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**ISSUES OF IMPORTANCE IN TELEVISION AUDIENCE’S RESEARCH   
IN UKRAINE**

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***Research Methodology*** *is to use historical and logical methods of cognition. This me­thodological approach allows using the integrity and consistency to form television audience’s measurement.*

***Results.*** *The study has allowed researching the formation and development processes of the television audience in Ukraine. The specific research and promising areas of development have been highlighted. The modern world approaches to measuring te­le­vision audiences have been examined and summarized.*

***Novelty****. The data for the research development in Ukraine have been adjusted. The basic innovation in panel research for television audience has been suggested along with prospective directions of television audience research. It has been found out that the most innovative approach to the audience study is the measurement of all types of views.*

***Practical Significance****. Results of the study have found that the technological prog­ress, social and economic changes require the television audience measurement’s evolution and its monetization. Factors that led to dramatic changes in the global TV viewing define the innovation in research of various media TV platforms. The main trend is a comprehensive, integrated approach to measuring television audiences. With the new global trends in research, Ukrainian television market maintains a conservative approach but looks for answers to modern challenges.*