



The Role of Media Marketing in Determining the Effectiveness of Telecasting

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Abstract

This article discusses media marketing analysis, which is the main factor in determining the effectiveness of modern television. The analyses are significant in that it includes researches on world-famous shows and the results of competitions determining the rating of television products. Based on the comparative description of results in scientific research, conclusions are made on the direction and content of effective television programs.

Keywords: *Broadcast; Show; Recreation; Ranking; Television; Television Program; Host; Factor; Media Marketing; Audience; Competition*

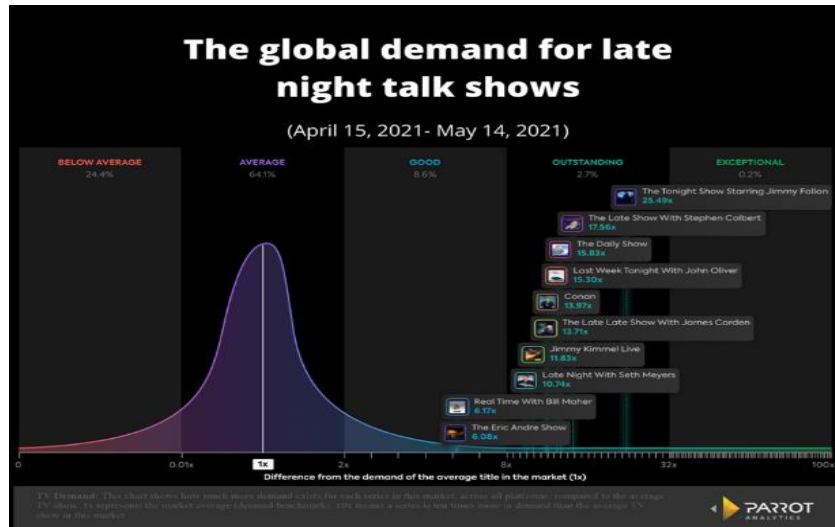
Introduction

Media marketing has a special role in determining the effectiveness of telecasting and conducting certain researches on it. According to scientific research, interactive shows of various directions are more popular worldwide than other types of television products. The popularity of the Internet and social networks, as well as the press, led to various negative assumptions about the future of television. The fact that the special rankings of recreational shows go beyond the borders of the country and are also studied in different countries is the basis for positive predictions in the immediate future on the popularity of television, including interactive television programs.

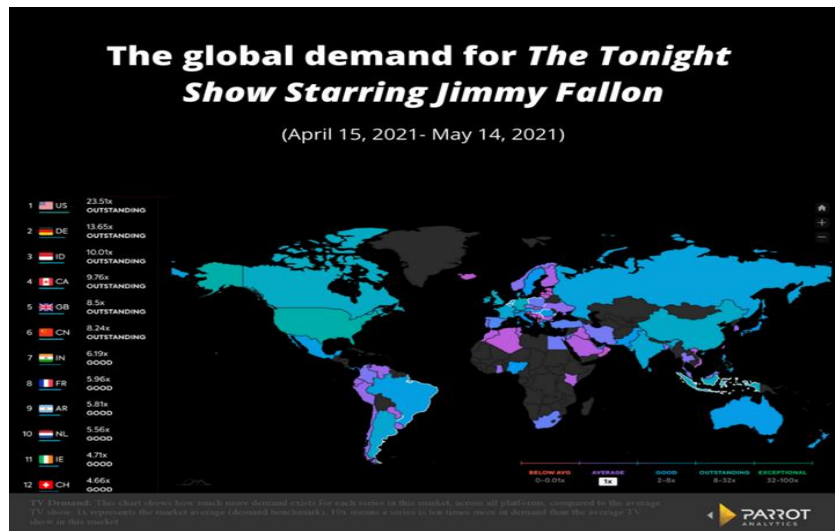
Result and Discussion

In foreign countries, including the United States, various shows are mostly shown at night, and they are broadcast in the form of satire, humor and entertainment. Their ranking indicators are continuously researched over a certain period of time. The invitation of well-known people as guests to the night shows, the selection of hosts from among popular actors and representatives of show business makes it possible for these programs to reach the top of the rankings throughout the years. The important thing is that such shows become popular around the world, and in the ranking, the analyses are determined in which country they are watched more than the ordinary shows: “In the sixties of the last century, the night talk show genre was popularized by Johnny Carson in the USA, and its format changed. In recent times, the “Tonight Show” with Jimmy Fallon has been rated as the most-viewed night show around the world,

it is found that it has 25.49 times more views than the regular television shows. The show of Stephen Colbert came in next in the rankings, with 17.56 times more than regular television shows. The show of Colbert is a political satire show that has been in high ratings since 2015. At the same time, the nightly show of “The Daily Show” hosted by Trevor Noh on the television channel of “Comedy Central” is recognized as one of the top-rated shows around the world”.



Scientific analyzes were conducted on the number of times the shows were viewed around the world. Regularly, that is, within a certain period of time, for instance, during a month, the numbers for how many times the show is watched are recognized as one of the major factors that determine the effectiveness of television project. Along with this, how long the program has been on the broadcast also determines the quality of the show. “The show of “Tonight Show” with Jimmy Fallon is 23.51 times more than the regular shows of the USA, and 13.65 times more in Germany”. The “Tonight Show” with Jimmy Fallon was found to be 10.01 times more popular in Indonesia than regular television shows”.



The increase in the number of fans of this television project in other continents of the world also indicates the high ranking of the program. In the above scientific studies, the shows were counted only by how many viewers watched. Such a large audience of the show indicates that interactive shows are public, universal, and the topics raised do not have territorial and time limits. In the scientific studies do not have information such as gender, age, nationality, profession, social origin of the audience. The ranking results only determine the total viewership of the show. For the research of media marketers, analysis is required in a detailed form. The higher the audience size of the show, the easier it is to attract sponsors and advertisements.

There are contests held in various nominations for journalistic activity, such as “Golden pen”, “The most active journalist of the year”, “Greatest, dearest” in our country. They evaluate the participants of contest mainly based on the opinions of judges and experts. The various contests are regularly organized abroad, depending on the level of viewership of shows and television projects. “The contest of “Global TV Demand Awards” is one of the most sincere data-driven television shows in the world. The winners of the contest are determined by the demands of audience, not by the votes of judges around the world. In this case, a system of Parrot Analytics for measuring the demands of audience is used to determine the winners of the contest. This new type of television project relies on the opinions and comments of viewers in more than a hundred media markets around the world. The company receives and analyzes the comments of more than one billion spectators everyday”. This contest determines the good qualities of television products that have received international recognition and attention of audience among different countries, not only in one region. The important thing is that instead of voting or evaluating by judges, the winners are determined based on the analysis of the statistics of viewers watching the television project. Such a unique contest takes into account not the success of television projects in a certain period, but the successful feature throughout the year. Mainly for this competition, which is held once a year, the viewership of media products such as entertainment shows, TV serials, animated films, documentary films, which have continued regularly throughout the year, is measured. Although the contest has the feature of a show, it is significant because of the presence of a segment of media marketing. The fact that the contest is based on the requirements of the audience indicates that it is conducted on the basis of its interactive feature. The operating on the basis of the demands and wishes of consumers forms the basis of media business, and it acquires an important feature not only in the production of television projects, but also in their evaluation. For instance, the general January 2022 analysis of the 2021 results was as follows: “The winners of “Global TV Demand Award” in this year were determined based on how viewers around the world find their favorite shows”, says Julia Alexander, chief analyst of Strategy Officer of Parrot Analytics.

“The more entertainment platforms become global markets, the more likely it is that shows of South Korea, Spain or Germany will find a large foreign audience outside of its region”. The fact that this contest is held around the world and is internationally famous creates comfortable conditions for studying the wishes of consumers of audiovisual content. As a result of globalization, a common culture appears, and the quality criteria of audiovisual content also become common.

A large audience around the world enjoys audiovisual content with entertainment themes. Although shows based on interactivity have political and social themes, we can also see scenes of satire and humor on them. In addition to determining the best audio-visual material, such contests serve as a kind of PR (“Public Relations”) to attract public attention, increase the number of fans for this program. In the experience of world, the holding of contests within the continent is also widely popular. One of them is the “European Digital Media Awards”. In the contest of “European Digital Media Awards”, which are held annually to recognize the best projects of the media industry, also include the category of the best media project on attracting the audience, among various categories.

The authors send their best projects to this contest which is held within the continent, and through this, they have the opportunity to compare and contrast their examples of creativity with other colleagues. According to the results of 2021, the publication of “The Norwegian Business Daily” of Norway was

recognized as the most effective project in attracting the audience. In this project, the connection of the educational theme with recreational games, the ability to attract the young audience, caused the recognition of the judges. The programs that are popular with audiences and fans will have higher financial valuations. The prices submitted to sponsors and advertisers are reflected in the price list. The more the audience enjoys the project, the more fans the shows have, the higher the price charged for it.

The “International media service” regularly provides information on the prices of advertising on TV channels operating in our country. From the results of the research, we found out that the organization will present a price list of each TV channel on the Telegram channel. According to the information provided on January 17, 2022, the base tariffs for advertising include information on the TV channels “Yoshlar”, “Kinoteatr”, “Navo”, “Bolajon” within the NTRCU (National Television and Radio Company of Uzbekistan). According to the target audience of the TV channel, placing an advertisement during the prime time between some shows and blocks from 18:00 to 23:59 is 2,000,000 soums for television channel of “Yoshlar”, 2,520,000 soums for television channel of “Kinoteatr”, 1,774,500 soums for television channel of “Navo”, 1,960,000 soums for television channel of “Bolajon”. In the period from February 22 to December 31, 2022, taking into account the target audience of the TV channel, placing an advertisement for prime-time TV shows is set at 4,730,000 soums for the television and radio company of “Zo‘r TV” and television channel of “Sevimli”, and 4,080,000 soums for the television channel of “MYS”.

The creators of the TV channel try to be in constant creative search in order to maintain their place in the specified ranking, attract the attention of the target audience, justify the trust of sponsors and overtake other competing television channels. Because it is natural that the rating results will change depending on the viewer’s choice. According to marketing research, the prime time price for advertisers on public TV channels is almost twice as cheap as the prices on private TV channels. This indicator is explained by the relatively small amount of the audience of the state TV channel. Because the more viewers, the higher the rating of the TV show.

Conclusion

In conclusion, conducting ranking indicators among TV channels also serves as a kind of sociological research. Because as a result of such surveys, determines the effectiveness of channel management activities, learns the interests and desires of the target audience, and gets information about the achievements and shortcomings of competing channels. The marketological research also has its effect to the activities of TV channel management. The shutting down of low-rated shows, the transferring of high-rated shows to prime time mean investing more in them.

Such studies are also of great importance in predicting the directions in which creators will conduct their research. The development of media in the business condition requires television creators to improve their skills through constant research and take into account the desires of fans. The processes mentioned above have a positive effect on the visibility and quality of these TV shows. The foreign experience also shows that mainly recreational TV shows become popular around the world, and entertainment programs have a high ranking. But they don’t have a specific defined theme. Sometimes we can see the discussion of important political processes and the participation of state leaders in the shows. It can be seen that, although interactive programs are prepared in important social and political directions, but taking into account the wishes of the audience, they are broadcast in an entertaining form. It can be concluded that the increase of recreational shows does not cause to decrease the level and taste of the audience. Therefore, there are important social reasons for the studying in a detailed manner the features of the themes and directions of interactive shows in our country.

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