

DISCURSIVE CONSTITUTION OF RADIO ADVERTISEMENT IN UKRAINIAN-LANGUAGE MEDIA SPACE

Research methodology. To obtain reliable results, we used theoretical and empirical research methods, in particular, source-search, content analysis (for study reports prepared by the All-Ukrainian Advertising Coalition), monitoring radio air, internal analysis of the content of advertising messages in the global radio broadcast on the marker of the use of the Ukrainian language; systematization and induction to find out the advertising potential of Ukrainian-language broadcasting.

Results. The state of development of the market of radio advertisements in Ukrainian-language broadcasting is determined, new approaches to the system of monetization of radio advertising in the conditions of the Internet are outlined.

Novelty. It has been established that Ukrainian-language advertising space is underestimated by advertisers. In Ukraine, advertising budgets are distributed among several national radio stations, regional broadcasting is in a state of stagnation. The Internet advertising sector, which operates under the convergence between traditional radio and Internet-specific laws, has not yet been investigated. The placement models and the cost of radio advertising on the Internet are carried out in three ways: traditional, combined and up-to-date. Under the traditional approach, a set of advertising tools that are unique to broadcasting are used. The combined approach involves the convergence of advertising opportunities between terrestrial and Internet broadcasting. The radio station uses a set of traditional radio advertising tools, in addition, integrates into its work the latest advertising opportunities of digital-advertising (radio «Aristocrates» (Kyiv), «Skovoroda» (Lviv)). The latest approach is characterized by the transition to modern ways of presenting and commercializing radionavigation through typical Internet advertising, but not inherent to radio advertising tools («Svoe Radio», Kyiv).

The practical significance. The results of the study can be used to develop an optimal financial plan model for a newly created or existing network radio station.

Key words: All-Ukrainian advertising coalition, radio broadcasting, radio advertising, advertising media market, Ukrainian-language radio air.

I. Introduction

Ukrainian-language radio, as part of a globalized media sector, is currently developing in the typical directions of the world radio broadcasting, using its practices and convergent opportunities to create content, to sale advertising time. At the same time, in Ukrainian realities the radio functions in conditions of the systemic economic crisis that is permanently increasing, and as a consequence, it affects the saturation of the advertising market, which immediately affects the profitability of the radio organization's activities, type and genre variety of advertising messages.

The issue of the socio-historical aspect of advertisement was addressed in the research of B. Bondarets [1, p. 55–60], the Internet advertisement market in Ukraine was studied by O. Yevseitseva [2], S. Khaminich expounded own vision of development trends in this sector [14, p. 504–507], as well as I. Osadtsa [7, p. 45–61], the genre component of the Ukrainian continental segment of radio broadcasting was studied by V. Shaporenko [15]. Valuable for us is the study of Internet marketing by Ukrainian researchers L. Kapinus [3], H. Liashenko, R. Motkaliuk [6, p. 59–65], S. Shpylyk [16, p. 212–223], I. Lytovchenko [5]; researches of Russian scholars L. Kapustina, I. Mosunov [4], O. Pushkina, P. Nevostruev [9], D. Khalilov [13]; of Georgian scholar N. Todua [19]. Valuable for understanding the condition and, therefore, ways of the advertising radio market expansion are the results of annual researches in the field of the «All-Ukrainian Advertising Coalition» headed by the Executive Director M. Lazebnyk [11].

II. Problem statement and methods

The purpose of the article is to find out the state of development of the radio advertisement market in the Ukrainian-language radio broadcasting, to outline new approaches to the system of radio advertisement monetization in the conditions of the Internet.

To obtain reliable results, we used theoretical and empirical research methods, in particular, source studies search, content analysis (for study reports prepared by the «All-Ukrainian Advertising Coalition»), radio air monitoring, internal analysis of the advertising messages content in the global radio air on the marker of the use of the Ukrainian language; systematization and induction to find out the advertising potential of Ukrainian-language radio broadcasting.

III. Results

The principal competitors for the sharing of «advertisement cake» in Ukraine, as well as in the world, for radio advertisement (national and regional one, sponsorship) are television advertisement (direct and sponsorship), advertisement in the press (national, regional, specialized), OOH media (bill-

boards, transport and indoor advertisement), advertisement in cinemas, digital advertisement. In this case, the share of radio advertisement in the world media market in 2016 amounted to 6.4% [17, p. 9], and according to J. Barnard, the chief of the forecasting department, the headmaster of global research of the Zenith international media agency (USA), by 2019 it will drop to 5.9% [17, p. 10]. For example, in Canada, where there is a powerful radio broadcasting system (793 radio stations), radio takes «9% of the total advertisement expenditure, or approximately \$ 740 million. At the same time since 1994, 77% of revenues from such advertisement are from local advertisers» [18].

In Ukraine, according to the All-Ukrainian Advertising Coalition, this index amounts only 3%, as it shown in fig. 1. Despite the modest popularity of radio advertisements among advertisers, which in the opinion of the executive manager of the All-Ukrainian Advertising Coalition, M. Lazebnyk, is traditionally «underestimated» [11], convergent processes in the global (and hence the Ukrainian) media process redirect the radio stations to the digital advertisement segment, and the percentage of its popularity among advertisers in Ukraine is increasing every year, and in 2017 it was 27%, as can be seen in fig. 1.

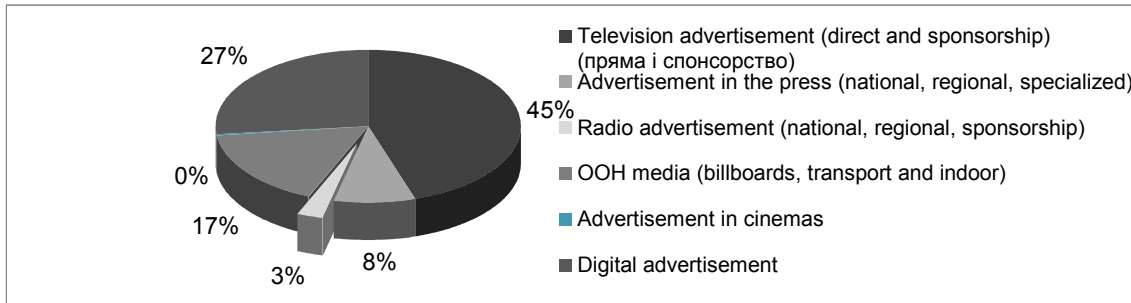


Fig. 1. Advertisement media market of Ukraine in 2017, UAH million [11]

Optimistic forecasts for the development of radio broadcasting in Ukraine were expressed at the «Radio. ua» conference in 2015 by the representative of the Council of Europe office in Ukraine A. Savaris. The official is convinced that «Radio is the main and most popular media of the country, 83% of Ukrainians listen it. And when the Internet «kills» the TV, they will be listen the radio even more» [10]. But for this, as researchers from the All-Ukrainian Advertising Coalition are sure, the radio must begin to «take care of the content diversity with the same eagerness that their colleagues from the television business do, and then success is inevitable. More and more people are driving. And traffic jams are increasingly longer. The more interesting the radio programs will be – the more money the radio stations will get» [11]. For now, according to V. Hleizer, «the main budgets are distributed among the top 10 radio stations. Now only five or six of them feel relatively good, others are just a catastrophe» [12]. Most researchers agree on the statements about the prospects for development of regional and local radio broadcasting, but «the situation with the regional market is more complicated – local businesses do not develop, do not grow, some in fact withdraw from the market» [11].

The gap between the advertisement revenue of regional and national radio stations is striking, but it has been monitored only since 2010, when the All-Ukrainian Advertising Coalition, using requests from the radio stations and advertisers researched the «advertisement budgets of regional radio stations, as well as the cost of advertising materials placement on national radio stations outside of the advertisement blocks» (sponsorship. – T. H.). For this purpose, «about 75% of the Ukraine radio market participants of were interviewed, among which are owners and top managers of leading national and regional radio stations» [11]. In recent years, the trend has remained unchanged, and the sector of regional radio advertisement is not proportional to the national one, moreover, it is inferior to the sponsorship (fig. 2).

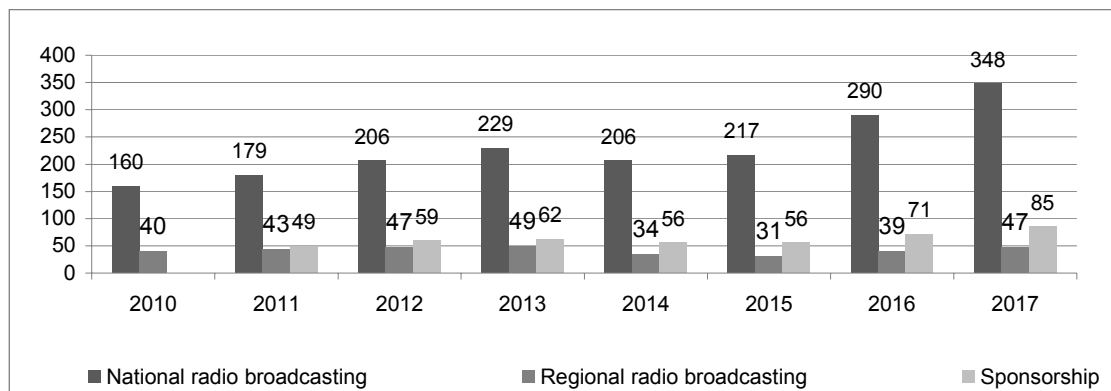


Fig. 2. Correlation of the advertisement budget of Ukraine radio broadcasting sectors by the years, UAH million

Unfortunately, the Internet advertising sector of the radio broadcasting remains unexplored, and it is also impossible to obtain data on the profitability of Ukrainian-language radio initiatives abroad.

Except the financial and political crisis of 2014, the radio shows a gradual increase in the general advertisement and communication market of Ukraine, but it is important to realize that the dynamics is reflected in the national currency, and due to the rapid rates of its devaluation in recent years related to dollar equivalent (USA), in ten years the advertisement revenue on radio decreased by exactly twice from \$ 34 million in 2007 (\$ 1 = UAH 5) to \$ 17 million in 2017 (\$ 1 = UAH 28) [11].

From year to year, analysts give optimistic forecasts of the advertisement potential development for radio, but often their expectations fails, leaving questions about the under-estimation of the sector by advertisers unanswered. The possible growth of the radio advertisement market the headmaster of the «UMG» advertising agency A. Zhukovska in 2015 associated with «the growth of media inflation on the television – for many advertisers, they say, the prices of TV-sellers are beyond means, so they will turn to the radio. At the same time, the radio stations will have a chance to earn more by working on cross-media communications, selling projects integrated into the Internet more actively» [10]. In 2016, the growth indicators of the radio advertisement market really exceeded the forecasts, «there was previously unprecedented trend: unable to «squeeze» with their advertising in November and December, the customers bought airing for January and February as early as in the fall. Usually the first winter months were more «calm» [11]. The forecast of convergence of radio advertisement strategies with the Internet environment at the level of cross-media communications not only fulfills, but also outlines qualitatively new ways of shaping of such interaction.

The cost of advertising message in traditional radio broadcasting depends on the configuration of type of placement (on rating, or media plan), period, region, existence of a pre-arranged audio, its timing, the number of airing per day, time and type of broadcast, which all are unique for the advertiser. However, traditional advertising audio as an obsolescent genre of radio advertisement is not a panacea, but rather, a local elementary means of own product promotion. The executive manager of the «Power Khit Radio» (Russia), M. Podvalnyi believes that such advertising may be relevant in some cases, such as the network placement of identical content at once on several radio stations, in messages focused on rapid feedback from the audience (start of the campaign, the final of the competition, festivals, etc.), when the program segment is already occupied, while inter-program time is still available. In other conditions, more effective will be advertising integrated into the program block (morning, author's, thematic (branch news, programs cycles, advertising and information programs, projects based on the customer's information materials) programs, musical compositions, elements of the broadcast (advertising break bumpers, sponsorship), etc. [8, p. 60–63].

The genre division, placement models and cost of demonstration of radio advertisements on the Internet are taking place in three ways:

- traditional (using a set of advertisement tools that are unique to broadcasting);
- combined (convergence of advertisement opportunities between radio and Internet broadcasting). The radio station uses a set of traditional for radio advertisement means, in addition, integrates into its work the latest advertisement opportunities of digital advertisement («Arystocracy» radio (Kyiv), «Skovoroda» (Lviv));
- newest (switch to modern methods of presentation and commercialization of radio initiative through typical for Internet advertising, but not inherent to radio, advertisement means («Svoyo Radio», Kyiv)).

Unlike traditional formulas for calculating of advertising placement on the radio, in the sector of Internet broadcasting the cost is determined by the formula relevant to the Internet environment, that is in thousands of views / listening. It will depend on the type of content (banner, video, audio, etc.), the number of its downloads / listening (in thousands), the status of the resource on which the information will be displayed (depending on the number of unique users and daily or monthly loaded pages), the possibility to customize the distribution geography (targeting). The undeniable advantages of such placement are in understanding of the audience composition (by demographic features), absolute access to target audiences, payment solely for information received by the recipient, the perception of such type of content with greater trust, as part of media content, the efficiency and availability of full statistics in real time, possibility of immediate changes in the advertising message if it is necessary.

The head of the «Svoyo Radio» portal V. Hleizer tells about ways to monetize the activities of the site headed by him: «audio advertising on online radio needs to be counted in thousands. We sell it for CPT (price per thousand contacts). We price a thousand airing of audio in UAH 90, and you can listen the portal anywhere in the world. Our orientation is regional centers, million-plus cities, Kyiv and the country by itself. We can see how many people and in which regional center are listening at the moment» [12]. In such case of placement a radio station can earn providing a significant number of visitors, while for the advertiser a campaign carried out in the Internet broadcasting sector will give an opportunity to save significantly: «if the FM-radio advertisement campaign costs for a customer UAH 100–200 thousands, our maximum price is five thousands. And we can offer a package for two thou-

sands» [12]. However, in 2015, V. Hleizer noted that advertisers do not want to risk cooperating with projects that do not have access to FM.

IV. Conclusions

Like most advertisers, who are a bit afraid to risk, the radio stations, in parallel to air, or exclusively on the Internet, create their radio product using a combined ways of advertisement placement and, thus, profit-making. However, the state of the advertisement market in Ukraine and worldwide trends orient to the switch to unobtrusive ways of advertising on the Internet, especially as an experienced listener perceives the air advertisement less and less or does not hear it due to «temporary deafness». The trends of world radio broadcasting, as well as the realities of the Ukrainian Internet media sector, give grounds to talk about the prospect of commercialization of the radio station activities through targeted Internet advertising, in contrast to the restrained development and transformation of the typical ways of advertisement positioning, which can be offered to the advertiser at the present stage.

Considering the further academic pursuits one of the promising studies is a research of a set of events conducted by the Ukrainian-language radio stations on their own non-air promotion, which is an integral part of the positioning of the radio company on the global media market.

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Гірина Т. С. Дискурсивна конституція радіореклами в українськомовному медіа-просторі
У статті досліджено стан розвитку ринку радіореклами в українськомовному радіомовленні. Через вивчення українського рекламного медіа-ринку окреслено потенціал та перспективи сегмента радіо в ньому. Аналіз досвіду інтернет-радіостанцій у різних країнах, зокрема в Україні, надає змогу окреслити нові підходи до системи монетизації радіореклами в умовах Інтернету, осмислити перспективи її змістової, жанрової, смислової трансформації.

Ключові слова: Всеукраїнська рекламна коаліція, радіомовлення, радіореклама, рекламний медіа-ринок, українськомовний радіоефір.

Гирин Т. С. Дискурсивная конституция радиорекламы в украиноязычном медиа-пространстве

В статье исследовано состояние развития рынка радиорекламы в украиноязычном радиовещании. Через изучение украинского рекламного медиа-рынка определяются потенциал и перспективы сегмента радио в нем. Анализ опыта интернет-радиостанций в разных странах, в том числе и в Украине, позволяет обозначить новые подходы к системе монетизации радиорекламы в условиях Интернета, осмыслить перспективы ее содержательной, жанровой, смысловой трансформации.

Ключевые слова: Всеукраинская рекламная коалиция, радиовещание, радиореклама, рекламный медиа-рынок, украиноязычный радиоэфир.