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REPRESENTATION OF SERVICE-EXPERT PROGRAMS IN THE BROADCAST OF HIGHLY RATED NATIONAL-WIDE TV CHANNELS OF UKRAINE

The purpose of the study is to determine the degree of representation of service-expert programs of own production and production by special order in the air content of highly rated nation-wide TV channels of Ukraine.

***Research methodology.** The research used methods of analysis, synthesis, abstraction and generalization, as well as content analysis to determine the representation and list of service-expert programs in the nation-wide television space of Ukraine.*

***Results.** The research interest within the study was programs of own production of Ukrainian TV channels or production by special order of a TV channel in subsidiary or partner production centers and studios. The source for the study were the official web resources of Ukrainian television channels of nation-wide broadcasting, namely: «1+1», «Ukraine», «ICTV», «STB», «New Channel», «Inter», «2+2», «TET», «NTN», which are in the top 10 list according to leading rating agencies such as the BIG DATA UA and the Television Industry Committee, the monitoring results of which are officially recognized and represented by the National Council of Television and Radio Broadcasting of Ukraine.*

At least four episodes of each out of 273 programs of own production of nation-wide TV channels were viewed and analyzed according to the criteria, and 94 service-expert programs were identified among them, which meet four or more different criteria. It is defined that service-expert programs are a wide group of television programs united by common features, which makes up one third of the total amount of programs of own production of TV channels.

***Novelty.** For the first time, the degree of representation of service-expert programs of own production and production by special order in the air content of highly rated nation-wide TV channels of Ukraine was determined.*

***Practical significance.** The study results can be used in the practice of television production of service-expert programs, in particular, taken into account in the development of concepts and plots of programs.*

***Key words:** service-expert programs, Ukrainian television, thematic categories, air, rating.*

I. Introduction

To determine the degree of representation of service-expert journalism in the television space of Ukraine, the method of content analysis was used. The research interest within the study was programs of own production of Ukrainian TV channels or production by special order of a TV channel in subsidiary or partner production centers and studios. For a long time now, Ukrainian television has been witnessing an increase of television products of its own production in the program concepts and broadcast schedules. Such programs include both adapted foreign formats, the originals of which have shown high ratings, and own author's concepts, developed directly by creative groups and production centers of TV channels and their partners. This trend is a response to the audience's request to watch high-quality, modern Ukrainian television, and is justified by economic feasibility.

According to the method of calculating the license fee for the issuance or renewal of a broadcasting license, approved by the Cabinet of Ministers of Ukraine dated December 28, 2016 № 1014, an abatement of the license fee by 30% becomes possible provided that «if the television and radio broadcaster mainly (more than 80 percent of the total amount of broadcasting) uses programs of domestic production» [2]. This calculation approach stimulated TV channels to economically justified increase of Ukrainian content share in broadcasting and at the same time to production their own TV products, broadcasting and re broadcasting of which, unlike the purchased ones, is not limited to temporary permits.

The technology of production of service-expert programs involves significant time and financial costs, which are usually associated with long location documentary filming with a highly qualified creative team, using modern television equipment and involving subject professionals and experts in the creative process. Therefore, a significant variety of this type of TV projects is particularly inherent in nation-wide TV channels with high ratings and financial capacity. At the same time, the increase in the rating presupposes the intensification of the TV producer's search for new concepts of service-expert programs with a wider coverage of thematic categories and improvement of their production technology.

II. Research objective and methods

The purpose of the article is to determine the degree of representation of service-expert programs of own production and production by special order in the air content of highly rated nation-wide TV channels of Ukraine.

The research used methods of analysis, synthesis, abstraction and generalization, as well as content analysis to determine the representation and list of service-expert programs in the nation-wide television space of Ukraine.

III. Results

For further research, it was necessary to determine the list of nation-wide TV channels with the highest ratings of viewing. The main sources of monitoring data on the top 10 nation-wide broadcasters were leading rating agencies such as the BIG DATA UA and the Television Industry Committee, whose data are open to the public and are officially recognized and represented by the National Council of Television and Radio Broadcasting of Ukraine.

Due to different approaches to the technology of determining viewers' activity, the ratings of nation-wide TV channels, according to the BIG DATA UA Independent Rating Agency and the Television Industry Committee, differ slightly. That is why the National Council of Television and Radio Broadcasting of Ukraine is the official partner of both agencies for a more complete and objective view of Ukrainian viewers' television tastes.

In particular, in October 2017, the National Council of Television and Radio Broadcasting of Ukraine announced the beginning of official cooperation with the BIG DATA UA Independent Rating Agency. This BIG DATA UA Independent Rating Agency provides round-the-clock online monitoring and covers more than 300 thousand households. However, this set represents the television preferences of mostly residents of large cities, the BIG DATA UA is «the first company in Ukraine, which products are based on modern digital technologies, specializing in measuring of behavior of viewing by the audience of IPTV (Internet Protocol Television) and OTT (Over the Top, part of IPTV technology) services» [1]. That is, the survey is conducted in those households that have access to a network with high-speed data transmission, without taking into account the information priorities of residents of small towns, settlements, and villages, where Internet coverage is insufficient for stable and high-quality television signal broadcast.

In 2017, the results of monthly monitoring of the BIG DATA UA were published on the website of the state regulator in the form of infographics; quarterly reports were posted since 2018; and at the beginning of 2019, a generalized rating of generalist TV channels for 2018 was published; according to this list, the top 10 includes the following TV channels: «1+1», «Ukraine», «ICTV», «STB», «New Channel», «Inter», «2+2», «TET», «NTN», «PlusPlus» [6].

Technological feature of sociological measurements of the BIG DATA UA Independent Rating Agency, which is based on a study of viewer activity only of Internet TV users (as a result, the geography of audience coverage is limited to residents of large cities of such age categories, as young and middle-aged viewers who actively use the latest digital technologies) affects the relevance of the overall results of the study of nation-wide television audience. Therefore, in 2018, the National Council of Television and Radio Broadcasting of Ukraine involved the Television Industry Committee in the calculation of public ratings, which for a long time, since 2013, has been publishing general ratings of views, as well as monitoring and forming the total population on other technological approaches, a «TV panel» in particular, the operator of which, at the request of the Television Industry Committee, is the «Nielsen» company, and the monitoring process is carried out by the «Communication Alliance» company.

The television panel is «a system of quantitative representative panel studies of a dynamic segment of society, that is TV audience, which record per-second viewing of TV using high-tech devices» [16]. Any household can become a participant of the TV panel, and the research technology has no restrictions on the type of television signal transmission (covers digital, satellite, and Internet television). Therefore, the total population of the TV panel is the population of Ukraine aged 4 years and older, living in households that have at least one working TV set (residents not only of cities but also of small towns, settlements, and villages). In particular, «since May 1, 2016, the TV panel consists of 2 840 households, of which 1 900 households are located in cities with a population of more than 50 thousand people and 940 households – in cities with a population of less than 50 thousand people and villages» [16].

In 2018, the official website of the National Council of Television and Radio Broadcasting of Ukraine posted quarterly infographic reports on the results of monitoring provided by the Television

Industry Committee, and in early 2019 a generalized rating of generalist TV channels for 2018 was published, according to which the top 10 list includes the following TV channels: «Ukraine», «1+1», «Inter», «ICTV», «STB», «New Channel», «2+2», «TET», «NTN», «Pixel TV» [5].

Having compared the generalized ratings of views of nation-wide television channels for 2018 (Table 1), obtained as a result of monitoring conducted by the BIG DATA UA Independent Rating Agency and the Television Industry Committee, and published on the official website of the regulator, we can see that the top list of the first nine TV channels (namely, «1+1», «Ukraine», «ICTV», «STB», «New Channel», «Inter», «2+2», «TET», «NTN») intersects. Within this list, the difference is observed only in the rating positions of TV channels, and the tenth place, which is occupied by children's TV channels «PlusPlus» and «Pixel TV», is significantly different.

As of 2020, the National Council of Television and Radio Broadcasting of Ukraine has suspended the publication of television broadcasters' ratings. As it can be seen, the latest data presented on the regulator's official website were dated to the third quarter of 2019 [3; 4], and so far the generalized indicators for 2019 have not been published.

According to comparative table 1, at the end of the third quarter of 2019, the list of the first nine positions was preserved, and in tenth place, the children's «PlusPlus» and «Pixel TV» were replaced by «112 Ukraine» and «K1» channels.

Table 1

Comparative table of TV channels' ratings in 2018 and III quarter of 2019

BIG DATA UA				Television Industry Committee			
2018		III quarter of 2019.		2018		III quarter of 2019	
Position	TV channel name	Position	TV channel name	Position	TV channel name	Position	TV channel name
1	1+1	1	1+1	1	Ukraine	1	Ukraine
2	Ukraine	2	Ukraine	2	1+1	2	1+1
3	ICTV	3	ICTV	3	Inter	3	ICTV
4	STB	4	STB	4	ICTV	4	Inter
5	New Channel	5	New Channel	5	STB	5	STB
6	Inter	6	Inter	6	New Channel	6	New Channel
7	2+2	7	2+2	7	2+2	7	2+2
8	TET	8	TET	8	TET	8	TET
9	NTN	9	NTN	9	NTN	9	NTN
10	PlusPlus	10	K1	10	Pixel TV	10	112 Ukraine

Based on such results of views' monitoring, it can be concluded that for a long time only the first nine TV channels have been showing constant presence in the top 10 list, maintaining or changing their position in the rating, which indicates the stability of TV audience interest in their air content at insignificant fluctuations of viewers' activity. In contrast, in tenth place TV channels change with a certain frequency.

That is why as part of a research of service-expert programs presented in the Ukrainian television space, the study provided a content analysis of the information content of the very 9 TV channels, which for a long time consistently have been occupying the top positions in the ranking, including such: «1+1» [7], «Ukraine» [8], «ICTV» [9], «STB» [10], «New Channel» [11], «Inter» [12], «2+2» [13], «TET» [14], «NTN» [15].

For each TV channel, the study considered all projects of own production (those which are broadcasted on air according to the current broadcast schedule, archived and new episodes, such as premieres, announcements of premieres) which were presented on official sites of top TV producers within half a year (since November 2019 until April 2020). Each program was subject to qualitative analysis of the content according to the identification criteria specific to service-expert programs:

- experiment at the core of plot composition;
- observation at the core of plot composition;
- expert acting as a TV presenter;
- TV presenter acting as an expert;
- involvement of subject experts;
- visual approbation of recommendations;
- retrospective reflection of reality;
- realism of the plot, images, environment;
- pragmatic value of advice.

A total, 273 television programs of own production of TV channels and production to special order were viewed. In terms of TV channels, the following total number of programs was considered:

- «1+1» TV channel – 48;
- «2+2» TV channel – 20;
- «TET» TV channel – 22,
- «ICTV» TV channel – 52 ;

- «Ukraine» TV channel – 11;
- «Inter» TV channel – 32;
- «NTN» TV channel – 16;
- «New Channel» TV channel – 42;
- «STB» TV channel – 30.

At least 4 episodes of each program were viewed to obtain reliable data on the compliance of their content with the criteria inherent in service-expert journalism, and for their final classification in this type of journalism (by content). This set of television projects was evaluated according to the offered criteria. As a result, in the course of the research it was found that the affiliation of a screen work with service-expert programs is determined by its compliance with four or more criteria, as some criteria are inherent as well in other forms of documentary, educational, entertainment television journalism.

As a result of the content analysis, 93 television projects (a third of the total number of own production projects) were identified, which meet the criteria for service-expert programs. In terms of TV channels, the following amount and list are set:

- «1+1» TV channel – 16: «Bytva Saloniv» (Battle of Salons), «Zhyttia bez Obmanu» (Life Without Deception), «Yimo za 100» (We Eat at a Price of 100), «Inspektor. Mista» (Inspector. Cities), «Korol Desertiv» (King of Desserts), «Krasunia za 12 Hodyn» (Beauty in 12 Hours), «Miniaiu Zhinku» (I'm Changing a Wife), «Model XL» (Model XL), «Naikrashchyi Restoran z Ruslanom Senichkinym» (The Best Restaurant with Ruslan Senichkin), «Novyi Inspektor Freimut. Mista» (New Inspector Freimut. Cities), «Odruzhennia Naoslip» (Blind Marriage), «Povernit Meni Rrasu» (Give me Back my Beauty), «Remont +» (Repair +), «Snidanok z 1+1» (Breakfast with 1+1), «Na Nozhakh» (At Knives' Points), «Svit Navyvorit» (The World Inside out);

- «2+2» TV channel – 1: «Na Konia» (Stirrup Cup);

- «TET» TV channel – 11: «Bohynia Shopinhu» (Goddess of shopping), «Ikona Styliu» (Icon of Style), «Krutony» (Croutons), «LavLavCar» (LoveLoveCar), «Liubov Onlain» (Love Online), «Panianka-Selianka» (Lady and Paysanne), «Pryntsesa tut ya» (The Princess here is me), «SuperZhinka» (SuperWoman), «Totky i Shmotky» (Dames and Garms), «U TETA Tato/U TETA Mama» (TET's Dad/TET's Mom), «Koroleva Balu» (Queen of the Ball);

- «ICTV» TV channel – 8: «Dacha» (Vacation Cottage), «Dzhentlmeny na Dachy» (Gentlemen at a Vacation Cottage), «Navchit nas Zhyty» (Teach us to Live), «Osnovnyi Instynkt» (Basic Instinct), «Pershe, Druhe ta Kompot» (First Course, Second Course and Compote), «Pershyi raz za Kordonom» (First Time Abroad), «Ranok u Velykomu Misti» (Morning in the Big City), «Vidpustka za Obminom» (Exchange-Based Vacation);

- «Ukraine» TV channel – 4: «Holovna Tema» (Central Focus), «Ranok z Ukrainoiu» (Morning with Ukraine), «Svekrukha chy Nevistka» (Mother-in-Law or Daughter-in-Law), «Misiia: Krasa» (Mission: Beauty);

- «Inter» TV channel – 17: «6 Sotok» (6 Ares), «Vokruh M» (Around M), «Vse dlia Damy» (All for Mother), «Hotuiemo Razom» (Cooking Together), «Hotuiemo Razom. Domashnia Kukhnia» (Cooking Together. Homemade Cuisine), «Hotuiemo Razom. Vypichka» (Cooking Together. Baking), «Dobre Zdorovia» (Good Health), «Drugaia Zhyzn» (Another Life), «Znak Yakosti» (Quality Mark), «Korysna Prohrama» (Useful Program), «Letniaia Kukhnia s Dmytryem Shepelevym» (Summer Cuisine with Dmytry Shepelev), «Orel i Reshka» (Heads and Tails), «Orel i Reshka. Shopping» (Heads and Tails. Shopping), «Pravyla Vyzhyvannia» (Rules of Survival), «Susid na Obid» (Neighbour to Dinner), «Udachnyi Proekt» (Successful Project), «Shchastia z Probirky» (Happiness from a Test-Tube);

- «NTN» TV channel – 1: «Budte Zdorovi» (Be Healthy);

- «New Channel» TV channel – 20: «#Proekt Perfekt» (#Project Perfect), «Le Marshrutka» (Le Share Taxi), «Vid Patsanky do Panianky» (From Tomboy to Lady), «Deshevo ta Serdyto» (Cheap and Easy), «Eksy» (Exes), «Zakovani» (Chained), «Zarobitchany» (Gastarbeiters), «Zvychka Odruzhuvatys» (Penchant to Marry), «Kabriolito» (Summer Travel on Cabriolet), «Kokhannia na Vyzhyvannia» (Survival Love), «Patsanky. Nove Zhyttia» (Tomboys. New Life), «PoLOVynky» (Soul Mates), «Podium» (Podium), «Proekt Liubov» (Love Project), «Revizor» (Inspector), «Revizor: Mahazyny» (Inspector: Shops), «Sertsia Trokh» (Hearts of Three), «Heroi&Kokhantsi» (Heroes&Lovers), «Taiemnyi Ahent» (Secret Agent), «Top-Model Po-Ukrainsky» (Top Model in Ukrainian Style);

- «STB» TV channel – 16: «Vse Bude Dobre» (All Will Be Well), «Vse Bude Smachno» (All Will Be Tasty), «Davai Pohovorymo pro Seks» (Let's Talk about Sex), «Eksperymenty» (Experiments), «Zvazheni ta Shchaslyvi» (Weighted and Happy), «MasterShef» (MasterChef), «MasterShef. Profesionaly» (MasterChef. Professionals), «MasterShef. Dity» (MasterChef. Children), «Narechena dlia Tata» (Bride for Father), «Strava Chesti» (Recipe of Honor), «Supermama» (Supermother), «Ultymatum» (Ultimatum), «Khata na Tata» (Father as a Housekeeper), «Kholostiak» (Bachelor), «Kholostiachka» (Bachelorette), «Ya Soromliu Svoho Tila» (I am Ashamed of my Body).

As can be seen from Figure 1, the share of service-expert programs in the total number of own production programs is about 50% in the air content of four TV channels («STB», «Inter», «TET», and

«New Channel»), and on «1+1» and «Ukraine» TV channels such programs are more than 30%. «ICTV», «NTN» and «2+2» TV channels have insignificant percentage indices of production the very service-expert content, namely 15%, 6.3% and 5%, respectively, which can be explained by the focus of their program concepts mainly on male audiences (however, this assumption needs to be proved in further in-depth studies).

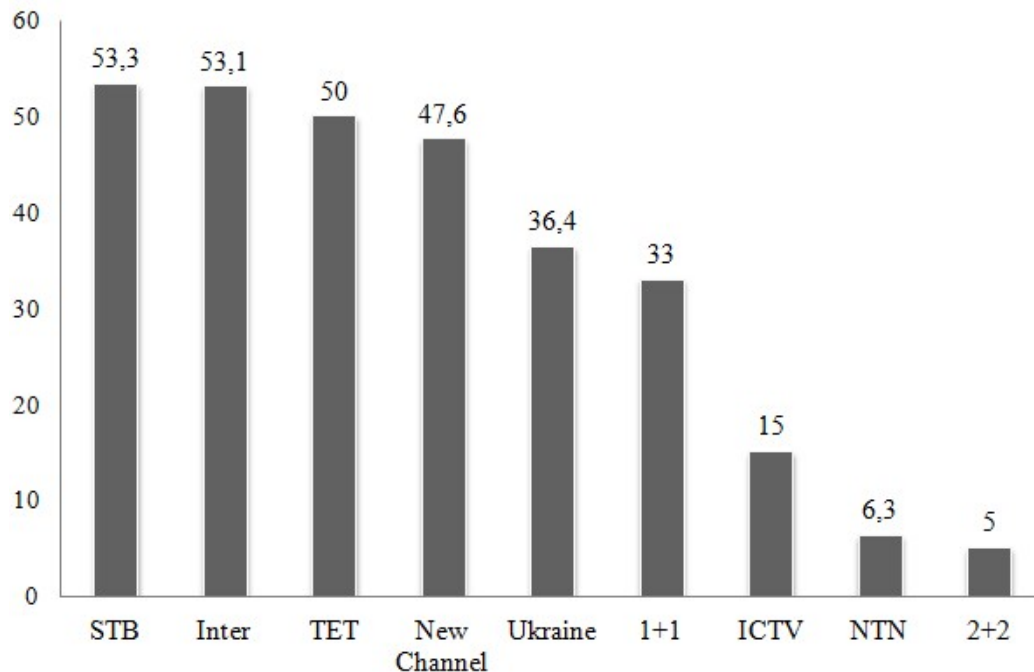


Fig. 1. The share of service-expert programs in the total number of TV channel's own production programs (in percentage terms)

To conclude, on the ground of this study of the representation of service-expert programs in the modern air content of highly rated Ukrainian TV channels, it is established that one third of the total number of programs of the channel's own production is occupied by the very service-expert journalism.

IV. Conclusions

According to the results of the content analysis of 273 programs of own production (those which are broadcasted on air according to the current broadcast schedule, archived and new episodes, such as premieres, announcements of premieres) of highly rated nation-wide TV channels of Ukraine (namely: «1+1», «Ukraine», «ICTV», «STB», «New Channel», «Inter», «2+2», «TET», «NTN») it is established that 94 TV projects (the third part, that is 34% of the total number of own production projects) meet the criteria for identification of service-expert programs. This indicates a significant interest of the audience in this type of content, which causes the reverse interest of TV channels to increase the share of service-expert broadcasting in program concepts. Such an amount of programs with outlined criteria for their identification and genre features can be recommended to be attributed to a separate area within the content of the program concept of the TV channel, consolidating it also at the legislative and/or regulatory level.

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Трегуб А. М. Представленість сервісно-експертних програм в ефірі рейтингових загальнонаціональних телеканалів України

Мета дослідження – визначити ступінь представленості сервісно-експертних програм власного виробництва та виробництва за спеціальним замовленням в ефірному наповненні рейтингових загальнонаціональних телеканалів України.

Методологія дослідження. У процесі дослідження використано методи аналізу, синтезу, абстрагування та узагальнення, а також контент-аналіз для визначення представленості та переліку сервісно-експертних програм в українському загальнонаціональному телевізійному просторі.

Результати. Наукове зацікавлення в межах цього дослідження становили програми власного виробництва телеканалів або виробництва на спеціальне замовлення телеканалу в дочірніх та партнерських продюсерських центрах і студіях. Джерелом для дослідження стали офіційні веб-ресурси українських телеканалів загальнонаціонального мовлення, а саме: «1+1», «Україна», «ICTV», «СТБ», «Новий канал», «Інтер», «2+2», «TET», «НТН», що входять до топ-10 за даними провідних рейтингових агентств, таких як BIG DATA UA та Індустріальний телевізійний комітет, результати моніторингів яких офіційно визнаються та репрезентуються Національною радою з питань телебачення та радіомовлення.

Переглянуто і проаналізовано за критеріями щонайменше по чотири випуски з 273 програм власного виробництва загальнонаціональних телеканалів та визначено серед них 94 сервісно-експертні програми, які відповідають чотирьом і більше відмінним критеріям. Визначено, що сервісно-експертні програми – це широка група телевізійних програм, об'єднаних спільними рисами, яка становить третю частину від загального обсягу програм власного виробництва телеканалів.

Новизна. Уперше визначено ступінь представленості сервісно-експертних програм власного виробництва та виробництва за спеціальним замовленням в ефірному наповненні рейтингових загальнонаціональних телеканалів України.

Практичне значення. Результати дослідження можуть бути використані в практиці телевізійного виробництва сервісно-експертних програм, зокрема враховуватись при розробці концепцій та сюжетів програм.

Ключові слова: сервісно-експертні програми, українське телебачення, тематичні категорії, ефір, рейтинг.

Трегуб А. М. Представленность сервисно-экспертных программ в эфире рейтинговых общенациональных телеканалов Украины

Цель исследования – определить степень представленности сервисно-экспертных программ собственного производства и производства по специальному заказу в эфирном наполнении рейтинговых общенациональных телеканалов Украины.

Методология исследования. В процессе исследования использованы методы анализа, синтеза, абстрагирования и обобщения, а также контент-анализ для определения представленности и перечня сервисно-экспертных программ в украинском общенациональном телевизионном пространстве.

Результаты. Научный интерес в рамках этого исследования составили программы собственного производства телеканалов или производства по специальному заказу телеканала в дочерних и партнерских продюсерских центрах и студиях. Источником для исследования стали официальные веб-ресурсы украинских телеканалов общенационального вещания, а именно: «1+1», «Украина», «ICTV», «СТБ», «Новый канал», «Интер», «2+2», «TET», «НТН», входящие в топ-10 по данным ведущих рейтинговых агентств, таких как BIG DATA UA и Индустріальний телевізійний комітет, результати моніторингів котрих офіційно признаются и представляются Национальным советом по вопросам телевидения и радиовещания.

Просмотрено и проанализировано по критериям минимум по четыре выпуска с 273 программ собственного производства общенациональных телеканалов и определены среди них 94 сервисно-экспертные программы, которые соответствуют четырем и более отличным критериям. Определено, что сервисно-экспертные программы – это широкая группа телевизионных программ, объединенных общими чертами, которая составляет третью часть от общего объема программ собственного производства телеканалов.

Новизна. Впервые определена степень представленности сервисно-экспертных программ собственного производства и производства по специальному заказу в эфирном наполнении рейтинговых общенациональных телеканалов Украины.

Практическое значение. Результаты исследования могут быть использованы в практике телевизионного производства сервисно-экспертных программ, в частности учитываться при разработке концепций и сюжетов программ.

Ключевые слова: сервисно-экспертные программы, украинское телевидение, тематические категории, эфир, рейтинг.