

**FEATURES OF TELEVISION AS AN ADVERTISING DISTRIBUTION
CHANNEL
(A CASE STUDY OF RUSSIA 1 AND EUROSPORT 1 CHANNELS)**

**Arishtovich Vlada
2nd year student
Department of «Journalism»
Lomonosov Moscow State University
Branch in Sevastopol**



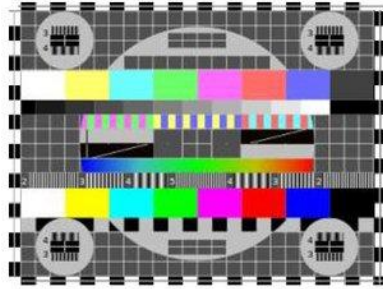
Items to be considered in my research are:

- 1) Determining the place of advertising in the modern world
- 2) Functions of advertising
- 3) Features of television as an advertising distribution channel
- 4) Ads comparing on two completely different channels

What is television?



ТЕЛЕВИДЕНИЕ



- 1) A set of devices for transmitting moving images and sound to distance.
- 2) Institutions that carry out broadcasts.

TV FEATURES

- ✓ The omnipresence of TV.
- ✓ On-screen TV.
- ✓ Immediacy of.

What about ads?

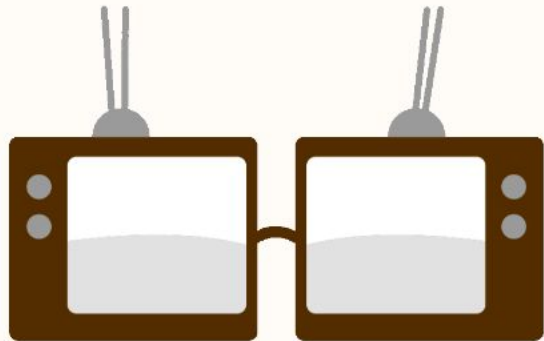


The life of modern society cannot be imagined without advertising. Now ~~she~~ ~~he~~ takes on not only the function that was originally entrusted to ~~her~~ - attracting consumers to goods and services, but also many others:

- ✓ Marketing;
- ✓ Communicative;
- ✓ Economic;
- ✓ Social.



Advertising on the Russia 1 channel





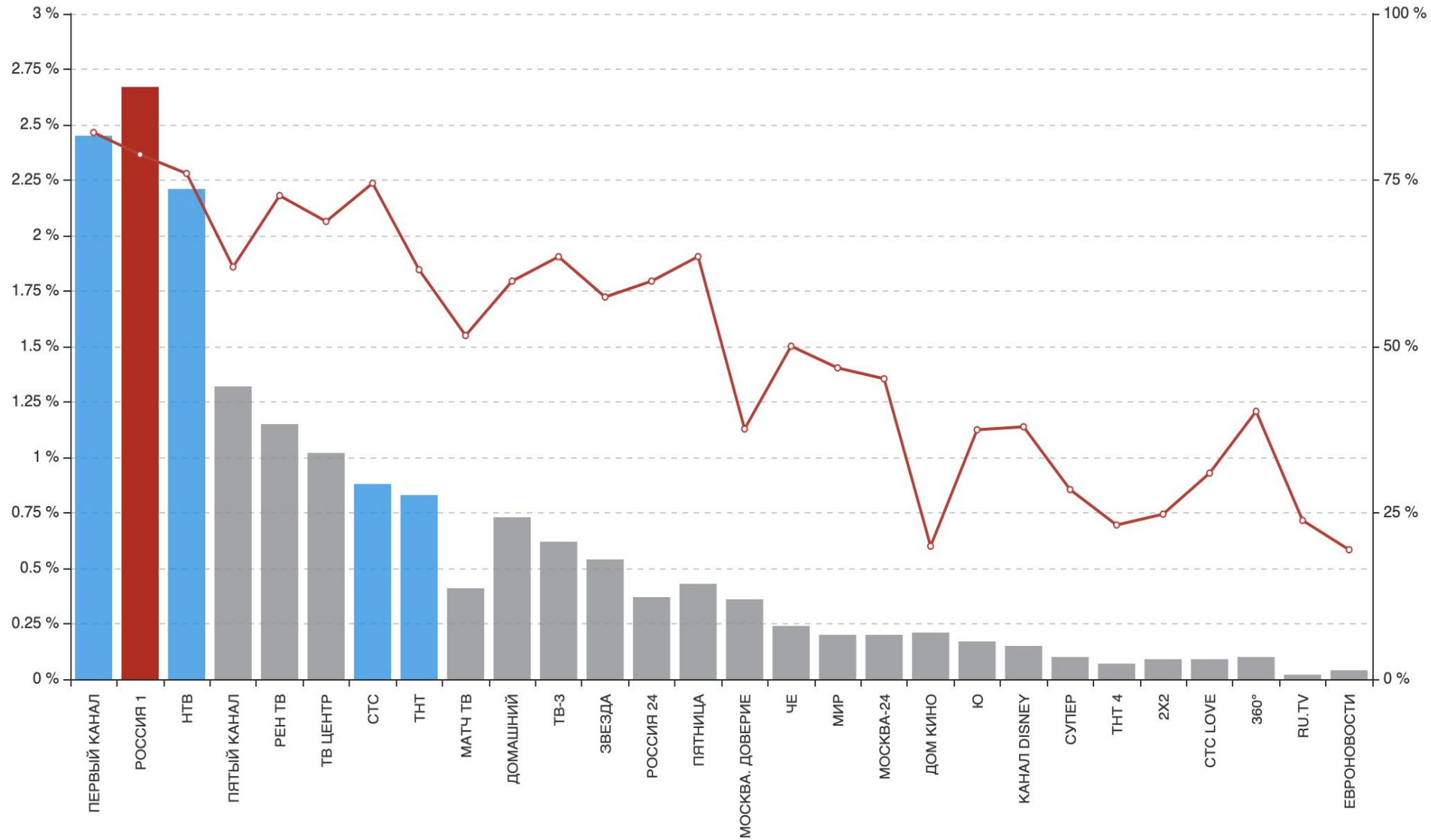
- ✓ National channel with the largest coverage.
- ✓ One of two the largest channels in the Russian Federation with an audience of 98.5%.
- ✓ 50 million audience in the Baltic and CIS countries.
- ✓ Leader in the production of information content («Vesti», feature films, documentaries, TV quizzes, Comedy shows, and talk shows).

Advertising percentage

Рейтинг, Moscow 18+, TVR

■ Охватные каналы
 ■ Недорогие каналы
 ■ РОССИЯ 1
 ○ Охваты

Охват за 1 месяц, %



Advertising on the Eurosport 1 channel



- ✓ Eurosport 1 is a leading sports multimedia platform.
- ✓ Broadcasts world and European Championships (tennis, swimming, athletics, Cycling, biathlon, etc.).
- ✓ Audience: sports fans, regardless of gender and age.





Eurosport 1 is positioned primarily as a channel intended for true sports fans from all over the world, and broadcasts in more than 20 languages, including Russian. Eurosport 1 was launched in February 1989, and since July 2015, 100% of the channel's shares have been acquired by Discovery Communications. In November 2015, the channel, previously called Eurosport 1, received its current name. At the beginning of its arrival on the territory of the Russian Federation, all advertising, as well as the text of titles in program announcements and voice-over in screensavers were not Russified and went to English, but the situation was later corrected. The channel pays special attention to individual sports, such as tennis, swimming, athletics, Cycling, and biathlon. Eurosport 1 content consists exclusively of sports news and events of a sporting nature.

Comparative characteristics of the Russia 1 and Eurosport 1 channels

Russia 1

Eurosport 1

1. The target audience of the channels.
2. Genre structure broadcast of TV channels.
3. Correlation reliability.
4. The number of ads produced.



Conclusion

Television in the modern world is indeed the most productive channel for distributing advertising messages to consumers. And the channels Russia 1 and Eurosport 1 are channels with a completely different percentage of advertising, as well as its form and type.

The background features abstract, organic shapes in shades of brown and pink. A large, dark brown shape is in the top-left corner, and a lighter brown shape is in the bottom-right. Pink shapes are scattered on the left and right sides. Thin, dark brown lines curve across the page, adding a sense of movement and design.

THANKS FOR YOUR ATTENTION!