



FC 10

**NEW-GENERATION
MEDIA FOOTBALL CLUB.**

22M+

MATCH VIEWS

80M+

**SOCIAL MEDIA
REACH**

50M

YOUTUBE VIEWS

43

MATCHES

PROFESSIONAL SPORTS, CONTENT, AND CULTURE — ON EQUAL FOOTING.

We combine sporting performance, strong media personalities, high-quality production, and a vibrant community.

Founded in summer 2022 by **Azamat Musagaliev** (Club President) with the participation of “**Medium Quality Production**”.



EXPERIENCE IN OFFICIAL COMPETITIONS



Regular participant in official Russian Media Football Tournaments, primarily the **Winline Media Football League (MFL)**.



Competes in the **League Cup** and **MFL Super Cup**.



43 official and show matches in 2025.



Regularly faces professional clubs and national champions, including **FC Krasnodar** and **FC Dynamo Brest**.



Players with experience in professional leagues and international competitions.



**PARTICIPANT OF THE 2026/2027
RUSSIAN CUP**

QUALITY OF RESULTS AND LEVEL OF COMPETITIVENESS

43

MATCHES

only 1 defeat

**LEAGUE CUP
WINNERS**



**SUPER CUP
HOLDERS**



**MFL 6
BRONZE MEDALISTS**

- One of the most consistent and high-performing clubs in media football during the 24/25 season.
- Professional infrastructure including coaching staff, analytics, medical support, and systematic preparation.
- Finalists for the 'Best Media Football Club of the Year' and 'Breakthrough of the Year' awards by **RB**.



KEY
ACHIEVEMENTS
IN
2025



2:2
90:00



MATCH AGAINST RPL CHAMPIONS

FC KRASNODAR

2:2

OZON ARENA

20.5K SPECTATORS



**LEAGUE CUP
CHAMPIONS.**



**SUPER CUP
WINNERS.**



**BRONZE MEDALISTS
OF MFL 6.**



**MATCH AGAINST RPL CHAMPIONS
FC KRASNODAR AT OZON ARENA ATTENDED
BY 20.5K SPECTATORS** [2:2 draw]

20M+

MATCH VIEWS
THROUGHOUT THE SEASON.

1M

**AVERAGE ONLINE
AUDIENCE PER MATCH**



KEY FC 10 PLAYERS

01	Brian Idowu		Transfermarkt
02	Sergey Kutuzov		Transfermarkt
03	Andrey Shereshkov		Transfermarkt
04	Denis Gudaev		Transfermarkt
05	Oleg Pliev		Transfermarkt
06	Aleksey Monakhov		Transfermarkt
07	Aleksandr Balashov		Transfermarkt
08	Aleksandr Efimov		Transfermarkt





LEVEL OF LEAGUES & COMPETITIONS



MFL

Largest media football league in the CIS region.



PROFESSIONAL STATUS

The tournaments feature professional footballers, bloggers, artists, former Russian Premier League players.



RPL / FNL MATCHES

Regular matches against RPL and FNL clubs.



MULTI-MILLION ONLINE AUDIENCES

Matches are held at professional stadiums and attract multi-million online audiences.



PROFESSIONAL ORGANIZATION

Coaching staff, analytics, and medical support.



AUDIENCE & REACH

22M+

DIGITAL AND OFFLINE
REACH OF FC 10 MATCHES

WITHIN MFL IN 2025

1M

AVERAGE AUDIENCE

PER MATCH



CORE AUDIENCE

Men & Women
18-35



GEOGRAPHY

Russia and CIS countries
(additional international reach
through international matches)

FC 10 is one of the most recognizable
media football clubs in Russia.

ACTIVITY & ENGAGEMENT



TELEGRAM

28K followers



VK

49K followers



INSTAGRAM

16K followers



YOUTUBE

50M views



VK VIDEO

25K views



80M+

TOTAL SOCIAL MEDIA REACH

IN 2025

80+

LONG-FORM CONTENT PIECES

PRODUCED DURING THE SEASON

AUDIENCE & REACH [30 POINTS]



MANAGEMENT & PLAYERS AUDIENCE



**AZAMAT
MUSAGALIEV**

Celebrity & Club President

INSTAGRAM
2.9M 

TELEGRAM
111K 



**DENIS
DOROKHOV**

Celebrity

INSTAGRAM
915K 

TELEGRAM
40K 



**SERGEY
KUTUZOV**

Celebrity football player

INSTAGRAM
41.5K 

TELEGRAM
15K 



BRIAN IDOWU

FIFA World Cup Player

INSTAGRAM
18.5K 



**ANDREY
SHERESHKOV**

Celebrity football player

INSTAGRAM
14.5K 

TELEGRAM
12K 



**ALEKSANDR
EFIMOV**

Celebrity football player

TIKTOK
50K 

AUDIENCE & REACH [30 POINTS]



PROMOTIONAL VALUE & READINESS FOR JOINT ACTIVATIONS

CONTENT AT THE CORE

The club develops its own shows, documentaries, and matchday formats.

80+

long-form content pieces per season

50M



Club YouTube views

25M



VK Video views

BRAND INTEGRATION OPPORTUNITIES



CONTENT INTEGRATIONS

Seamlessly integrated into our original content



BROADCAST PLACEMENTS

Visible across live streams and shows



SPECIAL PROJECTS

Co-branded series, documentaries, and custom formats



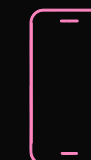
MATCHDAY ACTIVATIONS

On-site branding, experiences, and fan engagement



PLAYERS & CELEBRITIES

Available for ads, campaigns, and brand collaborations



MULTI-PLATFORM PROMOTION

Amplifies across Telegram, VK, Instagram, and YouTube



FC10: SPORTS. MEDIA. **IMPACT.**

FC10 AS A MEDIA PLATFORM



SPORTS + MEDIA

FC 10 combines sports and media components.



FULL-SCALE MEDIA PLATFORM

The club operates as a full-scale media platform.



HIGH AUDIENCE ENGAGEMENT

Strong digital audience involvement across platforms.



IN-HOUSE PRODUCTION

Content development and production team.

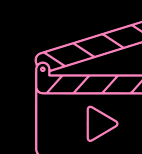


PRIMA X FC10

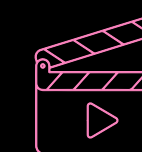
MURMURIZM X FC10



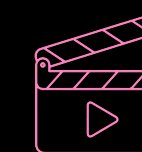
INTEGRATION **POTENTIAL**



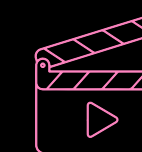
BRANDED SHOWS & EPISODES



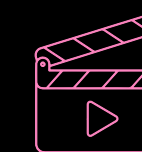
PRODUCT PLACEMENT



MATCHDAY INTEGRATIONS.



DIGITAL AND SOCIAL MEDIA PROJECTS



OFFLINE EVENTS AND FAN ACTIVATIONS

COMMERCIAL VALUE [7 POINTS]



FC10: SPORTS. MEDIA. **IMPACT.**

EXPERIENCE WORKING WITH LEADING BRANDS



& OTHERS

READY FOR **GOTF ACTIVATIONS**



**JOINT ADVERTISING
CAMPAIGNS**



**PARTICIPATION OF PLAYERS
AND MEDIA PERSONALITIES
IN EVENTS**



**BRANDED CONTENT AND
DIGITAL ACTIVATIONS**



**SUPPORT FOR BOTH OFFLINE
AND ONLINE FORMATS**

COMMERCIAL VALUE [7 POINTS]