

~~SECRET//NOFORN~~

Classified By: UNSPECIFIED
Classification Reason: UNSPECIFIED
Declassify On: X1

~~(S//NF)~~ **SUBJ:** [REDACTED] **THE**
RELATIONSHIP BETWEEN TV-6 AND THE RUSSIAN
ADVERTISING MONOPOLY VIDEO INTERNATIONAL; DESIRES
OF MIKHAIL LESIN TO ESTABLISH HIMSELF AS A MEDIA
MAGNATE

(b)(1)
(b)(3)

Identifiers:

[REDACTED]

(b)(3)

Dates:

Date Acquired: [REDACTED]
Date Published: 19-Oct-2001 22:57:00
Date Received: 19-Oct-2001 23:59:37

(b)(1)
(b)(3)

Coverage:

CIA Country Code: RUS
Region: EURASIA, RUSSIA

Publisher:

Agency Acronym: CIA
Office Name: NCS
Contact For [REDACTED] COMMENTS,
EVALUATIONS, AND REQUIREMENTS WELCOME.

(b)(3)

~~(S//NF)~~ ----- CENTRAL
INTELLIGENCE AGENCY INFORMATION REPORT, NOT FINALLY EVALUATED
INTELLIGENCE -----

(U) CENTRAL INTELLIGENCE AGENCY

(U) INFORMATION REPORT, NOT FINALLY EVALUATED INTELLIGENCE REPORT CLASS S
~~E C R E T--NOFORN~~ DIST: 19 OCTOBER 2001

(U) REPORT CLASS S ~~E C R E T~~--NOT RELEASABLE TO FOREIGN NATIONALS. [REDACTED]
[REDACTED] ALL
PORTIONS CARRY CLASSIFICATION AND CONTROLS OF OVERALL DOCUMENT. END OF
MESSAGE ~~SECRET.~~

(b)(3)

(b)(3)

~~(S//NF)~~ 1. [REDACTED]
[REDACTED] TELEVISION STATION ((TV-6)) WAS PLANNING TO SEVER ITS
RELATIONSHIP WITH THE RUSSIAN ADVERTISING MONOPOLY ((VIDEO INTERNATIONAL)),

(b)(1)
(b)(3)

~~SECRET//NOFORN~~

SECRET//NOFORN

EFFECTIVE 1 JANUARY 2002. [REDACTED] THE RELATIONSHIP TV-6 HAS WITH VIDEO INTERNATIONAL HAS SOURED SINCE [REDACTED] RUSSIAN OLIGARCH VLADIMIR ((GUSINSKIY)) TOOK OVER OPERATIONS OF TV-6 IN THE SUMMER OF 2001. (b)(1) (b)(3)

(S//NF) 2. [REDACTED] THE DECISION TO SEVERE TIES WITH VIDEO INTERNATIONAL WAS MADE AT GUSINSKIY'S REQUEST, AND WAS RETRIBUTION OF SORTS FOR VIDEO INTERNATIONAL'S DECISION IN EARLY 1999 TO CANCEL A CONTRACT THE ADVERTISING AGENCY HAD AT THAT TIME WITH GUSINSKIY'S STATION ((NTV)) IN FAVOR OF PROMOTING ADVERTISING ON TV-6. [REDACTED] VIDEO INTERNATIONAL'S 1999 DECISION WAS A KREMLIN-DIRECTED RESPONSE RESULTING FROM GUSINSKIY'S PUBLIC ANNOUNCEMENT OF HIS SUPPORT, THROUGH NTV, IN FAVOR OF THE CANDIDACY OF MOSCOW MAYOR YURI ((LUZHKOV)) FOR THE RUSSIAN PRESIDENCY. [REDACTED] (b)(1) (b)(3) (b)(1) (b)(3) (b)(1) (b)(3)

[REDACTED]

(S//NF) 3. [REDACTED] THE TABLES ARE NOW TURNED ON VIDEO INTERNATIONAL, AND THAT TV-6 IS ENJOYING A MARKED INCREASE IN ADVERTISING REVENUES, BASED IN LARGE PART ON [REDACTED] INCREASED RATINGS RESULTING FROM THE TAKEOVER OF NTV BY THE RUSSIAN GOVERNMENT VIA THE RUSSIAN CONGLOMERATE ((GAZPROM)). [REDACTED] TV-6 IS ABLE TO LINE UP ITS OWN ADVERTISING, AND AS OF 1 JANUARY 2002, WILL NO LONGER EMPLOY THE SERVICES OF VIDEO INTERNATIONAL TO ARRANGE FOR ADVERTISING FOR TV-6. (b)(1) (b)(3) (b)(1) (b)(3) (b)(1) (b)(3) (b)(1) (b)(3) (b)(1) (b)(3)

(S//NF) 4. [REDACTED] RUSSIAN PRESS MINISTER MIKHAIL ((LESIN)), A FOUNDING DIRECTOR OF THE ADVERTISING MONOPOLY, DESIRES TO ESTABLISH HIMSELF AS SOMEWHAT OF A MEDIA MAGNATE IN HIS OWN RIGHT. [REDACTED] LESIN'S INTEREST IS IN ACQUIRING EXISTING MEDIA PROPERTIES. [REDACTED] DO NOT EXPECT HIM TO ATTEMPT TO PURCHASE NTV, PRIMARILY BECAUSE THE RUSSIAN TELEVISION STATION HAS DECLINED IN VALUE SINCE ITS ACQUISITION BY GAZPROM. [REDACTED] LESIN CONTINUES TO HAVE A SPECIAL RELATIONSHIP WITH THE ADVERTISING AGENCY, EVEN THOUGH HE DOES NOT ACKNOWLEDGE ANY RELATIONSHIP WITH VIDEO INTERNATIONAL. ----- (b)(1) (b)(3) (b)(1) (b)(3) (b)(1) (b)(3) (b)(1) (b)(3)

(S//NF) -----TEAR LINE-----

Collection: CC

Creator:

Agency Acronym: CIA

Office Name: NCS

Contact For: [REDACTED] COMMENTS, EVALUATIONS, AND REQUIREMENTS WELCOME. (b)(3)

SECRET//NOFORN

SECRET//NOFORN

Description: (U) NONE

Distribution List:

(b)(1)
(b)(3)

Language: en

Precedence: R

Source:

(b)(1)
(b)(3)

Subject: None

SECRET//NOFORN