

## FEATURES OF THE ORGANIZATION OF MARKETING ACTIVITIES ON TV

Shamirzayeva Kizlargul Bakhtiyar kizi

Translator

A significant impact on the competitiveness of TV channels is exerted by its marketing activities, which determine the possibilities for the implementation and promotion of television services. Marketing is indispensable in the local environment of TV channels due to the growing competition in the television services market, the emergence of new broadcast formats that offer viewers and advertisers a wide range of TV products. At the same time, a consequence of the development of marketing activities in the television environment was the development of audience preferences, which arose in the process of providing the advertiser with an information base about the target audience of the media, including TV channels.

The television services market is a set of socio-economic relations between business entities whose activities are aimed at meeting the viewer's demand for various information content, which ensures increased attention and attractiveness of TV consumption, audience confidence in the information provided, which contributes to expanding the communicative capabilities of society. The main advantage of TV channels over other types of media (hereinafter referred to as media) is its versatility as a marketing tool, since its activities cover a wide range of audiences. However, the development of the Internet and other broadcast platforms and new types of media threatens to reduce viewership of television, which leads to increased competition for consumers. Thus, TV companies should determine their target audience, which will allow them to respond to all changes in a timely manner and maintain their level of competitiveness.

On the TV market, as well as in other media, the channel forms its relations with two groups of consumers: B2B (Business to Business) and B2C (Business to Clients). However, the viewer remains the main client of broadcasting in the B2C market. TV channel services in the business segment (B2B) include the placement of various types of advertising within the advertising and sponsorship airtime. The direction for cooperation of the business segment for TV channels is to work with advertisers, sellers and advertising agencies.

Thus, another feature of marketing activities on TV channels is a two-level component of the product. At the second level, TV channels offer their information material to the viewer and achieve his loyalty [2]. At the first level, TV channels offer their services to advertisers, sellers, and advertising agencies as access to an audience that matches the potential viewers of the listed types of business segment.

Along with the two-level component of the product, the features of the offer are formed. Thus, the main product of the TV channel's activity for the audience is the broadcasting of TV programs. At the same time, the choice and formation of television programs for the viewer is carried out taking into account his program policy. The program department is necessary to

develop a broadcasting grid by genre, category and airing time. The impact of marketing on a television product is manifested in the provision of results of the effectiveness of transmissions. For this, the results of media measurements of research campaigns are used. This is a significant and complex direction in the field of B2C. The paper analyzes the types of programs produced by local television companies.

Marketing activities also extend to the area of broadcast programming in the form of testing at the pre-broadcast stage, that is, until the broadcast goes on the air, and begins at the stage of promoting and highlighting a certain program among other participants in the television market. It should be noted that this marketing tool is not used in the regions due to the relatively high cost of research technologies. For advertisers, the main service of the TV channel is the placement of advertising, and marketing support for the service in the business sector includes other tools.

The peculiarity of television is that the channel does not receive material remuneration for the information services it provides. At the same time, one of the main factors for clients-advertisers is the range of broadcasting and the territory of distribution of information through the TV channel. In the regional markets of TV companies, this function is assigned to technical departments. Strengthening the position of non-terrestrial TV signal distribution for maximum coverage of the territory leads to the need for constant work with cable and satellite operators as intermediaries, which also affects the quality of the information provided.

There are two categories of consumers in the television services market, but advertisers and other organizations using the channel's airtime form the channel's budget. The media acts as the main participant in the promotion, while the main tool is the resources of the TV channel, and the additional one is the placement of the advertisement itself in the airtime and other media.

In the process of implementing its own marketing strategy, the channel is the customer of certain servants on the channel and other media that act as its partners. During on-air promotion, all the resources of the channel are used in the form of previews, on-air channel logos, various on-air contests, and more. Using off-air promotion, the TV channel acquires the status of an advertising customer. At the same time, such forms of cooperation are based on mutually beneficial conditions, on the basis of which marketing promotion in the form of advertising in other media is informational in nature.

The remote factor in the provision of TV services indicates the lack of direct contact with the audience; therefore, marketing information based on the results of the research is used as feedback. From the point of view of providing services to advertisers, the commercial department manager directly concludes a contract with the client. Marketing activity in the latter direction is carried out in the form of maintaining high awareness of employees about changes in the media market in the territory of distribution of the TV channel; communication

trainings; formation of a list of full up-to-date information about the content of the channel, the profile of its audience, price offers.

The division of TV channels into on-air and off-air time creates another feature of marketing activities. At the same time, the terrestrial television channel is becoming a more conventional concept due to the increasing importance of satellite and cable television in the process of ensuring the delivery of the same channels that were considered terrestrial. In any case, marketing activities are primarily aimed at concentrating all the resources and capabilities of the TV channel to solve incoming problems. At the same time, ratings are the most important source of information in marketing planning, the data of which can be used for several purposes. This information shows the popularity of a particular program in a station's time grid, shows how viewership preferences change, and reinforces the assurance a broadcaster gives an advertising agency when scheduling advertising.

For advertisers, the image and popularity of the TV channel is also important, which creates the need to form an ethical component of the marketing policy. For advertising customers, the image of a TV company is important. Therefore, the marketing side of editorial activity is largely related to its ethical component, which is reflected in many areas of editorial management and corporate culture, since the image of a TV channel is reflected in the moral norms accepted in society, the content and style of the TV channel.

The assessment of the marketing potential of the TV channel is carried out by analyzing the promotion of products, profit margins and cost savings. The results of determining the indicators of the rating of a TV channel and its programs provide information about products (transmissions) that should be excluded from the air, since this reduces the level of marketing, and, consequently, the economic potential of the organization. It is proposed to carry out a concentration analysis, a variant of which can be an ABC analysis, which allows you to study the range of programs, determine its rating according to the specified criteria and identify the most profitable programs and programs. As a rule, the assortment is analyzed according to two parameters: sales volume (quantity sold) and profit received (realized trade margin). Thus, taking into account such a grouping, all programs and programs on the television services market can be divided into groups according to the degree of importance:

Group A - the most demanded programs that are expected by the target audience and are viewed in full airtime;

Group B - programs of medium importance, for example, programs that are not watched to the end or not by the entire target audience;

Group C - the least important programs, for example, programs that have the lowest viewing rating.

The first stage of the ABC - analysis, in accordance with the above groups in order of importance, is the definition of goals. At the second stage, a set of organizational and economic measures is formed, and then the analysis parameters are determined. Most often, TV channels

set themselves the task of reducing the number of unpopular programs, in this case, the main parameters will be the rating, profit, attractive ability of the TV channel and the number of contracts concluded with advertisers. After all these procedures, a rating list of objects is compiled in descending order of the parameter value, and the share of each parameter with a cumulative total is calculated by adding the parameter to the sum of the previous parameters. The result of the analysis is the selection of groups A, B, C with assigning the values of the groups to the selected objects. \

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