

THE ROLE AND THE PLACE OF TELEVISION IN MODERN MEDIA SPACE

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In this article the author considers the role of television in the modern media space, the structural change in TV audience, and all the tendencies in TV-watching.

The advertisement market as a business area is a complicated system that is subject to numerous internal as well as external factors. Advertisement, as one of the ways of investment, fully depends on successfulness of economy in general. This fact, coupled with legislative regulation, should be related to the external factors of the advertisement market.

Moreover, there are some internal factors that modify the market no less than the external ones do. The aim of this article is to underline the factor of audience redistribution between different media. This has to do with quantity as well as quality changes in audience of various media. It's not a secret that various social and demographic groups are involved in the process of consuming various media to different extents. This issue is considered from the viewpoint of television as a dominating channel for spreading the advertisement information.

By transferring the television advertisement market to selling advertisement, according to the ratings (according to GRP), the revenues of TV channels became directly dependent on population of the TV audience. Analysis of the TV viewers' behavior became even more significant from the viewpoint of programming the air, price formation and planning of advertisement campaigns. A large number of surveys in the area of the television sociology testifies to the fact that the TV audience is a complicated multitude and, as any complicated system, it has been constantly experiencing changes. In particular, the population of the TV audience, its structure and the specifics of TV-watching have changed a lot. These factors have been considered in this article. The analysis of trends in changes of the TV audience and specifics of TV-watching is performed on the basis of the annual survey 'Television through the eyes of viewers' by the Video International Company.

The development of new technologies has been invariably accompanied by changes of media space in which man exists. Today we observe the active development of Internet that enables escalation of competence between media. The diversification of media offer implies redistribution of time spent on one or another information carrier. On the top of changes is the structure of the information space. This fact leads to redistribution of funds between the advertisement carriers, which significantly affect the development of the media sectors and business lines. From the viewpoint of analyzing the internal factors changes of nature and structure of media consumption are another important aspects that affect formation of the modern media space.

According to the annual survey 'Television through the eyes of viewers', only 5% of population doesn't use any media, while 62% of respondents use more than one media. The diversification of the media carriers implies expansion of information space. Thus, the fight for audience between television channels is actually a fight against the external rivals, i.e. alternative sources of information and ways of organizing one's leisure activities.

It's not a secret that television is the most mass channel of spreading the advertisement information. In spite of it, we shouldn't forget that each media has been given various amounts of attention; moreover, not all media have been equally accessible for population. The residents of Russia spend approximately 6 hours a day (6 hours and 6 minutes) on media consumption in average. Also, the duration of media consumption varies between different demographic groups. Variations are determined by the selection of media used by each group, by the nature of media consumption and by the amount of free time that may be spent on media consump-

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tion processes. According to surveys, the expansion of media space (for example, the amount of channels available) is not accompanied by the increase of time that population is eager to spend on media consumption. It is obvious that one shouldn't expect the population to be prepared to spend more time on media consumption in the future either. Thus, competition between the media will be developing against the background of limited amount of audience's attention, as well as limited ways of affecting it.

Considering this fact, one should expect the reduction of time that respondents spend on watching TV. This statement is also confirmed by the results of analyzing the average amount of time spent on watching TV in comparison with to the usage of other media. It should also be mentioned that the use of Internet causes the most significant cut of TV-watching. People, who use Internet watch TV 52 minutes (or by 21%) a day less that those who don't use this network. Such dynamics is subject to two reasons: first, the Internet audience is traditionally younger and less interested in television content; second, Internet can significantly replace television as an informational and entertainment source, since it can provide similar ways of entertainment. Moreover, the rapid development of technologies and the integration of Internet into Russian citizens' homes enables the escalation of competence between television and Internet from the viewpoint of audience's attention. The presence of a serious external rival in the setting of limited amount of time that people spend on media consumption enables the escalation of fight between TV channels for audience. Such realities force TV channels to interact with the TV-audience in an active way so that to determine their preferences and to attract loyal viewers to their particular frequency. Thus, the diversification of media space and the spread of Internet in particular are the first factor that conditions reduction in the television popularity.

A change in the social and demographic structure of audience is the second internal factor that influences the functioning of the television advertisement field. The survey 'Television through the eyes of viewers' has been managed to stress the fact that there is no significant difference between men and women from the point of the average media consumption time. At the same time, the difference is more visible depending on the ages of respondents. Thus, changes in the age structure of the TV audience lead to shifts in characteristics of the entire aggregate under survey. Numerous researches in the area of media audience reveal the

fact of significant differences in the nature of TV-watching. While determining the different types of TV-watching (as a background against concentrated; uninterrupted against random; planned against spontaneous), sociologists agree that the nature of TV-watching significantly depends on the age parameters of audience. Moreover, from the viewpoint of the media perception, it is a common practice to single out such groups of users as 'Digital natives' and 'Digital immigrants'. The first group is the population that was born in the epoch of rapid development of new technologies. For them, things like cell phones and Internet, as well as various electronic novelties of the recent time are usual and ordinary attributes of their time. The second group is those who, for the reasons of their age, are used to a different structure of media space. They experience some difficulties in embracing the media market innovations. The second group is more loyal to the traditional media (newspapers, radio and television), and they give more time to this media. Changes of the audience's demographic structure lead to changes in the general tendencies of relations between television and audience.

Summing up the results of analyzing the role of television in the modern media space and media consumption, a number of tendencies can be determined, which stipulate the changes in the nature of relations between audience and television. Television as a media experiences a more fierce competition on the part of Internet, and gives up its positions in the media space that is getting more varied and intense. Nonetheless, television remains the leader among all the media as far as the volume of consumption and the population of audience are concerned. In spite of this, development of Internet enables outflow of the younger audience from TV screens. This fact leads to changes in the social and demographic structure of the TV audience. The social and demographic structure forms the general trends of relations between TV and audience due to various types of TV-watching in different age groups. A change in the audience make-up is closely connected to the changing role of television in the society and transformation of television as a media. It is obvious that the system that consists of the multiple media and a single audience and is limited by media consumption time will continue its transformation. Under present conditions, television will be forced to be reckoning with interests of its potential viewers with the purpose of preserving its audience. This fact appears even today in the process of television offer diversification.

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