

KYRGYZ RADIO: DEVELOPMENT OF THE NATIONAL MEDIA RATING SYSTEM

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Kyrgyz Radio: Development of the National Media Rating System

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I. Abstract

During the last years Kyrgyzstan has faced a lot of changes in political, economic and cultural sphere. People made revaluation of values and priorities, their interests and needs have changed. The new technologies provide new opportunities to access information easier and expand the media industry that also led to new media preferences.

“Old-school” media, such as radio, faced a problem of losing potential clients and it had to pay much more attention to their audience and its needs. The role of ratings has increased sharply because of demand of study the auditory, its behavior and response.

I think, rating is influenced how a radio station solve its problem in following spheres: using new hi-tech technologies, changing the staff management, interaction with audience, new marketing policy.

The radio needs have also increased and they had to adapt new reality, where the government does not sponsor them wholly. Therefore, advertisements become integral part of work of radio stations and searching advertisers – the common practice. The ratings come to the fore because they supply information and statistics, which is needed for careful media planning. And the media ratings are the evidence, in which advertisers are interested firstly while planning distributing information about their products on radio.

Ratings provide information, which is needed for advertisers to build successful advertising companies. They help to find the most suitable radio for their goals and budget, to determine popularity of radio stations, their target audience coverage and price for advertising time; to find radio, which reach specific auditory, by the rating indicators in the selected target audience.

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This paper aims to understand the principles and methods of construction and the formation of the ratings in radio; their use in radio work and their importance not only for effective distribution of advertisements, but also for the formation of the internal workings of radio stations.

The theory of management is used to explain ratings influence on formation radio management, which based on the amount of advertisements, and to explain interdependency of ratings and radio broadcast.

In-depth interviews with radio employers and radio managers provide enough information to understand Kyrgyz media market, principles of radio structure and rating application to stations work, and a structure of internal ratings.

All information in this paper was structured and evaluated according to the management theory based on the historical development of Kyrgyz media.

II. Introduction

Radio has well-established position in the world of media and is not inferior in demand to any TV or the Internet. It is a huge world of information and money, capital, advertising, political intrigue and entertainment. Popularity rating is very important for this structure from a mere competition for listeners of entertaining shows to multi-million dollar contracts from advertisers.

Radio has tightly come into our everyday lives since its creation in 1895 by Russian scientist Popov and Italian professor Marconi, the father of long distance radio transmission and inventor of wireless telegraph. Modern society needs to be informed in latest news in political, economic, social, and cultural life, entertainments and local news. Radio gives people such opportunity to receive “hot” news, charging energy, listening favorite music, and plan work schedule to catch favorite radio program or just listen it during the morning work way. Almost every citizen of Kyrgyz Republic is a potential listener because people listen to the radio everywhere at home, at work, in traffic. (Chernov, p. 2-4)

Radio is the most convenient, comfortable for the perception of the audience on the media market. Listening to the radio does not require non-routine cases; it can be combined with productive work, and household realities such as apartment cleaning, household chores, etc. USAID report states that “On average, listeners were around one and a half hours a day on the waves of your favorite radio stations, spending on this work about 12 hours per week.” (M-Vector, USAID p. 41) Despite of the fact that the role of mass media such as the Internet and related computer technologies was rapidly increasing in the information space of the Kyrgyz Republic for the last years, radio do not lose their popularity and audience. Radio as a form of leisure activities yields only television broadcasting., 98.3% of population prefer

television, radio - 74.32% the share of Internet accounts for only 26.17% of people from different regions, based on the data from the M-vector research, conducted in 2011.

The structure of modern radio as a part of mass media remains the most expeditious. No television, no cinema, even at the turn of the XXI century does not have a technique that allows without any preparation to broadcast from anywhere in the world with a story about the event and the appearance of any character is at the start of the event. Radio gives opportunity to make interviews in studio with government officials, influential people in all areas of knowledge, as well as directly from events with interviews of the participants of events.

Radio does not have any national boundaries but has high connectivity. The airwaves erase territorial distance and unite people, spread information in a second even to remote places over thousands kilometers. Most developed countries have the services that transmit radio programs for a foreign audience. Moreover, technologies of XXI century gives opportunity to listen radio on-line: Europe + Kyrgyzstan, Kyrgyzstan Obondoru, ETVnet.com - Russian Hit, Radio Imagination and etc.

Radio broadcasting is the most popular advertising tool on the media market due to their mobility and efficiency. Any firm with a wide range of consumers can use radio in their promotion and product distribution. Advertisements on radio cause immediate reaction to the advertised offer. It perfectly justifies the hopes placed on it to introduce the firm with clients or to help create a company reputation. "Radio advertising took a respectable second place among small firms advertising tools." (IPTV, p. 1) The relatively low cost and the possibility of selective effects on consumers make radio advertisement accessible for businessmen.

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Radio advertisements are especially effective during short-term campaigns, such as the announcement of events, a variety of events, sales, etc. The impact of radio advertising on the audience is almost immediately, “the advertiser gets the bulk of calls for about 15 minutes after the broadcast. The number of calls is directly proportional to the number of outputs infomercial,” stated Kristina Gruzdova, a chief-editor of ITRC “Mir”.

Radio announcement, according to British sociologists, is slightly behind the television for their effectiveness and memorization. The effectiveness of radio spot in a minute is about 75% efficiency standard 30-second TV clips. Moreover, the price of radio advertising is 5-6 times less than the price of television advertising. (IPTV, p 2) Advertising on the radio is the easiest and most affordable way of advertising in the media. The only think to successful promote any product is to choose right radio station, following needs and goals of firm. The choice of station is usually based on studies of the target audience and its popularity.

The rating can be an indicator for decision-making and tool handling, efficient way of comparison, and a tool in the field of marketing and PR-technologies. The main goals of ratings are to determine different audience and the popularity of different radio stations and priorities of people’s interests. Rating scales helps to understand the radio work effectiveness and audience feedback. “The ability to satisfy your target audience is the main principle for successful operation of the media, and to implement this requirement you have to know audience tastes and expectations.”(Chernova S. p. 28) The listener, who does not like the radio content, simply presses a button and switches to a radio station, impressed him more. Therefore, managers have to know what interests auditory, which programs is more listened and when the “hot” time is to promote advertising spots for biggest money.

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Government do not sponsor radio stations since Kyrgyzstan declared Independence in 1991, it provides limited amount of money that is not enough to sustain radio life. Therefore, radio has to earn money, and the only way to do this is engage investors or advertisers. The same structure is applied for TV and other mass media, but this paper intends to investigate only Kyrgyz radio. But, advertisers won't come to unpopular stations. That's why the popularity of radio and its content is so important. "Radio business depends on attracting and retaining target audience. The more people listen to radio, the higher possibility for profitable sale of advertising space." (Bubukin, p.14) Ratings can help stations to evaluate effectiveness of programs and its content in whole. Moreover, rating scales helps to organize programming broadcast to make this more attractive for listeners by improving the content.

The greatest part of the audience for radio products in all directions such as musical programs, news releases and programs of literary compositions, are drivers of social transport and their passengers. Moreover, this audience usually stimulated a significant expansion of genre and thematic parameters of broadcasting and in turn led to increase in the number of modern formats of radio stations, as well as increase the number of stations themselves. But to make any changes in content, radio stations have to know the priority programs, unpleasant projects, time of broadcast, listener's interest, advertiser's wishes and other many different trivia. Some radio stations orders researches in research centers, others make researches by their own to create rating scales.

Not only the importance of understanding the need to monitor the ratings of the media market and improve the performance of radio stations reviewed in this paper , but also the understanding of building ratings systems, its structures and contents.

This paper is intended to describe and explain in detail the principles of formation and operation the rating system of radio stations in Kyrgyzstan. This paper tries to understand

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several different ratings, used in Kyrgyz national radio station, show how to make them: the system and reliability of such scales, and their proximity to the truth.

This work aimed not only to observe ratings and its structure, but also to view historical background to better understand the formation of national rating system on radios.

III. Historical background of radio development

The historical background of radio could be a separate study, but a brief sketch of historical conditions for the formation of the modern Kyrgyz radio should be reviewed for deeper understanding principles of organization and features of stations, and to demonstrate how the ratings are used.

The history of radio begins from the invention of oscillating electric and magnetic fields and their ability to spread in vacuum with constant and very high speed. James Clerk Maxwell, English physicist, the first theoretical predictor of the electromagnetic waves, has calculated this speed and defined it as three hundred thousand kilometers per second in 1862. The first message, transmitted by the radio waves was sent by Popov, Russian scientist in 1895. The process of radio broadcasting development was started, “the process of information circulation on radio by combination of technical facilities of electrocommunication,” according to the free on-line dictionary by Farlex. (www.encyclopedia2.thefreedictionary.com)

The radio has entered Central Asia, including Kyrgyzstan in the beginning of XX century. An important fact in the development of information infrastructure in Central Asia was that the radio was developed together with television in the early stages of media evolution. The Committee on Radio Broadcasting was established under the Department of Kyrgyz SSR Communications in 1931. (Chernov, p.13) This Committee was organizing and monitor radio through government of Kyrgyz SSR, its content structure, development and all spheres of its work. There was no need to study auditory or care about ratings, because all information and instructions were coming from Moscow.

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The radio was under total government control and financing during the Soviet time. The advertisements were characterized as propaganda, at the meaning, constructed by Soviet Union government, when media messages regarded as propaganda and propaganda was equal to call for people to do something for Soviets ideological needs and had a positive meaning from the power's point of view. "The advertisement has lost its main purpose to be an instrument of competition and promotion of goods on the market during the Soviet time, because of planning and decision-making nature of economic relations. It (advertisement) was only instrument for informing consumer," reports Nikulski, reporter of the web-site agency "www.reklama-ua". (Advertisement at the Soviet Time, p.1)

Technological background of radio development was consisted of radio distribution by method of holding the wire network. This process of radio setting was very complicated because of the Kyrgyz features of landscapes; Kyrgyz people and administrations were involved. "In December 1958, Bishkek TV station together with high-rise tower (194 m), containing receiving and transmitting antennas, were commissioned." (Chernov, p.14) The radio connection was not good enough at the first stage of radio distribution, but the quality of broadcast and number of station have greatly increased after the science development and creation of scientific institutions. "Following the Chui Valley and Issyk-Kul region, the "Goluboy Ogonek" (famous TV new year show from Moscow) appeared in the homes of Osh and Talas regions, and later in Naryn." (Chernov, p.14).

Kyrgyzstan was proclaimed a sovereign state in August 31, 1991. The public changes have affected radio work dramatically. The control from Moscow has been removed, and the heads of the radio stations had to adapt quickly to new orders and foundations, and media policy.

Kyrgyz parliament enacted the Law "On Mass Media" July 2, 1992. This law has made dramatic changes in the legal framework, "He defined the general legal, economic and

social foundations of the organization through media reports.” (Mambetaliev, p. 2) Private radio and TV stations were formed in those years, such as “Piramida”, “KOORT”, NBT, following audience lack on information, “hot” news and entertainments.

Radio got freedom in their decisions of station work structure and broadcasting content after the adoption of Kyrgyz independence. But, at the same time they lost governmental financial support and were forced to survive by their own budget, which formed from investors and advertisements. The question of popularity and monitoring effectiveness of radio work rose later, when international companies, such as USAID, UNISEF came to Kyrgyzstan to research it in different branches and brought Kyrgyz public alternative methods of constructing business. Local radio stations could not order deep research of media market because of absences of specialists and money. The new era of studying, analyzing and understanding market, audience and management was begun.

To serve audience interest became one of the main purposes of radio stations, which . Advertising on radio has grown significantly and gained a strategic importance to the radio as the main source of its income. The demand of being popular and having a large audience emerged to the radios. Audience research has become simply need to improve the quality of the radio. Moreover, a system that could organize and compare the knowledge and would be a simple and practical to use became necessary. Thus, Kyrgyzstan began to use the ratings to better understand the media market.

III.II Development of ratings

The history of ratings began in America in XIX century, during difficult economic situation after the Civil war. America was going through changes in political and social period of the rapid exploration of the West and recovering of the destroyed economy of the South, redefining economic structure and implementing new technologies.

The construction of railways was a major trend in the modernization of the country. A lot of money was involved in this process that led to plundering money. Railway magnates resorted to desperate stunts and falsifications in pursuit of subsidies from the federal budget. And the process of money payments went out of control that led the appearance of rating agencies. “And then the bankers decided to ask Henry Puru, the editor of sole for that time railroad magazine «American Railroad Journal,” who just had a detailed picture of the market.” (Aponasevich, p.1) Henry made surveys and published articles with his comments, based on their results. His articles contained information modern-ratings-like with list of honest debtors and defaulters. His research became authoritative and credible source of information for bankers. From this moment the era of studies of clients, audience, working process have started and rating agencies have appeared to collect and then sell information to companies.

The Arbitron Company

Ratings entered to all parts of social, scientific and economical spheres, as well as into radio. One agency, called “The Arbitron Company” of media monitoring deserves a special attention. The company was founded by Jim Seiler as American Research Bureau in 1949 for making media ratings by surveys and dairies. The company begun its researches with monitoring TV audience and only in 1960s began surveying radio audiences, according to their official documents on their web-site. (www.arbitron.com)

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Functions of the company:“Arbitron has three core businesses: measuring radio audiences in local markets across the United States; surveying the retail, media and product patterns of local market consumers; and providing software applications that give its customers access to Arbitron's media and consumer information via proprietary databases, and enable them to more effectively analyze and understand that information.” (www.arbitron.com) The Company makes a lot of researches for TV, but from 1992 till 2000 it paid much attention for radio broadcasting. A lot of researches include monitoring different radio stations, their audience according to gender, age, priorities and time of listening radio.

The development of technologies led to creation an electronic device for measuring audience called Portable People Meter (PPM) in 1992. “The device would pick up inaudible codes etched into radio or TV soundtracks to record viewing and listening habits.” (www.arbitron.com) The creation of PPM made ratings more credible and exact, data it collects reflects clearer picture of reality. According to The free on-line dictionary by Farlex “Arbitron is a system of instant information about the degree of popular television programs among viewers through devices which are installed on TV or tapes at homes of respondents and collect and transmit information to calculating centers.”(www.encyclopedia2.thefreedictionary.com) This definition is true for TV measurements; the PPM was adopted for radio. The company made a small device, similar to pager, which listeners always carry with them. Principle of its work is very simple:the device records the switching from one station to another by registration audio signals. PPM can monitor how much and how long person was listening one station.

TNS Gallup Media Asia

Arbitron was entered Russia in 2006 and speared to Asia. TNS Gallup Media Asia, Kazakhstan research Media Company ordered in September 1997, signed a contract to use PPM for measuring TV auditory in 2006 and then applied PPM for Kazakhstan radio station.

TNS Gallup Media Asia is unique international company in Central Asia that can provide high quality media research by exploiting modern technologies and international ranking model. The TNS Gallup Media Asia covers all Kazakhstan media market; “in conducting their research TNS Central Asia research network use BRIEF, as well as the computer system of telephone interviews (CATI) – Bellview”. (www.tns-global.kz)

Kyrgyzstan does not have any kind of such big and modern media research centers, which can provide ratings, accessible for national media. But there are some agencies, which can make evaluation of media market.

M-Vector

“M-Vector”, research and consulting company, worked in Canada and Central Asia since 1997. “M-Vector” is an integrated complex offer of three basic services required by any organization for successful growth and development: research, consulting and training” (www.m-vector.com) This center works in Russia and Kazakhstan and Kyrgyzstan with commercial organizations as well as with donors. The main clients of “M-Vector” company are international organizations such as USAID, UNISEF, PROON and etc. “The Basic study of the Behavior and perceptions of Media Audiences” is the research of media market in Kyrgyzstan ordered by USAID, become one of the main resource for this paper.

Expert

Consulting Agency “Expert”, the monitoring agency, founded in 1999. The agency provides researches in marketing and social sphere; it “is a dynamically developing company that provides its clients a wide range of services in social and marketing research, management consulting and business automation”. (www.expert.kg) The futures of the agency are providing a specific monitoring media during the presidential elections.

Kyrgyzstan is still does not use the modern world practice to study media market and its audience. PPM technology is too expensive for Kyrgyz media agencies that led to delay development and improving radio content and management structure, and to reduce effectiveness and efficiency of media researches. Kyrgyz radio continues to use old methodology of tracking its audience, such as surveys, telephone surveys, diaries and surveys in life broadcast.

Some more consulting agencies present in Kyrgyzstan, such as “El Pikir”, AIGINE. AIGINE is a non-profit, non-governmental cultural research centre **founded in May 2004** to “studying and preserving natural, cultural legacy and diversity in Kyrgyzstan”. (<http://www.aigine.kg>) They work to monitor and research different spheres of Kyrgyzstan life.

The XXI century technologies give opportunity to make on-line surveys and to provide each radio station to create own list of questions on web-sites and monitor audience interests, as well as to listen on-line radios for people. Almost all Kyrgyz radio stations have their own web-sites: Europe Plus, Kyrgyzstan Obondoru, radio Record, Mir, Retro Fm and etc. (www.europa.kg)) But such researches cannot be credible and totally implemental to make changes in radio, based on such surveys. They cannot give real picture because of their limitations. “If we make on-line surveys, the auditory is limited by certain age, knowledge level, skills and preferences. The

wrong image forms because participants of such surveys is active internet users; not everyone would like to write comments or cheers and click on “likes,” argued Rinat Vasbeev, a chief-editor of radio “Mir”. (Personal interview, April 2012)

IV. Problem Statement

Many people perceive radio only by the sounds of music, and entertaining shows with audience. But the functions of radio are wider than it seems for the first sight. First of all, radio is the strong and reliable source of information, news, and public events. Besides the news, programs with invited guests: politicians, celebrities, experts in various fields are very popular. Advertisements, radio broadcast daily, is another big area of radio business. Ratings are the most popular mode here, because advertisers can easily choose needed conditions to spread their advertising through their potential listeners.

“It (radio) has to become sole and unique in very narrow niche and to offer the public majority interests in order to earn money by selling advertising space.” (Bubukin, p. 10) Radio stations have to follow audience need to hold majority on their waves and to attract advertisers to sell them broadcasting time. Advertisers refers only to popular stations, which can promote their products for wide auditory, or to exact groups of nation and specific radio stations, which cover interested group of people. The effectiveness of broadcasting advertisements depends on radio contend and its audience.

Nowadays the government does not support radios, and they have to survive by themselves and investments from advertisements selling or international donors. Therefore, popularity is very necessary for them. Ratings help to analyze the work of different radios, their productivity and their listeners' categories. But the high cost of ratings research makes this study inaccessible for local stations.

“I would not say that financing has rapidly increased last years. We still do not have money to rent needed measurements in media market,” argued Dina Mirkurbanova, x-art director

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of radio “Record”. (Personal interview, 13 of March, 2012) As any development, the development of radio broadcasting requires a scientific approach to make them more effective and profitable. The rating system is very necessary research for Kyrgyz market to push it for development.

Broadcasting radio is a media outlet, designed to entertain and inform and it always competes with other media. In the case of television and print media it is a little bit easier, because it is already possible to identify the necessary auditory by their names on the screens or magazines. For their audience is enough to only analyze the name, coverage, and language of the product and advertisement. The radio audience is different. If stations would make its content without people priorities and interests, they would lose their listeners and lose money because of leaving advertisers caused by inability of those radios to sell the products.

The researches, ordered by international companies not always reflect important branches for Kyrgyz radio. For example, M-Vector research covers all media in Kyrgyzstan and does not focus on specific radio stations to deeper investigate its auditory and company needs. Those researches are made up through international prism of view for the Kyrgyz media market. They represent only the general picture, not detailed measurements for exact radio stations. Kazakhstan use modern technologies, such as a tracking system "Arbitron" for at least the last five years, while Kyrgyzstan is still using paper surveys and telephone interviews in conducting researches.

Therefore, the lack of qualitative research and a national rating system is strongly inhibits the development of both cultural and economic level of the country. The creation of the high-quality common rating system, which data would be available for every media agency, would be a good incentive for further development of Kyrgyzstan.

V. Research Questions

Investigation of the national rating system is necessary for successful work of mass media in whole and especially for radio stations. This paper is intended to explain and understand the structure and principles of the ratings formation, as well as its features, generated by local radios; and to answer the research questions:

- ✓ Which role place ratings in the work of Kyrgyz radio?
- ✓ What features are present in the formation of internal radio rankings?
- ✓ How the rating scales effects on the work of national radio stations?
- ✓ Does “national” rating exist? If yes, how Kyrgyzstan has adopted world experience in constructing ratings and following researches to the national system? What features are present in the formation of national rankings

The observation of the audience and their feedbacks are very important for radio managers and radio programming editors. This task is always in focus, especially for young countries like Kyrgyzstan. A small budget is a big problem for commercial media that led the necessary of monitoring audience to understand their priorities and attract as much advertisers as possible. The role of ratings in radio stations life has to be analyzed before analyzing feedbacks of researches and their goals and responsibilities.

The few rating studies, conducted in Kyrgyzstan were made as a "humanitarian aid" from foreign companies, but they do not answer for the requirements of Kyrgyz media. M-Vector

conducted the great research on Kyrgyz media in whole, and the research was ordered by USAID and had answered for questions and goals, stated by USAID, instead of Kyrgyz radio stations interest. Missing audience and clients is a big problem for commercial radio. Ratings could help media agencies to prevent it by providing deep audience research. But Kyrgyz companies do not have ability to rent such investigations because of their high cost. Therefore, Kyrgyz radio stations have to be satisfied by analysis of own internal researches and audience measurements. The radio companies makes own researches to understand audience according to Kyrgyz radio needs and goals. The internal researches of radio stations are limited by company budget. “Even the interview in park costs money. It is required to pay the hired interviewers. And then pay for the work for specialists for analyzing information,” stated Anna Kochkanian, x-creative and program editor of radio “Max”. (Personal interview, April 2012)

Kyrgyz media monitoring is not such developed as in the world, and Kyrgyz radio companies have to imply ready researches. But not everyone use ratings to improve their work. Such stations do not pay attention to the public needs because they are non-commercial such as ITRC “Mir”, which obeys Moscow donors. “There is no possibility do make ratings research in Kyrgyzstan. Measurements cost exceed the budget possibilities. Therefore we use the resources, which Moscow provides,” claimed Kristina Gruzdova, a chief editor of International TV-Radio Company "Mir". (Personal interview, April 2012). The different radio stations have different goals and objectives according to their owners. This paper is aimed to identify the profit of ratings usage for commercial and non-commercial Kyrgyz radios, and their implementation into companies work.

The main question of this paper is to identify if there is any national system of ranking. Kyrgyz radio companies use methodology of Western countries and apply them to their

companies not to radio at whole. Therefore, identification of one common for all country rating system, the national ratings, is preferentially. Common national ranking system makes life easier in monitoring media and reduces cost of researches. A limitation of the money is the only one feature of national ranking and others have to be found.

Formation of a national rating system is advised to improve the performance of radio stations and media in general. Improvement of the media monitoring would lead not only to raise the economic level of the country, it would provide an opportunity to accelerate intellectual development of society and improve cultural life. .

VI. Importance of the study

Radio programming has long been turned into a fundamental science, which is based on mathematical calculations and statistical researches. Almost all the radio stations of the world use a common monitoring system, through which their work and build their broadcast.

The word "rating" became very popular for last 5-8 years. But the meaning of this word is not comprehensive for majority of people as well as its structure and formation. The study of radio ranking system, defining national perspective, world rating practice and rating influence on radio marketing structure is new for Kyrgyzstan.

"Let's just define that the radio is a business. Radio business is exactly the same business as the sale of oil, dog canned or video tapes. Almost any kind of business has as its sole purpose of profit." (Bubukin, p. 8) Understanding the importance of ratings in radio content formation and its budget leads to effective functioning of advertisement sale.

Implemental of new technologies in world practice is new for Kyrgyzstan. Old methodology of monitoring audience is not meet modern requirements. "Testing of PPM, People Meter, in Philadelphia and Houston has showed that people switch channels two times frequently than they say in surveys. This means that the rating of each station will drop on average by 10-20%," reported On air agency. (Inform Agency, 2006) Therefore, review of PPM, measurement audience device, created by "Arbitron" company, and their successful use in Kazakhstan represents one of the possible ways for Kyrgyzstan media research development.

VII. Limitations of the study

The research issue suggests the study only Kyrgyz radio stations. The study considers only radio station that broadcast in the territory of Kyrgyzstan.

The focus of studies are finding a radio station out of state support, and radio stations that receive so little financial assistance conditional from the state. The paper review commercial radio stations, which are depended of advertisement sails and were randomly selected. The commercial radio stations, included to the research: "Europe Plus", "Retro FM" and Love radio. The paper also studies the radio advertisement management and effect of ratings on it. Therefore commercial radios were chosen. These commercial stations are in focus to understand the rating influence and internal model of audience monitoring. Commercial stations are in focus also to understand the influence and internal rating model of audience monitoring,

One non-commercial radio included to the paper to investigate usage of ratings in its structure. ITRC "Mir" is sponsored by Moscow and obeys their research information and orders, the structure of radio content and other staff. "Mir" do not interested in promoting advertisements but still care about its media rating in Kyrgyzstan.

Moreover, selected radios have to broadcast both languages Russian and Kyrgyz, at least in news. The population of Kyrgyzstan is two-language society and radio has to rich them all.

There is no limitation in broadcasting distance; there is no sense if radio broadcast for all regions of just for one city. Each of station has the same problem: the lack of structured assessment literate of radio market.

Only serious researches agencies that provide reliable and profitable research, focusing on media market of Kyrgyzstan were reviewed. M-Vector is the best example of such agency.

No magazine or newspaper publications involved in this research, because scientific methods have to be proved by scientific books or previous works on the topics. Therefore, information from official web-sites is used as well as books and scientific reports and works.

Not only radio based literature is allowed, but also papers focused on TV, marketing; because from the historical development, those two media, radio and TV, comes together and has interconnected background, features and perspectives in contrast with printing press.

VIII. Literature Review

Three thematic groups of sources have been used while working on this paper, focused on the history of the Kirghiz radio and development of ratings, the functioning of radio stations, create and using the rating systems in the media.

History of broadcasting in Kyrgyzstan” by Chernov F. M., (2009, June 10) became the main source for investigating the history of Kyrgyz media. It describes in brief detail the formation of the media in Kyrgyzstan from its beginning, the evolution and advancement of radio and TV broadcasting. It describes the problems and advantages of broadcasting at the time of the Soviet Union and after Kyrgyzstan gained independence, together with Nikulski R. and his article “Advertisement at the Soviet Time.”

Functioning of radio stations, its formation and structure described in the Bubukin A. and his great book “Broadcasting Secrets” (2003). He explains the functioning of radio, the principles of its broadcasting and other specific features of this industry.

The “Human Resource Management” by Alan Price (June 2011) was reviewed for better understanding use of ratings in radio as a business company and their impact on constructing management.

The main resource for this paper was the report of consulting agency «M-Vector», the report “The basic study of the behavior and perceptions of media audiences”, which was ordered by U.S. Agency for International Development (USAID) to monitor audience according to many different factors. This report helped to understand the principles of ratings, which are made by special agencies.

Official web-sites of M-Vector, “Expert” consulting company and TNS Gallup Media Asia, Arbitron Company provided information of the possibilities on media researches and implemented technologies in their auditory measurements; of developing new technologies.

“Essence and content of management theory” (1997) by Mikulas Sedlak provide the information, definition and historical background of the Management Theory, which is used in this paper.

Other books, listed in the references, such as “Ratings Technology” by Gotovats, Denisova, Bobrov; the scientific work on radio formation by S. Chernova “Organization of the small-format radio station”, provided information about radio construction, the role of rating systems and methods of survival of radio stations in a market economy, work principles and lot of other useful information, which was applied in different part of the paper.

VII.II Management Theory

The management theory is optimal for this paper. It explains the necessity of the scientific information and exact data from researches. Frederick Winslow Taylor and his followers, Henry Laurence Gantt, Henri Fayol, prove the idea of coordinated work of different company units to reach goals and optimize working process.

The management theory is complex combination of the different management approaches and its evaluation. Scientists argue about presence of different types of management theories or presence of one logically ordered theory, collected different results of the intellectual division of labor in the development and study of management process. The second position is better explains development and successful functioning of management, according to Mikulas Sedlak, professor of Economic University in Bratislava and his report “Essence and content of management theory”.

Frederick Taylor, the founder of this theory, argued in his theory not only about the effective labor division and education company members, but also about the importance of the scientific researches and the use of information in increasing management effectiveness. He supported change from the old system of personal management to a new system of scientific management with a help of new technologies and monitoring information. “Management cannot exist without the application of scientific methods. They help in the formation and development of the cognitive framework; they are very important in production management, effective planning and control...” (“Essence and content of management theory”, p.5)

The management theory is the most suitable theory that can explain the significance of radio and information, provided by ratings. The system of formation of radio content becomes

simpler and covers stations management, their purpose and structure. This rating helps to optimize and improve the process of radio in a whole.

The information is needed to perform managerial functions such as decision-making process. This is a mandatory condition for the rational functioning of any management system. On the other words, management is characterized as an informational process.

“In determining the content of the theory of management, it should be based on the postulate that each organization has system (subsystem) controls, which should be studied in a static (organizational structure) and dynamics (process control).” (“Essence and content of management theory”, p.4) Therefore, the management theory argues about the necessity of monitoring effectiveness of companies work. And the rating is the best method to evaluate not only effectiveness of work of radio stations, but also feedback from audience. The information, provided by ratings, helps to build effective structure of radio management including advertisements distributing and audience need.

Despite the fact that the Management Theory is young enough, it is very efficient and well developed. Formation of this theory begun in late XIX - XX century and intensively proceed only after the 2nd World War, according to Alan Price and his work “Human Resource Management”. Taylor begun to investigate this theory during the Industrial Revolution that reflected in his work by the methods of labor organization in autocratic management in that years. Application of his methods yielded significant improvements in productivity. He advocated for "science" as a solution to the inefficiencies and injustices of the period.”

Taylor and his followers arguing for development of one common and strong system, which created from timed observations. “One best practice” is the best way to organize, evaluate

and monitor the companies work. The rating is a good example for such practice in assistance of construction radio management. Kyrgyzstan does not have common system in creation ratings, but it would so beneficial for companies.

The Management Theory is developing and complementing by new ideas, comes from observations and new management experience. Also, much attention goes to comparative management, according to Mikulas Sedlak. The main goal is to study and analyze experience of management from different countries, including study of causes, which are examine the differences in production and effectiveness of companies.

IX. Research method

The greatest part of the audience for radio products in all directions such as musical programs, news releases and programs of literary compositions, are drivers of social transport and their passengers. Moreover, this audience usually stimulated a significant expansion of genre and thematic parameters of broadcasting and in turn led to increase in the number of modern formats of radio stations, as well as increase the number of stations themselves. But to make any changes in content, radio stations have to know the priority programs, unpleasant projects, time of broadcast, listener's interest, advertiser's wishes and other many different trivia. Some radio stations orders researches in research centers, others make researches by their own to create rating scales.

There are several different ratings which are used in Kyrgyz national radio stations. This paper tries to understand how the ratings are made, the system and reliability of such scales, their proximity to the truth. The topic is not researched as it should be, so the theme is quite new for Kyrgyzstan.

There are some techniques of production the ratings, which are common for all radio stations around the world. Before analyzing our national system of ratings, we have to review them.

Evaluation of the work and effectiveness of radio stations would not be completed and considered final and reliable without explaining its impact on the audience. The information about the reaction of the audience can make adjustments to the work of editors, provide feedback, or interactive communication. The rating system helps evaluate the work and feedback from audience.

Special agencies, such as Expert, M-Vector, AIGINE, for research and making social surveys, interviews are open for customers in Kyrgyzstan. But the companies, such as radio stations, face the problem of high fee for research service. They provide own interviews and surveys, and make rating scales on interested them questions. But it is not only the way to create rating.

To find out how the procedure occurs, analysis of the data will be used. The analysis focuses on rating scales, which were done for 2011. Such data is evaluable and contains the information about questions, limitations, quantity of respondents and region division. The result of those ratings will be evaluated according to changes made by radio heads, if there are any, and profit it brings to station.

Another way to research the topic is in depth interviews with the employees of the different radio stations: “Europa Pluse”, “Love Radio”, ITRC “Mir” and “Hit Fm” and other. The aim to make interviews is to find out attitude and effect of ratings by the opinions of people, who are working with them.

Content analysis of scientific books and reports based on the study of rating in media and the development of radio, its features and perspectives is widely used through all content of the paper. A rating on radio is a method of measuring radio audience by scientific and mathematical perspectives. Therefore, content analysis bases only on reliable, official companies’ web-sites and scientific works, not magazine or newspapers articles about predictions, critics and opinions of non-experts.

X. Findings

Radio broadcast has great degree of its political and cultural influence of the mass audience. Radio is one of the main means of intelligence, mass agitation, propaganda, and public education. The penetration rate of radio varies from one country to another and depends on many factors, one of which is the general level of economic and cultural development, as well as the maturity of the media market. Vladislav Weingardt, Vice program editor of Retro FM (Personal Interview, November 27, 2011) indicated that “Organization of our radio stations lags behind the American for about 5 years. Our economy does not allow upgrade the system and techniques, to buy the necessary equipment, to circulate radio of the most stations, even through all regions.”

Most people perceive radio as entertainment source only consisted of music and interactive shows with audience. But the functions of radio are wider than it seems for the first sight. First of all, radio is the strong and reliable source of information, news, and public events. Besides the news, programs with invited guests: politicians, celebrities, experts in various fields are very popular. Advertisements, radio broadcast daily, is another big area of radio business. Ratings are the most popular mode here, because advertisers can easily choose needed conditions to spread their advertising through their potential listeners. According to Vladislav Weingardt, the Vice program editor of Retro FM (Personal Interview, November 27, 2011) indicated that “Today, radio, live at the expense of advertising. State does not provide any funding, advertising money guarantees the existence of stations. Therefore, the ratings are so important for us...”

The greatest part of the audience for radio products in all directions such as musical programs, news releases and programs of literary compositions, are drivers of social transport and their passengers. Moreover, this audience usually stimulated a significant expansion of genre and thematic parameters of broadcasting and in turn led to increase in the

number of modern formats of radio stations, as well as increase the number of stations themselves. But to make any changes in content, radio stations have to know the priority programs, unpleasant projects, time of broadcast, listener's interest, advertiser's wishes and other many different trivia. Some radio stations orders researches in research centers, others make researches by their own to create rating scales.

Construction of the Internal Ratings

There are some techniques of production the ratings, which are common for all radio stations around the world. Before analyzing Kyrgyz national system of ratings, worldwide ratings system will be reviewed. Commercial agencies provide researches to customer or the State.

First of all, they identify specific goals and objectives.

Second, a plan for forthcoming work is formatted in details.

Third, a team of people, depending on the chosen method, begin to collect data.

Fourth, the collected information is classified and analyzed.

Fifth, the team of specialists makes conclusion, based on the received information.

They compiled tables, lists, schedules, depending on the objectives and desired identified outcomes - in the form of tables, percentages, etc. (Gotovats S., Denisova M., Bobrov A. (2011)) There are several different ways to gather information such from surveys and telephone interviews to in-depth interviews and focus groups.

This technique is not common for all radio station. The information about internal reitings and the way of broadcastingis closed for wide audience. In spite of this fact, aproximate way of creation native rating system was determined.

Not much could be done based on small budget for research, but to order research in consulting agencies is impossible for Kyrgyz stations. Therefore, radio order students or volunteers and send them to the streets for asking questions.

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Another way is to make life surveys and involve people in valuating process. Also, local radios provide telephone call surveys that is very routing and subjective, because such system cannot cover lurge amoung of repondents. “We, as an example, force\ ask students, who are in practice in station, to go to streets and make surveys with walking people. The data is not exact, of course, because the small number of respondents. But, that data is at least some measurements of our work,” Vyacheslav Rezvih, the radio programs anchor of Evropa Plus commented. (Personal interview, February 2012)

The internal researches are consists of randomly selected telephone calls with four-six questions about prioritis of potenshial listeners. Another way to get information is surveys, which young employee or practitioners are made by walking on streets and interviewing people. The results are processed by radio employees, the creative team, editors and marceting group. “The results of internal studies have an influence on the formation of the broadcasting schedule, making new programs, and etc,” commented Kristina Strelcova, correspondent of Love Radio. (Personal interview)

To conclude, internal rating is very poor and even ignored in some radio companies. Therefore, Kyrgyzstan is required to take world experience into account and invent common national system, which could provide researches not just for the whole media in general, but to make audiece monitoring asseceble for every small radio station.

Noncommercial radio

Internals ratings are not the common practice for all radio station. “We are noncommercial station. We don’t need advertisers because we are financed by Moscow; we have no objectives for selling our broadcast for advertisement,” stated Rinat Vasbeev, a chief editor of ITRC “Mir”. (Personal interview) Noncommercial radio stations do not create internal ratings because they do not have responsibilities to attract investors and advertisers.

The content of noncommercial radio is almost fully controlled by the owners and their interests and goals. ITRC “Mir” obeys Moscow, “The broadcasting grid completely formed in Moscow. We are just their filial, which is totally obeys their arrangements. I can argue that we have nothing to change or add, just that was stated before.” Vasbeev commented. (Personal interview)

“Mir” followed the M-Vector research, but “the report of such research, including only population survey, not profitable, as I think. Ok, they ask two or three thousands of people around Kyrgyzstan and that’s all, because the budget of radio companies is limited and not enough. And there is no sense in conducting smaller research,” Vasbeev said (Personal interview). According to him, ratings are made up of using PPM including sampling of interested auditory.

Noncommercial radio stations, such as Mir, Gos Radio or Echo of Moscow – Bishkek, follow the ratings, which ordered by international companies just to know the situation in media market. But, ratings do not have any influence on their work or broadcast structuring.

Ratings constructed by research agencies

The service of such agencies is an expensive pleasure for the national radio stations. “Only it's expensive, and any of the Bishkek station simply cannot afford to order own research” Anna Kochkanian, x-creative and program editor of radio “Max”. (Personal Interview) Most of them make their own researches by themselves. “The Record is the radio, broadcasting dj music. Therefore, the rating if the station will raised up with a help of PR in night clubs and open airs, such as making competitions and giving people T-shirts and souvenirs. Everything that followed teenagers interests is required. But, if we compare to radio “Mir”, this practice won't work.” Dina Mirkurbanova added, the x-art director of radio “Record. (Personal interview)

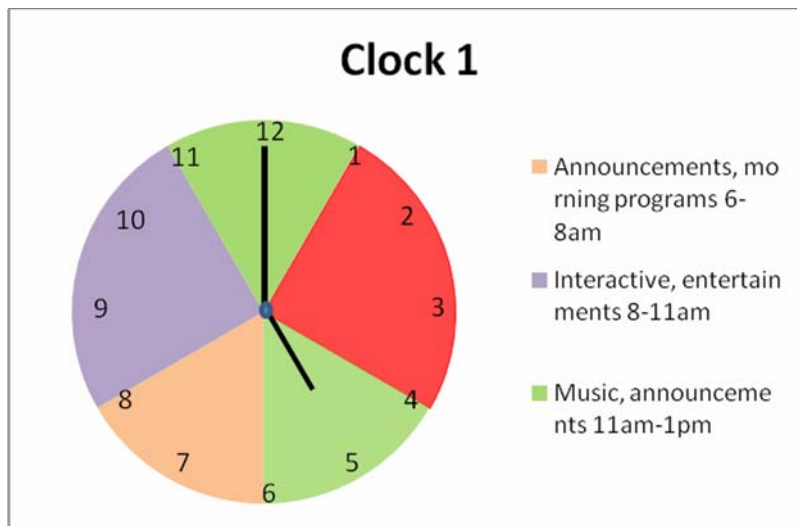
However, foreign agencies, and sometimes the Government, organize in-depth studies to monitor the consumer market or the efficiency of the radio, or to review the situation of the media market in Kyrgyzstan. “As I remember, we have no experience of ordering any research. The reason is the high cost of such work. We use studies such as “The basic study of the behavior and perceptions of media audiences”, made by USAID and M-Vector in 2011.” Kristina Strelcova, correspondent of Love Radio (Personal Interview, December 7, 2011)

However, each station has a dedicated team that monitors the situation in the media market. Dina Mirkurbanova: “There were surveys, lists of questions about the time, when you listen to the radio, whether you like the program or nor, and which program you would like, about people's opinions, about the contests and competitions on the radio and participating in them. On which radio do you listen the news? What music do you like? Most questions were directed to fill air time ” (Personal interview) Generally, the information about the technique and the ways of development of ratings, internal and among the stations is closed.

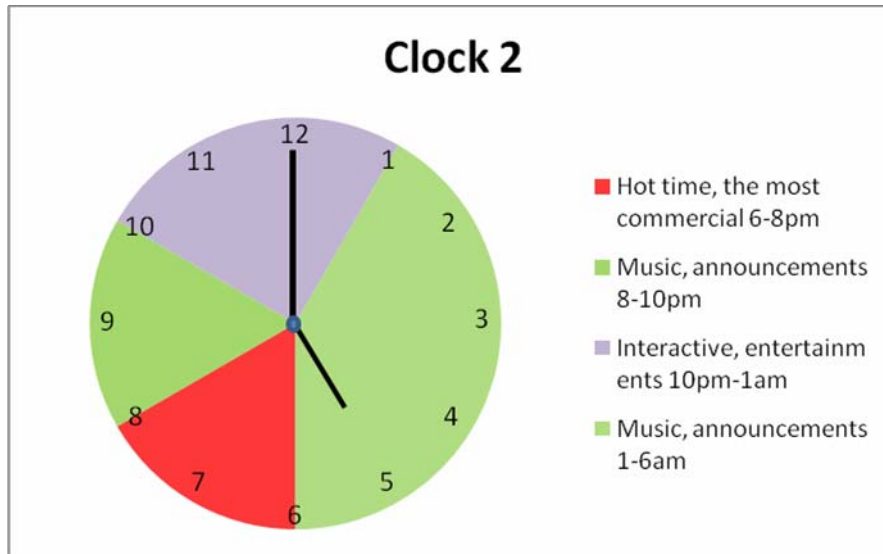
Formation of the broadcast net

Generally, the ratings help to develop the daily schedule of radio content called “Clock”. “The broadcasting grid is exactly what you hear on the radio. That is the transfer of Stripe, news, advertising and, of course, music. In order to correctly and beautifully sounded, a day split in half and then each half into 12 hours. So much easier to build the components of the well and the right to sell advertising,” reported Vladislav Weingardt, the Vice program editor of Retro FM (Personal interview)

The team of radio workers, headed by the broadcasting editor creates own rating systems called “Clocks”. “Clocks” are schedules of broadcasting time lines with different content according to priorities of radio station. The pictures illustrate approximate “Clocks” of Hit Fm station:



(Hit Fm and Europe Plus secret information. Personal interviews)



The broadcasting editor creates two different clocks with different sectors of their content. First clock explains their content of morning –day time with four sectors of different content and the second one explains content of evening-night time with three sectors. Those sectors divide broadcasting time to commercial, less commercial, and “dead hours”. For example: from six till eight a.m. morning programs with advertisements and announcements of day-programs broadcast – this time is the less commercial, when people listen to radio rarerly then from one till four p.m and from six till eight p.m. – the peak of radio popularity.

“Dead hours” are green sectors of “Clocks”, when people are busy and do not pay attention for radio content. Such hours are full of music and do not suitable for commercial purposes. “The ratings are important not only to see your station on the first place of popularity, and to be proud about it, but also because ratings are influence on the radio content. The content of radio is formed according these scales,” stated Kristina Strelcova, correspondent of Love Radio (Personal Interview)

Ratings help to make not only the weekly “Clock” for each day, but per-minute broadcast of radio stations. “Just for convenience, we divide each hour for another 4 pieces for 15 minutes,

and give our calls and name. So that people know us, and remember,” Vladislav Weingardt added, the Vice program editor of Retro FM (personal interview)

Playlists are created for each hour by minutes based on song popularity. “Well, of course, the major radio jingle comes first, no way without them. After that, if this is the beginning of an hour, then the announcement of the news goes, and finally a block of commercials sets. That is to say, we are strassing the end of one part and the beginning of another. Nobody like advertising, and to prevent people of switching to another, less commercial station, we put musick block immidiately, something new and interesting. The we have to call our names again to remind us for audience, and put something ratingly highlited – hit. Next in fact anything of interest. Combine business card, hits and fashionable music a couple of times dilution is advertising. At the end of 15 minutes announce is comming, anda little morea dvertising. It can pe weather news. And then it all over again: Jingle -Advertising – Music...” Vladislav Weingardt continued to explain. (Personal interview) Spesial software, such as Sound Empire, andRadioLaunch, are established to create radio “Clock”.

Technologies of ratings

Kyrgyz ratings construction is limited by the absence on modern technologies. Surveys are the main methods of measurements in Kyrgyzstan both for internal and ordered research.

The research agencies provides services in monitoring media or any interested life sphere of orders, but even than do not have modern technologies, such as PPM or similar devices to do that. In contrast, the Kazakhstan, the neighbor country with quite the same history with Kyrgyzstan has developed technologies and took the world experience. “We use our connections to Kazakhstan agency sometimes, the agency which conduct rating measurements (both TV and radio) through Central Asia. They provide us, as closest neighbor, the results of their investigations. But those results comes together with Kazakhstan ratings. Therefore, we do not get exact data about our local audience,” commented Kristina Gruzdova, a chief editor of TV-Radio Company "Mir". (Personal interview)

Kyrgyz media agencies try to integrate and attract international companies' methods and their help in developing the audience monitoring system. “We are on the way of negotiations. We hope that the research agency in Kazakhstan, providing media audience will come to us and make their measurements at least in quartile, the measurements of OUR auditory,” added Kristina Gruzdova, a chief editor of TV-Radio Company "Mir". (Personal interview)

The integration of technologies for measurement audience activity and priorities, such as PPM, are required for Kyrgyz media market to make rating investigation more exact and clear. Kyrgyz media owners are not so active to find the solution, but some of them try to find the acceptable way to provide Kyrgyzstan new technologies, adopted and actively used around the world.

XI. Conclusion

This paper was aimed to investigate ratings influence on work process of Kyrgyz radio stations, and identification of national rating system, common for every media agency. Understanding the importance of monitoring and development of measurement audience and its feedback implement into radio structure and content were the principles and concepts of this paper.

The paper considers historical preconditions for formation of modern radio, its structure and working peculiarities in conditions of modern media market. After Kyrgyzstan got independence, radio stations along with other media acquired liberty and possibility to control all internal processes of radio stations, but alongside with that they acquired economic liberty. There emerged a question of budgeting and investment search.

Therefore, advertisement has become a major source of income, and need to monitor the audience and identify their needs for promotion and development of information and advertising sector has appeared. There appeared a foreign companies and their branches, such as, M-Vector, Expert, who offered their services in media market analysis. Currently they are engaged in sociological survey of population and sometime they provide data by Mass Media in Kyrgyzstan.

According to ratings usually developed by internal or borrowed forces, Kyrgyz radio stations build their broadcasting grid. Revelation of ratings helps to allocate time for news, advertising, program and music airs. Kyrgyz radio stations as well as other media, needs to know rating of their company.

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A principal destination of ratings is involvement of advertisers, and it can be used for work to the full extent at our radio stations. In the event, results of rating investigations are inaccurate and they are made very seldom. In world practice, the higher rating of radio station, the more interest advertisers show. Demand and actuality of the advertisement directly depends on it. With the help of examination of ratings we can define the most advantageous time for advertisement airing and the cost of advertisement. Advertisement is a principal source of financing of commercial radio stations, in other words, survival of media companies directly depend on the amount of advertisement transmitted, therefore on money made by it.

Therefore, his work uses Management Theory, explaining dependence of media on investors and explaining necessity and importance of implementation of innovative technologies in process of media market monitoring. Examination, as well as world practice, displayed that rating systems are essential for successful professional operation of radio stations. Management theory is fruitful owing to joint operation of mass media and social and scientific organizations. They are inextricably linked. Radio stations and statistical agencies complement each other. Mass Media is mighty rich object for social research and can actively use the results of ratings developed.

Media researches are important not only for internal organization of company, but for potential clients, who are ready to contribute in advertisement of their goods at certain radio station. According to ratings revealed in the course of customized researches, for example “The basic study of the behavior and perceptions of media audiences”, by M-Vector, one or another media holding is popularized. Rating data allow advertisers to evaluate their financial possibilities for release of advertisement in rebroadcasting, and to choose proper time slot.

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Unfortunately, at present advertisers rely not on accurate statistical information, but on formed personal priorities of their surroundings.

However in Kyrgyzstan there are neither special Companies that develop ratings of Mass Media nor knowledge and experience of its development, nor special equipment. There are foreign consulting agencies that provide research in one or another sphere. However, the cost of such researches is so high, that radio companies cannot order such researches. Many of them work independent from ratings, “at random”. Other companies conduct their own researches, but these ratings fit for creation of less actual program on air. Maximum, it is evaluation of calls of radio listeners, discussions with regular customers and small questions during the live program. The key factor is evaluation “like – dislike” and emotional expression (both positive and negative) of radio listeners in the program, at personal meeting with employees and “likes” on the website of the radio station. Unfortunately, such “researches” involve the small percent of audience and can not be considered as complete rating.

The present capabilities in measuring media audience are lagging behind in their development of world practice. The facts, reviewed in the paper, definitely indicate the absence not only the national rating system in Kyrgyzstan, but also the absence of research companies, which are able to conduct qualitative media research by modern technologies. Kyrgyzstan does not provide sufficient technical basis to ensure radio stations, research agencies, and media companies in general by modern measurement and research methods and required devices.

Implementation of modern technologies such as PPM, would not only reduce the cost of research, but also would provide opportunity for radio companies to conduct their own quality audience measurements and identify it preferences. The neighboring countries of central Asia,

such as Kazakhstan, has long been tested for a functional capacity of modern equipment and patterns of the more experienced in terms of social studies of Western countries and world practice. The difference of quality, degree of development of mass media in Kyrgyzstan and Kazakhstan are clearly seen. The difference between the quality, level and rate of development of mass media in Kyrgyzstan and Kazakhstan are perfectly recognized. Kyrgyz media can easily predict the success of functioning, availability and simplicities of application of new technologies on example of our neighbor

Therefore, the necessity to create a single nationwide functional rating system and organization of national statistical agencies, based on proven methods of research and new technologies, are obvious and recommended.

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Appendix I: interviews

Interview with Anna Kochkanian, x-creative and program editor of radio “Max” from 2002 till 2009

1. Какими рейтингами Вы пользовались на радиостанции?

Мы использовали данные рейтинговых агентств. Самый простой и неточный способ- разделение по возрасту и так далее. Только это дорого и любой из бишкекских радиостанций просто не по карману заказать собственное исследование. Те рейтинги, что есть сейчас, проводили по заказу и за счет различных международных организаций. И то они сделаны в общереспубликанском формате, а создание индивидуального рейтинга только для радио, только русскоязычного и только в Бишкеке выйдет больше годового бюджета нашей радиостанции.

2. Каким образом ведется наблюдение за эффективностью работы радиостанции и распределением эфирного времени ‘clock’?

Радио это не статистическое агентство. Поэтому радиостанция опирается на готовые данные статистических агентств. Обычно все ограничивается разделением по половому признаку и возрасту. Хотя были исследования и по времени прослушивания. Я уверена, что в КЗ это было на уровне "заполните анкету". О том, что бы изучить сам эфир, структуру программ на радио, записывать и структурировать почту и телефонные звонки не может быть и речи. А про спутниковый мониторинг включенных на определенной волне радиоприемников здесь даже и не слышали.

3. Насколько сильное влияние рейтинги оказывают на составление ‘clock’ и продажу времени прайм-тайма?

Сильное. Фактически на рейтингах все и строится. На основе рейтингов выстраивается сетка расценок на рекламу. А реклама - это прибыль. Вечернее время с 6 до 8 или даже до 9 считается рейтинговым на нашей станции. На этот момент больше всего радиослушателей. По статистическим данным это пассажиры общественного транспорта. Чем больше радиослушателей, тем выше цена эфирного времени. В остальное время цена регулируется за счет рейтинга популярности программ. Если программа популярна, реклама в ее время стоит дороже, нежели во время выпуска новостей.

4. Кто на радиостанции занимается разработкой и контролем эфирного колеса 'clock'?

В Европе этим обычно занимается директор радиостанции. У нас все зависит от программных редакторов, которые опираются на результаты исследований. Ну и плюс по ходу пьесы, почти все работники спрашивают родных, знакомых или просто радиослушателей, а порой и друг друга - когда, как часто, где и так далее. Так что можно сказать что все делается методом проб и ошибок. Если к примеру какое-то количество человек просто высказывают положительное мнение о программе, но жалуется на то что не всегда ее могут слушать, это уже сигнал для пересмотра времени выхода ее в эфир. Популярная программа в нужное время может привлечь большее количество людей, а значит и рекламодателей с заказами.

5. Проводит ли радиостанция свои собственные исследования?

Мы не занимались анкетированием. Даже что бы просто провести опрос в парке стоит денег, требуется платить наемным интервьюерам. А затем оплатить работу специалиста за анализ информации. Да и для отсортировки, подсчета и оценки

собранных материалов нет ни специалистов, ни даже простейших компьютерных программ. Но опрашивали постоянных слушателей и клиентов. При встрече обычно они делились своими мыслями, предложениями. Плюс простые радиослушатели, которые звонили сказать "спасибо за музыку", и после этого добавляли, какие программы они любят, в таком непринужденном тоне.

6. Как часто ваша радиостанция обновляет рейтинговые данные?

Полноценные исследования заказывали раз в четыре года. Это дорого, да, и я уверена, не отражает действительной картины. Анкета - это не полное погружение. Ну и с нашим уровнем коррупции запросто же все подкупается. Так что смысла заказывать его чаще - нет. Это больше похоже на формальность и реальной картины не отображает.

Interview with Kristina Gruzдова, chief editor of TV-Radio Company "Mir

1.Как измерять рейтинг трансляции?

Замеры начинаться с момента включения пользователей, то есть доля людей, которые включили телевизор, либо же радио, и доля людей, которые в тот момент уже принимали трансляцию. Для отслеживания сигнала используются специальные электронные датчики, через которые, можно принимать сигналы на специализированной базе. Таким образом можно оценивать сколько телевизоров и радио заработало в момент трансляции или же кто принимал трансляцию в течении 20 минут, или кто выключился или переключился через 10 минут, то есть там наблюдается очень чёткая система оценки, это не то что вот наши опросы: «А какую передачу вы любите?» «А какой канал вы смотрите?». Там идёт объективное отслеживание, так сказать. Включил человек телевизор или радио, посмотрел он эту передачу или же нет. То есть там уже электронная система такая. Рейтинги эффективны для рекламодателей, за 15 минут после объявления рекламы, рекламодатель получает определенный объем звонков. Количество звонков прямо пропорционально количеству выхода рекламного ролика.

2.В Кыргызстане проводят наблюдения за рейтингами?

Нет, в Кыргызской Республики нет возможности проводить замеры рейтингов. Стоимость замеров превышает бюджетные возможности. Поэтому мы пользуемся ресурсами, которые нам предоставляет Москва. В Москве проводят наблюдения по данным, которые поступают из Белоруссии, Москвы и Азербайджана. Так же мы иногда пользуемся привязанностью к казахскому агентству, которое проводит замеры рейтингов по Средней Азии. И нам как ближайшим соседям предоставляют замеры рейтингов. Но

замеры рейтингов к нам поступают совместно с рейтингами Казахстана. Поэтому точных данных мы не можем получить. Решение этой проблемы сейчас находится на стадии переговоров. Мы надеемся, что вскоре агентство, которой проводит замеры в Казахстане, хотя бы периодически, хотя бы раз в квартал приезжали в нашу республику, для проведения замеров только нашей аудитории.

3. Когда у вас были замечены высокие рейтинги?

По Бишкеку наши рейтинги подскочили после апрельских событий. Могу сказать, что на КТР был бардак, 5 канал не показывал, не работал ни кто, кроме телеканала и радио Мир, и все смотрели Мир. Еще работал Телеканал НБТ. Информационный голод повлек за собой рост рейтинга на нашем телеканале, люди хотят знать и видеть. Это естественные потребности людей. На НБТ, по-моему, в 12 ночи уже пустили просто эфир без комментариев все, что они отсняли, а мы выходили до 7-ми утра следующего дня, то есть выпуски новостей. У нас как в Москве: до часу ночи нашего времени ведёт ведущий, а потом каждый час идут пятиминутки, без ведущего за кадром, но в прямом эфире, то есть свежая информация, и наше руководство в Москве, они вывели ведущих на эту ночь, то есть мы каждый час выходили в эфир. Местные ведущие не выходили в ту ночь, потому что было не безопасно, но синхронно мы отправляли видео. Потом ситуация улеглась, на некоторое время и рейтинги снизились, то есть пошёл 5 канал в эфир. Естественно, он самый популярный у нас пока после российских каналов, по сколько в первую очередь охват больше по республике и контента своего больше. На теле радиостанции 87% идёт ретрансляция Российского вещания, а у них свой контент и естественно населению это не нравится, но хочу заметить, когда трансляция нашего канала вышла на территорию ошской области, наши рейтинги возросли. Это говорит о том, что населению города Ош интересны новостные сводки СНГ, что происходит на территории СНГ.

Какая у вас целевая аудитория?

Основная масса аудитории в среднем делится от 25 до 45 лет. Очень сложно судить о возвратных и других характеристиках категориях, так как трансляции той или иной программы вызывает интерес у разных людей с разными возвратами. Каждый раз целевая аудитория меняется и колеблется, с такими данными тяжело даже среднеарифметическую возвратную шкалу вывести. Детям интересно одно, молодёжи другое, старшему поколению другое. Очень сложно судить без достоверных данных о целевой аудитории, но построение содержания программ максимально расширено для разных аудиторий, но все же этого мало.

Interview with Vladislav Weingardt, the vice program editor of Retro FM

1. Как формируется сетка вещания?

Сетка вещания представляет собой именно то, что вы слышите на радио. То есть чередованные передачи, новости, рекламу ну и, конечно, музыку. Для того что бы правильно и красиво все звучало, сутки разбиваются пополам, а потом каждая половина на 12 часов. Так намного проще выстроить компоненты ну и правильно продать рекламу. Каждый час как следует продумывается и выстраивается так, чтоб и музыку можно было послушать, и что в мире творится узнать, но и реклама чтоб не надоедала. У нас музыкальное радио и диджеям мы даем больше свободы, чем на других радиостанциях. Только для удобства мы разбиваем каждый час еще на 4 части по 15 минут, и даем наши позывные. Чтоб люди знали нас и помнили.

2. То есть можно сказать, что минимальная единица времени на вашей радиостанции 15 минут. Что обычно происходит за этот отрезок времени в эфире?

Ну естественно, сначала идет основной джингл радиостанции, куда без этого. После этого, если это начало часа, то анонс новостей, за которым пускается блок рекламы. Так сказать подчеркиваем окончание одного и начинание другого. Реклама особо никому не нравится, и, чтобы слушатели не переключились на другую менее "коммерческую" радиостанцию, тут же идет блок музыки - что-то новое и интересное. Потом стоит снова напомнить о себе и поставить, к примеру, что-то очень известное, какой-нибудь вечный хит. Дальше собственно ничего интересного. Комбинировать визитку, хиты и модную

музыку пару раз разбавив это рекламой. Под конец пятнадцатиминутки дать анонс, еще немного рекламы. Можно погоду. И все по новой: джингл - реклама - музыка - ...

3. Хорошо. Но ни одна радиостанция не может круглосуточно работать только по принципу «джингл – реклама – музыка». Каким образом выбирается время для программ или конкурсов?

Очень просто. Все зависит от времени суток. С утра и где-то до 10 часов люди просыпаются и злые и не выспавшиеся едут на работу и учебу. Нельзя же проводить в подобном состоянии целый день. И тут появляемся мы израдиоприемника в маршрутке. На утренних программах у нас работают самые позитивные и любимые публикой диджеи. И музыка соответствующая. Такая, чтоб могла разбудить и поднять настроение. Ну, естественно, утром больше всего новостей (многим же интересно, что же произошло, пока они спали), анонсов, прогнозов гороскопов и рекламы.

Днем самое скучное для диджеев время. Все работают, учатся. Так что, как следует в эфире и не повеселишься. И музыку выбираем такую, что бы не раздражала. На стройках, в торговых центрах, офисах и, особенно, в маршрутках радио звучит только для разгона тишины (или наоборот заглушения шума), создания некой атмосферы, чтоб и приятно было и не мешало. Правда во время обеденного перерыва хорошо идет «концерт по заявкам». Люди отвлекаются от дел и хотят послушать именно то, что им надо. Нельзя отказывать аудитории в ее маленьких прихотях.

Вечер для работы радиостанции это святое. Люди едут домой. А значит можно снова дать чуть больше рекламы. Люди устали, они не обращают внимания на ее большое количество. А поскольку слушателей много, то это эфирное время для рекламодателей обходится куда дороже утреннего и уж, тем более, дневного. Так вот люди устали и

просто хотят послушать любимые композиции. Вечер – время хит-парадов. Диджеи становятся намного разговорчивее, напоминают, что рабочий день окончен и теперь можно расслабиться и отдохнуть. К примеру, послушать настоящие новости (а не просто анонсы событий), принять участие в каком-нибудь конкурсе.

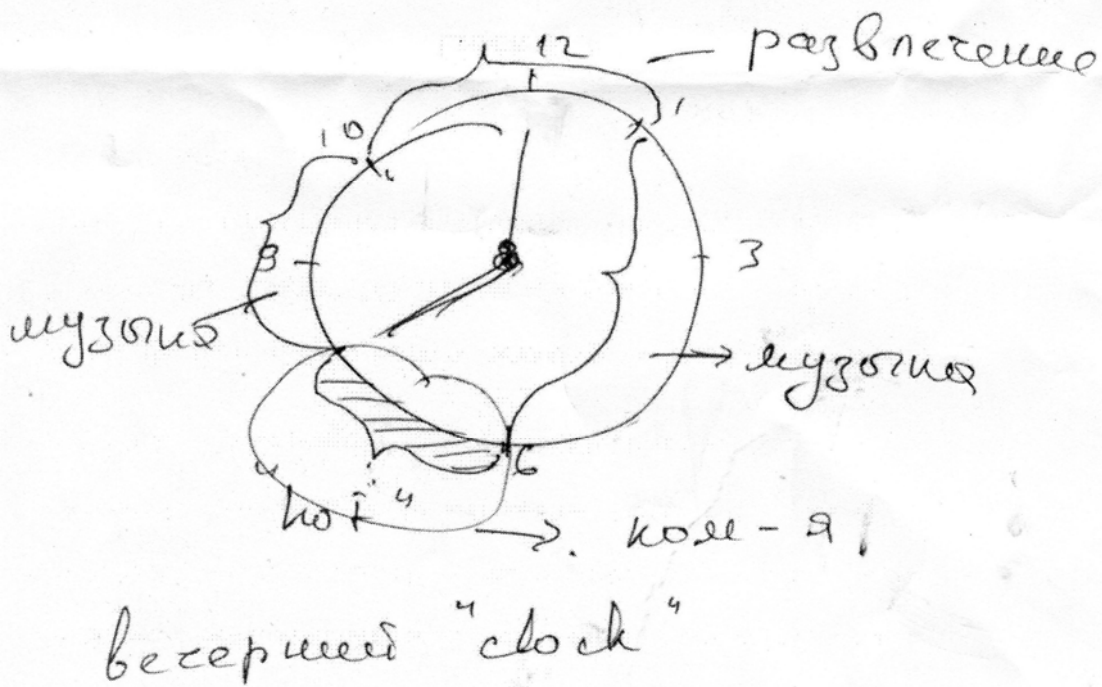
Ближе к ночи и слушатели и диджеи уже немного устают друг от друга. Так что аудитория предоставляется сама себе – звонят, заказывают любимые песни, передают друг другу приветы. По будням идут авторские передачи, которые с удовольствием слушает большое количество людей. По ночам у нас работает молодежь, а репертуар максимально нейтральный.

4. Вы много раз упоминали рекламу. По каким принципам рекламаразмещается в эфире?

Рекламы самой разной много и везде. У нас в эфире звучат в основном короткие ролики до 5 секунд. Мы объединяем их в блоки по 3-4 штуки. А когда ставить решает рекламодатель. Для начала зависит сколько он может заплатить. Я, кажется, уже говорил, что реклама вечером у нас самая дорогая. Так вот. Еще учитываем, на кого эта реклама рассчитана и когда ее слушают. К примеру, реклама памперсов для чад юных мам лучше всего идет днем, когда дети спят сладким сном и мама успеет немного передохнуть. Ну а сам ролик зависит от самой аудитории. Для бабушки не стоит рассказывать о мази от артрита под композицию Pink Floyd, а юную модницу не вдохновят на покупку супер новой модели туфель звуки органа. Вообще мы делаем четы вида рекламных роликов: первый, когда рекламный текст читается в один голос и накладывается на музыку. Можно немного поиграть в театр – разложить текст по ролям и добавить музыку. Некоторые рекламодатели заказывают песенки вроде джингла. Иногда сами диджеи

зачитывают рекламный текст в эфире, но это бывает очень редко. Так что что и когда выпускать в эфир не существует жестких рамок. Все зависит от обстоятельств.

The "clock" of radio broadcast



Interview with Rinat Vasbeev, chief editor of radio “Mir”

1. Как составляются рейтинги радиостанций?

Ну у нас есть несколько агентств, которые проводят рейтинги. «Мвектор», примеру. Про остальных давно уже не слышал после революции. Не знаю, куда они делись. Сразу так сказать не могу, если надо позже дам Вам список. Опять таки исследования какого плана: просто опрос населения, но по моему мнению это не показатель. Ну, опросят 2 - 3 тысячи человек по всей республике, ну потому что на большее бюджета радиостанции не хватит. А меньше смысла вообще опрашивать нет. Во всём мире рейтинги проводят вообще как: ставятся специальные блоки к радио приемнику у кого-то дома. Опять-таки происходит выборка, интересующей аудитории, ну допустим 18 – 35 лет, ставят на радио приёмники специальные. Точно так же это в телевидении. Приборы регистрируют: сколько человек часов в день и какие радиостанции слушает. Исходя из этих данных, составляются рейтинги радиостанций.

2. Это так по всему цивилизованному миру. А в Кыргызстане?

В Кыргызстане рейтинги как таковые, в принципе, не проводятся по одной тупой причине: у нас слишком маленький рынок рекламы, то есть рекламные бюджеты. Даже если продать весь свой эфир на радиостанции, он не покроет тех затрат на исследование, потому что исследование очень дорого стоит. А если скидываться в складчину всем радиостанциям, так сказать, то, может быть, тогда что-то ещё получится. И то всё равно деньги не оправдываются. А европпа +,Hit FM там какие-то псевдорейтинги проводят, какие-то там ну совершенно примитивные.

3. Кто на Вашем радио занимается составлением сетки вещания?

Сетка вещания изначально отстраивается в Москве, мы филиал. Причём филиал такой подконтрольный скажем так, мы не имеем права практически ничего, кроме того, что оговорено Москвой. Я могу даже по часам сказать 3 часа утром в будни + 5 выпусков новостей по 3 минуты, $5*3=15$, и одна программа в неделю часа на 2 время идёт.

4. А рекламодатели?

А рекламодатели не приходят вообще. Ну как сказать, сейчас рекламодатели больше интересуются, допустим ,территорией вещания, то есть та же Европа. Она всю республику охватила. Те жегос. радио, ещё радио станции ну там Ретро FM,они охватывают всю республику и основные клиенты уходят им. Потому что рекламодателей интересует все. Наше радио вещает на Чуйскую область, они так сразу: «Ой, Чуйская область! А нам бы ещё хотелось чтоб и в Оше, и в Таласе, и на Иссык-Куле нас услышали». У нас также специфическая музыка, аудитория специфическая. Это люди уже в возрасте, которые, как правило, вот эти самые опросы псевдо не попадают. Допустим там, наверняка ,слышали в маршрутках, магазинах «Мир»стали как-точаще слушать чем когда то, но тем не менее рекламодатели вот этому народному доверию не доверяют.

Сейчас и в России, и у нас здесь применяется «привинтирование» в мозг названия радиостанций. На эту тему стоит почитать Михаила Козырева у него очень много на эту тему есть публикаций. Особенно книгу, кажется «Радио новостное, музыкальное, общественное»называется. Принцип заключается в том, что тебе целый день Европа + вдалбливает в мозг «Европа +!Европа +!Европа +!» Даже если ты её не будешь слушать, когдак тебе подходит человек и спрашивает: «А какую радиостанцию вы слушаете?» У тебя автоматически на подсознании, скажем ты последние 10 лет слушаешь Кыргызстан Обондору, ты скажешь Европа +,потому что тебе в мозг это вцементировали. Практика вот через каждую песню и даже чаще упоминать название радиостанции это вот оттуда.

«М-вектор». Я им полностью доверяю, в том плане, что они ничегоне подделают. Другое дело в том, что это не правильные рейтинги просто и всё. То как они проводят рейтинги, в принципе, так делать неправильно. Они берут очень узкую аудиторию, выборка очень маленькая происходит и, может быть, отчасти отражает далеко не всё. Если поводить опрос в интернете, то опять же аудитория, которая опять-таки обладает каким то определённым возрастом и уровнем знаний и предпочтений. То есть складывается образ такого вот населения, кто пользуется активно интернетом, оставляет свои пожелания, возгласы, кликает на лайки.

5. Сейчас радио «Мир» стали слушать гораздо больше, почему же тогда рейтинг «Мира» оставляет желать лучшего?

Ну, потому что посмотрите, скажем, на тех же продавцов, да на тех же водителей – это уже взрослые состоявшиеся люди, это не молодёжь. Даже вот я как, я может быть не особо старый. Например, я вот включаю радио, мне нравятся песня, которая играет на Мире, реально нравятся, очень нравятся одна песня. Дальше я уже не могу, я уже выключаю. Поэтому, если бы я слушал эту вторую песню, то есть я включил вторую, она бы мне тоже нравилась, но третья мне больше не понравится. И я больше это радио не включу.

Interview with Dina Mirkurbanova, art director of radio “Record”

1. Как создаются рейтинги?

Инструменты для поднятия рейтинга для каждого радио свои. Они же делятся по категориям возрастным. Мы рейтинги не измеряли. Это делают специальные компании,, которые определяют, что за медиа выбрать. Рекорд - это диджейская музыка, значит рейтинг поднимать будут акции проводимые в клубах, опен эйрах, с помощью всяких футболок аксессуаров. Все, что касается молодежи. Например, с радио мир такое не пойдет. Исследования заказывать очень дорого, их делают на благотворительных условиях социальные службы. Мы писали ком предложения, делая удар на возрастную категорию наших слушателей . Ну да я придумывала как нас подавать среди молодежи.

2. Рейтинги вообще как-то учитывались в работе радиостанции?

Не-а! Если честно, никто не учитывает. Честно говоря, толку от них немного. Рекламодатели давно уже имеет сформировавшуюся картину рекламного рынка. Наш рекламный рынок невелик и больших изменений на нем не происходит. Заказчик сам знает куда ему надо нести свои деньги. В зависимости от того, на какой территории ведется вещание. На тот же Мир не будут нести рекламу, если она сделана для жителей юга. Сами мы тоже ничего не высчитывали. Это дорого и не оправдывает затрат. Я хочу сказать, что финансовый бюджет радиостанций не сильно изменился за последние годы. И как не было денег на исследование измерения медиа рынка так нет их и сейчас. Так что мы только на конференции приходили. Там группа людей устраивала социальные опросы.

3. Можете поподробнее рассказать про опросы?

Составлялись анкеты с вопросами про время, когда вы слушаете радио, нравятся ли вам программы и какие вы бы хотели программы, про мнение людей о конкурсах и конкурсах на радио и участие в них. По какому радио вы слушаете новости? Какая музыка вам нравится? В основном вопросы были ориентированы на заполнение эфирного времени. Реклама составляла около 45 секунд. Ее старались сделать как возможно более ненавязчивой .

4. Как и кто составляет сетку вещания?

Один человек, который отвечает за эфир. Информацию ему девали рекламщики и пара журналистов с выпуском новостей. Остальное время занято музыкальной программой. Есть два вида вещания. Первый, когда его составляет диджей. Это музыка, и специальные программы. Это оговаривается с хозяином бренда. Есть, например, второй вид - ретрансляция. Когда региональная станция имеет право только вставлять рекламу или использовать четко оговоренное время. Мы используем первый.

Intwerview with Vyacheslav Rezvih, an anchor of radio programs of radio “Evropa Pluse”

Важны ли рейтинги для вашей радио станции?

Да. С учетом постоянно меняющихся запросов аудитории, мы должны быть постоянно в тонусе. Если мы предлагаем людям продукт, то мы должны быть уверенны, что он их заинтересует, а для этого просто необходимо знать их потребности и желания.

А вообще смотря какие рейтинги ты имеешь в виду. Если это рейтинг популярности радиостанций, то, наверно, будет важен больше не для нас, мы не гонимся за высоким местом в рейтинге.

Однако, Ваша радиостанция является одной из «топовых», по данным исследования М-Вектор.

Аа, М-Вектор... ну, да... Ну... мы достаточно долго на этом рынке и производим качественный, по моему мнению, продукт. им виднее, они же исследование делали))

Так вот, я говорю о том, что в рейтингах популярности заинтересованы не мы, конечно, приятно знать что твой труд оценили. Больше на такие вещи обращают внимание рекламодатели. Ведь им очень важно, чтобы об их товаре узнало как можно больше людей. Вообще, это очень субъективно. Нет, я доверяю данным М-Вектора, но ведь для каждой радиокompании нужно исследование их собственного рынка, чем всей медиа сферы Кыргызстана. Работу М-Вектора интересно почитать, каждый медиа работник должен бы ознакомиться с ней.

Проводятся ли какие-нибудь исследования внутри компании? Я имею в виду, Делает ли Европа + свои рейтинги и как?

Европа +старается следить за эффективностью своей работы. Как я уже сказала, нам важно знать что и как хочет наш слушатель. К примеру, мы не можем поставить Аллу Борисовну, если в моде Бионсе и народ жаждет слушать ее песни, как бы не была хороша Пугачева. Если мы не будем учитывать мнение слушателей, то они просто переключатся на другую радиостанцию. Ну, и мы потеряем рейтинги)))

Вот именно об этом мне бы и хотелось узнать по подробнее: как именно Вы учитываете мнение слушателей и как это влияет на работу?

Ну, честно говоря,я не имею права распространять такую информацию....
Понимаешь, у каждой компании внутри свои секреты, которыми нельзя делится.

Это странно. Не лучше ли бы было делиться между собой опытом?

Возможно. Однако радио всегда конкурируют между собой. По сути, они имеют одинаковую целевую аудиторию что заставляет как-то выделиться на общем фоне, чтобы именно вас заметили а не соседа. Поэтому, если внутри компании разрабатывается надежная система, которая приносит результаты, и помогает в рабочем процессе, эту систему держат в секрет, чтобы конкуренты не могли ее воспользоваться.

**А разве принципы построения рейтингов и мониторинга аудитории не едины?
Как можно изобрести велосипед?**

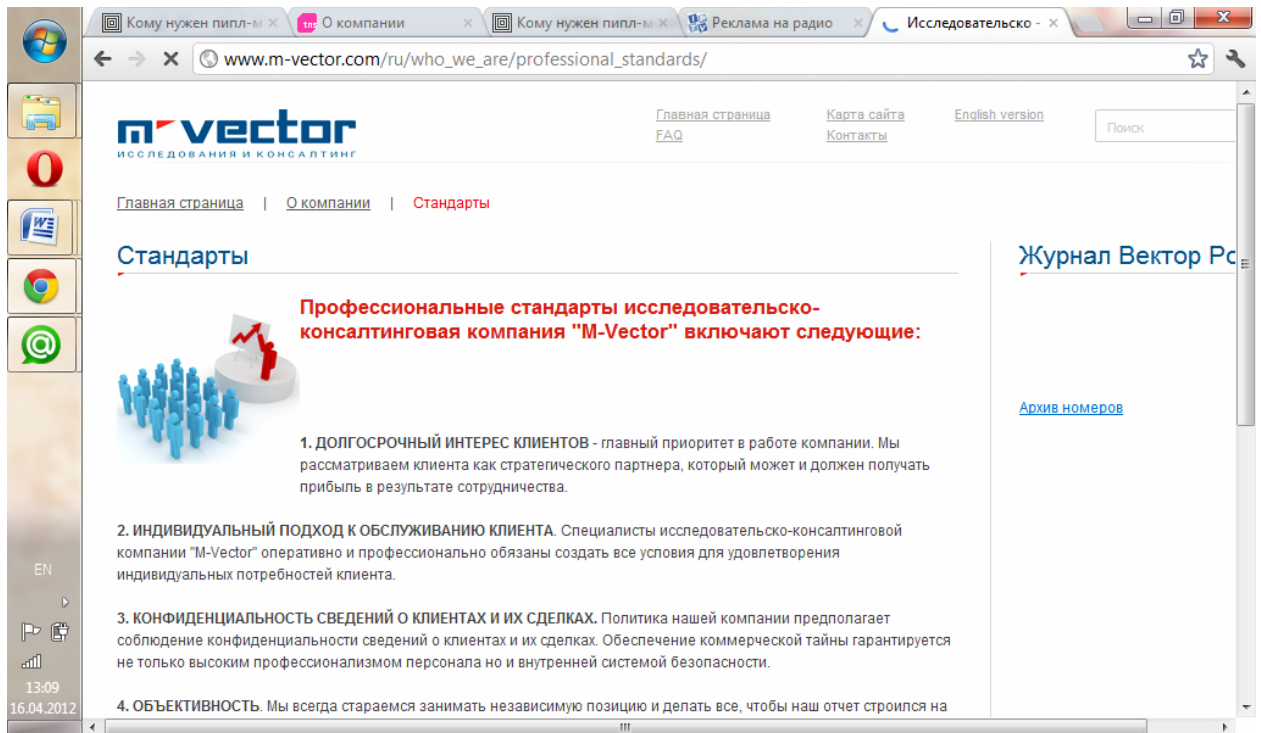
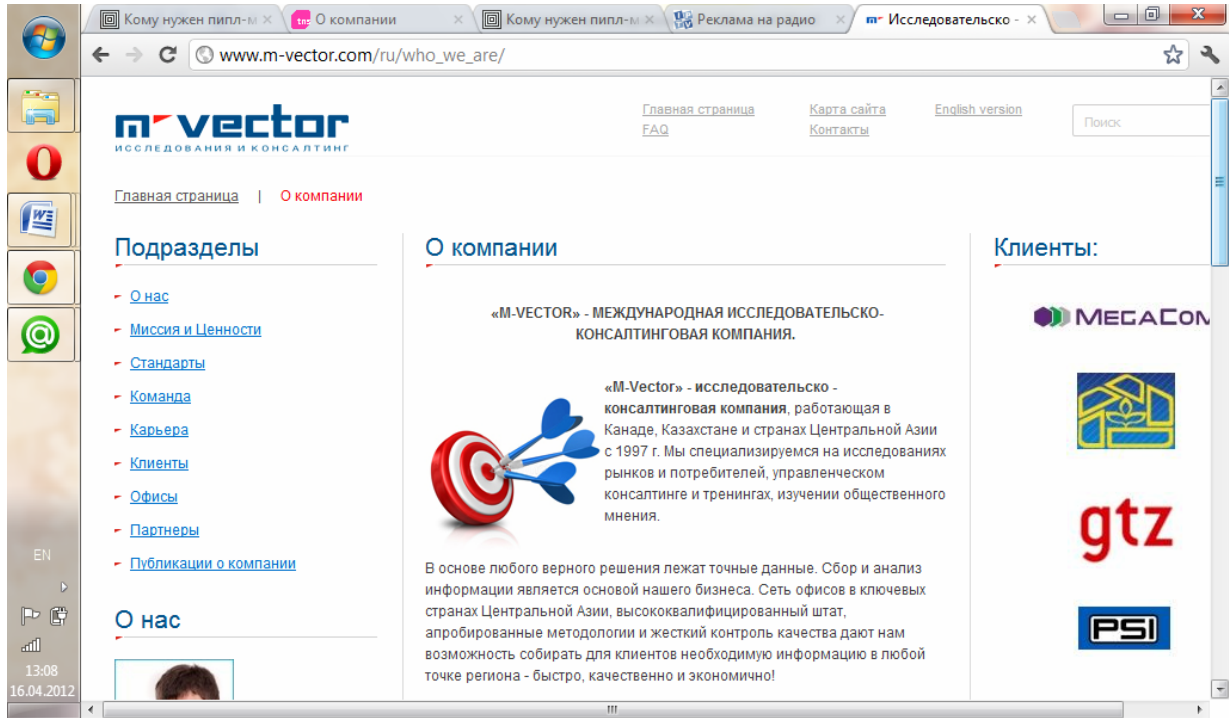
Ну, в цело ты права. ок. Давай все же я немного расскажу тебе. Внутри почти каждой компании сидят люди, которые специально занимаются планированием и

отслеживанием. Мы, к примеру, иногда заставляем практикантов побегать с анкетами на улице. Это конечно не очные данные и малое количество опрашиваемых, но это хоть какой-то результат и показатель нашей работы.

Иногда диджеи спрашивают дозвонившихся в студию об их приоритетах. Но это не может называться исследованием.... Ну например, диджею дают список вопросов, так 2-3 примерного содержания «а какая песня вам больше нравится», и он после эфира спрашивает дозвонившихся, так сказать за кадром

XIII.II Appendix II:

M-Vector consulting company



TNS Gallup Media Asia

www.tns-global.kz/ru/about.php

tns central asia

О компании | партнёры | клиенты | контакты | форум

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Мониторинг и затраты на рекламу в СМИ

Наша команда

TNS Central Asia, основанная в сентябре 1997 года, является ведущей исследовательской компанией, специализирующейся в области исследования СМИ и рекламы, а также маркетинговых исследований на территории Казахстана. Её учредителями выступили российские исследовательские компании Gallup Media и Gallup AdFact, а также Агентство социальных и маркетинговых исследований Brif Central Asia.

30 января 2001 года крупнейшая исследовательская группа Taylor Nelson Sofres подписала соглашение о покупке 100% акции компании MDC Gallup. С этого момента TNS Central Asia является сетевой компанией, входящей в группу компаний TNS - лидера исследовательского рынка, занимающего первое место в Европе и третье место в мире. TNS является независимой исследовательской компанией, которая успешно реализует проекты в 80 странах Европы, Америки и Юго-Восточной Азии. В компании работает более 6 тыс. человек, штаб-квартира TNS находится в Лондоне.

Входя в состав группы компаний Taylor Nelson Sofres TNS Central Asia имеет доступ к новейшим информационным продуктам и самым современным маркетинговым методикам.

Сегодня TNS Central Asia, представляет на рынке Казахстана современные методики

www.tns-global.kz/ru/research/research_smi.php

результаты исследований

О компании | партнёры | клиенты | контакты | форум

Главная страница | Результаты исследований | Исследования средств массовой информации

Исследования средств массовой информации

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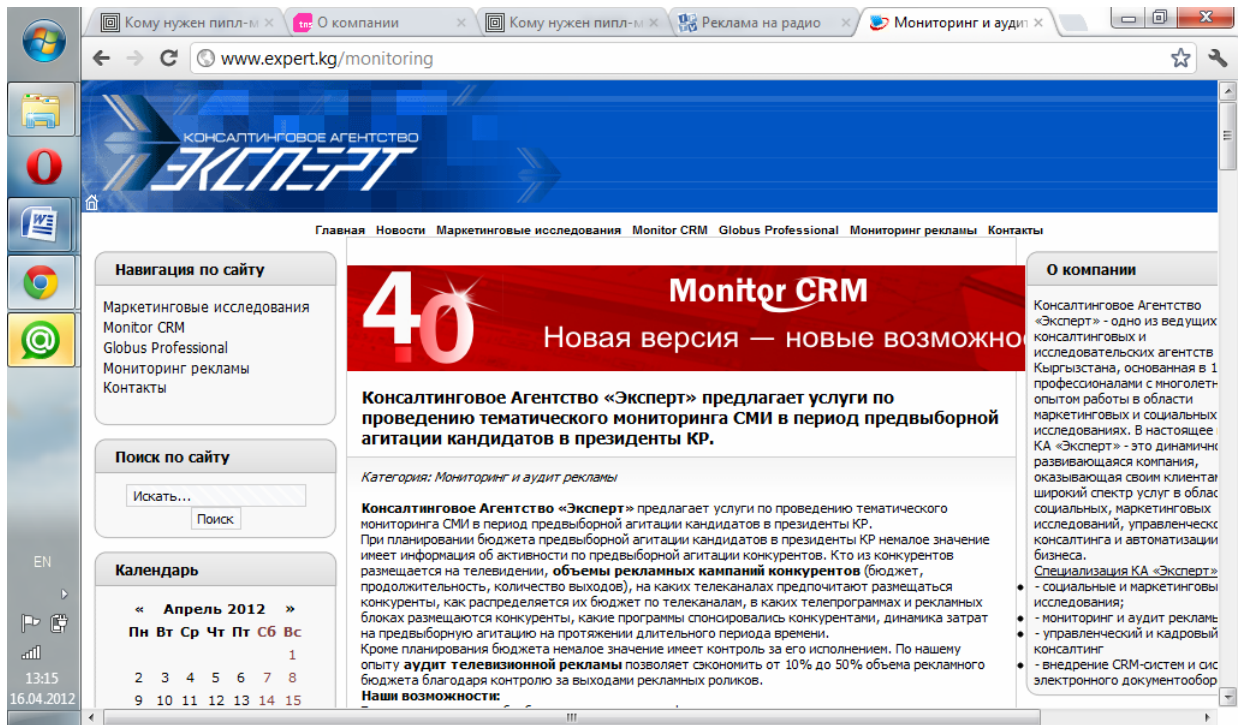
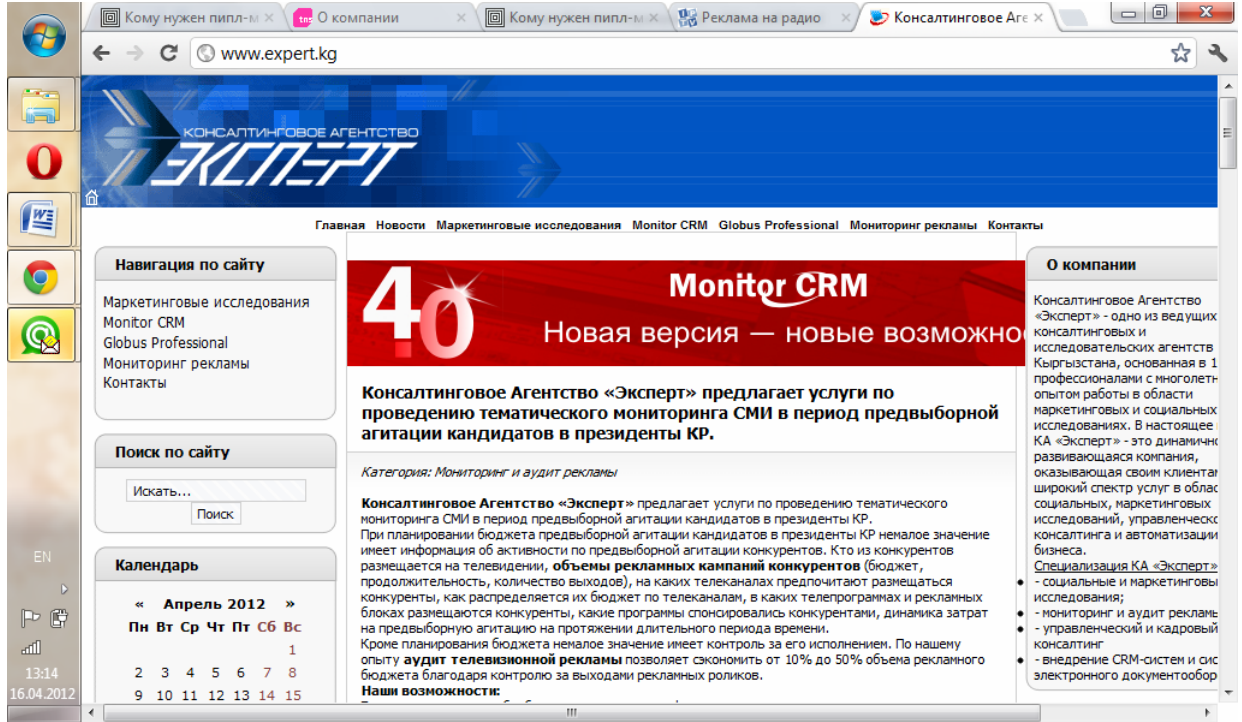
[ТОП 10 программ за неделю](#)
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Radio Index

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Радиостанции	Вещание	
	Алматы	Регионы
Радио Ретро	X	X
Русское радио	X	X
Радио NS	X	X
Love Radio/Радио 31	X	
Радио Europa plus	X	
Тенгри FM	X	X
Радио Хабар/Classic	X	
Радио Шалкар	X	X

Expert consulting company



The Arbitron Company

