Demand for TV content in a national language: The case of Kazakhstan

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Abstract

This study examines preferences in selecting television content, using a national television channel as a case study. The Russian language put a lot of pressure on the Kazakh language during the communist regime. Post-Kazakhstan's independence, linguistic dynamics shifted as authorities began responding to the demands of the Kazakh-speaking population. The aim is to test the hypothesis regarding the increasing demand for native language content, supported by the analysis of TV program ratings. For hypothesis testing, we employed empirical data obtained through an investigation into the preferences of the Kazakh-speaking audience. A total of 300 residents in Astana, aged 20-70, were interviewed. The survey results elucidate the correlation between public events and the television audience's preferences. Historical, complex, and comparative analyses were employed, utilizing empirical data derived from a television audience preference study. The examination of television projects and their scripts revealed that language format substantially influences content informativeness and viewership ratings. Findings highlight a correlation between major events and television audience preferences. Programs in the Kazakh language elicit a positive response from the country's television audience, particularly when discussing engaging topics. Based on research, recommendations are offered for enhancing editorial policies on television channels, with an emphasis on incorporating more Kazakh-language projects to better cater to the growing demand.

Keywords: Audience reach, Audience requests, Information policy, Language preferences, Media market dynamics, Program rating, Television.

Authors' Contributions: All authors contributed equally to the conception and design of the study. All authors have read and agreed to the published version of the manuscript.
Competing Interests: The authors declare that they have no competing interests.
Transparency: The authors confirm that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.
Institutional Review Board Statement: The Ethical Committee of the L.N. Gumilyov Eurasian National University, Kazakhstan has granted approval for this study on 26 April 2017 (Ref. No. KS-15/463).

1. Introduction

Today's information consumer lives under the brutal attack of digital technologies on society's politics, economy, and social and cultural life. The accelerated introduction of information and communication technologies transforms national identity, behaviors, citizen activism, and human lifestyle [1-4]. The digital age poses a terrible threat to national languages and cultures. According to the United Nations Educational, Scientific, and Cultural Organization (hereinafter UNESCO), every year, ten ethnic groups lose their native language. It is known that language loss causes the disappearance of culture, perspectives, and national identity. Therefore, preserving native languages through media communication capacities is a key objective in today's communities [5].

Communication technologies are penetrating all spheres of society, reducing information inequality [6-9]. A prominent example is the ongoing social policy in Kazakhstan, where the television market is of great importance. The development model of the media market in Kazakhstan is being implemented based on the principles of an open information space, taking into account national interests. National peculiarities, the specificity of perceptions of technological innovations by the population, are taken into account [10, 11]. Over the past decade, the transition to digital TV broadcasting has become a top priority for Kazakhstan. A state program for the development of digital television and radio broadcasting has been developed in Kazakhstan. By the end of 2021, all regions of the country will be transferred to digital television broadcasting.

More than 25 digital TV channels will be available to the population via the digital terrestrial television network: Qazaqstan, Khabar, Khabar 24, Balapan, El Arna, Kazakh TV, Abai TV, Channel One Eurasia, Astana TV, Qazsport HD, Mir, Commercial Television Channel (KTK), Independent Television Channel(NTK), Channel 7, Channel 31, Family TV (STV), Almaty, Talim TV, Atameken Business, Turan TV, Hit TV, Gakku Media, MuzLife, Toi Duman, and New TV. Additionally, 14 regional channels included in the Qazaqstan TV channel system will also be available in digital format for television audiences.

To increase the competitiveness of domestic television production, it is planned to create a global multisegmented broadcasting network, providing for the emergence of the largest news agency in Central Asia. The government, as a shareholder, controls 8 central and 14 regional TV channels. The main topics of these TV channels are socio-political, informational, cultural, humanitarian, scientific, and educational programs. Qazaqstan TV channel broadcasts only in Kazakh. All the rest are in two languages: Kazakh and Russian. Kazakh TV is in 3 languages: English, Kazakh, and Russian.

Given the multi-ethnic composition of the country, the TV channels broadcast their programs in 11 languages of ethnic minorities. The state finances the activities of 19 ethnic media, including newspapers, magazines, and Internet resources. Appendix A shows the main characteristics of the top 10 TV channels in Kazakhstan (Appendix A).

Previous studies to identify the preferences and requests of the audience of Kazakhstani TV channels show a stable trend of growth in entertainment content. However, television managers underestimate the educational potential of television programs, their content, and their cognitive potential. For this reason, the authors show the importance of using the lexical richness of the national language on television. The country's population prefers to watch TV content in their native language [12]. In the authors' opinion, the viewer is not interested in all the content. Moreover, the television format does not fully meet social responsibility requirements [13]. The audience chooses only those entertaining and social projects that have a high artistic content. Thus, the concept and content correspond to the national mentality. This idea is confirmed by reviewing effective marketing communication means and tools [14]. This feature can also be observed through the dynamics of TV channel ratings.

Insufficient knowledge of the patterns of influence of people's spiritual and cultural experiences on the formation of TV channel ratings determines the relevance of this study. Therefore, the *purpose* of this study is to selectively analyze the factors that determine the rating level of TV channels. For this purpose, the following objectives were set in the work: consideration of the current processes in the media sphere of Kazakhstan and specifics of domestic media; assessment of the share of the audience that consumes content in their native language, and the characterization of the content of popular television programs to their ratings over the past few years.

The findings contribute to academic studies evaluating TV viewers' profiles and demands for enhancing the media's relationship with government agencies and civil society institutions. The article aims to familiarize the international media community with the contemporary needs of the Kazakh television audience. Acknowledging the limited materials on the television industry in Kazakhstan in international scientific publications, the aspiration is that this modest work proves beneficial to colleagues from other countries and aids in understanding the developmental trajectory of the national television industry. This study seeks to contribute to the existing knowledge base by examining the following research questions:

Research Questions:

RQ1. What role do communication technologies play in the transformation of individuals' national identity, behavior, civic engagement, and lifestyle?

RQ2. How does the ongoing social policy in Kazakhstan, specifically within the television market, impact the development model of the media market and contribute to information inequality?

RQ3. To what extent does the lexical richness of the national language on television influence audience preferences and demands, particularly in light of the consistent growth trend in entertainment content?

RQ4. What contemporary processes are observed in the media landscape of Kazakhstan, and in what ways do these processes shape the distinctive characteristics of domestic media?

2. Literature Review

A large number of academic publications have explored the role of television in the spiritual and cultural development of society and its involvement in moral education. Therefore, the theoretical basis of the study included works devoted to the communicative and educational functions of television, the socio-economic, cultural, and spiritual transformation of society [15-19] and the ideology of post-industrial development [2].

The ongoing evolution of society and the functioning of television are interrelated categories that transform each other. Thus, the openness of the information space, the dynamic development of communication, and Internet technologies have been considered in the works of many researchers [1, 20, 21].

Based on the empirical data and relying on scientific works on the role of media, the authors note the possibility of using the collectivist mentality as a factor in increasing public confidence in the media. Within the context of the study, collectivist mentality is defined as the shared cultural and spiritual values, views, and worldviews among individuals forming an ethnic unity. The collectivist mentality is formed in the process of upbringing and acquiring life experience[22-27].

There are a small number of scientific works where the problems of using the expressiveness of the language, its lexical stock when creating information, and journalistic and cultural-cognitive programs on television are considered [28, 29]. With today's technological capabilities, the viewer's attention cannot be held only by the exterior design, an attractive form of presentation. The television audience has become sophisticated; it chooses cognitive, and intellectual content [30, 31].

Individual and structural factors in the selection of TV programs and TV channels were discussed in an article by Kim and Viswanathan [32]. The analysis carried out by scientists has shown that the choice of a TV channel is influenced by the motivation for viewing, age and gender, access, and cost. Background information and use of other media are heavily influenced by viewing time [32].

Insufficient understanding of the intricate dynamics that link individuals' spiritual and cultural experiences to the formation of TV channel ratings underscores the significance of this research. Consequently, this study aims to conduct a meticulous analysis of the factors influencing the rating levels of TV channels. To accomplish this, the research tasks encompass an examination of current processes within the media landscape of Kazakhstan, an exploration of the specific characteristics of domestic media, an evaluation of the audience share consuming content in their native language, and a characterization of popular television program content in relation to their ratings over recent years.

The linguistic landscape of Kazakhstan underwent substantial transformations following its independence from the communist regime, particularly in the interaction between the Kazakh and Russian languages. This study directs its focus on the preferences of television viewers, with a specific emphasis on the national television channel. The main goal is to support the theory that TV program ratings indicate a growing preference for content in the native language. Through historical, comprehensive, and comparative analysis, empirical data from television audience preference research is employed. The examination of television projects and scripts reveals a significant correlation between the language format, the informative content of programs, and viewer ratings.

This research sheds light on the interconnection between significant events and television audience preferences, showcasing a positive reception of programs in the Kazakh language, particularly when the topics are engaging. Based on the findings, recommendations are proposed to enhance editorial policies on television channels, emphasizing the necessity to incorporate more Kazakh language projects to meet the escalating demand.

3. Materials and Methods

The research object of this study is the television market in Kazakhstan. Despite the growing role of new media in public communication, television in Kazakhstan retains its leadership. Kazakhstan television provides massive coverage, has a considerable impact on the viewing audience, and enjoys public trust. As a result, it currently ranks first among other media [33].

In the understanding of the authors, the content should be not only useful but structured. Light information is the one that meets the needs of the majority of viewers. In this article, the content demanded by the Kazakh audience is defined as that with great cognitive and educational potential, created taking into account the national traditions, culture, and mentality of the Kazakh people. Such material should also have unique, informative, useful, and relevant content.

Hypothesis: The authors hypothesize that the television audience of Kazakhstan is selective in the choice of content for watching –they prefer television content in the native language. At the same time, the viewer is not interested in the entire content. The audience focuses its attention only on those projects where the script was created in a highly artistic style. Thus, the concept and content correspond to the national mentality. Based on this, the authors strive to analyze the

importance of establishing forms and criteria for the influence of the social, cultural, and spiritual level of social development on the country's functioning of the television market.

The paper relies on the application of the communicative approach to understanding viewer behaviors, examined through surveys and ratings of TV programs. The empirical foundation encompasses research findings on Kazakh TV viewers, expert interviews with TV channel producers, and a review of TV content. To achieve this, comparative-historical, statistical, content, and disclosure analyses, as well as data processing, were conducted. For hypothesis testing, empirical data derived from research on preferences of the Kazakh-speaking audience conducted in 2017 was utilized. Three hundred Astana residents aged between 20 and 70 years were interviewed, comprising 53% female and 47% male respondents, including 170 students, 90 public servants, and 40 retired persons.

The purpose of the empirical testing was to identify the most significant events and the most popular television programs on Kazakhstani TV channels during that period. It was observed that TV channels' ratings were dependent on on-the-fly coverage of public events in the country in the Kazakh language. Participants were provided with options to select the most compelling public stories and TV shows. The third cluster of the sociological survey included the following three questions:

   i. Name five most significant events that attracted your interest and were discussed on Qazaqstan TV Channel.

   ii. Which of them were discussed on the Qazaqstan TV Channel?

   iii. Which TV programs in Kazakh, in your opinion, were the best on-the-fly response to these events?

During the study, television projects and their scripts were reviewed, and a comparative analysis was applied to study the current state of Kazakh media. Furthermore, video materials from TV channels and Internet resources and archival materials from television funds were studied. In addition, content analysis was carried out for 140 publications. The primary empirical material of the study was the broadcasting network of national TV channels. The results of the analysis of the television audience and ratings carried out by Taylor Nelson Sofres Central Asia (TNS Central Asia) [34] and sociological surveys on the perception of television programs in Kazakhstan by the audience.

The present study adheres to rigorous methodological standards, employing meticulously verified and reliable data sourced from reputable outlets to ensure the accuracy of its conclusions. Notably, insights gleaned from the globally recognized firm "Kantar" and a sociological survey, ethically sanctioned by the Ethical Commission of the Eurasian National University (ENU) in April 2017 (see Appendix B), form integral components of the research framework.

The authors of the article work collaboratively with expert sociologists to conduct the sociological survey. The obtained findings were meticulously compared with research outcomes conducted by esteemed scholars, including Su Jung Kim from the Annenberg School for Communication and Journalism at the University of Southern California (USA), V. Viswanathan from Northwestern University (USA), and A. Wonneberger from the University of Amsterdam [32].

4. Results and Discussion

As part of the study, a detailed analysis of the ratings of state TV channels broadcasting in the Kazakh language was conducted. In the analysis of the ratings, it was observed that a "living" language with lexical diversity attracts the television audience. This observation is grounded in a content analysis of 140 publications, documenting the desires and recommendations of experts concerning television projects, serials, and entertainment programs that fall short of the artistic standards and canons of the Kazakh language. The positive correlation between the public demand for television projects with a lexically diverse language and their ratings is evident. Particularly in light of the threats that digitalization poses to national identity [35, 36] this phenomenon is of scientific and social interest.

The television market of Kazakhstan is peculiar because of the presence of significant state television holdings of Republican Television and Radio Corporation Kazakhstan Joint Stock Company (JSC), which unites four TV channels, four radios – Kazakh Radio, Shalkar, Astana, and Classic radios, 14 regional TV and radio companies, 25 Internet resources, and Khabar Agency JSC (four TV channels broadcasting in Kazakh, Russian, and English). Their potential audience consists of 99% of the population of Kazakhstan, border areas of Russia, Mongolia, China, Kyrgyzstan, and Uzbekistan. The television market also includes TV channels like KTK, Channel 31, STV, Astana, Mir, which have a broadcasting license. There has been no weakening of the monopoly on broadcasting media; this may be due to the information problem for economic development [37].

National TV channels are financed from the government budget; they fulfill the state order for conducting information policy. The amount of 43.973 billion tenges was allocated for the state information policy in 2017 and 46.7 billion tenges in 2018. Despite such significant funding, according to the research company TNS Central Asia [34] the ratings of the leading TV channels Kazakhstan and Khabar are ranked 9th and 10th, respectively. When compiling the ratings, 1,005 households and 2,750 respondents were interviewed. The population of the cities where the survey took place amounts to 7.2 million people, which is only 39% of the country's population. The rest of the population lives in small towns, villages, and rural areas (more than 90% of the Kazakh population). The rural population that falls outside of the TNS Central Asia media analysis sample and their television preferences remain outside the measurement's focus. Therefore, the rating results have serious errors. It is confirmed by analyzing specific socio-cultural factors that must be taken into account when implementing a strategy for increasing the audience [23]. For a more detailed study, the authors consider the case with the

rating of the Kazakhstani TV channel for 2017 in terms of audience coverage and its average daily share (Figure 1). According to the data obtained, in January and February, the ratings of the channel on the average daily share significantly changed towards growth. Previously, in this segment, the Kazakhstan TV channel had traditionally been in the 7th-9th place, while for two months in a row, the ratings rose to 4th place. To understand this rise, the channel's TV program planning grid should be studied, starting with the new TV season (Appendix B).

The analysis showed that the key drivers of the channel's daily share growth were the original releases of the TV projects: "AyelBakyty,""Tansholpan,""AytygaOnay,""TungiStudiya,""ParasatMaidany,"TV series "Aiman-Sholpan," the latest episodes of the Indian TV series "Kelin". The first four projects have always had good ratings, while "ParasatMaidany,"TV series "Aiman-Sholpan" were the new projects on the TV channel. All these projects of the TV channel also showed high ratings during this period. A brief description of the most popular TV projects is given in Appendix C.
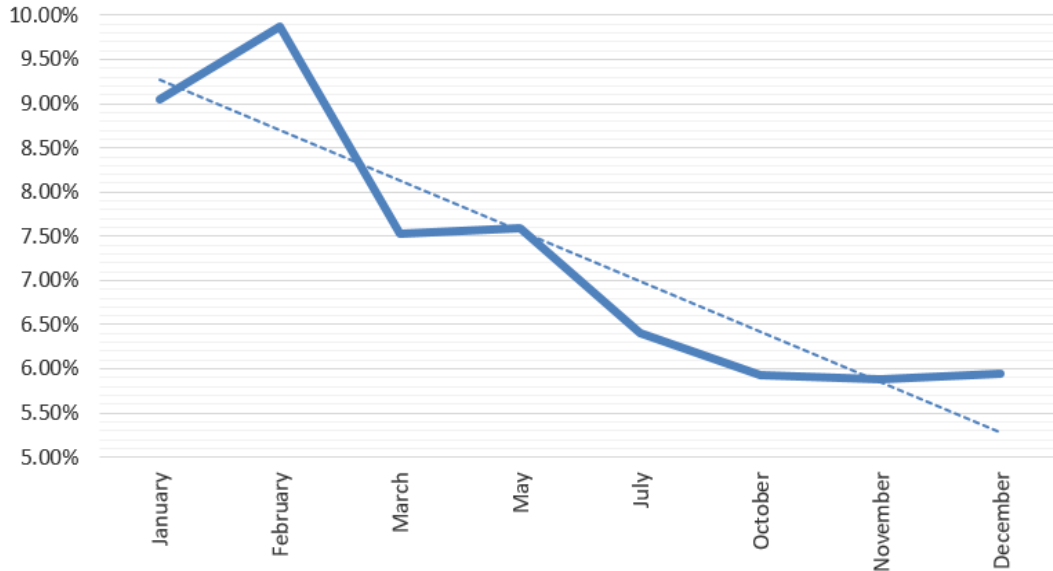

Figure 1.
Rating of the Kazakhstan TV channel for 2017 in terms of the average daily audience share.

Ranking scores are compared against the survey results. As Figure 2 illustrates, the five most exciting events from the period (January-February 2017) discussed on TV channel Kazakhstan were identified by respondents.
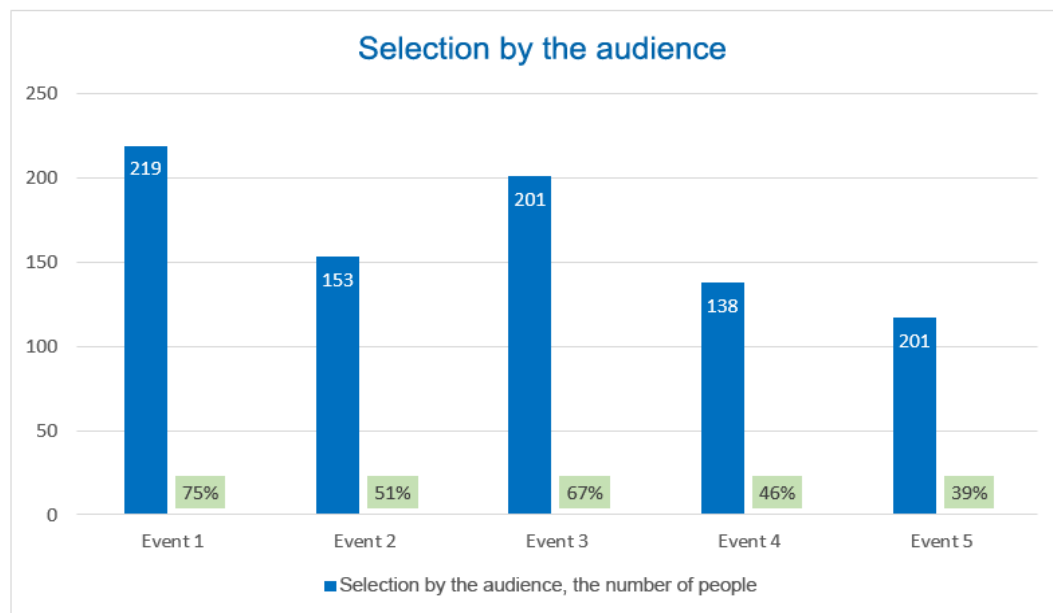

Figure 2.
The audience's selection of five pivotal events.

- Holding the World Winter Universiade in Almaty and the successful performance of Kazakhstani athletes, whom the whole country was supporting.
- The scandal with the refusal of Channel 1 Eurasia to include the aytys program "AltynDombyra" in the broadcasting grid, which for Kazakhs personifies the pinnacle of folk art.
- Performance of young singer DimashKudaibergen at the "I am a Singer" international competition, broadcast live by Chinese Hunan TV Channel. The multi-month marathon of performers ended with the phenomenal success of an unknown Kazakh singer, who took second place in the prestigious competition.
- The beginning of the introduction of 3 languages (Kazakh, Russian, and English) into the country's educational programs has always caused heated debates [38]. In 2017, they started to implement this reform. In January and February, a heated debate on this issue unfolded in society.
- The changes in the top management of the Republican Television and Radio Corporation "Kazakhstan" that took place in February have become the most discussed topics. In addition to dissatisfaction with the quality of programs on the Qazaqstan TV channel, the prevalence of entertainment programs on the only channel broadcasting in the Kazakh is always one of the top 3 issues on the media agenda.

Figure 3 shows that the mentioned events created a positive social background for television programs "AyelBakyty,""AytygaOnay,""TungiStudiya,"and "ParasatMaidany."Respondents identified these TV shows as the most interesting. Participants' opinions were as follows:

| "Ayel Bakyty" TV program - 223 persons (74%) | "Tungi Studiya" TV program - 146 persons (49%) | "Aytyga Onay" TV program - 156 persons (52%) | "Parasat Maidany" TV program - 115 persons (38%) |
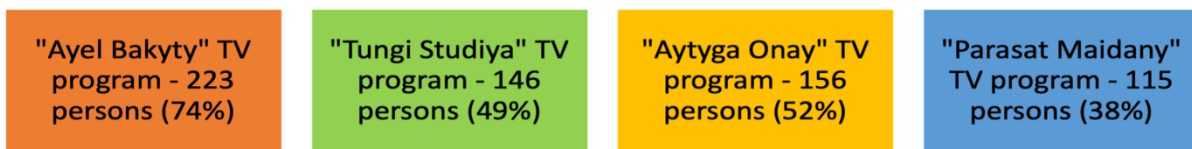
Figure 3.
Television project selection by the audience.

The survey results established a relationship between public events and the preferences of the TV audience. From this data, one can infer that the increase in the TV channel's rating was attributed to public interest in the events and their inclusion in programs on TV channel Kazakhstan. This leads to the following conclusion: the country's television audience responds positively to discussions of engaging subjects in Kazakh television shows, demanding professional coverage from journalists. The Kazakh audience is increasingly seeking immediacy and objectivity in the presented material.

Each of these events became a significant news event that increased the channel's audience. This can explain the sharp rise in the rating of the Kazakhstan channel at the beginning of 2017. In addition, the content review of Internet resources and social networks for this period also shows the audience's interest in the specified topics.

As Figure 4 delineates, the analysis of the audience of the Kazakhstan TV channel for the first two months of 2017, according to Sharikov [39] demonstrates the coincidence of the socio-cultural environment and the expectations of the population (favorable external factors) with the content, and level of presentation of television programs (internal factors).

Figure 4.
Professor A.V. Sharikov's model for systematization of factors influencing the size of the TV audience.

The following generalizations can serve as the conclusions of the study:
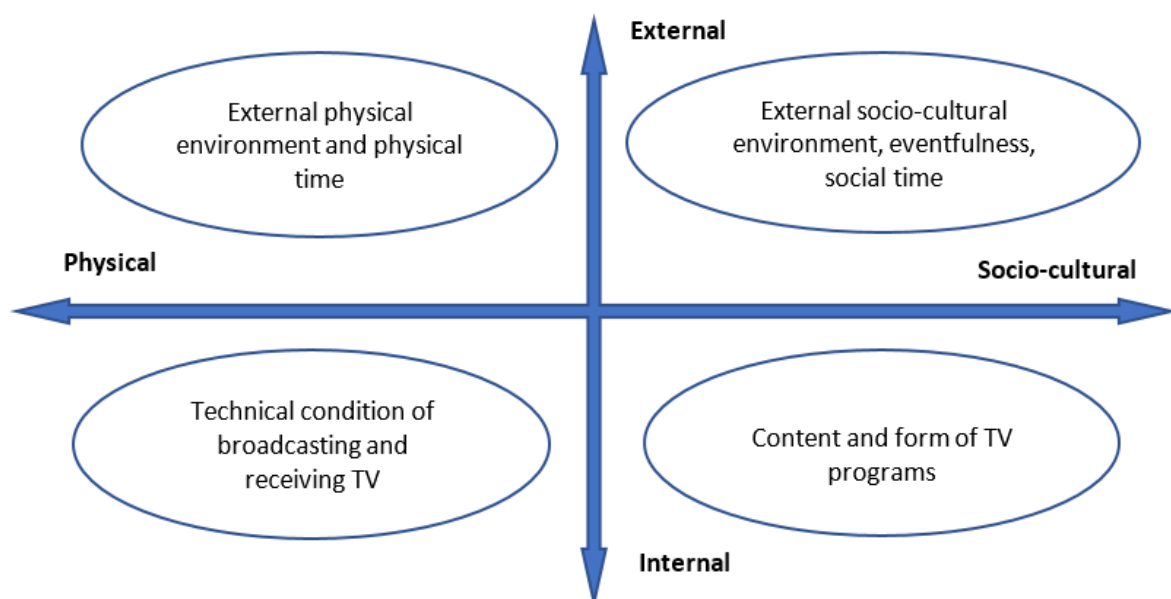
First, in modern conditions, mass culture can act as an informational and communicative phenomenon with linguistic properties. Therefore, the preservation of the languages spoken by people in the world is an essential task in the development of human civilization. To achieve this, there is a proposal to initiate the approval of the targeted United Nations (UN) program called "Linguistic Heritage of the Humankind", which will contribute to the preservation of native languages.

Second, to improve social communication and create high standards of linguistic behaviour in the media, the Kazakh information field needs to adopt a linguistic concept at the media level. In this regard, authorized national authorities in charge of the information policy should advocate for developing the concept, while for large-scale media structures in Kazakhstan, they should create subdivisions that would improve lexical forms of communication.

Third, the study identifies a need for linguistic support in media sources, aimed at enhancing the utilization of artistic standards of the Kazakh language in the information space. To address this concern, the recommendation is to develop software for creating a comprehensive corpus of Kazakh that incorporates a substantial quantity of unique words and word forms. Such a corpus could significantly contribute to the linguistic enrichment of the language, revitalizing forgotten and seldom-used Kazakh words within the linguistic discourse.

The practical value of the results obtained lies in using the noted patterns in the formation of information policy and strategies for the development of TV channels and other mass media. The study will be helpful for both government agencies and subjects in the information process. The information space of Kazakhstan is insufficiently covered in the international scientific literature. The research results stated in the paper might be of interest to the academic community studying the behaviours of Kazakh TV viewers and their demands.

5. Conclusion

The modern TV audience has become more sophisticated and chooses cognitive and intellectual content. Therefore, informational, journalistic, cultural, and educational programs should attract audiences with lexical richness, not only with external design. The research work reveals the interdependence between the speech factor and the performance of television programs that meet the viewer's requirements. The data obtained through the example of the television market in Kazakhstan indicate that the audience's demands have changed and that media content requires high artistic and linguistic behaviour. This article examined the relationship between television programs created by colorful and expressive language means and television program ratings. The authors have confirmed that the language format largely determines the informative level of the content and its rating.

The study results assert that the Kazakh audience retains the need for television broadcasts of national, spiritual, and cultural content. Demands and concerns of the TV audience for ethnically cognitive content about history, folk art, and culture have grown. The audience has become selective and demanding, reacts sensitively and vividly to intellectual TV programs on serious topics, and knows how to distinguish a cognitive and meaningful program from the mass culture products. The authors have identified the reasons for the distortion of the Kazakhstani media market, which consists of unequal competition conditions between state and non-state media. The lack of healthy competition contributes to the imbalance and stagnation of the information market.

Building upon the study's findings, the following recommendations are posited:

Firstly, the linguistic quality of media content assumes a pivotal role in audience engagement. Consequently, enhancing the artistic and linguistic attributes of content stands as a viable strategy to align with evolving audience preferences.

Secondly, the study reveals an escalating interest in national, spiritual, and cultural content among Kazakh audiences. In light of these findings, it is recommended that domestic television channels contemplate the development of additional programs tailored to address these specific interests.

Thirdly, it is imperative to rectify distortions within the Kazakh media market arising from disparate conditions of competition between state and non-state media. Fostering conditions conducive to healthy competition is essential to mitigating the risk of market stagnation and imbalance.

In this study, only a brief period of the surge in the rating of the Qazaqstan TV channel (January-February 2017) was considered. Acknowledging this limitation, the intention is to further investigate the behavior of the Kazakh audience across additional TV channels. Future research endeavors will involve enlarging the audience sample size and conducting comparisons between the projects of two TV channels. These future studies are anticipated to contribute to strengthening the evidential foundation for the presented hypothesis.

Despite the limitations, this scientific endeavor stands as one of the initial studies establishing the preferences and demands of the contemporary Kazakh television audience. Secondly, the anticipation is that this study will be beneficial for both Kazakh and foreign scientists engaged in gauging the preferences of the TV audience.

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Appendix A

Top 10 TV channels in Kazakhstan in terms of audience coverage

KTK

The Commercial Television Channel (CTC) was established in February 1991. One of the leaders of the television market in Kazakhstan. The topic is informational and entertaining. The broadcasting language is Kazakh, Russian. Broadcasting time - 07.00-03.30 hours. https://www.ktk.kz

Channel One Eurasia

Channel One Eurasia was created in October 1997. The TV channel is broadcast from Qazmediaortalyğy (complex of creation and distribution of national television and radio channels) and has regional offices in all regions of Kazakhstan. The channel's news and analytical airtime is represented by the flagship programs "Analytica", "Bastybağdarlama", "Main News", "Bastyjañalyqtar", "GlavnayaTema", "Senbılıkjañalyqtar" and "Parliament Online". Channel One Eurasia was the first in the country to introduce the format of a live information show, using transforming studios, innovative studio graphics.

The TV channel occupies a leading position among domestic TV channels and consistently maintains a leading position in the nationwide rating. The channel's broadcast covers almost 90% of the country's territory. The broadcasting language is Kazakh, Russian. Broadcasting time - 06.00-04.30 AM. https://1tv.kz

Channel 31

TV Radio Company Channel 31 was founded on October 24, 1992 and the first airing took place on April 12, 1993 in Almaty city. In 1995 the information project "News Service" was launched. In 1997, the channel began to broadcast the program "Informburo". On February 1, 2001, Channel 31 began broadcasting in 14 cities of Kazakhstan. In July 2003, broadcasting from the Intelsat 904 satellite began. In April 2004, a new studio complex was purchased, equipped with modern television equipment.

On March 31, 2008, broadcasting in the updated format was started. Popular TV series and programs of the STS TV channel began to air on the channel.

On March 1, 2020, Channel 31 underwent a rebranding, changing the previous yellow logo and design. The new logo received a vibrant orange color palette.

The topic is informational and entertaining. The broadcasting language is Kazakh, Russian. Broadcasting time - 06.00-01.00 AM. https://31.kz

NTK (Independent Television Channel)

An infotainment TV channel with a 21-hour broadcast. The channel began broadcasting on September 1, 1997. In 2001-2003, the channel was called "A1" and broadcasted mainly music programs. The TV channel adheres to the concept of a "young channel" oriented towards the socially active part of the population. Language ratio of the channel's content: 52% in Kazakh, 48% in Russian. The volume of broadcasting of its own programs is at least 50% per day. The channel's program consists of films and television series (46.3%), entertainment (28.2%), children's programs and animation (13.3%).

The channel's broadcasting language is Kazakh, Russian. Airtime broadcasting - 06.55-04.40 AM. http://www.ntk.kz

Seventh Channel

The seventh channel is an infotainment TV channel. It was created on the basis of the Era TV channel and began broadcasting on September 9, 2009. Today it broadcasts to all major cities and regional centers of Kazakhstan.

Today the channel is one of the leaders in launching its own production projects. Since 2010, the TV channel has begun to actively develop its presence in the Internet space.

The renewal of the TV channel began in 2021. The channel's page on YouTube is among the leaders of the Kazakhstani segment among TV channels and television shows. On the YouTube page, you can watch the channel's own projects. In April 2021, the Seventh Channel's YouTube page gained more than 47 million views, becoming the most popular Kazakhstani YouTube channel in this segment.

The topic is informational and entertaining. The broadcasting language is Kazakh, Russian. Airtime broadcasting - 07.00-06.00 AM. https://tv7.kz

MIR

The "Mir" Interstate TV and Radio Company was established in 1992 by the Agreement of the Heads of State of the Commonwealth of Independent States (CIS).

The TV and Radio Company is an international organization with headquarters in Moscow and national branches in 9 countries. MTRK Mir includes the TV channels as "Mir", "Mir 24", "Mir talantov", "Mir" radio station and the information and analytical portal MIR24.TV.

The "Mir" TV channel acquaints viewers with modern life and history of the countries of the former Soviet Union. The channel forms cultural, social, and economic ties. The TV channel's content is based on information and analytical, educational, entertainment and journalistic programs, including for children. A significant part of the airtime is devoted to

feature films and series. Broadcasting is carried out in four time zones on the territory of 23 states of the near and far abroad. The channel's broadcasting language is Russian. Airtime broadcasting - 24 hours per day. http://mirtv.ru

Astana TV

The TV channel is one of the largest media companies in Kazakhstan. It unites in its structure the "Astana" TV channel and the "Orda FM" radio station. The owner is the Nur Otan party information holding. The TV channel was created on March 1, 1993 under the name "Tsesna".

Since June 2004, the channel has been renamed "Astana". After the rebranding in 2012, the channel acquired its current name "Astana TV". The TV channel meets all the requirements of modern television and radio broadcasting. Through terrestrial, cable and satellite digital broadcasting, it covers more than 90% of the territory of Kazakhstan.

The main directions of broadcasting: socio-political, information and analytical, educational and entertainment programs, as well as content with an emphasis on film screening. The target audience is the population of Kazakhstan from 6 years old, who prefer TV programs in the Kazakh language. Average daily broadcasting volume: 23 hours per day. Broadcast language: Kazakh, Russian. The average age of viewers is 34 years. https://astanatv.kz

Qazaqstan

The TV channel was created in 1958, its 100% owner is the government of Kazakhstan.

The TV channel includes 14 regional TV channels. All TV channels are funded by the government from the republican budget.

Qazaqstan TV channel is the leader in terms of the annual budget. Has the most modern digital technological equipment. Television audience coverage - 99% of the population of Kazakhstan. The channel's signals are received by residents of the border areas of Russia, Mongolia, China, Kyrgyzstan, and Uzbekistan. The Qazaqstan TV channel broadcasting schedule includes news and analytical programs, serials, feature films, documentaries.

Internet portal www.qazaqstan.tv was registered on December 3, 2009.

There are official pages of the TV channel on social networks. The site's mobile application is functioning, thanks to which any interested user can view the projects of the TV channel online.

The editorial policy of the TV channel is a balanced and objective presentation of information, popularization, and propaganda of the values of national and world culture, ideas of humanism and friendship between ethnic groups of Kazakhstan. The broadcasting language is Kazakh. Airtime broadcasting - 06.00-04.15 AM. https://qazaqstan.tv

Khabar

Khabar TV channel was created in 1995 on the basis of the information service of the "Kazakhstan" TV channel. 100% of the TV channel's shares belong to the government of Kazakhstan and are financed from the budget. Average daily broadcasting Khabar - 20 hours. The coverage of the TV audience in Kazakhstan is 99%. The channel has a correspondent network in the regions of the country, in the USA, Russia, Belgium, South Korea, China, Germany and Uzbekistan.

The broadcasting network of the TV channel includes news and analytical programs, series, feature films and documentaries. 55% of the average daily broadcasting is carried out in the state Kazakh language. The broadcasting language is Kazakh and Russian. Airtime broadcasting - 06.00-04.15 AM. https://khabar.kz/kk

Khabar 24

Included in the structure of the Khabar TV channel. The owner is the government of Kazakhstan. Funded from the republican budget.

Created on September 1, 2012, under the brand name "24KZ". As part of the transformation of Agency Khabar JSC, the TV channel underwent a rebranding and in 2016 changed its name to Khabar 24.

The channel's broadcasting network consists of news releases and analytical programs. There are traditional segments in the news: economic, sports and international reviews, press reviews, special copyright reports.

The TV channel has a regional and international correspondent network. Information, educational and analytical projects are produced by the channel itself. The audience of the TV channel is made up of viewers from 25 years old. Khabar 24 is a partner of the Euronews Network.

The regional correspondent network operates in all major cities of Kazakhstan.

The international correspondent network operates in the USA, Belgium, Germany, Turkey, Russia, China, South Korea, and Uzbekistan. https://24.kz/kz

Appendix B

Table B1. TV channel ratings for 2017.

KANTAR	Almaty. Republic of Kazakhstan 17/1 Al-FarabiAve.Nurly Tau Business Center. Block 5 "B". 9th Floor. Office Space No. 16. 18 T. +7 (727) 347050 Info@Tns-Global.Kz Www.Kantar.Kz
Our Ref: 953 25 November 2021	

The report was prepared for: L.N. Gumilyov ENU.

TNS Central Asia LLP confirms the following indicators:

Dates: 01/01/2017 To 31/12/2017
Region: Cities of Kazakhstan with a population of 100 Thousand+
Target: Total Ind (All 6+)
Unit: Rch% - Coverage; Share.

№	Dates	Channels	Rch%	№	Dates	Channels	Share
1	January 17	Channel one Eurasia	80.71	1	January 17	Channel one Eurasia	20.47
2	January 17	KTK	77.06	2	January 17	KTK	15.68
3	January 17	Channel seven	70.55	3	January 17	Channel 31	10.20
4	January 17	Channel 31	70.44	4	January 17	Qazaqstan	9.05
5	January 17	NTK	67.37	5	January 17	NTK	8.42
6	January 17	Khabar	66.04	6	January 17	Astana	7.68
7	January 17	Astana	60.86	7	January 17	Channel Seven	6.94
8	January 17	MIR	57.52	8	January 17	Khabar	5.83
9	January 17	Qazaqstan	55.72	9	January 17	MIR	5.80
10	January 17	Khabar 24	54.14	10	January 17	Balapan	2.34

№	Dates	Channels	Rch%	№	Dates	Channels	Share
1	February 17	Channel one Eurasia	76.08	1	February 17	Channel one Eurasia	18.18
2	February 17	KTK	72.25	2	February 17	KTK	15.04
3	February 17	Channel 31	65.49	3	February 17	Channel 31	10.73
4	February 17	NTK	65.08	4	February 17	Qazaqstan	9.88
5	February 17	Channel seven	64.88	5	February 17	NTK	9.40
6	February 17	Khabar	62.48	6	February 17	Astana	7.84
7	February 17	Astana	57.06	7	February 17	Channel seven	6.40
8	February 17	Qazaqstan	51.78	8	February 17	MIR	5.83
9	February 17	MIR	51.20	9	February 17	Khabar	5.24
10	February 17	Khabar 24	47.73	10	February 17	Balapan	3.50

№	Dates	Channels	Rch%	№	Dates	Channels	Share
1	March 17	Channel one Eurasia	78.32	1	March 17	Channel one Eurasia	18.37
2	March 17	KTK	76.08	2	March 17	KTK	16.83
3	March 17	Channel 31	69.35	3	March 17	Channel 31	10.45
4	March 17	Channel Seven	69.19	4	March 17	Astana	9.37
5	March 17	NTK	69.02	5	March 17	NTK	8.69
6	March 17	Khabar	65.00	6	March 17	Qazaqstan	7.53

№	Dates	Channels	Rch%	№	Dates	Channels	Share
7	March 17	Astana	57.56	7	March 17	Channel seven	6.26
8	March 17	Qazaqstan	55.42	8	March 17	MIR	5.74
9	March 17	MIR	52.81	9	March 17	Khabar	4.75
10	March 17	Khabar 24	49.07	10	March 17	Balapan	3.93
№	Dates	Channels	Rch%	№	Dates	Channels	Share
1	April 17	Channel one Eurasia	76.60	1	April 17	Channel one Eurasia	18.84
2	April 17	KTK	72.84	2	April 17	KTK	16.11
3	April 17	NTK	64.91	3	April 17	Astana	9.97
4	April 17	Channel seven	64.32	4	April 17	Channel 31	9.91
5	April 17	Channel 31	63.92	5	April 17	NTK	8.53
6	April 17	Astana	59.67	6	April 17	QazaqSTAN	7.73
7	April 17	Khabar	59.38	7	April 17	MIR	6.80
8	April 17	Qazaqstan	50.82	8	April 17	Channel seven	6.42
9	April 17	MIR	50.64	9	April 17	Khabar	4.93
10	April 17	Khabar 24	49.17	10	April 17	Balapan	3.55

№	Dates	Channels	Rch%	№	Dates	Channels	Share
1	May 17	Channel one Eurasia	75.18	1	May 17	KTK	16.96
2	May 17	KTK	70.85	2	May 17	Channel one Eurasia	16.07
3	May 17	Channel 31	68.03	3	May 17	Astana	11.39
4	May 17	Channel Seven	64.07	4	May 17	Channel 31	10.33
5	May 17	NTK	64.00	5	May 17	NTK	9.58
6	May 17	Khabar	58.73	6	May 17	Qazaqstan	7.59
7	May 17	Astana	57.75	7	May 17	MIR	6.57
8	May 17	MIR	52.43	8	May 17	Channel seven	6.27
9	May 17	Qazaqstan	51.21	9	May 17	Khabar	4.69
10	May 17	Khabar 24	47.52	10	May 17	Balapan	2.83
№	Dates	Channels	Rch%	№	Dates	Channels	Share
1	June 17	Channel one Eurasia	74.20	1	June 17	Channel one Eurasia	17.34
2	June 17	KTK	71.20	2	June 17	KTK	15.39
3	June 17	Channel 31	66.39	3	June 17	Channel 31	11.41
4	June 17	NTK	62.60	4	June 17	Astana	10.70
5	June 17	Channel seven	61.38	5	June 17	NTK	10.11
6	June 17	Khabar	57.62	6	June 17	MIR	7.26
7	June 17	Astana	57.39	7	June 17	Qazaqstan	7.22
8	June 17	Qazaqstan	51.89	8	June 17	Channel seven	5.52
9	June 17	MIR	47.97	9	June 17	Khabar	3.73
10	June 17	Khabar 24	45.64	10	June 17	Balapan	2.85
№	Dates	Channels	Rch%	№	Dates	Channels	Share
1	July 17	Channel one Eurasia	72.95	1	July 17	Channel one Eurasia	19.69
2	July 17	KTK	66.22	2	July 17	KTK	16.95
3	July 17	NTK	60.80	3	July 17	Channel 31	11.96
4	July 17	Channel 31	60.20	4	July 17	NTK	9.26
5	July 17	Channel seven	59.19	5	July 17	Astana	8.74
6	July 17	Khabar	54.70	6	July 17	MIR	6.93
7	July 17	Astana	51.48	7	July 17	Qazaqstan	6.40
8	July 17	MIR	49.89	8	July 17	Channel seven	5.60
9	July 17	Khabar 24	44.22	9	July 17	Khabar	3.40
10	July 17	Qazaqstan	43.95	10	July 17	Balapan	2.88
№	Dates	Channels	Rch%	№	Dates	Channels	Share
1	August 17	Channel one Eurasia	69.80	1	August 17	Channel one Eurasia	19.02
2	August 17	KTK	65.45	2	August 17	KTK	16.09
3	August 17	NTK	61.71	3	August 17	Channel 31	12.94
4	August 17	Channel 31	60.14	4	August 17	Astana	10.68
5	August 17	Channel seven	56.70	5	August 17	NTK	9.47
6	August 17	Khabar	55.10	6	August 17	Qazaqstan	6.18
7	August 17	Astana	50.78	7	August 17	MIR	6.06
8	August 17	MIR	48.06	8	August 17	Channel seven	5.26
9	August 17	Qazaqstan	44.21	9	August 17	Khabar	3.85
10	August 17	Khabar 24	39.28	10	August 17	Balapan	2.38

№	Dates	Channels	Rch%
1	September 17	Channel one Eurasia	70.35
2	September 17	KTK	65.07
3	September 17	Channel 31	60.90
4	September 17	NTK	58.69
5	September 17	Channel seven	57.85
6	September 17	Khabar	54.26
7	September 17	Astana	52.93
8	September 17	MIR	49.96
9	September 17	Qazaqstan	48.65
10	September 17	Khabar 24	42.63

№	Dates	Channels	Share
1	September 17	Channel one Eurasia	19.60
2	September 17	KTK	15.25
3	September 17	Channel 31	12.96
4	September 17	Astana	9.54
5	September 17	NTK	9.50
6	September 17	MIR	6.64
7	September 17	Channel seven	5.66
8	September 17	Qazaqstan	5.48
9	September 17	Balapan	3.27
10	September 17	Khabar	3.27

№	Dates	Channels	Rch%
1	October 17	Channel one Eurasia	76.05
2	October 17	KTK	71.42
3	October 17	Channel 31	66.27
4	October 17	Channel seven	61.89
5	October 17	NTK	61.78
6	October 17	Astana	58.16
7	October 17	Khabar	58.01
8	October 17	MIR	51.55
9	October 17	Qazaqstan	48.23
10	October 17	Khabar 24	42.59

№	Dates	Channels	Share
1	October 17	Channel one Eurasia	21.36
2	October 17	KTK	14.28
3	October 17	Channel 31	12.28
4	October 17	NTK	10.21
5	October 17	Astana	7.92
6	October 17	MIR	6.63
7	October 17	Channel seven	6.44
8	October 17	Qazaqstan	5.93
9	October 17	Khabar	3.57
10	October 17	Balapan	3.37

№	Dates	Channels	Rch%
1	November 17	Channel one Eurasia	69.94
2	November 17	KTK	66.42
3	November 17	Channel 31	63.17
4	November 17	NTK	61.97
5	November 17	Channel seven	61.85
6	November 17	Khabar	56.50
7	November 17	Astana	53.89
8	November 17	Mir	50.28
9	November 17	Khabar 24	45.09
10	November 17	Qazaqstan	44.23

№	Dates	Channels	Share
1	November 17	Channel one Eurasia	21.37
2	November 17	KTK	13.38
3	November 17	Channel 31	12.90
4	November 17	NTK	10.54
5	November 17	Astana	7.38
6	November 17	Channel seven	6.92
7	November 17	Mir	6.74
8	November 17	Qazaqstan	5.88
9	November 17	Khabar	3.58
10	November 17	Balapan	3.22

№	Dates	Channels	Rch%
1	December 17	Channel one Eurasia	74.98
2	December 17	KTK	71.82

№	Dates	Channels	Share
1	December 17	Channel one Eurasia	18.83
2	December 17	KTK	13.22

3	December 17	Channel 31	69.17	3	December 17	NTK	12.18
4	December 17	NTK	65.71	4	December 17	Channel 31	11.80
5	December 17	Channel seven	63.90	5	December 17	Astana	8.13
6	December 17	Khabar	61.75	6	December 17	Mir	7.66
7	December 17	Astana	59.40	7	December 17	Channel seven	7.33
8	December 17	Mir	54.84	8	December 17	Qazaqstan	5.94
9	December 17	Qazaqstan	49.17	9	December 17	Khabar	3.80
10	December 17	Khabar 24	44.52	10	December 17	Balapan	2.49

Source: TNS Central Asia. http://kantar.kz.

Appendix C
Content and technical characteristics of the TV projects of the Qazaqstan TV channel indicated in the article
Tansholpan (Morning star)
Morning infotainment program of the national TV channel Qazaqstan. Airtime: Monday-Friday, 7.00-10.00 AM. Program with original headings, useful tips, guests in the studio. The program discusses socially significant issues. During the broadcast, interactive communication with the audience is actively taking place. https://itube.kaztrk.kz/kz/tansholpan/

AyelBakyty (Women's happiness)
One of the most popular projects of the TV channel. The language of the program is Kazakh. Genre – talk show. Airtime: Monday-Friday, 3.00-3.50 PM.
The goal is to promote family traditions, create a modern image of a Kazakh woman.
Guests in the studio discuss the pressing problems of the family, the role and place of women in modern Kazakh society. Viewers can interactively connect to the studio and take part in the discussion of problematic issues. The program has headings, plots on the topic of the day are shown. https://itube.kaztrk.kz/kz/aiel-baqyty/

AytugaOnay (Easy to tell ...)
The project of the TV channel with a high rating. The language of the program is Kazakh. Genre – talk show. Airtime: Monday-Friday, 8.00-8.50 PM.
The talk show discusses social issues and resonant events, the fate of people in difficult life situations. The guests of the program are representatives of different social groups, famous personalities of show business, public figures, and politicians. Discussion takes place in the studio and solutions are proposed. The main characters of the program are provided with material, spiritual, psychological and other assistance. https://itube.kaztrk.kz/ru/aituga-onai/

TungiStudiya (Night studio)
The name of the Kazakh language program translates as a "night studio". TungiStudiya is a program created according to the format of the American Late Night Show. From the first season, the program began to gather a large audience. The language of the program is Kazakh. Genre – talk show. Airtime: Monday-Thursday, 11.00-11.30 PM.
The program is based on free communication with famous personalities: politicians and public figures, representatives of show business, famous media personalities.
The orchestra in the studio and live music, light humor, and interviews with wonderful people. The discussion of important news and social issues in a relaxed atmosphere. https://itube.kaztrk.kz/ru/tungi-studiya/

ParasatMaidany (Battle for sanity)
ParasatMaidany is an intellectual interview with a scientist, politician, and famous person.
The language of the program is Kazakh. Genre – interviews. Airtime: every Thursday, 12.00-12.30 AM.
Famous TV presenter Darkhan Abdik talks to the guest of the program on the themes of culture, science, art, and literature. The guest of the studio shares with his life experience, thoughts on the spiritual development of the Kazakh people, directions of development of society. Promotion of the personalities of intellectuals who have mastered the best spiritual examples of human civilization. https://itube.kaztrk.kz/kz/parasat-maidany/