


# Chapter 8

## Television, Streaming, and Audience

**Recep Bayraktar**

 <https://orcid.org/0000-0002-6285-8059>

*Giresun University, Turkey*

### **ABSTRACT**

*Each innovation that emerged in the field of television broadcasting has transformed the audience's experience of consuming media content, and today streaming platforms have become functional as the main pillar of this transformation. Thanks to streaming, content, audience, viewing experience and television broadcasting have incorporated new definitions. These definitions, which are intertwined with the characteristic features of computer and internet technologies, make today's television understandable.*

### **INTRODUCTION**

Since the early days of television broadcasting, the audience's experience of watching programs has also undergone various transformations in parallel with the technological features of television, broadcasting applications and signal transmission tools. First of all, the linear interaction form between television and the audience has gained flexibility with video recording devices, and over time, the trends of the on-demand video phenomenon have developed. While each technology that has emerged in the field of television broadcasting has made the audience autonomous from the program broadcast flow, increasing mobility and content diversity have allowed the audience to spend more time in front of the television. Computer, internet technology, miniature screens and new media platforms, which are considered

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alternatives to television, have integrated with television, traditional television has repositioned itself within the internet ecosystem.

Today, streaming platforms are among the main environments where this repositioning and television content is consumed intensively. In addition to multiplying the content diversity exponentially, streaming platforms redefine the assumptions and viewing practices of the audience through algorithmic systems. The algorithm, which develops content suggestions by making predictions based on the expectations, interests and desires of the audience, strengthens the bond between television and the audience through the characteristic features of individuals. With the phenomenon of binge-watching, television screens have evolved into the viewing practice desired by broadcasters since the early days of traditional television. This study examines the stages that television broadcasting and the audience have gone through over time through the relevant literature, and explains the effects of streaming platforms on television.

## **FROM TERRESTRIAL TO INTERNET TELEVISION**

Various experts claim that television was killed many times over in the 1980s by cable TV and VCRs; in the 1990s by the internet and video games; in the 2000s by TiVo and iPod; and in the 2010s by smartphones and iPads. While television continues to be the medium through which most people obtain visual entertainment and information, and through which advertisers reach their target audiences, the number of traditional TV audience is declining as other screens integrated into the internet ecosystem become more attractive, and new technologies that allow greater control over programming can also be a concern for advertisers (Butler, 2018). Over time, the television industry has evolved from a practice where broadcasters send content to audience to a process where audience receive the content they desire (Taşdelen ve Kesim, 2020: 707). In TV broadcasting, programmers have sought to reach and retain audience in different ways. Over time, programs have been transmitted via terrestrial cable and satellite transmitters (Lotz, 2018). With the increasing availability of cable services (Lotz, 2014), the television viewing experience was transformed by video cassette recorders (VCRs), which were developed after Sony and JVC introduced Betamax and VHS tapes in the mid-1970s. This allowed television audience to record their favorite programs and do other things while they were broadcasting; the TV system evolved from a one-way broadcast stream to a video-on-demand (VOD) system (Marshall, 2009, p. 83).

One of the most important changes in television broadcasting standards after the addition of color images to television in the 1960s was the transition from analog to digital television (Seel, 2018, p. 69). In the digital transformation process, media

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