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**MAIN CRITERIA FOR IDENTIFYING DYNAMICS OF ONLINE  
TELEVISION DEVELOPMENT**

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***Research Methodology****. Synthesis, generalization and hypothetical methods of research have been used in the paper. Analysis and synthesis have been applied to process the available scientific papers on possible criteria for evaluating the growth of television and selecting a relevant list of indicators. The author has used the hypothetical method of learning to form a short and an extended lists of criteria for assessing the dynamics of television development.*

***Results****. The analysis of domestic and foreign publications on possible criteria for evaluating the TV performance resulted in two lists of criteria* — *a short and an exten­ded one. The extended list includes the following indicators: the economic performance, the level of target audience, brand awareness, (non-) availability of a strategy for pro­ducts capitalization, (non-) availability of «staff labs» and the vision for the channel de­velopment (a so called development/growth strategy), the amount of high quality content. The short list summarizes the abovementioned indicators and groups them into two sections: the audience indicators (definition, size or growth dynamics) and the economic performance.*

***Novelty****. The paper describes the first attempt to collect and systemize indicators to assess the dynamics of traditional and online TV, as well as compare the growth dyna­mics of multiple media.*

***Practical Significance****. The material gathered within the research can be further applied in the editorial work of traditional and online TV channels, as well as used by scientific institutions, sociological centers, non-governmental and governmental organizations. The criteria can serve as a basis for the media market researches, the assessment of the situation in concrete media.*