



# Ukraine

How Putin's War Finally Forced Newsrooms To Take Their  
Younger Audiences Seriously



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Feb 26th Ukraine special episode

**6.4M**



March 4th Ukraine special episode

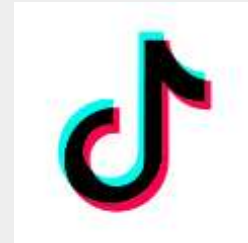
**6.1M**

Over **38M** views for Ukraine coverage on YouTube since the beginning of the invasion

# 150M+ views

VICE World News TikTok gained more than **1M** followers in the first week of Russia's invasion of Ukraine

- We are now one of the most followed news accounts on the TikTok (2.5M followers)
- Between IG and TT, our Ukraine vertical video coverage has amassed more than 260M views since the beginning of the invasion
- Some correspondent dispatches have generated more than 20M views





## The World's First 'TikTok War'



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Adapting our  
newsgathering & output





## Tackling Misinformation and Disinformation



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## Other Platforms

