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LOCAL TV CHANNEL AS A CONVERGENT MEDIA (ON THE EXAMPLE OF 'DNIPRO TV' TELEVISION COMPANY)

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Introduction. Local television channels are integral components of the media landscape, providing news, information, and entertainment tailored to the interests and needs of their respective communities. The advent of digital technologies and the convergence of media platforms have led to profound transformations in the operation of local TV stations. This article explores the specifics of the local television channel 'Dnipro TV' as a convergent media in war times.

Relevance and purpose. The article explores the work of 'Dnipro TV', its role as a convergent media during the war. The war invasion has significantly changed the media landscape, making adjustments to the work of local medias. We are observing the development of convergent media, as the media seek to reach a wider audience and provide information in real time. 'Dnipro TV' as a convergent media has not yet been the subject of interest of the scientific community, which forms the scientific novelty of our research.

The purpose of the article is to determine the key characteristics of 'Dnipro TV' as a local convergent media. To achieve this goal, the main platforms on which the media is represented were identified, the specifics of their functioning were analyzed, and special attention was paid to the specifics of 'Dnipro TV's' work in wartime.

Research methods. Theoretical and empirical methods were used. To achieve the goal, methods of describing sources and data, analyzing literature, which contributed to determining the level of study of our topic, finding materials about local media in other countries and their role in the media landscape of these countries, were used. The statistical method made it possible to single out specific digital information about those aspects of 'Dnipro TV's' activities that are the subject of research. Statistical information was taken from Google Analytics. The method of summarizing the information received allowed us to come to specific conclusions on the topic of the study. The necessary data were collected both from open sources, digital analytics sites, and directly provided by the editors of 'Dnipro TV'. The empirical basis of the research consisted of: the official website, pages on Facebook, Instagram, and Telegram. The research is based on the principles of objectivity and academic integrity.

Results. 'Dnipro TV' produces unique author's products and works live, preparing more than 8 hours of live broadcasts daily, which amounts to more than 230 hours of its own product per month. The TV channel adheres to the principles of accessibility and timeliness of information, support for statehood, the struggle for our free, united Ukraine.

Conclusions. 'Dnipro TV' is represented on a number of platforms most interesting to the viewer: it has a website and its own YouTube channel, actively uses the main social networks (Facebook, Instagram), and has a Telegram channel. The article examines the specifics of the official website of 'Dnipro TV,' pages on Facebook and Instagram. The thematic content, dynamics, interaction with the audience, age and geographical features of the channel's target audience are analyzed. Today, it is convergent media that is a popular and popular source of local information.

Keywords: local TV channel, 'Dnipro TV', convergent media, media landscape, media platform, principle of honesty, accessibility and timeliness of information, social network, website.

Introduction. In the era of rapid technological progress and digital transformation, the concept of convergent media is one of the main features of modern media systems. Convergent media provide an opportunity to change the paradigm of communication and consumption of media information. The phenomenon of convergence involves the integration of various media platforms, technologies and content formats. At the same time, a characteristic feature is the erasure of traditional differences between different methods of communication. It seems to be interesting and useful to trace the implementation of the concept of convergence on a specific example. We took as one the local TV channel “Dnipro TV”. There are very few works in which the research on the material of similar media was carried out. It determines the *relevance* of our study. We emphasize that the scientific community has not yet studied “Dnipro TV” as a convergent media, which constitutes the *scientific novelty* of our investigation.

Among the latest similar studies and publications, we can name thorough investigations carried out on the example of local and regional media. Thus, Maryana Kitsa examines the peculiarities of the functioning of convergent media in Ukraine. Her research is dedicated to “Svoboda” radio. The scientist notes: “Today, online journalism is a competitor to all other types of mass media, even television. Online publications are displacing traditional print media, and the Internet is more popular than television. In addition, the growing popularity of electronic newspapers leads to the fact that printed publications gradually die out due to the outflow of readers and money” [11, p. 57].

Alla Bakhmetyeva and Oksana Kyrylova analyze the effectiveness of using the official accounts of “Hromadske TV” on several platforms (Facebook, Twitter, Instagram, YouTube, Telegram, TikTok). They underline the specifics of the presentation of socio-political issues in social media during the war. The researches compare the activity in January-February 2022 and March-October of the same year, that is, in the pre-war period and in the beginning of the Russian aggression. The scientists came to a conclusion: “A strong foundation for effectively resisting Russian aggression on the information front was laid in the pre-war period, when mass media such as “Hromadske” carried out a systematic and effective presentation of social and political news in social networks, formed a stable audience around their own brand, and encouraged users to interact etc. Mass media should transform content during news production and actively involve social media in the main channels of exchange of political information and news of socio-political issues” [2, p. 6].

The issue of media convergence since the publication of the studies of N. Jenkins [9, 10], which have already become classic, has repeatedly become the subject of interest of the world scientific community. As the founder of a vast and relevant field of scientific research, Henry Jenkins noted: “The ancient mass media began to decline due to the ineffectiveness of information. And if there is insufficient information saturation of the audience, then no one will be interested in reading analytics on any device. After all, in order to get into analytics, you must first be informed about the event. The same goes for television. This is no longer a place to watch videos. It’s all on the internet. Especially in any free time. New communication channels have appeared: digital phones (text, audio, video) and the Internet (web pages, mail, blogs, RSS). This is how new media appeared, such as Internet media and digital broadcasting” [9, p. 12].

American scientists Laura Smith, Andrea Tanner, Sonya Duhé conducted a nationwide survey in the United States of America. The researchers note: “Convergence can provide radio stations with ways to market themselves, create a competitive advantage and increase revenue streams, but chasing the financial potential of convergence at the expense of editorial influence could add more problems to an already struggling industry. If the quality of news content suffers further due to convergence, viewership for local TV news could continue its steady and well-documented decline.” [14, p. 572].

Another group of researches, consisting of D. L. Y. Lopulalan, S. Salakay, Y. Sopacua and R. Alfredo reveal in detail the specifics of local community identity creation by regional digital

television stations. They investigate the Indonesian specificity. Emphasizing the inextricable connection between technological development and society's culture, the scientists note: "To survive, all identities and local knowledge must actively contribute to technological progress by moving from conventional methods to digital ones, including Net TV Ambon and Indosiar Ambon" [13, p. 181].

W. A. Triyono, D. I. Witarti underline, that due to convergence, local media get the opportunity, in addition to traditional ones, to broadcast in social media as well. This has a positive effect on the creation of reports on local culture, and, as a result, contributes to the awareness and development of local communities. Thanks to the presentation of researched 'Banyuwangi TV' on various platforms, anyone can access it from any location where the Internet is available. The authors of the study emphasize the need to have staff with sufficient skills and abilities to work in a converged newsroom. Besides, appropriate equipment that would allow for seamless broadcasting on various platforms, distributing the content produced by the newsroom is needed [16].

Ukrainian scientific community has also made a contribution to the study of the phenomenon of convergence. Thus, Yevhen Tsymbalenko and Vyacheslav Ryabichev conducted investigations, significantly contributed in the study of media convergence issues [4–7].

Highlighting convergence as the main feature of modern media, Victoria Shevchenko responsibly notes: "Digital media provide interactive interaction between the user and the producer of information. The user instantly reacts to the media content he receives in real time, can propose his own topic or direct the coverage of the event in a certain direction. ... The practice of simultaneous use of various means of information, as well as the production of news in such a way that it is easy to spread it through various platforms, stimulates the transformation of the media the most" [8, p. 9].

The 'Dnipro TV' channel has already become the subject of media researchers' interest. Thus, Oleksandr Kurbatov analyzed the political forces in the city and their media representing in 2019. Media expert notes: "The studio existed as a component of the 34th channel controlled by Rinat Akhmetov. The beginning of the work of the deputies of the city council of the new convocation was marked by a stormy confrontation between numerous representatives of the "Opposition Bloc" and the mayor. This stimulated the separation of the communal studio into a separate structure. 'Dnipro TV' offered the city's television broadcasters a competitive salary and received a license for 24-hour broadcasting in Dnipro's cable networks. The creative group of the channel makes all the content independently [3].

However, we note that despite the rather active state of convergence research, the local TV channel 'Dnipro TV', its specificity as a convergent media has not yet become the subject of interest of the scientific community, which indicates the *scientific novelty of this research*. Therefore, *the purpose of the article* is to determine the key characteristics of Dnipro TV as a local convergent media.

To achieve the goal, we are to complete the following tasks:

- to highlight the main platforms on which 'Dnipro TV' is presented;
- to analyze the specifics of the functioning of convergent media at the local level, the special attention was paid to the specifics of Dnipro TV's work in wartime.

The object of our research are the peculiarities of functioning of Dnipro TV' local studio as a convergent media during war times. The *subject* of the article is the channel's pages on social networks Facebook and Instagram. We take into account their thematic content, dynamics, interaction with the audience, age and geographical characteristics of the channel's target audience. The importance of the work of this TV channel during the war was also determined.

Research methods. Theoretical and empirical methods were used. To achieve the goal, methods of describing sources and data, analyzing literature, which contributed to determining the level of study of our topic, finding materials about local media in other countries and their role in the media landscape of these countries, were used. The statistical method made it possible to single out specific digital information about those aspects of

Dnipro TV's activities that are the subject of research. Statistical information was taken from Google Analytics. The method of summarizing the information received allowed us to come to specific conclusions on the topic of the study. The research is based on the principles of objectivity and academic integrity.

The necessary data were collected both from open sources, digital analytics websites, and directly provided by the editorial office of 'Dnipro TV'.

The empirical basis of the study was: the official website of 'Dnipro TV', channel's official pages on Facebook, Instagram, and Telegram. Statistical information is taken from Google-analytics.

Results and discussion. Today, 'Dnipro TV' produces unique original products and works live. More than 8 hours of live broadcasts are prepared daily, which is more than 230 hours of own product per month. If at the end of 2020 the TV channel released only 15 hours of its own product per month, then in 2021 the share of unique content increased to 230 hours. In 2022, with the beginning of the war, the editorial office is even more aware of its mission. It is providing the residents of Dnipro and the region with the most prompt, accurate and complete information.

That is why, when there was an opportunity to obtain a temporary permission for broadcasting, the team appealed to the National Council for Television and Radio Broadcasting with a request to allow broadcasting on a free frequency. The technical issues were resolved in the shortest possible time, and within a week the channel was broadcasting in T2 format in Dnipro, Vilnohirs'k, Zhovty Vody, Kryvyi Rih, Nikopol, Oryla, Pavlograd, Pereshchepyne, Mykholaivka, and Pokrov. The *main purpose of the channel* is to inform the residents of the city and region about the situation in the region and the country even under emergency situations, such as air alarms, air raids, ballistic threats, blackouts. 'Dnipro TV' provides information about the operation of the utility companies of the city's critical infrastructure, the rules of behavior in times of danger, the location of the Invincibility Points and much more.

The TV channel adheres to the principles of availability and promptness of information, supports of statehood, struggles for free cathedral Ukraine. 'Dnipro TV' has well-trained professional staff and technical capacity to create its own content. The channel's social networks are also developing strongly. From February 22, 2022 till June 2024, this TV station released:

- 750 hours of live broadcasting;
- 6350 news releases;
- 72,300 stories;
- hundreds of interviews;
- made more than 600 trips to the front line and territories affected by Russian aggression.

The 'Dnipro TV' channel is one of the noteworthy examples of media evolution. At one time, the editorial office took advantage of the opportunity to transition from traditional broadcasting to convergent media, which contributed to the use of innovative strategies at that time to attract the target audience from various channels and devices. As the definition of convergent media implies, it is the merging of previously different forms of media into a single digital environment. Here content flows between multiple platforms and devices. The emergence of technical convergence was due to the spread of the Internet, the creation of mobile devices and digital channels of information distribution. It is in this way that separate media such as traditional print and electronic (television and radio broadcasting) and digital media were able to combine. Convergent media overcomes traditional boundaries by enabling synergies between text, audio, video and interactive content in a holistic digital ecosystem. Based on research [12], where ultra-local, local, regional, national, national levels of locality are distinguished, researcher Alla Bakhmetyeva classifies 'Dnipro TV' as local media along with a number of others:

- LLC "Television Company 'Privat TV Dnipro'";
- PE TRC 'Region';

- LLC “TRK Ukrainian-Polish Radio and Television ‘Spivdruzhnist’”;
- ‘A Business’ LLC;
- TRC ‘Nova’ LLC;
- TC ‘Avtor TV’ LLC;
- TET-Dnipropetrovsk TRC LLC.

The author emphasizes that “Dniprovsk City Studio of Television’ (‘Dnipro TV’ logo) broadcasts through cable television operators. The territory of distribution: the cities of Dnipro, Zhovti Vody, Nikopol, Novomoskovsk, Pokrov, Dniprovskiy, Pyatikhatskiy districts, Slobozhanske settlement of the Dnipropetrovsk region” [1, pp. 28–29]. Adhering to this terminological clarification, we will also call ‘Dnipro TV’ a local media.

Television in Ukraine produces extremely diverse content, but local and regional channels mostly work with the following topics:

1. News of the city and region is traditionally one of the key types of content. They cover events that occur in a particular city or region, such as local government events, cultural events, accidents and other events that have an impact on the local community and its residents.

2. Local culture include materials on traditions, folklore, history, local holidays and festivals. These can be reports from museums, concerts, exhibitions, theater performances and premieres, fairs.

3. Sports sections of regional and city TV channels often broadcast and analyze sports events taking place in the city or region. For example, it can be matches in various sports, competitions in boxing, basketball, etc., coverage of the work of sports schools and clubs.

4. Economy and business. These are programs about the local economy, new businesses, investment opportunities, labor markets, as well as interviews with local entrepreneurs, possible coverage of problematic issues.

5. Life of the region and its local communities deal with issues that concern the local population are usually highlighted, such as education, health care, social assistance, the operation of transport networks, communal problems, local initiatives and projects.

6. Entertainment and entertainment programs. These can be local shows, talk shows, comedy programs, musical performances and other entertainment activities aimed at a local audience.

7. Author’s programs, talk shows, the subject of discussion of which are various issues of the life of local communities, are also presented in the media portfolio of local TV channels.

In connection with the war, the topic of local and regional media has significantly expanded and acquired, without exaggeration, vital importance. The channels began to devote a significant part of their air time to issues of military operations, mobilization, stories about people of war, volunteers, internally displaced persons, and international support for Ukraine.

According to information received directly from the editors of the analyzed media, from April 9 to May 6, 2024, the largest audience of the TV channel is in Dnipro (3,651) and Kyiv (2,334). The smallest number of spectators is in Poltava (129). Most often, content is viewed from mobile phones (65.24% of the total number of views). Less often users turn to ‘Dnipro TV’ from personal computers (32.63%), tablets and smart TV channels (2.2 and 0.02% of viewers, respectively). ‘Dnipro TV’ is presented on a number of the most interesting platforms for the viewer: it has a website and its own YouTube channel, actively uses the main social networks (Facebook, Instagram,), has a Telegram channel.

The website of the TV channel as a component of convergent media is located at the network address: <https://dnipro.tv>. Web design provides only 4 headings:

- news;
- projects;
- TV program;
- about us.

However, all of them have a fairly detailed division into subheadings. For example, “News” is divided into: current news; ‘Dnipro TV’ news; exclusive interview; Dnipro news; society; transport; politics; crime; ecology; expert’s opinion.

In the ‘Projects’ section, the entire creative heritage of the channel is presented, including programs: Dnipronews; Dnipronews sport; Morning with ‘DniproTV’; Dnipro evening; Vlasova+; Not today; Medical hub; The face of war; War stories; True; Fine; History book; Dnipro lovers of life; ‘I will show you now’; ‘Tip-top’.

The design of the main page involves a division into two parts: 3/2 of the total area on the left and 1/3 on the right. By default, when one opens the site, the ‘Daily News’ heading is the first to appear. It accumulates various thematic content from other headings. Below is the section ‘All news’, which is a kind of collage of the content of all channel projects released on a specific day. Next, there is the column ‘Watch today’, which provides news announcements for a certain date. The visitor has the opportunity to follow the link to the section ‘All news’.

The TV channel actively encourages viewers to cooperate. With this in mind, the design of the site includes a form for feedback to the visitor and states: “DniproTV’ TV channel is the main TV kitchen of the city: both recognized chefs from journalism and young ambitious journalists cook for you here.” If you want to tell us something, use the feedback form or look for us in social networks.” (<https://dnipro.tv>). It is commonly known that user content is mobile and relevant, and sometimes more urgent than the reports of professional newsmakers. The importance of this type of content for convergent media is discussed by V. L. Ryabichev, who notes: “In order to successfully promote your material on the World Wide Web, you need to use: 1) custom content, because it is: cheap; trust in him is greater than in official sources; exists in real time (real-time); can be used for special projects. However, it is important to remember the mandatory verification of information” [4, p. 35]. The editors set the requirements for the following materials: the maximum file size is up to 25 MB, the types of ‘public journalists’ files that the TV channel system can process are jpg, jpeg, png, pdf, zip, rar, doc, docx, psd. Also, the author must provide his minimum personal data (name, e-mail, phone number, the text of the message itself).

One third of the site’s main screen, its right part, is dedicated to the “Video of the day” headings. At the time of analysis of the content of the web resource, an announcement of the author’s program – talk show ‘Dnipro Evening’ was placed here. Under it is the “Latest News” section, where the site design allows you to submit up to 6 materials with an indication of when the content is ready. Visitors looking for a more in-depth look at the day’s news are invited to go to the relevant page using the ‘More News’ clickable link. The heading “Now on the air” is convenient, since the visitor does not need to look for the current programs of the TV channel somewhere in other sources. For the viewer’s convenience, there is a clickable link ‘To the TV program’. By clicking on it, you can go directly to the TV program page, organized in the form of a grid, which offers the distribution of programs by day and time. In addition to this way of getting acquainted with the program of programs, there is also a simpler one, since the corresponding heading is placed on the main page directly in the menu. The website is adaptive, displays equally well on devices with screens of any size, which also takes into account the information requests of a modern news consumer viewing content from various electronic devices.

The section “Projects” contains the entire work of the creative team of the TV channel. For example, let’s analyze the method of submitting the content of several projects. For example, “Ranok z ‘Dnipro TV’” gives announcements of programs for specific dates. The announcement itself is a textual material in which a list of subjects shown in the program is presented. A video is attached, for which you need to go to YouTube. Each program can be shared on social networks and leave a certain emoticon as a reaction to the content seen.

The ‘Vlasova+’ project presents the author’s view of political news in Ukraine and neighboring countries. The web page contains only a photo and text announcement of the latest issue. After clicking on it, we go to another page, from which you can go to YouTube and

watch the offered material. Unfortunately, the website does not provide an archive in which you could see previous releases of the program.

The content of the 'Not today' project (downloaded once every three days) is much more convenient for the viewer. Here, in reverse chronological order, announcements of program releases are posted from the latest to the first. It is possible to flip through the pages in search of a program for a certain date. If you go to a specific video, one can see the number of its views. So, the program from 26.04 'Timur and his team' received 94 views (as of the date of the website analysis), the issue from 3.05 'In a tight branch of hell is burning' – 59 views, for 7.05 – '5 Khodka of Kabaev' – 76. To watch the program itself, one is to go to Youtube.

The 'Medical Hub' project is both a selection of local medical news and thematic materials, in which specialists introduce the viewer the specifics of their field and give specific advice. This project is distinguished by a variety of journalistic genres. A significant part is informative news materials, but there are also interviews with professionals, expert opinions. To watch a particular issue material, you need to go to YouTube.

'Life lovers of Dnipro' is a unique author's project aimed at the target audience of the 'golden age'. At the time of analysis of the website's content, 66 issues of the program were released. The topics of the materials are extremely diverse: from the help of the Armed Forces to tips on creating artificial flowers. News content, useful tips from various spheres of life are posted. Just like in other projects, to watch the program itself, you need to go to YouTube video hosting. The program for 3.05 'Charging with sticks, voluminous flowers with your own hands and humoresque' had 55 views, the program for 21.04 'Underwear for the Armed Forces, flowers from corrugated paper and humoresque about a cranky man' – 59, for 5.04 'Fitness for the face, patriotic contest, new decorating techniques' – 78 views.

The "About Us" section of the channel's website contains information about the channel's creative team, founding documents, information on government procurement, and ways to contact the editorial office. Thus, a viewer who is unable or unwilling to watch 'Dnipro TV' broadcasts on TV at the time specified by the program network can get the full content provided by the channel directly from the website. We have already talked about the specifics of the 'Dnipro TV' Telegram channel [15].

'Dnipro TV' has a Facebook account. The channel received 1.9 thousand 'Likes' from 2 thousand readers. For April 24, 2024, 8 publications were published. The material from the website antikor.com.ua received the most views (153). 'How the mayor of Dnipro Filatov redeems himself from criminal cases with budget money'. Much less active audience was caused by other materials located in FB. Thus, the news from 'Dnipro TV' "In Dnipro, they are bringing order to the embankment area of the canal on the Lomivsky railway station" (2 likes), the news release for April 24 also got just 2 likes, the material 'Buses may partially disappear from the roads of the Dnipro' – 4 likes.

There were 43,255 subscribers as of 02/21/22. Statistical data given by Google-analytics show that the largest audience of the channel on FB belongs to the age group of 35–44 years, followed by the age group of 45–54 years, and then – 55–64 years. Women have a numerical advantage. 61% of them, men among all age groups – 39%. 'Dnipro TV' FB account is most interested for the residents of the regional center and Dnipropetrovsk region (41.7%)/ Much smaller figure among residents of Kamianske and the capital of the country (3.7% each). Those who live in Nikopol, Zaporizhzhia, and Odesa are least interested in the Facebook channel (1% each). Countries in which the content of Facebook 'Dnipro TV' is interested: the most is Ukraine (86.6%), the least – Georgia (0.3%). Google analytics shows that from April 29 to May 4, audience reach increased from 400,000 to almost 600,000, which is a percentage increase of almost 422%. Google analytics makes it possible to track the dynamics of the activity of the 'DniproTV' Facebook page and beyond, for example, from May 4 to May 22, 2024. We have the following indicators: coverage – 2.4 million, interaction – 252 thousand, increase in readers – 915 people (816%), which is shown in fig. 1–3.

The most popular posts in May were: ‘Shashlyk, pilaf, and pakhlava to the front: an Armenian from Dnipro feeds the defenders of Ukraine’ (May 8, reach – 45,000), ‘My beloved never had time to try it on: the story of a craftswoman who creates embroidery’ (17 May, coverage – 118 thousand), ‘I received an apartment for my service. The story of a veteran from the 128th TrO (territorial defense) brigade’ (May 14, reach 103 thousand), ‘Usyk defeated Fury and became the absolute champion of the world’ (May 20, reach 55 thousand) Average number of publications per day ~ 14. Thus, we observe quite active functioning of ‘Dnipro TV’ on Facebook, stable growth and audience coverage.

‘Dnipro TV’ Instagram is located at: https://www.instagram.com/dnipro_tv/reels. At the time of the research, the page had the following indicators: 2826 publications, 6511 subscribers, 55 subscriptions. Followers can familiarize themselves with the content of all channel projects.

The main place on the page is given to videos belonging to various categories and projects. Each video is accompanied by statistics: one can see the number of views of a particular video. Among the leaders at the time of analysis is ‘300 tulips for Nataalka. Dnipro: a vandal tore off flowerbeds!’ (5,622 views), the story ‘Fast weight loss: tips that will help you lose weight’ (538 views) received the least support from subscribers. Statistics, provided by Google Analytics, shows that from the 9th to the 30th of April, 80 people subscribed to the channel page, which shows a decrease of 16.7% compared to the previous 28 days (the standard period offered by the service for analysis). The audience from 25 to 44 years old is the most represented on the Instagram page, and women predominate in both age groups (25–34 and 45–54). In general, in all age categories, the female audience is 85.2%, the male audience is 34.8%. The cities in which people are interested in the content of ‘Dnipro TV’ are the regional center (55.1%) and the capital of the country (6%). Residents of Odesa show the least interest (1.1%). The top countries from which ‘Dnipro TV’ information is viewed shows that the largest percentage comes from Ukraine (79%), the smallest – from the United States (0.7%). The dynamics of coverage from April 9 to May 4 shows negative indicators. A decrease of 35.4% is observed. Peaks fall on April 19 (more than 3 thousand units) and April 24 (nearly 3 thousand units). It is obvious that the target audience of ‘Dnipro TV’ prefers Facebook.

Conclusions and prospects for further research. Our aim was to determine the key characteristics of Dnipro TV as a local convergent media. After analyzing the specificity of the work of ‘Dnipro TV’, a local TV channel from the city of Dnipro during the war, we came to numerous conclusions. ‘Dnipro TV’ channel actively uses convergent strategies to expand the audience, increase engagement and efficiency, provide timely relevant information and contribute to the development of the region. ‘Dnipro TV’ has an official website, where one can see the channel’s official documentation, current news, programs, online broadcasts and archival materials. You can also get acquainted with all the creative work of the TV channel team here. Opportunities for feedback from viewers and receiving user content, which is important for convergent media, are provided. In addition, ‘Dnipro TV’ actively uses Facebook, Instagram, YouTube and Telegram to publish news, short videos, program announcements and interact with the audience.

It was thanks to the convergence of the editorial office that it became possible to expand the audience of viewers at the expense of those who consume content online, and not on television (cable, broadcast or satellite). Being one of the leading local convergent media, ‘Dnipro TV’ has established a permanent connection with the local and regional community, works for its benefit and development.

The rational application of convergent strategies gives the channel the opportunity to adapt to the changing media landscape and remain relevant to the audience. Regional and local TV channels, which create high-quality and interesting content on various platforms, quickly satisfy the information needs of consumers, significantly increase the audience, increase their sustainability and establish their presence in the dynamic media landscape.

In addition to the above, it is necessary to emphasize that the ‘Dnipro TV’ channel is involved in the alert system for the threat of emergency situations (missile fire, aerial warning, etc.). The Armed Forces of Ukraine granted accreditation to representatives of the Communal Enterprise ‘Dnipro City Television Studio’ of the Dnipro City Council during the legal regime of martial law for admission to areas of hostilities and military facilities. Therefore, despite all the difficulties, the ‘Dnipro TV’ channel continues to work and inform people presenting its’ duties even in war times.

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ЛОКАЛЬНИЙ ТЕЛЕКАНАЛ ЯК КОНВЕРГЕНТНЕ МЕДІА (НА ПРИКЛАДІ ТЕЛЕКОМПАНІЇ «ДНІПРО TV»)

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Вступ. Місцеві телевізійні канали є невід’ємними складовими медіа-ландшафту, надаючи новини, інформацію та розваги, адаптовані до інтересів і потреб відповідних громад. Поява цифрових технологій і конвергенція медіа-платформ спричинила глибокі трансформації у роботі локальних ТВ-станцій.

Актуальність та мета. У статті досліджується робота «Дніпро TV», його роль як конвергентного медіа під час війни. Повномасштабне вторгнення значно змінило медіаландшафт, внесло суттєві корективи у роботу локальних медіа. Спостерігаємо розвиток конвергентних медіа, оскільки ЗМІ прагнуть досягти ширшої аудиторії та надавати інформацію в режимі реального часу.

Мета статті – визначення ключових характеристик «Дніпро TV» як локального конвергентного медіа. Для досягнення мети визначено основні платформи, на яких представлено медіа, проаналізовано специфіку його функціонування, особливу увагу приділено специфіці роботи «Дніпро TV» у воєнний час.

Методи дослідження. Використовувалися теоретичні та емпіричні методи. Використано методи опису джерел і даних, аналізу літератури, які сприяли визначенню рівня опрацьованості нашої теми, віднайденню матеріалів про локальні медіа інших країн та їх роль у медіаландшафті цих держав. Статистичний метод дав змогу виокремити конкретну цифрову інформацію про ті аспекти діяльності «Дніпро TV», які є предметом дослідження. Статистичну інформацію взято у google-analytics. Дослідження побудоване на принципах об’єктивності та академічної доброчесності.

Результати. «Дніпро TV» випускає унікальні авторські продукти та працює у прямому ефірі, щоденно готуючи понад 8 годин прямих ефірів, що на місяць становить більше 230 годин власного продукту. Телеканал дотримується принципів доступності й оперативності інформації, підтримки державності, боротьби за нашу вільну, соборну Україну.

Висновки. «Дніпро TV» представлений на низці найбільш цікавих для глядача платформ: має веб-сайт і власний ютуб-канал, активно використовує основні соціальні мережі (фейсбук, інстаграм), має телеграм-канал. Розглянуто специфіку роботи офіційного сайту «Дніпро TV», сторінок у фейсбуці та інстаграмі. Проаналізовано тематичне наповнення, динаміку, взаємодію з аудиторією, вікові та географічні особливості цільової аудиторії каналу. Визначено важливість роботи даного телеканалу під час війни. Сьогодні саме конвергентні медіа є запитаним і популярним джерелом актуальної локальної інформації.

Ключові слова: локальний телеканал, «Дніпро TV», конвергентне медіа, медіаландшафт, медіаплатформа, принцип чесності, доступність й оперативність інформації, соціальна мережа, веб-сайт.

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