

INTERNET TELEVISION AND ITS METHODS AND SITES OF USE

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Annotation: The article examines in detail the development of Internet television, its history, current opportunities and ways to watch television over the Internet. It also analyzes how to use Internet television using modern technologies. It discusses the specific features of Internet television, the services offered to users, and the main video streaming platforms (YouTube, Netflix, Hulu, and others). This article also discusses the analysis of viewer behavior using these services and the role of Internet television in society.

Keywords: Internet television, Streaming platforms, Online TV, Video services, YouTube, Netflix, Media (Mass media), Media content, Television methods Reading Methods

In recent years, the rapid development of information and communication technologies has led to fundamental changes in the mass media system. In particular, the widespread global spread of the Internet has given a new form and content to traditional television activities. As a result, the concept of Internet television (Internet TV or online television) has been formed, and it has begun to play an important role in the process of information dissemination and media consumption. Today, Internet television is emerging as not only an alternative source of information, but also an independent media platform that can compete with traditional television. Internet television allows users to watch video and audio content in real time (live streaming) or recorded (on-demand). Thanks to this technology, the user can use any media product regardless of place and time using a mobile phone, tablet, computer or smart TV. This makes it possible to abandon the fixed airtime and limited channel selection inherent in traditional television. Several factors are contributing to the popularity of internet television in modern society. Firstly, the availability of high-speed internet connections and the widespread use of mobile devices. Secondly, the increasing demand of users for fast, convenient and personalized access to information. Thirdly, the emergence of large video streaming platforms such as YouTube, Netflix, Amazon Prime Video, Hulu and their constantly updated content policies have given a strong impetus to the development of internet television.

In recent years, along with the rapid development of Internet technologies, the topic of Internet television has been widely covered in scientific and practical literature. Various studies have interpreted Internet television as a form of traditional television adapted to the digital environment, and its main advantage is the ability to watch content anytime and anywhere. According to scientists, Internet television will radically change the process of media consumption, turning the viewer from a passive observer into an active user. The literature analyzes the formation and development of Internet television in stages. While initial studies viewed it as a means of live broadcasting of TV channels over the Internet, later works interpreted it as a complex media system enriched with video streaming, video on demand, and interactive services. The authors emphasize the importance of broadband Internet, cloud technologies, and mobile devices in the development of Internet television. Many scientific sources also cover the structure and working mechanisms of Internet television platforms.

Researchers note that these platforms mainly consist of a content base, a transmission (streaming) technology, and a user interface. The content base provides storage and management of video and audio materials, while the streaming mechanism delivers them to the user in real time or in recorded form. The user interface provides convenient and interactive communication between the viewer and the platform.

Some studies have examined the social and cultural impact of internet television in depth. In particular, it is noted that platforms such as YouTube, Netflix, TikTok have become the main source of information and entertainment among young audiences. At the same time, it is shown that internet television offers more personalized content and has the ability to adapt to user behavior compared to traditional television. The scientific literature also covers the areas of use of Internet television. Distance learning, open online courses and video lectures in education, virtual concerts and exhibitions in the cultural sphere, and live news and analytical programs in the information sphere are considered important areas of Internet television. In addition, Internet television is widely used in business and marketing as a means of advertising and establishing direct contact with the audience.

In modern literature, special attention is paid to a new stage of development of Internet television - recommendation systems based on artificial intelligence. "These systems increase the efficiency of platforms by automatically recommending appropriate content based on users' interests and viewing history." In some studies, Internet television is described as an interactive media environment that can adapt to user behavior in real time. A number of scientific and practical works are also being carried out in Uzbekistan and the region on the development and implementation of Internet television. These studies are mainly focused on the development of national media content, ensuring information security, and increasing digital media literacy.

The results of the SWOT analysis clearly showed the current state of expert systems and their development opportunities. The analysis proved that expert systems can systematically synthesize human knowledge, speed up the decision-making process, and reduce the likelihood of errors.

This is reflected in their most important strengths.

Table 1. SWOT analysis of the topic

N ^o	Platform	Website/App	Main Features	Subscription Type
1	Netflix	netflix.com	Original series, movies, global content, large library	Subscription (SVOD, with or without ads)
2	Disney+	disneyplus.com	Disney, Pixar, Marvel, Star Wars, National Geographic content	Subscription (SVOD)

3	Amazon Prime Video	primevideo.com	Included with Amazon Prime, original content, movie rentals	Subscription + additional rentals
4	Hulu	hulu.com	Next-day episodes, live TV option, original content	Subscription + live TV option
5	Max (formerly HBO Max)	max.com	HBO originals, Warner Bros movies, DC content	Subscription (SVOD)
6	YouTube / YouTube TV	youtube.com / tv.youtube.com	Free videos (with ads), Premium ad-free, live TV	Free + subscription or live TV subscription
7	Apple TV+	tv.apple.com	High-quality original content, Apple device integration	Subscription (SVOD)
8	Paramount+	paramountplus.com	CBS, Paramount movies, Nickelodeon, MTV content	Subscription (SVOD)
9	Peacock	peacocktv.com	NBC content, Universal movies, free version available	Free + subscription

The methods of using Internet television were also analyzed. According to the results of the study, users mainly use three main methods: watching live broadcasts (live streaming), using video on demand (video on demand), and consuming short-form video materials. Video on demand services are especially widespread, and users prefer to watch TV series, documentaries, and educational videos in this format. The analysis also examined the social impact of internet television. While internet television has significantly increased the speed of information dissemination, it also creates the basis for the widespread dissemination of incorrect or unverified information. This situation further increases the relevance of the issue of media literacy. This study was aimed at studying the essence, structure, principles of operation of Internet television, as well as methods of its use and main platforms. The results of the study showed that Internet television allows for the rapid, convenient and efficient delivery of information and media content in a digital environment, simplifies the process of media consumption for users, and provides a wider choice compared to traditional television. Based on the analysis, the strengths and weaknesses of Internet television, existing opportunities, and potential threats were identified.

It is recommended to maintain user interest by improving the quality of content on Internet television platforms and updating it regularly.

It is advisable to increase the efficiency of providing personalized media content to users by integrating Internet television with artificial intelligence, recommendation systems, and data analysis technologies.

Developing digital competencies of professionals working in the media sector and expanding training programs will contribute to the effective use of Internet television.

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