners. We publish 10 new videos a month and looking for more great content for children.



Our Audience



Our target audience: children 0-4 years old and their parents. It is statistically proven that parents most likely watch edutainment video together with children that makes channel attractive for advertisers. We've been building our audience for the last 2 years and we are strongly focused on early learning and social education.

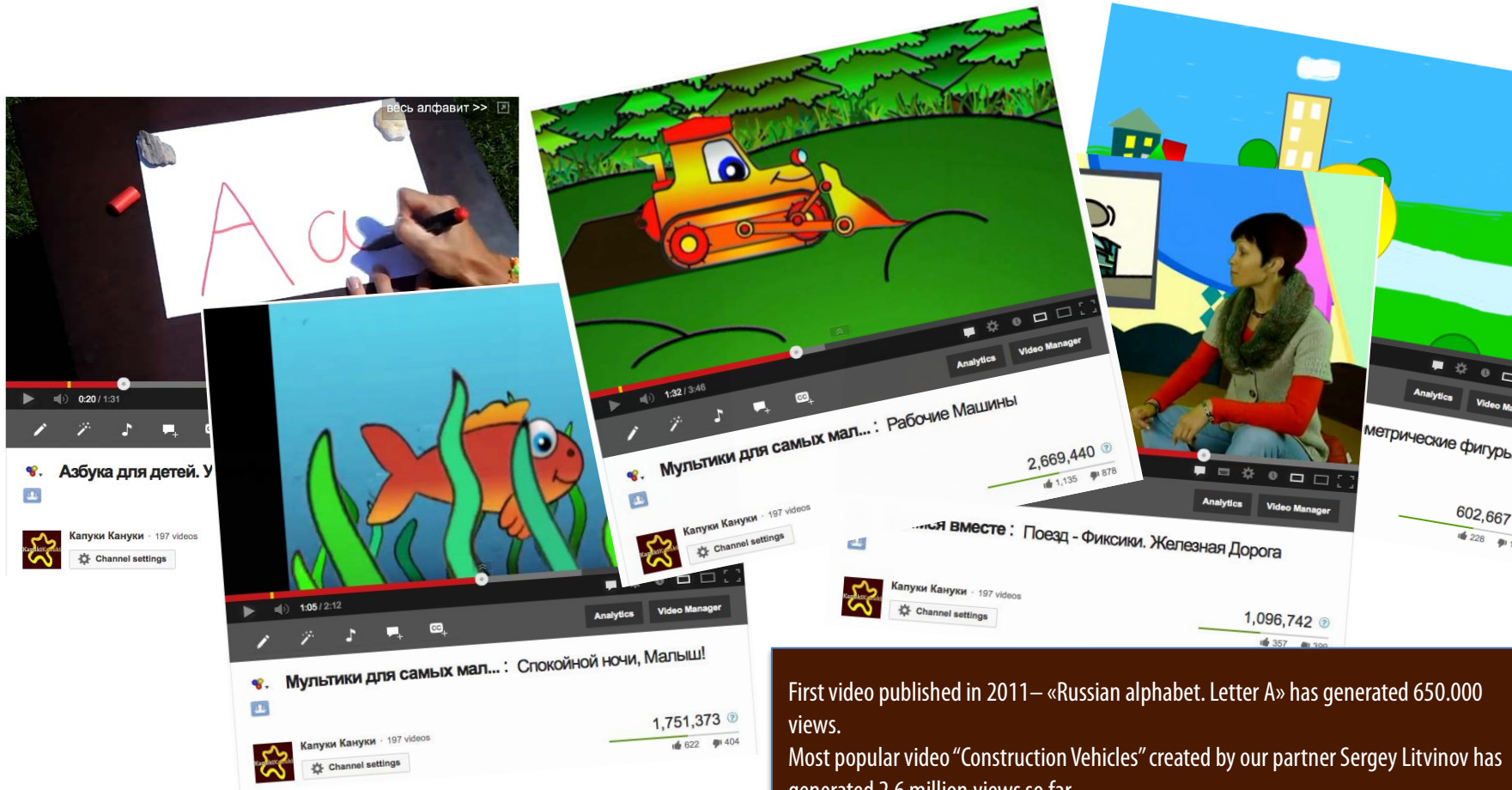


- 700.000 unique users generating 5 million views a month
- 20.000 subscribers
- 11.000 active members in vk.com/KapukiKanuki

Our Video



We create a lot of content by ourselves. But the key to success is collaboration. We work with many individual contributors and content producers to bring all the best independent local content to the audience.



First video published in 2011– «Russian alphabet. Letter A» has generated 650.000 views.

Most popular video “Construction Vehicles” created by our partner Sergey Litvinov has generated 2,6 million views so far.

50% of video published has generated at least 100.000 views.

Grow Your Audience With Us



Your content works great on original language. Why not to bring that success to Russian-speaking audience? What we offer is:

- Dubbing your content to Russian
- Publishing video on YouTube.com/KapukiKanuki
- Promoting content as it is our own content both on YouTube and in social media
- Share revenues
- Increase revenues with sponsorships and direct ads sales that we do
- Drive traffic back to your original video



Traffic, revenues

Dubbed content



We are 100% sure that publishing Russian version of your video will not somehow cannibalize your original channel/video viewership. Even more! We are happy to place active annotations "Watch original video" over the Russian version linking to original video that will drive traffic to it.

Contact Information



Have you got any co-production ideas?

Do you want to bring your content to Russian-speaking audience?

Looking for cross-promo?

Or you have any other ideas to discuss...



Maria Poddubnaya

KapukiKanuki channel editor

E-mail: mariapoddubnaya@gmail.com