

Typological Analysis of Russian Mass Media

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Abstract: Since 2000, a new redistribution of property takes place in Russian Mass Media. Large media holdings of B. Berezovsky and V. Gusinsky are sold. This is the period of a state active participation in the formation of information policy and asset management of State Mass Media. A new cluster of online publications that get a rapid development and attain own typological characteristics appears in the modern system of Russian Mass Media. The typological analysis of the information institute establishment in Russia via a transfer channel, the type of ownership, by locality, by the orientation into different groups of audiences from 2000-2015 showed that the integration of different information platforms blurs the concept of mass media channel transfer. There is an active development of converged editorial offices that create an information product and place it on the different information platforms: print, broadcasting, the internet, network broadcasting, the promotion of mass media content in social networks. As a rule, mass media do not abandon from traditional content distribution channel but consider other platforms as complementary with respect to the main one. News agencies which did not have an output channel to the audience and worked for other mass media became a new typological cluster in the segment of online media. The sites of news agencies become the leaders according to the number of visits within Russian internet. The owners of Russian media may be divided into three categories: government agencies, gas and oil producing companies, banks Foreign organizations. The cluster of radio media reveals the prevalence of musical entertainment radio stations.

Key words: The system of mass media, television, radio, print, news agencies, online publications, editorial office, media holding, founder

INTRODUCTION

A new cluster of online publications that get a rapid development and attain their own typological characteristics appears in the modern system of Russian Mass Media. The global transition to digital media requires a re-engineering of TV media cluster. Since 2009, Russia has been implementing the state program of obsolete technical TV equipment replacement and the transition to digital broadcasting.

MATERIALS AND METHODS

The typological analysis of information institute organization in Russia was performed by a transfer channel, the type of ownership, by locality, by the targeting at different groups of audience. The changes are identified that occurred in mass media system from 2000-2015. Also, the analysis of legislation is performed in the field of mass media from 2010-2015, which influenced the development of mass media cluster typology.

RESULTS AND DISCUSSION

Russia has a developed system of mass media where such mass media clusters as television, radio, print, internet media are developed harmoniously. Television is still the most popular and influential mass media cluster 99% of Russian Federation population are covered with a stable TV signal. TV channels in Russia are classified by the method of TV signal delivery: on-air, non-air, broadband internet TV, mobile; according to the signal type: analog and digital, Standard (SD) and High Definition (HD) TV; by type of broadcasting organization: centralized and network TV; by the accessibility for subscribers: free (accessible for everyone and pay TV); according to geographical coverage of an audience: federal, regional one; concerning the subject: universal, specialized, entertaining one; by property type: commercial, governmental one.

The development of broadcasting is recognized is a priority trend. In Russia, the implementation of the Federal target program "The development of TV and radio broadcasting in Russian Federation during 2009-2015"

comes to an end. Digital broadcasting is available to the residents of 81 Russian Federation subjects among 85 ones. The proportion of the population of Russia which has the ability to receive digital terrestrial TV channels makes 76.7% (Anonymous, 2009). Now a days, according to the Decree of the President of Russia "On nationwide compulsory public channels" the package of digital TV channels of the Russian Television and Radio Broadcasting Network 1 includes: "First Channel", "Russia 1", "Russia 2", "NTV" "Petersburg-Channel 5", "Russia K", "Russia-24", "Carousel" and "Public television of Russia". The package Russian Television and Radio Broadcasting Network 2 includes: "REN-TV", "Spas", "STS", "Home", "TV-3", "Sport Plus", "Star", "Peace", "TNT".

The annual legislative innovations that stimulate the development of broadcasting in the country tell about TV cluster reforms. In 2011, the Federal Law "About the licensing of certain types of activities" was accepted (Anonymous, 2011). The list of activities covered by the licensing procedure includes television and radio broadcasting. The Federal Law "About mass media" is amended in Russia annually (Anonymous, 1991). In 2011, the amendments concerning the procedure of broadcasting licensing were made: the broadcaster being an editorial office of the channel, according to a broadcasting license is entitled to perform the spread of tv channel throughout the Russian Federation territory, in any broadcast media, including the performance of terrestrial broadcasting, satellite broadcasting and cable broadcasting. Thus, the broadcaster is entitled to receive a universal license. The broadcasting licenses are issued for a period of 10 years. In 2014, the amendments to the "Mass Media Law". were accepted limiting the share of a foreign authorized capital from 50-20%. The amendments shall enter into force from January 2016.

In 2012, the Federal Law "About the protection of children from information harmful to their health and development" entered into force (Anonymous, 2010). Also in 2012 the TV cluster of Russia included the first public channel in the history of television. Russian president signed the decree "About public television in Russia".

Now a days 22 federal channels are broadcasted on the territory of Russian Federation: 20 channels of digital TV package the Russian Television and Radio Broadcasting Network 1 and 2, RBC TV and "Carousel".

Among the federal TV channels the universal thematic ones are the following: "First Channel", "Russia 1", "NTV", "Petersburg-Channel 5", "Russia 24" and "Peace". Specialized channels are presented by "Sport Plus", "Star", "Russia 2", "Spas", "Carousel." Entertaining channels are presented by: "REN-TV", "STS", "Home", "TV 3" and "TNT".

The analysis of these TV channels by type of ownership showed that the public channels at the moment are: "Russia 1", "Russia K", "Russia 2", "Russia 24", "Star" and "Peace". The founder of mass media is the Federal State Unitary Enterprise "All-Russia State Television and Radio Broadcasting Company". The owner of the founder is the Government of Russia. The founder of the TV channel "Star" is OJSC "TV and Radio Company of the Russian Federation armed forces "Zvezda". The owner of the founder is OJSC "Red Star" The Russian Federation Ministry of Defence, OJSC "Oboronservice". The founder of the TV company "Peace" is the CJSC "Interstate TV and Radio Company "Peace". The owners of the founder are the Government of Azerbaijan, the Armenian government, the Government of Belarus and the Government of Georgia, the Government of Kazakhstan, the Government of Kyrgyzstan, the Government of Moldova, the Russian Government, the Government of Tajikistan and the Government of Uzbekistan.

The commercial TV channels are "First Channel", "NTV", "Petersburg-Channel 5", "Carousel", "Ren-TV", "Spas", "STS", "Home", "TV-3", "Sport-plus" and "TNT". The founder of the "First Channel" is OJSC "First channel", the owner of the founder is LLC "Rastrkom 2002", Federal Property Management Agency, the Federal State Unitary Enterprise "Itar TASS, Federal State Unitary Enterprise "Television Technical Center, CJSC ORT-KB. The owner of the founder of "Rastrkom-2002" is the CJSC "National Media Group". The "National Media Group" is the Russian private media holding created in 2008 through the merger of OJSC "AB Russia", OJSC "Surgutneftegaz" and the insurance group "SOGAZ" media assets.

OJSC "Telecompany NTV" belongs to OJSC "Gazprom-Media Holding", OJSC "PRT 1". OJSC "Gazprom-Media Holding" was established in 1998 and is one of the largest media holdings in Russia. OJSC "Petersburg TV and Radio company" ("Petersburg-Channel 5") is owned by OJSC "AB Russia". Children TV Channel CJSC "Carousel" has two founders: OJSC "First Channel" and FSUE VGTRK. The CJSC "REN TV telecompany" belongs to CJSC "National Media Group", LLC "RTL Rusland", "Ermira Consultants, Ltd". The first religious television station, which entered the package of digital channels Russian Television and Radio Broadcasting Network 1 and 2 was the Orthodox TV Channel "Spas". The founders and the owners of the channel is the Moscow Patriarchate of the Russian Orthodox Church and LLC "SPAS Media." The ownership structure of STS channel is CJSC "The network of television stations" and "Home" is actively presented by Foreign Capital. The founders of the TV channel are LLC

“STS Communications”, “STS Media, Inc”. A significant proportion of foreign capital in the ownership structure belongs to “TV channel TV3”. The founders of the channel are LLC “PM Teleholding”, “Independent Network Television Holding, Ltd”. The TV channel “Sport plus” is the subsidiary of OJSC “NTV”. The OJSC “TNT-Network” also belongs to OJSC “Gazprom-Media Holding”, LLC “PRT 1” (Anonymous, 2014).

Public and commercial television channels are developed actively in Russia, TV business is profitable. Info radio cluster is also developed in Russia but the technical equipment of radio broadcasting in the country is out of date and needs to be updated. Today, the territory of the Russian Federation includes MW and SW standards which are used by more than 50 radio stations for broadcasting that use more than 600 radio frequencies, with the volume of broadcasting no <170 h per day (Anonymous, 2013a). Within the framework of the federal target program “The development of TV and radio broadcasting in Russian Federation for 2009-2015” the widespread transition to digital broadcasting, the creation of conditions for a consistent shutdown of analog broadcasting in the country were proposed everywhere. But according to the decision of the Russian Government dated on 21 June 2012, no. 617 “About the amendments to the federal target program “The development of broadcasting in Russia during 2009-2015” (Anonymous, 2012). the reforming of broadcasting in Russia, the transition to digital broadcasting was canceled.

The typological model of Russian radio stations is determined by the subject of produced content: Universal radio stations (“Moscow speaking”, “Radio Star”, “Radio Russia”, “Echo of Moscow”), information radio stations (“Vesti FM”, “Mayak”, “Radio Komsomolskaya Pravda”, “Russian news service”, “CITY FM”, business radio stations (“Business FM”, “Kommersant FM”, “Finam FM”), sports radio stations (“Sports Radio”), cultural and educational radio stations (“Radio Russia Culture”), radio stations for children (“Children's Radio”), humorous radio stations (“Humor FM”, “Comedy Club FM”), classical and jazz music radio stations (“Orpheus”, “Radio Jazz”, “Radio Classics”), road radio stations (“Autoradio”, “Traffic Radio”, “Militia wave”, “Taxi FM”), music radio stations for men (“Maximum”, “Megapolis FM”, “Our radio”, “Radio ENERGY”, “Rock FM”, “Hit FM”, “UFM”, “DFM”), music radio stations for women (“Europe plus”, “Carnival Radio”, “Radio Monte Carlo”, “Radio Chocolate”. The entertaining radio stations prevail by number.

According to the form of ownership the cluster of broadcasting has government and commercial

radioholdings: The state radioholdings are VGTRK (“Radio Russia”, “Mayak”, “Yu FM”, “Russian Radio Culture”, “Vesti FM”). The commercial radioholdings are: European Media Group (“Europe Plus”, “Retro FM”, “Radio 7”, “Cupcake FM”, “Radio Record” (Moscow), “Radio Sport”), Russian Media Group (“Russian radio”, “D FM”, “Radio Monte Carlo”, “Hit FM”, “Maximum”). Gazprom Media (“Echo of Moscow”, “City FM”, “Children’s Radio”, “Relax FM”, “Comedy Radio”, Broadcasting Corporation Prof Media) “Autoradio”, “Humor FM”, “Radio Energy”, “Radio Romantika”. Krutoy Media (“Love Radio”, “Radio Dacha”, “Taxi FM”), Multimedia Holding “Our Radio”, “Radio Best FM”, “Rock FM”, “Ru FM”. Rumedia (“Business FM”, “Radio Chocolate”) Arnold Prize (“Radio Jazz”, “Radio Classic”), Moscow Media (“Moscow speaking”, “Moscow FM”, “Moskva FM”), the holding named after Mikhail Gutseriev (“Spring FM”, “East FM”, “Finam FM”) (Anonymous, 2013b).

In 2013, the Russian radio market had the trend to the merger of several radioholdings. The holding “Prof-Media” was purchased by “Gazprom Media”. The President of OJSC “RussNeft” Mikhail Gutseriev acquired 75% of Krutoy Media radioholding shares.

The cluster of print media in Russia has a rich history and tradition. The typological model of print mass media is determined by the distribution habitat on federal and regional publications and according to the form of ownership on the state and commercial ones. By the distribution area the leaders on citation index were the federal newspaper “Kommersant”, “News”, “Vedomosti”, “Rossiyskaya Gazeta”, “Moskovsky Komsomolets”, “Komsomolskaya Pravda”, “Novaya Gazeta”, “Nezavisimaya Gazeta”, “Argumenty i facty”, “The newspaper RBC”.

According to the form of ownership, the publications in Russia are divided into public and commercial ones. The state newspapers are “Rossiyskaya Gazeta” (Official Gazette of the Russian Federation Government. So, daily issue of makes 171,005 copies), “Parliamentary newspaper” (the weekly amount of Russian Federation Federal Assembly daily publication makes 58,500 copies). “Moscow News” (free daily newspaper the circulation of which makes 34,300 copies. It is printed in Arabic and English).

The commercial publications include the PH “Kommersant” which publishes the daily newspaper “Kommersant”, the weeklies “Power”, “Money”, “Ogonyok”, the magazines “Autopilot”, “The Secret of the firm” (founded in 1989). The PH is owned by Alisher Usmanov. The publishing house “Komsomolskaya

Pravda" publishes the newspaper "Komsomolskaya Pravda" with the regional tabs in 65 regions of Russia, the audience of the weekly newspaper makes 5.5 million people, the daily newspaper "Soviet Sport", the edition of a single issue in Russia makes 517,900 copies. The Publishing House "Komsomolskaya Pravda" belongs to the holding company "Media Partner" of ESN group (oil sector). The holding "News Media" owns such publications as "Izvestia", "Life", "Your Day", "Heat". The owner of "News Media" is Aram Gabrelyanov. The holding RBC includes "RBC daily", the magazine "RBC", "M2", "Our Money", "Autonews", "Lifetime". RBC Holding belongs to the group "ONEXIM" (Mikhail Prokhorov). The Media Group "Live" is also included in the group "ONEXIM" and is engaged in the publication of such magazines as "Snob", "Russian pioneer" and the newspaper F5. The owner of "Nezavisimaya Gazeta" (the circulation of which makes 40,000 copies) is Konstantin Remchukov (politician), Rodionov Publishing House owns such publications as "Profile", "Company", the magazines FHM, "Peasant", "Brownie" and "XXL". The publishing house "Seven Days" makes the part of Gazprom-Media and is engaged in the publications of such magazines as "Itogi", "Seven Days", "Caravan of history". The publishing house "Moskovsky Komsomolets" owned by Pavel Gusev makes a Russian weekly "Moscow Komsomolets" that is spreads in 64 regions of Russia, "MK-Sunday", "MK-Boulevard", "Parents' House", the magazine "Hunting and fishing in the XXIst Century", the magazine for hunters "Magnum", "Hunting dogs", "Nature and Hunting", "Trophy hunter", "Russian newspaper for hunters", a glossy magazine for women "Atmosphere" and "The atmosphere of beauty". The publication "Novaya Gazeta" (the circulation of which makes 284,500 copies), the control packet of shares belongs to the editorial staff, 39% of shares belong to Alexander Lebedev, 10% to Mikhail Gorbachev. The magazines "Expert" and "Russian Reporter" belong to the group "Expert".

He cluster of internet media started to develop in 1995. At this point the cluster of online media in Russia is booming. All segments of mass media (television, radio, newspapers, news agencies) have their own internet representations. The global network is considered by traditional mass media as an additional platform to attract audiences. The typological model of online media is represented as the internet representations of traditional media and by network mass media which do not have a printed version: newspapers, magazines and news agencies.

CONCLUSION

Thus, the process of different information platforms integration blurs the concept of mass media transfer channel. There is an active development of converged editorial offices that create an information product and place it on different information platforms: print, terrestrial broadcasting, the internet, network broadcasting, the promotion of mass media content in social networks. As a rule, mass media do not abandon the traditional content distribution channel but considers other platforms as complementary ones with respect to the core one. New typological cluster in the segment of online media became The news agencies which did not have their own output channel to the audience and which worked for other media became a new typological cluster in the segment of online media. Since, the information function of journalism in the internet media environment comes to the fore, it is not surprising that the sites of news agencies become the leaders by the number of visits in Russian internet. The owners of Russian media may be divided into three categories: government agencies gas and oil producing companies, banks, Foreign organizations. We observe the prevalence of musical entertainment stations in the cluster of radio media. The refusal of the Russian Government to turn the broadcasting into digital format will slow down the radio market growth, as the access to radio frequencies will be complicated for all who wish to establish a radiochannel.

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