Trends in the Russian blogosphere

Based on data from Yandex Blog Search

Fall 2007
In the fall of 2006 Yandex released the first survey of the Russian blogosphere. Six months later, in April 2007 another report on the current trends in blogosphere at that time was published. 
This survey reports on the changes that occurred in the past six months. All key data are provided by the Yandex blog search service.

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According to Yandex, there are around **3.1m blogs** in the Russian Internet. The number of weblogs in Russian has increased by **260%** over the past year.

Just as it was half a year ago in April 2007, the **Russian blogosphere accounts for about 3% of the world blogosphere**. This share is larger than the share of the Russian web users (about 2%) among all users of the Internet in the world.

If in the first six months of the last year (September 2006 - April 2007) the Russian blogosphere was growing considerably faster than the world blogosphere, then, in the second half year its growth slightly slowed down and practically matched the growth of blogosphere in the world.

At the moment, there are many more blogs in Russian than, for instance, in French, German, or Portuguese, but fewer than in Spanish, Italian, Chinese, English, or Japanese.

According to Technorati.com there are about **111.2m blogs** as of September 2007. This means that one in every 65 people on Earth has a blog.
Over 75% of all blogs in Russian are hosted by five web hosting services: LiveInternet.ru, LiveJournal.com, Blogs@Mail.ru, Diary.ru and LovePlanet.ru.

In April 2007 LiveJournal was the most popular blog hosting service. At the moment the leader has changed, LiveInternet hosts 1.5 times as many blogs as LiveJournal (fig.1).

Less than 30% of all blogs in Russian are active (have at least 5 posts and have been updated at least once in the past 3 months). The share of active blogs is decreasing — in summer 2007 only 60% of blogs were regularly updated.

LiveInternet has fewest active blogs, about 20% of the total number of blogs. The «liveliest» blog hosting service is LiveJournal, 40% of its blogs have at least 5 entries and have been updated in the past 3 months. LovePlanet is next in line with 39% active blogs. Most likely, the reason for this is that blogging on LovePlanet is only growing popular and it has a considerable number of recent blog registrations.

According to Yandex Blog Search (April 2007 — September 2007)
Every day the Russian Internet sees around 7,000 new blogs. LiveInternet experiences the fastest growth, 2 new blogs every minute. Blogs@Mail.ru blog hosting service also overtook LiveJournal in growth rates and is now second to the leader (fig.2).

In total, there are over 120m entries in the Russian-speaking blogs.

Every day bloggers add around 210,000 new entries (50,000 more than six months ago). The most active bloggers, on Diary.ru, normally post 1 entry every 4 days. Blogs@Mail.ru has the least activity: on average 1 entry in 10 days. Blogs on other blog hosting services are updated 5-6 times in a month. Above all, every day LiveJournal and LiveInternet witness around 600,000 bloggers’ comments.

On weekdays, the bloggers’ «prime time» is between 5 and 6 p.m., and also later, between 9 and 10 p.m. On weekends, the peak of activity occurs even later, between 10 and 11 p.m. Apparently, many bloggers are describing their day. Early morning, from 4 to 7 a.m., is the time when new entries are least likely to occur.

Fig.2 Growth trends in blog hosting services

In summer 2007 the number of entries posted in blogs on weekdays was higher than on weekends. LiveJournal.com demonstrates this best: there was almost twice as much activity on weekdays as on weekends (fig.3).

With the coming fall and the end of the summer holiday season the daily number of posted entries increased on all blog hosting services. LiveInternet had the most dramatic leap: the number of entries posted there on weekends almost doubled as compared with the number of weekend posts in August. At that, on weekdays LiveInternet did not see any considerable increase in the number of new entries.

**Fig.3 Bloggers activity**

*According to Yandex Blog Search (April 2007 – September 2007)*
Average blogger

According to data obtained by automated text analysis of blogs on all major blog hosting services, most (around 60%) bloggers in Russia are female. It seems that the most «feminine» blog hosting service is Diary.ru: almost three quarters of bloggers there are female. The only blog hosting service where males dominate (58%) is LiveJournal.com.

Over six months (since April 2007) the average blogger has grown one year older; now the blogger’s average age is 22. At that, 19 year olds predominate, and those under 22 are 1.5 times as many as all others.

The most «grown-up» blog hosting service is still LiveJournal. The average user of LJ is 25, they are 6 years older than the user of LiveInternet and 5 years older than the blogger on Diary.ru.

Users searching blog entries are, on average, somewhat older than those who post them; according to TNS Gallup, 30% users who searched blog entries in August were 24-35 years old.

Most Russian-speaking bloggers (70%), who indicated their home country, live in Russia (fig.5). An approximately equal number of bloggers reside in the CIS and other foreign countries. The rating of cities with the highest number of Russian-speaking bloggers almost did not change: Moscow and Saint Petersburg are leading, the three capitals - Kiev, Minsk and Tallinn — are coming next. Among the cities with the highest number of bloggers 32 are in Russia, 9 are in Ukraine and 2 are in Estonia. Top-50 also has one American city (New York), and one European city (London).

Fig.5 Top-10 countries with the highest number of Russian-speaking bloggers

3.1. Bloggers

One third of Russian-speaking bloggers have fewer than 10 readers. Less than 1% of all blogs in Russian have more than 1,000 regular readers.

A blog’s authority is based on the number of comments, the number of influential readers, the number of links to this blog from other blogs, and on some other parameters.

Table 1 has top-10 most influential bloggers. The last column shows changes since April 2007 when the previous Yandex survey on blogosphere was published.

<table>
<thead>
<tr>
<th>N</th>
<th>Blogger</th>
<th>Degree of authority</th>
<th>Number of readers</th>
<th>Changes in rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Alex Zhdanov <a href="http://www.ajdnevnik.ru">www.ajdnevnik.ru</a></td>
<td>268742</td>
<td>7517</td>
<td>+1</td>
</tr>
<tr>
<td>2</td>
<td>Roustem Adagamov drugoi.livejournal.com</td>
<td>158735</td>
<td>15190</td>
<td>-1</td>
</tr>
<tr>
<td>3</td>
<td>Anton Nosik dolboeb.livejournal.com</td>
<td>85672</td>
<td>9211</td>
<td>-5</td>
</tr>
<tr>
<td>4</td>
<td>Vladimir Sokolov <a href="http://www.liveinternet.ru/users/sokolov_2007/">www.liveinternet.ru/users/sokolov_2007/</a></td>
<td>74813</td>
<td>2210</td>
<td>New</td>
</tr>
<tr>
<td>5</td>
<td>YES_Stars <a href="http://www.liveinternet.ru/users/yes_stars">www.liveinternet.ru/users/yes_stars</a></td>
<td>74211</td>
<td>6002</td>
<td>New</td>
</tr>
<tr>
<td>6</td>
<td>Natalia Radoulova radulova.livejournal.com</td>
<td>67653</td>
<td>5108</td>
<td>+1</td>
</tr>
<tr>
<td>7</td>
<td>aqua_snezhok aqua-snezhok.livejournal.com</td>
<td>64712</td>
<td>2690</td>
<td>New</td>
</tr>
<tr>
<td>8</td>
<td>Internetnye shtuchki internetno.net/</td>
<td>62625</td>
<td>5008</td>
<td>New</td>
</tr>
<tr>
<td>9</td>
<td>Leonid Kaganov lleo.aha.ru</td>
<td>54867</td>
<td>604</td>
<td>-3</td>
</tr>
<tr>
<td>10</td>
<td>Dmitry Chernyshev mi3ch.livejournal.com</td>
<td>50704</td>
<td>7737</td>
<td>New</td>
</tr>
</tbody>
</table>

Despite the soaring popularity of LiveInternet, most influential bloggers have their blogs on LiveJournal.
3.2. Communities

Over 45% bloggers actively participate in a community or read posts there. Personal blogs rarely concentrate on a single topic. In contrast to this, communities are more likely to have a certain focus. Most communities in the Russian blogosphere belong to the category «Entertainment» (film, music, leisure, socializing). The second popular is «Technology», which also includes blogs and communities that discuss various scientific and science-related topics. The third popular category is «Arts» (design, photography, fine arts). Fig. 6 shows proportions of 1,500 popular communities according to their topics.

Fig. 6 Topics of the most popular communities

According to Yandex Blog Search (April 2007 — September 2007)
3.3. Ratings of interests

Over the past six months, the rating of popular communities changed considerably less than the rating of the authoritative bloggers. Three new communities emerged and all three are hosted on LiveInternet (six months ago all popular communities were on LiveJournal). Two of the new communities have similar topics (blog design). The number of memberships in popular communities has risen, on average, by 1,500 persons.

Table 2. Top-10 popular communities

<table>
<thead>
<tr>
<th>N</th>
<th>Community</th>
<th>Topic</th>
<th>Number of readers</th>
<th>Changes in rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>advertka (advertka.livejournal.com)</td>
<td>Advertising</td>
<td>12266</td>
<td>-</td>
</tr>
<tr>
<td>2</td>
<td>Avatary_dlya_vseh (<a href="http://www.liveinternet.ru/community/778442">www.liveinternet.ru/community/778442</a>)</td>
<td>Pictures</td>
<td>11927</td>
<td>new</td>
</tr>
<tr>
<td>3</td>
<td>drugoe_kino (drugoe_kino.livejournal.com)</td>
<td>Films</td>
<td>11474</td>
<td>-1</td>
</tr>
<tr>
<td>4</td>
<td>Vse_dlya_DnEvA (<a href="http://www.liveinternet.ru/community/957718">www.liveinternet.ru/community/957718</a>)</td>
<td>Pictures, blog template designs</td>
<td>11023</td>
<td>new</td>
</tr>
<tr>
<td>5</td>
<td>ru_photoshop (ru_photoshop.livejournal.com)</td>
<td>Photoshop</td>
<td>10834</td>
<td>-2</td>
</tr>
<tr>
<td>6</td>
<td>download_cd (download_cd.livejournal.com)</td>
<td>Music</td>
<td>9763</td>
<td>-2</td>
</tr>
<tr>
<td>7</td>
<td>shtuki (shtuki.livejournal.com)</td>
<td>Designer items</td>
<td>9394</td>
<td>-2</td>
</tr>
<tr>
<td>8</td>
<td>chto_chitat (chtot_chitat.livejournal.com)</td>
<td>Books</td>
<td>8956</td>
<td>-1</td>
</tr>
<tr>
<td>9</td>
<td>Tokio Hotel (<a href="http://www.liveinternet.ru/community/tokio_hotel">www.liveinternet.ru/community/tokio_hotel</a>)</td>
<td>«Tokio Hotel»</td>
<td>8563</td>
<td>new</td>
</tr>
<tr>
<td>10</td>
<td>otdam_darom (otdam_darom.livejournal.com)</td>
<td>Things for free</td>
<td>8326</td>
<td>-4</td>
</tr>
</tbody>
</table>
Appendix 1. Key facts and figures

According to Yandex, there are about 3.1m blogs in the Russian Internet. Over the past year, the number of weblogs in Russian has increased by 260%.

According to Technorati.com there are about 111.2m blogs in the world, as of September 2007. In the first six months of the past year (September 2006 - April 2007) the Russian blogosphere was growing considerably faster than the world blogosphere, but then, in the second half year its growth slightly slowed down and practically matched the growth of blogosphere in the world.

The share of the Russian-speaking bloggers (about 3%) is larger than the share of the Russian-speaking web users (about 2%) among all users of the Internet.

Over 75% of all blogs in Russian are hosted by five web hosting services: LiveInternet.ru, LiveJournal.com, Blogs@Mail.ru, Diary.ru and LovePlanet.ru.

In April 2007 LiveJournal was the most popular blog hosting service. At the moment LiveInternet is ahead of LiveJournal: now it hosts 1.5 times as many blogs.

Less than 30% of all blogs in Russian are active (have at least 5 posts and have been updated at least once in the past 3 months).

Every day the Russian Internet sees around 7,000 new blogs. They contain over 120m entries. Every day there are around 210,000 new entries.

Most (around 60%) bloggers in Russia are female. This figure is slightly smaller than it was half a year ago, then, 64% bloggers were female.

In the past six months (since April 2007) the average blogger has grown one year older; now the blogger’s average age is 22.

Around 70% bloggers live in Russia. The second country with the highest number of bloggers is the USA, Ukraine is only third.

One third of the Russian bloggers have no more than 10 friends. Less than 1% of all blogs in Russian have more than 1,000 regular readers.

Over 45% bloggers participate in a community or read posts there.

Analytical Group of Yandex Marketing Department

analyst@yandex-team.ru