

**> We are content producers.**  
**Since 2016, we've been creating**  
**media publications and special**  
**projects to help manage the**  
**reputations of brands and**  
**entrepreneurs.**



# Content is

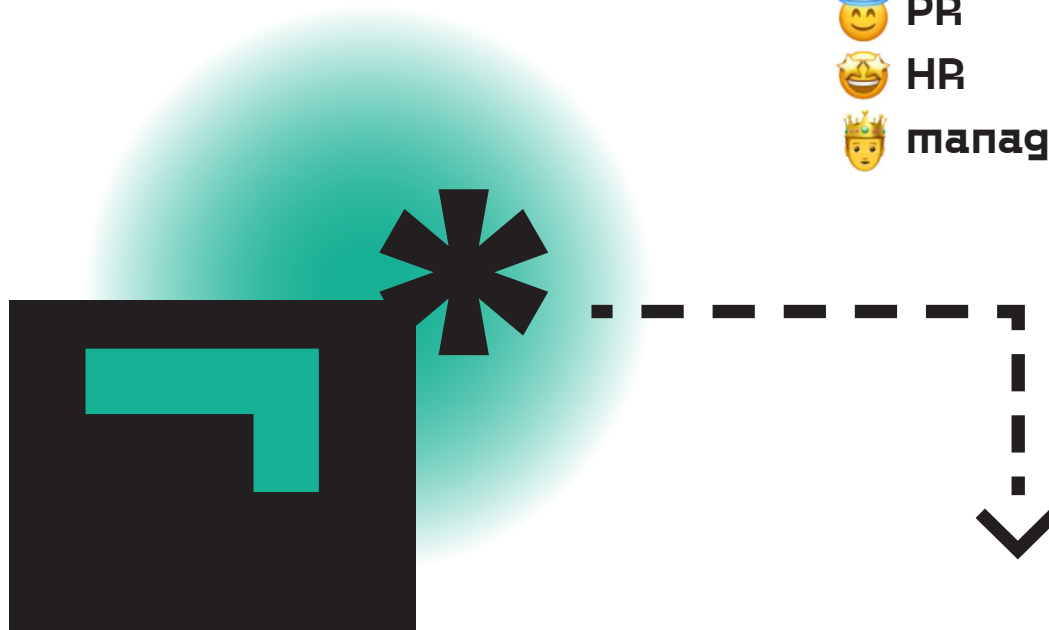


We work with IT, banks, pharma, manufacturers, insurers, telecom, retail and accelerators.



We assemble teams of specialists for individual media projects and publish expert-level content. We have experts in:

-  marketing
-  sales
-  development
-  internal communications
-  PR
-  HR
-  management



# Media platforms

We have launched and run a media platform covering the metals market.



**100**  
publications  
are released every month,  
including news, analytics  
and expert columns.

[metals-news.com](https://metals-news.com) >>



Want to learn more about this use case?  
Write to [dcp@dcp.company](mailto:dcp@dcp.company) >>

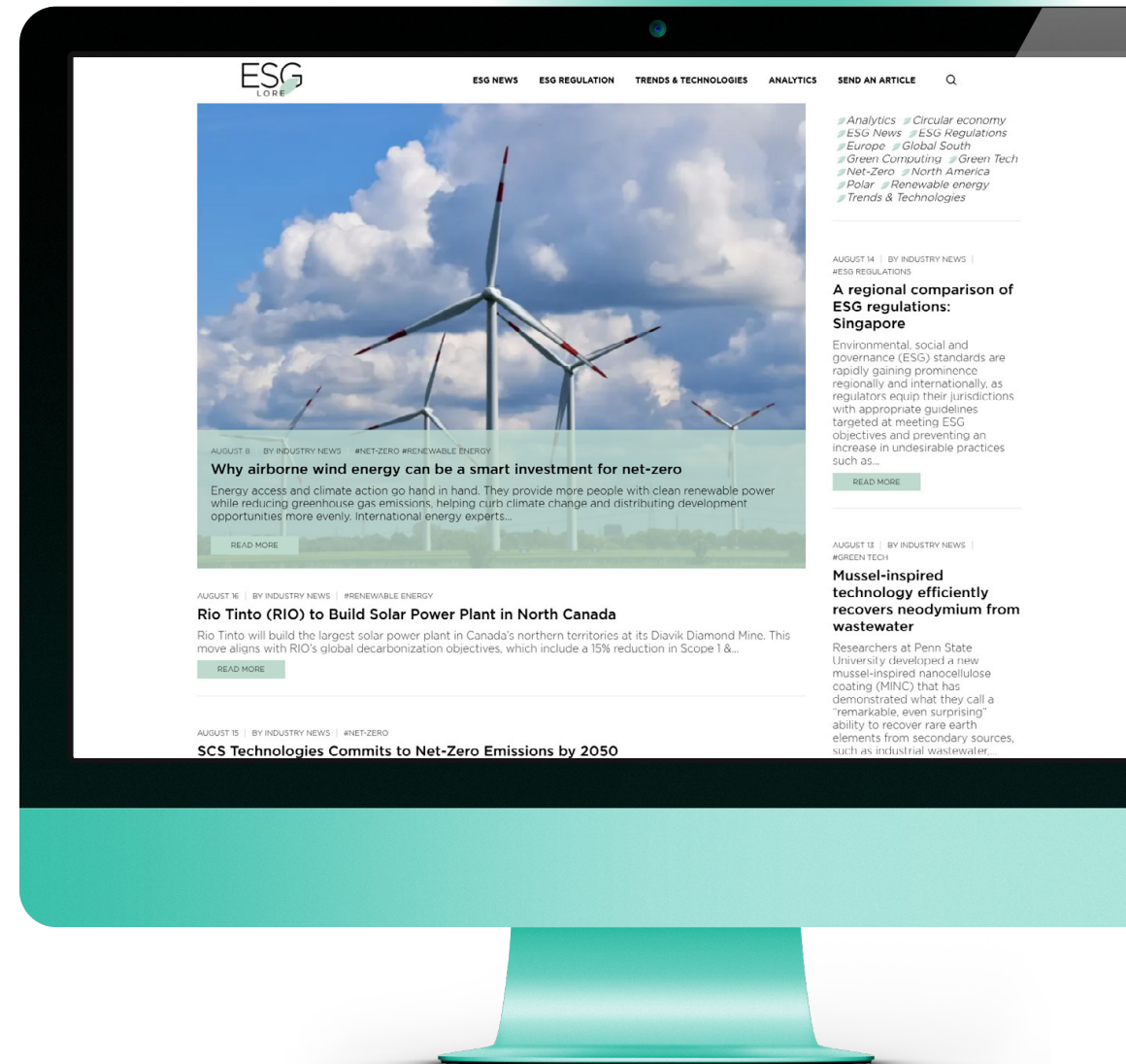
# Media platforms

We have launched and run a media platform dedicated to the ESG agenda.

50%

**50** publications are released every month, including news, analytics and expert columns.

[esglore.com >>](https://esglore.com)



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# Media platforms

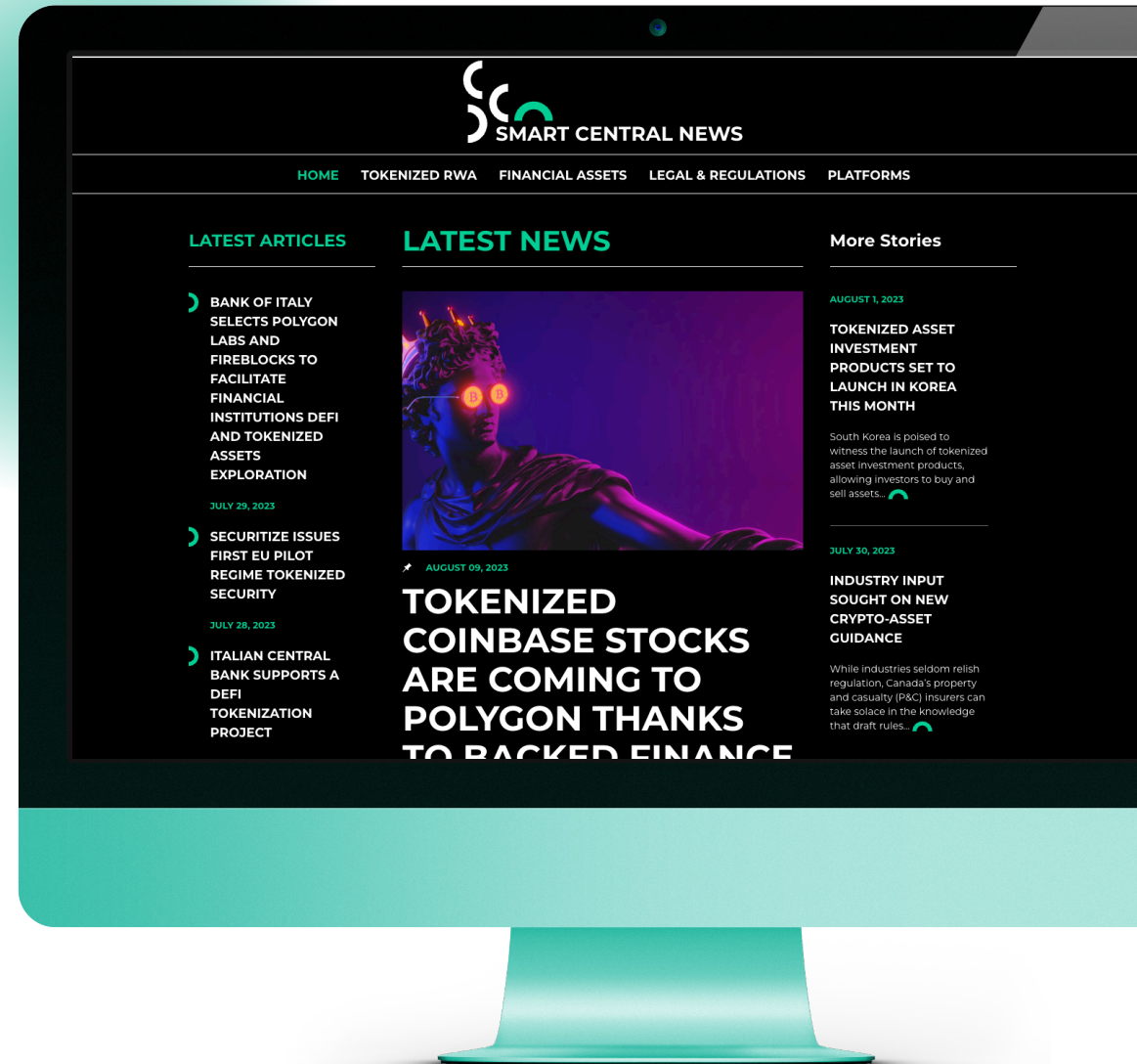
We have launched and run a media platform dedicated to news about the blockchain and cryptocurrency technologies.

50


publications are released every month, including news, analytics and expert columns.




[smartcentralnews.com](https://smartcentralnews.com) >>



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**> We assemble teams of specialists for individual media projects and publish expert-level content.**



# Social responsibility report

We've developed a reporting strategy and compiled accounts from 10 international projects.

We have:

- >> packaged the information so as to tell honest and insightful stories
- >> created an ambitious presentation format with colourful sections in our house style
- >> translated all materials into English and, in the case of a story about mobile device surveillance, eight additional languages

Want to learn more about this use case?  
Write to [dcp@dcp.company](mailto:dcp@dcp.company) >>

[Visit our website >>](#)

Print version >>



# For startups

We produce content for startups to help you find investors and investments. Themes: IT, blockchain, cybersecurity.

# 02

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KASPERSKY.COM

Being a security-driven measure, a blockchain itself can be exposed to various risks. Kaspersky offers a wide range of protections tools in different solutions:

**Protection tools as part of solutions:**



**Blockchain App Security**



**Token Offering Security**



**Crypto Exchange Security**

- Code review
- Fraud and phishing protection
- Penetration testing
- DDoS protection
- Website security monitoring
- Targeted attack prevention
- Cyber-Hygiene Education
- Instant incident response and investigation

TO KNOW MORE  
ABOUT BLOCKCHAIN SECURITY:



<https://www.kaspersky.com/enterprise-security/blockchain-security>

A core  
element  
of growth  
strategy

**iHub** Kaspersky  
Innovation Hub



# Tarantool

We created a blog for DZone.com and a whitepaper for the US market

Tarantool is a middleware database management system. We have created a whitepaper for developers, outlining the advantages of the system and its potential use cases for promotion on the US market.

We have launched a blog for developers which is currently hosted on [DZone.com](https://dzone.com)>>



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**Our team includes specialists in corporate communications, journalists, editors, photo editors and art directors with experience from the likes of Meduza, the BBC, the New York Times and the Moscow Times.**



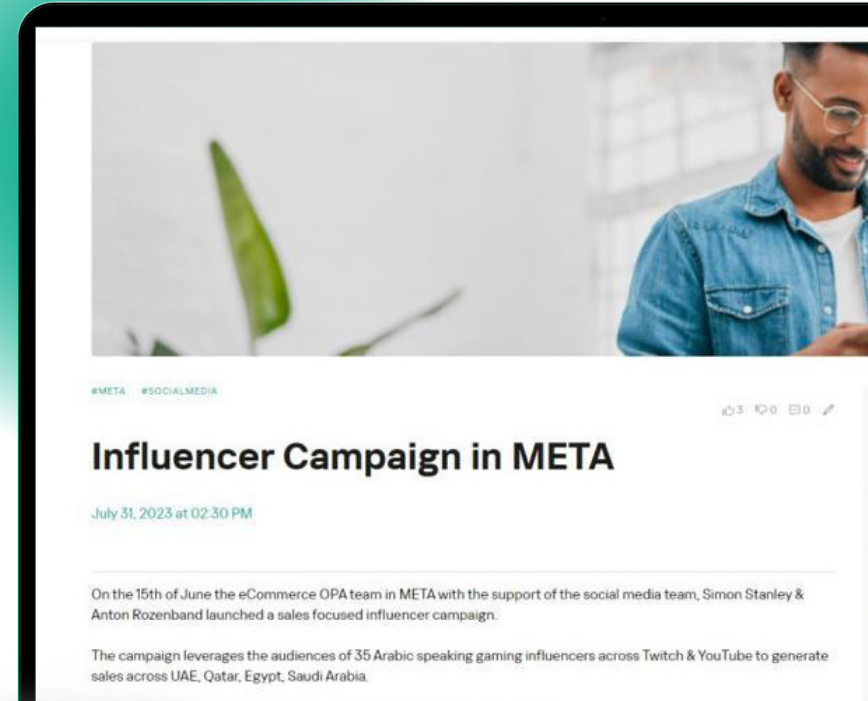
# Media for employees

We work across all types of journalism.

We create news, reports, interviews, images, analytics and product reviews. We also edit, proofread and translate everything that's published online.

# 20

articles created by our journalists are published on the staff portal every month.



Print version >>



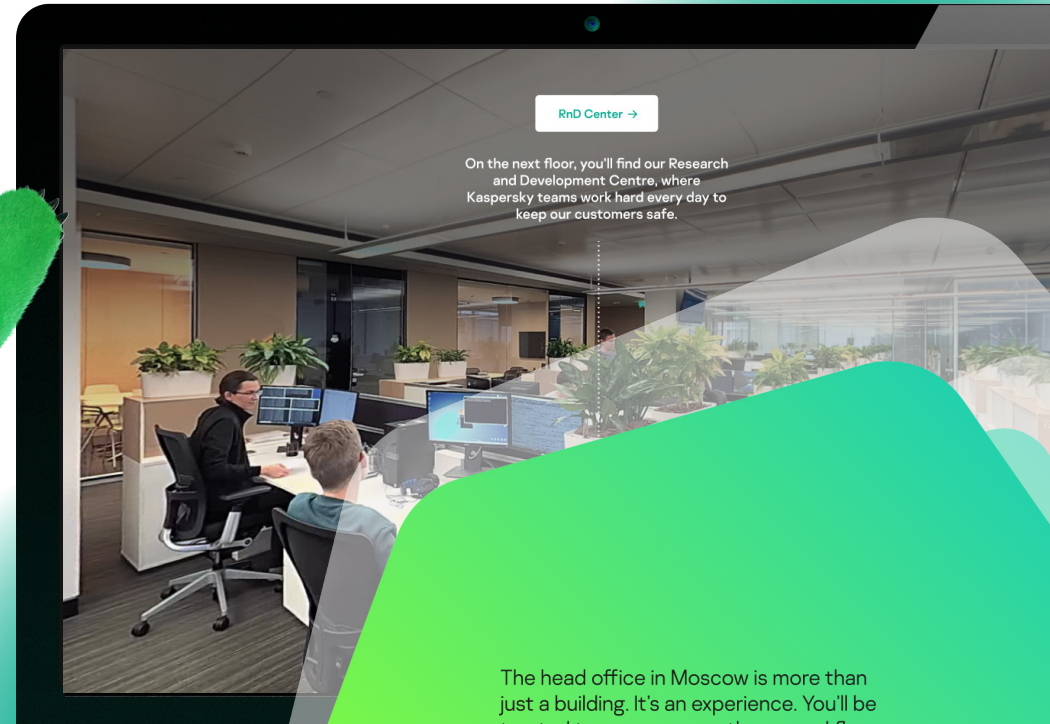
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# Virtual office tour

We compiled our content and created a website to host a virtual tour of Kaspersky's IT headquarters.



[Visit our website](#)



The head office in Moscow is more than just a building. It's an experience. You'll be treated to a museum on the ground floor, showcasing some impressive artwork and artifacts that offer a glimpse into the history of Kaspersky. So, step inside and let Midori show you around. You can even wear your virtual reality headset for a more immersive 3D tour.

Want to learn more about this use case?  
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**> We write in English, with editing and proofreading provided by American and British professionals. We translate into French, German, Spanish, Portuguese, Italian, Turkish and 12 other languages.**



# Women in tech

We publish women-centred media in English and French.

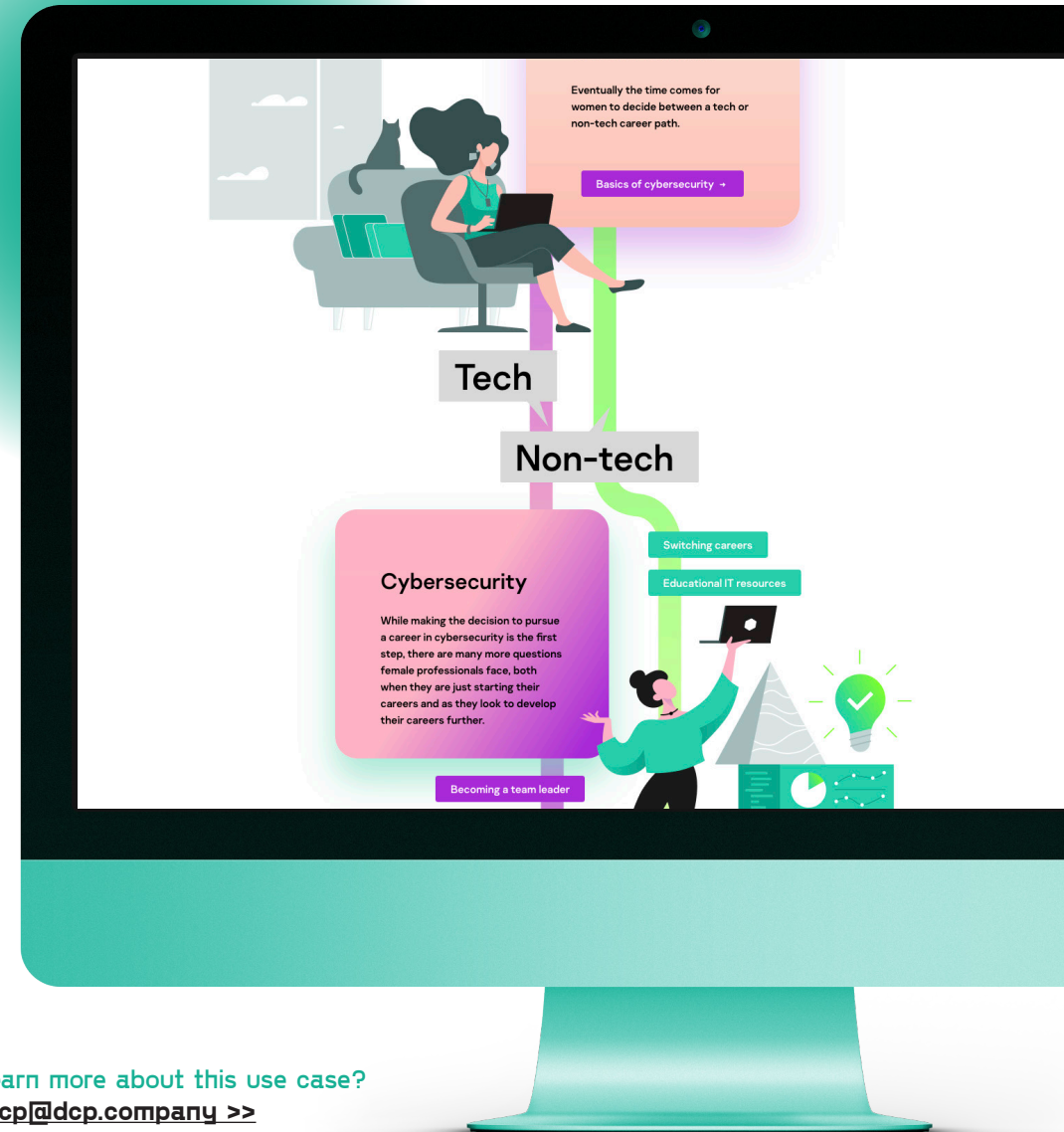
Every month, we publish new stories and career insights from IT professionals on the website.

We've put together a guide aimed at all women looking to start a career in cybersecurity, from schoolgirls to 40-year-old pros with non-technical backgrounds.

44

themed media publications all over the world have been supported by this project and the women in IT movement.

[Visit our website](#)

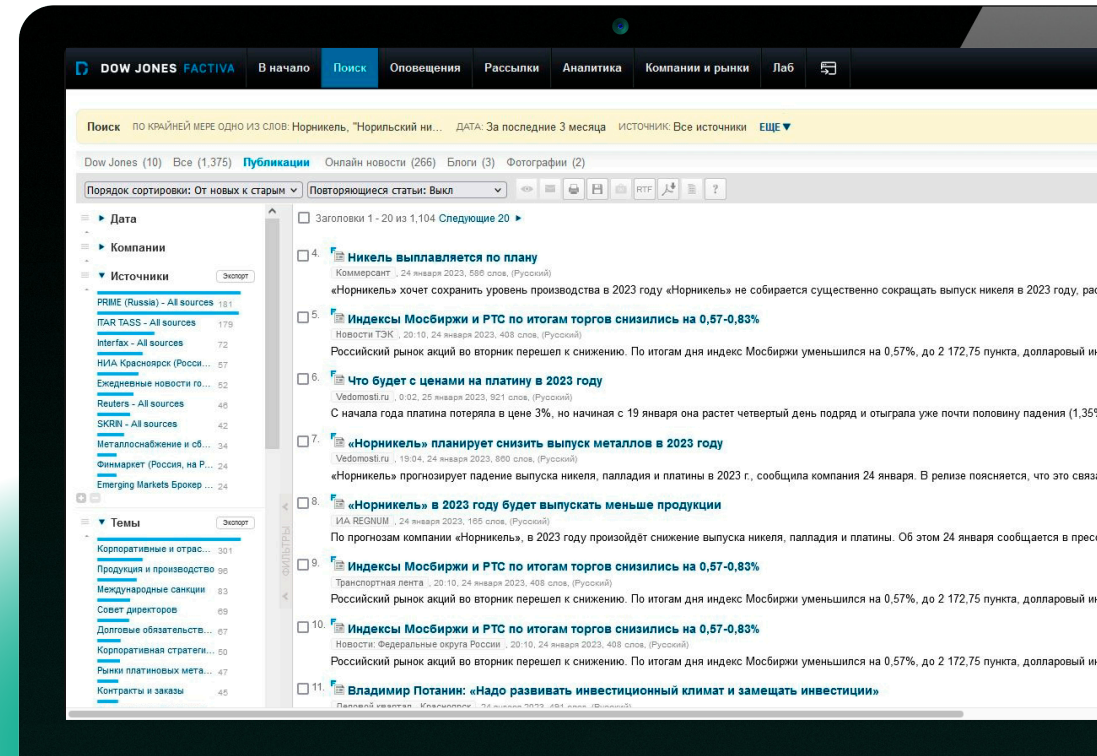


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# Global media space monitoring

We save time on behalf of PR managers and offer a convenient way to monitor the domestic and global media spaces:

- >> We track the context and tone of media mentions and quotes from speakers using powerful analytics services
- >> We put together reports on the press coverage of a company's brand and top officials
- >> We tailor reporting strategies to individual clients, from the format and key themes to areas of interest

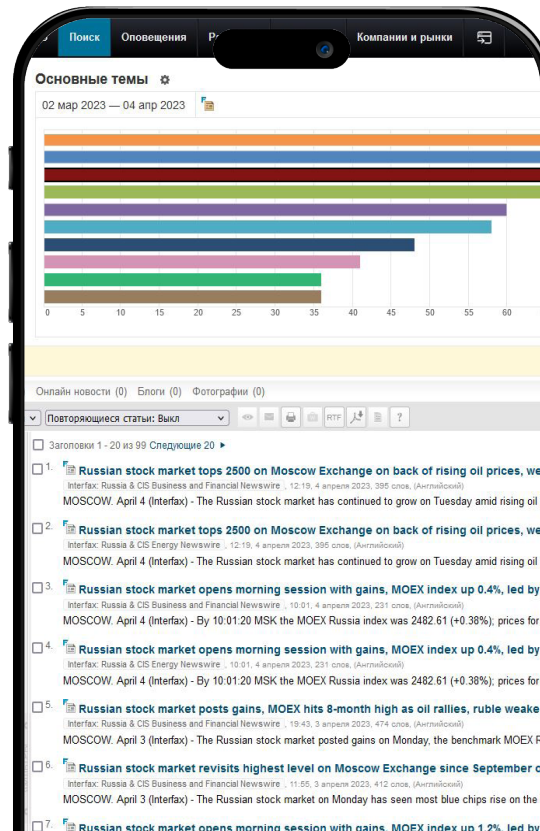


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# Our global monitoring tools

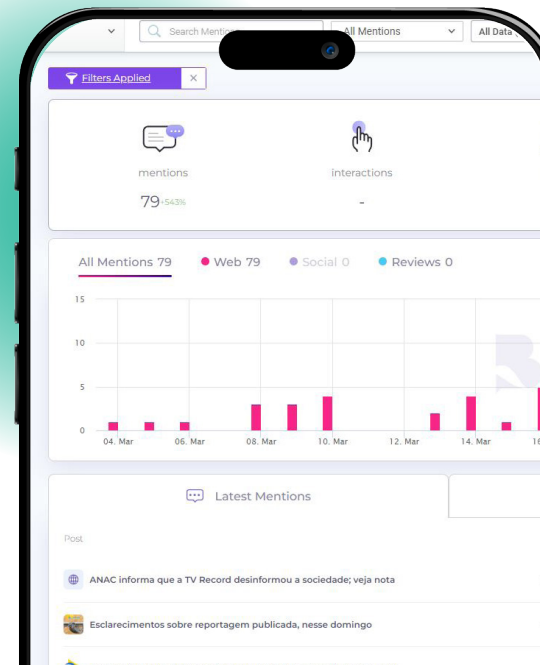
## Dow Jones Factiva

- >> One of the most comprehensive media monitoring tools



## BrandMentions

- >> Helps brands respond rapidly to mentions
- >> Allows companies to respond on the fly and prevent the spread of negative mentions with the help of comments from the company and its clients



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