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SOCIAL COMMUNICATIONS

Current situation of internet TV in Ukraine

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Abstract. The analysis of achievements and problems of creating and broadcasting Ukrainian Internet TV channels, considering their use of modern online technologies. Attention is drawn to funding of Ukrainian Internet TV channels. The analysis of the establishment and functioning of regional Internet TV channels. The stages of Internet and broadcast television media of Lviv, Kirovograd and Mykolaiv regions as well as their use of various technologies of communication and interaction with Internet users and spectators are taken into consideration. The issue of teaching young journalists (trainings, seminars, and webinars) to create Internet TV in different regions of Ukraine rises. The attention is paid to quality and attractiveness of generated online media channels as separate Ukrainian media market, the focus is on the content offered by modern Ukrainian Internet TV channels.

Keywords: Internet TV, media, transformation, communication, audience

Introduction. Appearance of Internet TV as a separate media totally rocked the world. It is due to emergence of this new communication resource that every citizen can not only influence the Internet TV content, but also directly participate in its creation. Despite all the advantages, creation of Internet television resources has some disadvantages relating to anyone who creates and reviews online TV. The relevance for the topic is due to the fact that Internet TV is a new kind of media that is actively growing and gaining popularity and friendly audience. Many scientific publications are devoted to classic television, its development and operation, however, hardly anything has been written about the internet television, including Ukrainian one. New technologies, opportunities, continued expansion of the informational environment, mobility and activeness encourage journalists to create a variety of information products not only in major cities with population over one million, but also in smaller towns. It is due to the power of Internet, that there are not only classic TV products, but also broadcasting networks, establishing online communication with audiences, chatting, blogging and independent Internet television. Regional media create their own Internet television products, so the issue of analysis and research realities establishment and operation of Internet TV channels in different parts of our country is urgent.

Overview of the publications. Speaking about scientific literature, it should be noted that on Internet TV books are quite hard to find, because there are almost none. Much has been written and researched on the classic television. Recently, there has been published the book "Internet journalism" by Artem Zakharchenko, the researcher of the Institute of Journalism at Kyiv National Taras Shevchenko University. Foreign researchers, such as Kalmykov, Amzin, Kokhanova, have also released some works on this topic. Obviously there is a significant gap in the study of the topic of Internet TV, which should not only be filled with new researches and findings, but also be accomplished with practical achievements.

Lyudmila Fedorchuk has mentioned the Internet TV topic in her work "Perspective directions of television: TV innternet". The scholar writes: "The combination of Internet and television will radically change the world in which we live. This mutual integration creates a great perspective in the development of information technology, changing the human mind. It replaces a passive user by a viewer who is a co-creator of content that interests him. Russia has already created an interactive, flexible service system that effectively serves the needs of users. In Ukraine there is no single provider that would provide services IPTV »[6]. Thus, we see that in the case of internet television viewer can contribute to creating content that gives certain advantages, making Internet TV more accessible, and this is a significant achievement. The scientist Lyudmila Fedorchuk also notes that: "Podcasting can be both: live and in recorded. On one hand, watching a program "live", the user can have a real-time contact with the producer of the program and get more information from him, ask questions to participants of a show, take part in contests and so on. On the other hand, IPTV recorded programs are stored in the archive site for an indefinitely long period of time. This allows the viewer to re-watch program that he liked at any time . Interactivity, although in less amount, is possible even in this case. The viewer can decide what he would like to see in the next transmission [6]. " Thus, having archives of online TV content, we can see that content of web sites does not disappear, moreover anyone can have access to Internet TV content at any convenient time, making Internet TV mobile and extremely affordable.

The purpose of the article is to identify achievements of Ukrainian Internet TV, trace the problems that arise when creating content of Ukrainian Internet TV, to investigate perspectives of creation and development of regional Ukrainian Internet TV channels and to track the problem of broadcasting media in modern conditions. The objective of the article is to analyze the current condition of Ukrainian Internet TV market, investigate whether Internet TV is regulated law, to consider the audience's influence on the formation of Internet content.

Materials and methods. While writing the article such research methods as historical, conceptual and structural analysis are used. These techniques are to be used in the indication of subjects of Internet TV channels under consideration. Let's try to understand what constitutes Internet TV as a separate media and determine its specificity. Online dictionary "Wikipedia" defines Internet TV as internet protocol television (TV online or on-line TV), a sys-

tem which is based on two-way transmission of digital TV over Internet connections via broadband connection [14].

The news that the Ukrainian Greek Catholic Church (UGCC) launches social and religious Internet TV "Live. TV " turned out to be a discovery of the year. Organizers emphasize that "Live. TV " will be social and religious TV at a ratio of 90/10. The launch of the online channel aims to involve young people who actively use the Internet to view high-quality and interesting content. Head of the Department of Information of UGCC archpriest Igor Yatsiv emphasizes that: "The audience will react to what is happening in the studio, through phone calls, Skype, via comments in social networks representing our live TV. We are not going to impose anything on our viewers, thus we are not going to have a so-called grid. There will be content and live broadcasts, as well as some edited moments of live broadcasts, that can be viewed at any convenient time. We have a studio, professional equipment, and professional people. "Live" TV team consists of seven persons, including two operators and a journalist. We cooperate with some production studios, in particular, "The Bells" in Ivano-Frankivsk and multimedia studio "Svichado" in Ternopil. Moreover, each diocese has press service, who are also our partners "[11]. The creation of such Internet TV provides interaction and attracts more young Ukrainians to review and comment on content.

Another attempt to create Ukrainian Internet TV was launching intellectual and analytical resource "Spilnobachennya." The target audience of the channel is conscious citizens. An important advantage of the resource is involvement of not only professional journalists but also volunteers in creating an online channel. The question of funding this project online rises. The organizers point out: "Internet TV project is financed through partner contributions, subscription fees and donations. Also, do not exclude the possibility of cooperation with international organizations and foundations. A small part of the money will come from advertising, but advertising will be present only at the web site, and not in the broadcast. Advertisements on "Spilnobachenni" will never advertise alcoholic beverages or tobacco products "[1]. However, among media experts, there are those who do not believe in creating high-quality Internet TV in Ukraine as a separate type of media. "I do not believe in consumption of video over the Internet as a main source of human information. I believe that people can set up Internet TV to their TV and watch it. But with the gadgets that Ukrainian people have at home, majority of them cannot afford this. In Ukraine there are only a few hundred thousand households with a TV that can be connected directly to the Internet. Even if 10% of them are willing to pay money for one of online channels, it will be a very small amount. I think, eventually, there will be one or two projects that will be information hubs and Internet TV will be one of the components of the product "[9].

The greatest achievement in the Ukrainian Internet television media space was the creation of Internet TV «Hromadsk.tv». As chairman of the program board Roman Skrypin announced, the online channel is going to work online and is based on a social organization with the same name, which was registered earlier. "The Program Board includes such journalists as Mustafa Nayem, Dmitry Hnap, Roman Skrypin, Sergei Andrushko and Julia

Bankova. It is noted that the program council will annually appoint a head and coordinate all program content of online channel. The lowest level is the editorial board, which in its turn will elect a program board. Sources of funding for public television will be transparent and will appear in the annual report. We also hope to have some small donations from citizens as another source of funding. "[12]. There is another achievement to point out among Internet TV, which is opening of the first international torrent TV. "Thanks to the torrent TV it has been possible to view television broadcasts of TV channels in real time using multimedia platform ACE Stream. Based on the technology of P2P (peer-to-peer), platform ACE Stream conducts communication between all parties peer to peer network. Users, who view a broadcast, receive data simultaneously from several others who are watching this broadcast in the current period. Alternatively, users, that view a broadcast, can send data to other network members who watch this broadcast. Therefore, all users of network provide the possibility of watching for all participants, regardless of the number of users. Or rather, the more participants there are, the better the viewing experience is! "[13]. Thus, we see that using torrent TV, there is access to hundreds of TV channels in English, German, Polish, Russian and Ukrainian. The site contains over 400 channels all categories: news, children's, movies, sports, educational, musical and others. Any channel can be watched online for free. But some channels are only available after registering on the site. Cable and satellite operators felt real competition from Internet TV, which is actually free, and decided to prohibit providers providing its clients IPTV and WebTV with a help of such government agencies as the National Council on TV, MIA and Tax. "The largest operators of cable and satellite television require that broadcast of TV channels could be conducted over the Internet only with an associated license, which costs 200 thousand UAH per month only for one area. At the same time, small companies that provide Internet, for example, only for a few areas of the capital, with turnover of just around 200 thousand UAH cannot afford to buy a license. As a result, Internet TV is just cut off. Although, law about television and radio notes that any delivery of TV signal has to be licensed, but does not consider the possibility of delivery it via Internet "[10].

The question of funding of Ukrainian Internet TV channels remains open. "Despite the apparent simplicity of content, Ukrainian online TV in the first month of its existence has already gathered a few million views. The main reason for the popularity of such projects was the tense political situation in the country. Platforms of free translation helped them to "fit" within modest budgets. Thus, two channels ("Espresso TV" and Hromadske.tv) are broadcast via YouTube, as they signed partner program with the service. When it comes to live broadcasts, three of six projects (Hromadske.tv, GromTV and "Spilnobachennya") use video streaming service Upstream. It is quite possible that online channels may be selling content to broadcasting TV channels. While GromTV focuses on investigative journalism, the Hromadske.tv specializes in the production of studio projects in the form of interviews with invited guests "[8]. Also Ukrainian online TV channels as well as the foreign ones use crowd-funding platforms. The most famous among

them is American Quick Starter, with the help of which over 300 projects received support in April last year.

In the world of modern regional Internet TV there appeared their own regional Internet in Drogobych. Moderators and administrators of Drogobych Internet TV constantly interact with social networks, they post news with a help of social network Facebook, that is how they monitor the audience by "likes", reposts and comments. [4] Kirovograd region also has its own Internet TV. It has become fashionable to make up a name out of the first letters. That is why Kirovograd Internet TV is called KIT. Presentation of Kirovograd online TV took place in April last year in the local press club, with the first broadcast on the 14th of April 2014. Alexander Danutsa, the chairman of media group "The whole Kirovohrad", one of the initiators of the online TV in Kirovograd, reported that everybody is invited to cooperate. Cooperation will take place in several directions: the first - with people who want to show their creativity and make an intellectual contribution to this project; the second – information that enables all interested people to join online resources, placing a banner or a button on their website; the third direction – financial. Andrii Bogdanovich, the deputy director of Kirovograd regional state TV said that it is still too early to call the project "public television". They are planning to arrange people voting on what is important for society, what they want to discuss, who they want to see in the studio. He said that the purpose of the project is to create public television, which would be interesting for all Internet users, "to use this resource for people to spend time usefully, learn more about life in the city." "I like the format of the Russian TV channel "Rain". We have access to the roof, we have such a platform. So we want to organize a concert of local bands on the roof. Kirovograd has never experienced anything of the kind. We will also have meetings in studios. Perhaps we will be discussing events of a current day. Everyone can call or use Internet to ask a question ", – Andrey Bogdanovich said. Elena Kvasha, General Producer of Kirovograd regional state broadcasting company added that KIT is an experimental platform for atmospheric creative communication. During the first broadcast Sergey Zaporozhan, a member of "Svoboda" and the chairman of the PO "Union of Veterans of Ukraine", Colonel Vyacheslav Ivanov were present. The viewers questioned the guests via Internet page of KIT on Facebook. One can always monitor broadcast of TV online on the website of KIT "The Whole Kirovograd" and "Kirovograd 24" [5]. Thus, we see an example of Kirovograd Internet television, IPTV as a separate platform of media and communications has direct collaboration with the audience, viewers and users of Internet TV products. Regional media in creating and launching online channels faced the problem of the lack of resources and funding. They refer to fundraising to gain money to fund the project. There is an experience creating regional Internet TV using grant funds in Mykolayiv region. Internet TV "PN-TV» in was created on the base of Mykolayiv Regional Internet portal "Prestupnosty.NET" [3].

How many Ukrainian regions have independent Internet television? Or maybe they are not the first, but due to their narrow local informativeness only a few local citizens know them. It is a problem of ignorance of the existence of regional TV Internet resource in a given region, city residents are not interested in the content, lack of advertising.

As an example – Truskavets Internet TV TIT about which only few people heard. So what is TIT? TIT, Truskavets Internet TV, has existed for more than four years. At the beginning it was the author's experiment in this direction in Drogobych. It was still 2008, the Internet was too weak and the project didn't even complete a year. There were no sponsors to support it. The current creation is already designed for high-speed Internet and its corresponding parameters. There are all the features of such type of source of information as "Internet TV", TV broadcasting in particular. There have been clones of Titus coming up recently, particularly in Truskavets. However, according to their characteristics, these products are more likely to be classified as "amateur video", due to the absence of journalistic and directing work over the course of transmission. In addition to the main site tit.net.ua Truskavets Internet TV also has its own page in the popular social networks [2]. Another problem, a problem compilation of videos, can be observed due to the fact that Internet TV is not legally protected and it is only the Law "Concerning Television" that can protect the author's own content. In contrast to professionals, there are many enthusiasts who dream about the idea of an Internet TV in different regions of our country. Little presentation video on Youtube is not enough for them anymore. Thus, they are willing to at least reach a new level of media. A platform for training young journalists and those who want to become them and work on the creation and development of Ukrainian Internet TV has been launched. In July last year, PO "Freedom of Speech" (Lviv city) in the course of the project supported by the Media Development Department of US Embassy in Ukraine invited the students of departments of journalism, young journalists with experience up to 3 years and public activists from Lviv, Ternopil and Donetsk regions to participate in the project "Development of a regional network of Internet TV in Ukraine". All project participants had the opportunity to upgrade their practical skills in the new television media (Internet TV), on-line broadcast of an event, an interactive online tool of communication with the audience, Internet TV content creation features for Internet TV, content promoting in social media, and others through online webinars and joint-training sessions in Lviv. During the webinars, participants learned the characteristics of the journalist work on television and Internet content creation for online TV, video blogs production; learned how to arrange the broadcast of an event; gained skills to work with digital audio and video recordings necessary for online media and online television; were trained to promote their own content in social media; got acquainted with the online tools of interactive communication with viewers online; and dealt with modern digital gadgets. All webinars conducted by famous Ukrainian journalists, media trainers and editors practice. During the webinars project participants performed practical tasks, were able to ask the coach questions and used those tools that were showed by the coach. In this respect Lviv region is not an exception. "Your City" is a source that has been successfully launched in the city of Lviv. It includes a production studio, s well as a variety of special projects and creative initiatives. The resource covers various spheres of life: education, health, culture and arts news from the city life and the country. "Your city TV" is the first video catalogue of companies and institutions of the city. The site offers, everybody who is willing,

to register a company in the video directory! "Add your best photos, videos and news, so that everyone will get to know about your advantages!" [7].

Conclusions. In summary, it should be noted that the achievements of Ukrainian Internet TV include the very creation of Internet TV channels, replacing rebroadcasting content by their own one. Also significant advantages of origination and development of Internet TV are its mobility, interactivity, interaction with the audience, openness, cooperation with international Internet channels. Among the problems of the Internet channels are: quality of content, financial issues (impact of political parties on funding of newly created Internet TV platforms). Also significant problem is the fact that today the Internet TV is not regulated by any law, there is no specific law on the functioning of internet television as separate media, indicating a gap in this area. Summing up, it should be noted that

Internet TV in modern conditions of our country is undergoing the rise of development, establishment and operation. Journalists and media workers incorporate population of regions to learning, participation and creation of Internet TV in the region, judging by a variety of workshops, seminars and webinars on the topic. Spectators and Internet users have the opportunity to not only view and comment on the information content sites, but also to participate personally in setting up of Internet TV in the country. Obviously, significant advantages of origin and development of Internet TV is a regional mobility and interactivity. Although sometimes the quality of the content could be better, it depends on journalists themselves who are responsible for that information product that they convey to the public. Regional Internet TV is a good tool and an interesting platform for young journalists who want to work with new media.

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