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Interactive Content as a Mean of Attracting an Audience on TV Sites

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Abstract: With the spread of new media, traditional media, such as TV faced a problem: how to attract and retain the audience and how to offer something new, that competitors do not have. And for a long time now even well-known and influential mass media have been using interactive content. The statement is that interactive content just for fun is no longer perceived. Interactive content includes quizzes, puzzles, crosswords, various polls, games, tests, quests, memories, interactive graphics, flash games, etc. Interactive elements in the media are used both separately and as a part of journalistic material. For the research of using interactive content in media, we examined the official sites of 30 channels in Ukraine, which belong to DTV and are translated for each region. In general, we have revealed 593 elements of interactive content on the sites of TV media. In the article, there were examined the kinds, types, themes, and amount of interactive content on each site of Ukrainian TV channels. It is investigated that such content can help to stay in touch with the audience and to popularize content that is broadcasted on the TV channel. Interactive media content has several obvious benefits, including the influx of new readers and, consequently, the growth of unique visitors, the growing number of people who talk about your media on social media and in real life, and the opportunity to draw attention to your television projects.

Keywords: *interactive elements; game content; quizzes; news games; survey.*

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1. Introduction

The XXI century is marked not only by the active development of the Internet but also by the media. After all, the popularity and demand of the World Wide Web in our lives have led to the fact that readers/viewers/listeners began to spend more and more time on the Internet and search there for the necessary information. As a result, media outlets had to not only master this new market but also find ways to attract as many audiences as possible and offer them something new and interesting, without violating traditional journalistic standards.

Today, each the media in the world fiercely competes for the audience. After all, the Internet has made it easy for audiences to choose media without reference to time, territory or country. Therefore, the media are constantly looking for new ways to attract audiences and return them on the media site. Nevertheless, the audience also has changed over the last decade. Now it chooses more niche content and is not ready to spend a lot of time and money on it. In recent years, it has become particularly noticeable that the reader/viewer is increasingly choosing publications and videos that are concise and short. Consequently, this creates new challenges for the media, because there are many important topics and genres that cannot be summarized. Therefore, using interactive content that easily conveys information attracts the reader's attention on the site for a long time. The use of different types of interactive content can become a new trend in online journalism.

Given that the current media condition provides numerous channels that create interaction between news media brands and consumers, the concept of consumer brand engagement (CBE), referred as being the interactive relationships between consumers and brands is more crucial than ever in the media sector (Riskos et al., 2022). TV channels, which in the twentieth century were the leaders among the media in the number of audiences, did not expect and were not ready for such rapid growth in the popularity of the media on the Internet. Therefore, they closely monitored the situation in this new market for them and studied new methods of attracting audiences and fighting for the audience. First of all, they started by creating business card sites, which posted information about the TV channel, programs, and presenters. Later, it became possible to watch the channel not only on TV but also on the channel's website. And some have appreciated the benefits of the new online market. They have improved their sites so much that they have turned them into online media, where there is not only content that broadcasts on traditional TV, but also a lot of

interesting and new content. Many TV channels have set up separate editorial offices on such "own" online media, which are working to make it competitive and profitable. Interactive elements in journalistic materials are becoming more and more popular in the world media every year, and the Ukrainian media have also started to use them, but not so actively. The content with elements of the game, test, graphics, etc. is an important component of the popularization and promotion of media content on the Internet, in particular on TV sites. After all, it draws the audience's attention to the written material and helps to better understand, perceive and assimilate the information written in the article. It is also an effective method to convey a certain opinion of the author to the audience. Most importantly - the reader becomes a participant in the event. Nowadays, the audience is less and less willing to read news and journalistic publications (Graims, 2019) or watch long video content on the sites of TV channels. Therefore, every TV channel on the Internet has a problem with how to attract and retain it, and convey information and interest, so the game content can help the media. With this, you can not only interest, and attract attention, but also make the reader/viewer a participant in the event.

We consider interactive content to be one of the promising areas. Presentation of materials in the form of games, quizzes, puzzles, crossword puzzles, and polls is one of the promising areas for attracting audiences and strengthening the position of the TV channel in the competitive media market. As well as interactive content can be used not only to increase the audience of the site of the TV channel but also to encourage viewers to watch traditional TV again. The aim of the study is to show that interactive content is a means of engaging audiences and better promoting media products.

It is worth noting that television in Ukraine appeared in the middle of the twentieth century. The "History" section of the Official Portal of the State Committee for Television and Radio Broadcasting of Ukraine (From the history of Ukrainian television, 2017) states that the beginning of Ukrainian television began on November 5, 1951. It was then that the first trial operation of the Kyiv TV Center took place and this day marks the beginning of Ukrainian television. But it should be noted that until 1991, Ukraine was part of the Soviet Union and on August 24, 1991, became independent. Therefore, the history of Ukrainian television can be divided into two periods: "Soviet" (1951-1991) and the "period of independence of Ukraine" (from 1991 to the present) (Dutchak, 2017, p. 274). Researcher E. Subota divides television in independent Ukraine into three segments: decentralization of the television system (1991–1994), formation of non-state (private) television (1994–1998), and activation of political capital in the

struggle for viewers (1998–2009) (Subota, 2010). And from 2008-to 2009 we can talk about the emergence of a new period - digital television and mastering the benefits of the Internet (UA: First TV channel started broadcasting on the Internet in 2008). And 2013 is called the period of development of Ukrainian Internet television. It was this year that four television projects aimed exclusively at the Internet were launched: Hromadske.tv, GromTV, Spilnobachennia, and Espresso-TV (Dutchak, 2017, p. 275), which could only be watched online.

Nevertheless, despite the rapid development of online media in Ukraine, TV remains the main source of information in Ukraine (Results of the survey of Kyiv International Institute of Sociology, 2016). More than 70% of Ukrainians watch Digital Broadcasting channels (DTV). The first decision to switch to digital broadcasting in Ukraine has appeared in 2008. It was about the DVB-T digital television standard. From August 31, 2018, analog television broadcasting in Ukraine was stopped and now we have a nationwide digital television network in five multiplexes covering 95% of the territory of Ukraine. DTV in Ukraine consists of 32 channels, which broadcast in different genres - informative, entertainment, for children, musical, etc. Some of these channels are very active in social media, but others are not and try to attract new viewers through their official sites.

So, in the era of the rapid spread of new and social media, interactive content on the sites of TV channels can help them to be in touch with their audience and to attract new viewers, so in our research, we have analyzed the types, genres, amount of interactive content on the sites of Ukrainian TV channels, which broadcasts for free (DTV).

Materials and methods

Every year more and more audiences watch TV channels not through ordinary television sets, but on the Internet. According to a survey conducted in 2020 by the Ilko Kucheriv Democratic Initiatives Foundation at the request of the Detector Media NGO, together with the Razumkov Center's sociological service, mostly older people watch TV channels through receivers, and young people prefer to consume information through internet (Razumkov Centre, 2020). Taking into account the results of the research, we decided to analyze how the official sites of the leading Ukrainian TV channels use interactive content. After all, young people today are not so easy to interest. And the traditional media on the Internet should offer additional and other interesting content.

In Ukraine, each citizen can watch 32 TV channels for free. These TV channels are watched by the largest part of the population of Ukraine - 75%

(August, 2020). But due to the political situation in Ukraine, 2 channels were forbidden for an anti-Ukrainian position, and 1-2 channels are regional, which are not accessible on the whole territory of Ukraine, so for the research of using interactive content in media, we examined official sites of 30 channels in Ukraine, which belong to DTV and are translated for each region.

Of the 30 TV channels broadcast on Ukrainian TV channels, only 28 have websites. K1 TV channel and Enter-film do not have their website, and two TV channels (Rada and Vintage) have website addresses, but there is only a little information about the TV channel. Their sites have no information about broadcasting or programs or projects. There is not even a TV program on the TV channel.

Theoretical and empirical research methods were used in the study of interactive content on TV channel sites. During the research (for 2018-2021) of content on the sites of leading Ukrainian TV channels we used site search by the following keywords: quizzes, puzzles, crossword puzzles, polls, games, tests, quests, memories, interactive graphics, flash games and more. The obtained results were analyzed by quantitative and content analysis. The results of the study were presented in a table, and also described examples of interactive content, which, in our opinion, is the most successful.

Results

Interactive content is the use of game and multimedia elements in journalistic materials. After analyzing the sites of leading Ukrainian TV channels (28 TV channel sites were analyzed), we found out that interactive content was presented in only 13 TV channels from 2018-to 2021. It is often used as an element of a journalistic publication, but also as a separate element. For example, surveys and crossword puzzles are often used separately from journalistic publications. Also, according to our observations, the amount and availability of interactive content depend on the genre of the TV channel. Interactive content channels are mostly used, which belong to the genre of streaming online channels (10 TV channels).

Since the clear division of TV channels DTV depending on the genres in Ukraine does not exist, we propose to classify the channels of DTV in Ukraine due to their content as such:

- Official (Rada),
- Informative (Pryamyi, 5 channel, 24),
- Infotainment (STB),
- Entertainment (K1, K2, Novyi, TET, Vintazh, NLO, 2plus2, ZOOM)
- Public (1plus1, Ukraina, ICTV, Inter, 2plus2, UA Pershyi, NTN)

- For children (Piksel, plus-plus),
- Cultural (UA Kultura),
- Musical (M1),
- Sport (X Sport),
- Film (Enter Film, Kinotochka),
- Popular science (Mega).

In the study, we found out that interactive content is used only by those sites of Ukrainian TV channels that aim to gain an audience and become popular. Among the most popular TV channel sites in 2020 were 24 channels, TSN (1 + 1 TV channel), and ICTV (Bratushchuk, 2020).

After analyzing the sites of TV channels, we identified the following classification of them: site-business card, multimedia site, and streaming online channel. A business card site is when the TV channel's website has only a TV program, information about programs and projects that are broadcasted on the TV channel, and contacts of the editorial office. Business card sites cannot watch the TV channel online and do not have any videos or programs, which were broadcasted on the channel. In fact, on the sites of Vintage channel and Rada, there is no information about the broadcast, nor about the programs or projects or TV programs of the TV channel. But on the site of the Rada channel, there is an opportunity to watch it online. So we classified this site as a streaming online channel.

Streaming online channel is the site, where we can watch the ether of the TV live online. There were some differences in the sites in this aspect. For example, on the news channels, you can watch online either on the website of the channel (5 channel, Pryamyi, Espresso, 24) and on the other sites (1+1, 2+2, Plus Plus), you can watch online streaming on the other web platform, which is broadcasted for a fee. It is also worth noticing that such sites) except for Rada), have also multimedia content, sites of news channels contain even news feed and are functioning also as online media.

A multimedia TV site is a site, similar to a streaming online channel, it contains a lot of video content, so you can watch some programs, and films that were broadcasted in the ether of the channel, but it is not live streaming, only in the record. Also, such sites have a lot of additional content, news releases and TV series, and information about films, trends, and entertainment. Such sites are functioning as online media (STB, Novyi, TET, Pixel). They look like any Internet media in terms of design, content, a large number of sections, and materials that have not been broadcast. Some TV channels, in particular, K2 and Enter film have no sites. Therefore, in the column "Type of site", we indicated `no site.

After analyzing the sites of Ukrainian leading TV channels, we have found the following interactive content: crossword puzzles, polls, quizzes, and tests. This is the most common interactive content on the sites of Ukrainian TV channels. But only 46.43% of Ukrainian TV sites use interactive content. The most popular are various tests. Most of them are on the website of the NLO TV channel.

The most popular types of interactive online content are online surveys and tests. As for the test, the most amount of such content we have noticed on the NLO channel. In 2018, NLO-TV launched the "Tests" section and regularly publishes various interactive tests. By August 3, 2021, 394 tests had been published.

One more kind of interactive content is games. It is not only entertainment but also an opportunity to interactively explain the news and complex relationships of political, economic, and social processes. Among Ukrainian channel sites only the TV channel "Plus Plus" there is a section "Play" and there are various interactive games for children, the whole amount is 71. But there are only 7 games and 1 test to play on the site. The rest of the games are only available for download. For example, on the site of the CN channel (Cartoon network), there are more than 20 games that are accessible for playing online on smartphones or other devices.

On the site of Suspilne.TV there is the rubric `Anti-stress`. In this section, using the random method of the audience, it is determined which US president you are or which film is right for you and you need to watch it at the "Kinocult Fest" festival. The editorial board of Public UA calls this type of interactive content a "randomizer".

Novyi channel also publishes tests on the site. These tests are dedicated to the programs which are broadcasted on the channel. The themes of such tests were different. For example, `Could you be the presenter of the popular TV show Orel and Reshka`, `How well do You know personages from the Shrek` and others.

Speaking about the survey, the most amounts of them we have noticed on the channel STB and 1+1. The themes are about family life, emotional health, and concrete medical themes about some diseases. Some tests tried to help the audience in diagnostic Alzheimer's disease and others. Informational channels, such as 5 channel and Pryamyi had tests on the theme of psychology, knowledge of the Ukrainian language, geography, etc. ICTV channel provided a test on the knowledge of Ukrainian politicians, world trends, and capitals of the countries. On this channel, there was also such kind of interactive content as voting. Recipients could vote for the best football player, the best family in show business, etc.

Table 1. The amount and kinds of interactive content on Ukrainian TV sites

Name of the channel	Information about the channel	Type of the site	URL of the site	Content of the site	Quiz	Crossword	Test	Survey	Game	Online voting	Other interactive content	General amount
NLO	Youth, entertainment channel, broadcasts from 15 December, 2012.	Streaming online channel	https://nlotv.com/	Entertainment	-	-	394	-	-	-	-	394
Indigo	Broadcasts from 2014 instead of the channel Kinotochka	Business card site	https://indigotv.com.ua/	Entertainment	-	-	-	-	-	-	-	0
1+1	Broadcasts from September 1995	Streaming online channel	https://1plus1.ua/	Public	-	-	39	17	-	-	-	56
24 channel	The first Ukrainian news channel, broadcastscasts from March, 2006.	Streaming online channel	https://24tv.ua/	Informative	-	-	2	9	-	-	-	11
Suspilne. UA	Public channel, broadcasts from	Streaming online channel	https://suspilne.media/	Public	-	14	-	-	-	-	2 randomizers *	16

	December, 2015.											
Pryamyi	News channel, broadcasts form 24 of August, 2017.	Streaming online channel	https://prm.ua/	Informative	-	-	5	-	-	-	-	5
Novyi kanal	Entertainment TV channel, which began broadcasting on July 15, 1998	Multimedia site	https://novy.tv/	Entertainment	-	-	33	2	-	-	-	35
STB	Channel, which combines news and entertainment, broadcasts from the 2 of June, 1997	Multimedia site	https://www.stb.ua/	Infotainment	4	-	7	12	-	-	-	23
ICTV	The content of this channel includes news, political, social programs and shows, started broadcasting on June 15, 1992	Streaming online channel	https://fakty.com.ua/	Public	18	-	-	2	-	1	-	21
Espreso	information TV channel, established in	Streaming online channel	https://espreso.tv/	Informative	-	-	-	-	-	5	-	5

	November 2013											
Mega	popular science TV channel, which started broadcasting on May 30, 2005	Business card site	http://megatv.ua/	Popular science	-	-	-	-	-	-	-	0
K1	an entertainment TV channel for a young audience, began broadcasting on June 20, 2005	Streaming online channel	https://www.k1.ua/	Entertainment	-	-	-	-	-	-	-	0
K2	television channel for women, which began broadcasting on August 1, 2005	No site	No site	Entertainment	-	-	-	-	-	-	-	0
5 channel	information and educational TV channel, established on September 1, 2003 works	Streaming online channel	https://www.5.ua/	Informative	-	-	4	-	-	2	-	6

	according to BBC standards.											
Zoom	Entertainment channel,started broadcasting on June 1, 2013.	Business card site	https://zoomua.tv/	Entertainment	-	-	-	-	-	-	-	0
Ukraina 24	Channel with informational and analytical content, began round-the-clock broadcasting throughout Ukraine on December 16, 2019 TV channel	Streaming online channel	https://ukraina24.segodnya.ua/	Informative	-	-	-	-	-	-	-	0
M1	music and entertainment TV channel, which broadcasts in stereo clips and entertainment programs for a wide audience	Business card site	https://m1.tv/	Musical	-	-	-	-	-	-	-	0

	Started broadcasting in December 27, 2001											
TET	Founded on November 1, 2004. Positions itself as a TV channel of the best detectives	Multimedia site	https://tet.tv/	Entertainment	-	-	7	-	-	-	-	7
Rada	Official channel, established as the Directorate of Television and Radio Programs of the Verkhovna Rada (Parliament) of Ukraine on November 24, 1998.	Streaming online channel	http://tv.rada.gov.ua/	Official	-	-	-	-	-	-	-	0
UA: Pershyi	All-Ukrainian public TV channel within the National Public Television and Radio	Streaming online channel	https://tv.suspilne.media/	Public	-	-	-	-	-	-	-	0

	Company of Ukraine, which has been broadcasting under this logo since April, 2015											
NTN	a nationwide television channel that began broadcasting on November 1, 2004	Streaming online channel	https://ntn.ua/	Public	-	-	-	-	-	-	-	0
Enter-film	A film TV channel that began broadcasting on February 25, 2005	No site	No site	Film	-	-	-	-	-	-	-	0
Pixel	Children's TV channel, which started broadcasting on April 15, 2012	Multimedia site	http://pixelua.tv/	For children	-	-	-	-	-	-	-	0
Plus Plus	Children's TV channel, which broadcasts from the August 4, 2012	Streaming online channel	https://plus-plus.tv/1plus1video	For children	-	-	1	-	7	-	-	8

2+2	Nationwide TV channel, which broadcasts films, TV series and shows, started on July 1, 2006	Streaming online channel	https://2plus2.ua/	Entertainment	1	-	5	-	-	-	-	6
Ukraina	On March 13, 1993, it began broadcasting as a regional Donetsk TV channel. The channel has national status since 2004. Its content is TV shows, programs, films of its production	Streaming online channel	https://kanalukraina.tv/	Public	-	-	-	-	-	-	-	0
Inter	information and entertainment TV channel, which began broadcasting on October 20, 1996	Streaming online channel	https://inter.ua/	Public	-	-	-	-	-	-	-	0

UA Kultura	All-Ukrainian public television channel about culture, which started broadcasting on January 1, 2002	Streaming online channel	https://culture.suspilne.media/	Cultural	-	-	-	-	-	-	-	0
X Sport	The TV channel is dedicated to sports and a healthy lifestyle. Started broadcasting in January 2014	Streaming online channel	https://xsport.ua/	Sport	-	-	-	-	-	-	-	0
Vintazh	Entertainment TV channel, started broadcasting on August 7, 2012	Business card site	vintagetv.com.ua	Entertainment	-	-	-	-	-	-	-	0

*In the "Anti-stress" section, using the random method of the audience, it is determined which US president you are or which film is right for you and you need to watch it at the "Kinocult Fest" festival. The editorial board of Public UA calls this type of interactive content a "randomizer".

So, as we can see that there is not much interactive content on the sites of Ukrainian TV channels for 2018-2021. Tests and quizzes are most often published. They are available on most of the 13 TV channel sites that use interactive content. But crossword puzzles are only on the site of Suspilne. UA. And the games were found on the children's TV channel PlusPlus.

The interactive content posted on the sites of Ukrainian TV channels can be classified by content:

• Entertaining (Who are you from the Simpsons?),

• Intellectual (crossword puzzles "How well do you know the biography and works of Franz Kafka: crossword puzzle", "What did Gogol wear a cranberry tailcoat and made to eat modest dumplings" and others),

• Cognitive ("Test: How much do you know about space?)

• Educational (crossword puzzles on the site of Suspilne.UA)/

It is worth noting that game content is not something new, as the first game content appeared in newspapers in 1920. And it was a crossword puzzle. On the one hand, it was a way of self-education and expansion of knowledge, on the other - it attracted readers with the game component and encouraged them to buy copies. Today, all interactive content posted on Ukrainian TV sites has the same goal. During the analysis of the Internet media for Football 24, we found crossword puzzles, but without multimedia forms. The journalist publishes a photo of the crossword puzzle and has questions about it. We found 20 such crossword puzzles. And interactive interesting crossword puzzles were only on the site of Suspilne. UA. Such crossword puzzles range from testing the knowledge of writers to questions about local elections. For comparison, on the site of Vox TV channel crosswords are regularly published. Users can write the answers online from the devices. Also on the site of this channel, there are puzzles, which can be played after authorization. For example, on the Ukrainian channels, we have not found such puzzles.

Quizzes - allow readers to test their knowledge and make sure what they know. TV channel "1 + 1" has repeatedly published quizzes for fans of the show "Dancing with the Stars". Though on the sites of Ukrainian channels there is a small number of quizzes, on the US channel TLC there are 10 quizzes a year on different themes. Tests are of two main types. The first is - Test your knowledge - when the editors suggest interesting topics and ask the reader to test their knowledge. And in such tests offers answer options. The second is just an opportunity to find out who you are. What kind of actor are you, what kind of movie hero, or what kind of president of the United States are you? Polls and voting are not only part of the

entertainment content, but also an opportunity to find out the preferences and opinions of the audience. Flash games are a multimedia technology for presenting content for the Internet, and interactive applications are created with the help of vector graphics (Tokbaeva, 2012). While researching Suspilne.UA, we found an interesting game that is similar to various predictions. It uses a random method and offers readers to find out which movie is best for them to watch at "KinoKult Fest". To do this, you are simply asked to click and the program randomly selects one movie and gives a little information about it. In this way, we offer to find out who you are among the most popular presidents of the United States. Such a game section in this online media is called "Antistress". Flash games are also available on the website of the Ukrainian children's TV channel "Plus Plus". The simplest games were also found on this TV channel.

During the study, it was surprising that Ukrainian TV channels were reluctant to use interactive content and did not find any news games. Although news games are popular on the world's leading sites, Ukrainian TV sites did not use them to create them. It is worth noting that foreign media actively use gaming content regularly. Among the media that successfully use 'news games' in practice are "The Wired" ("Cutthroat Capitalism: The Game"), "The Wall Street Journal" ("Helicopter Ben"), "The Huffington Post" («Moral Kombat», «Obama versus Romney »), BBC (« Climate Challenge »), "The Washington Post" ("GOP presidential election endorsements"), "RIANovosti" ("Not re-elected!") and others (Shytenko, 2015).

Moreover, during the research, we have found a game, which is 2018 the media hub "Tvoe misto" launched on its website. The game is for media literacy "Fake World: Test Yourself". Media hub "Tvoe misto" together with Internews Ukraine and the Department of New Media of the Ivan Franko National University of Lviv jointly created this game (*Check yourself: in Lviv created an interactive game about fakes in the media. Instruction*, 2018). The game aims to help learn and recognize manipulations in the media and not to spread false information with the help of an interactive test game and a theoretical online manual in a gamified form.

Discussion

Television on the Internet is actively developing, constantly competing with each other, but they are also competing with video and audio resources, various Internet media, gaming platforms, and other sites where news is collected. But the most popular are search engines and social networks, which there is the main part of the media audience (*Digital 2021:*

global overview report, 2021). The audience comes directly to the TV channel's website through search engines, but the traffic from social networks also increases. Alexander Velmozhko, editor-in-chief of the Odessa Courier website, claims that the share of traffic from social networks in the overall balance is gradually increasing, and also increases the percentage of traffic from search engines is (Shevchuk, 2020). And there are more and more calls to visit the official website of the media from TV screens. Therefore, it is necessary to offer readers something more unique and focused on their needs. Internet TV channels are not only changing approaches to the production and placement of video content and their broadcasting but also making television more mobile and competitive. In the publication "Internet Television: Principles, Norms, and Principles of Development of a New Type of Media in Ukraine", the author Ivanna Samotei (Samotei, 2015, pp. 95-99) defines the focus of domestic TV channels on the technology of the Network. "Almost all Ukrainian TV channels are broadcasted online: both national and regional. The development of wireless Internet and data transmission programs has made it possible to watch videos in various life situations: whether in traffic jams or the office, at work" (Samotei, 2015, p. 96).

Researcher N. Fedotova (Fedotova, 2018) believes that the tools of multimedia journalism allow you to create new formats (games, tests, multimedia longreads, flash videos, podcasts, interactive infographics, etc.), which help to present bright material, interesting information, and evoke emotions. Nowadays, the reader wants to be not just an outside observer of events, but to take an active part in them and even wants to influence them. Therefore, interactive content can be the best tool to engage the audience and provide the reader with the effect of participation and presence.

A lot of well-known media (for example, The New York Times) create and publish various online games on the pages of sites and the Internet so that the reader not only reads the material but better understands it. Unfortunately, during the research, online games were only found on the online site of Plus Plus TV. But Ukrainian online media actively use this interactive content. After all, Marcus Bösch, coach of DW Akademie and founder of the game platform the Good-Evil in Cologne, is convinced that, for example, games will not replace news coverage, but can expand the possibilities of journalism in the 21st century (Karbasova, 2013).

About using new media platforms to provide interactive content speaks K. McErlean (Mc Erlean, 2018). Biao Gao and LinHuang declare that such content leads to a new kind of media – consumer-oriented smart media (Gao & Huang, 2019). This can lead to, on the one hand, attracting a new

audience, on the other – advertisers. In any case, such content can cause positive changes in media. Raney et al. accents that the most spreading media effects are entertainment and enjoyment (Raney et al., 2020), so interactive content, on our mind, can help media to reach this goal.

Often, when researchers talk about game content in the materials of journalists, they use the term "news games". For example, Plewe & Fürsich (2017) consider newsgames as meaningful supplements to already existing forms of journalism. Newsgames can also be interpreted as new mean for input the news (Stephens, 2014). Such media as BBC, Al Jazeera, The New York Times offer their audience different kinds of news games. Among them – informative, interpretative, role-playing, etc. (Vobič et al., 2014). Moreover, newsgames can also be considered as a new digital genre of journalism. Nevertheless, Meier Klaus argues that there are «ethical doubts as to whether serious topics should be played in games are offset against the benefit of creating interest and empathy, because users want to experience success when playing – an aspect that emphasizes the competitive character and distinguishes Newsgames from other genres (Meier, 2018). Newsgames can't be the only source of information itself. They can serve as additional mean for explaining news or better understanding them. García-Avilés et al. (2022) declare that «newsgames are a genre with great journalistic potential when using the correct choice of mechanics and dynamics that allows communicating information according to news standards. The balance between both aspects does not guarantee that a newsgame provides the narrative resources to understand the information autonomously».

But we believe that this applies mostly to those games with which the editors supplement their content. And the term "interactive content" is much broader and includes such games as quizzes, puzzles, quasi, crossword puzzles, various polls, games, different tests, quests, interactive graphics, and so on. They, in addition to the element of entertainment, allow players to form their own opinion not based on reading the text or viewing the plot, but as a result of their actions in the gameplay. Researcher Pavlo Alexandrov (Alexandrov, 2019) believes that such game content in journalistic material can not only entertain, but also be a platform for analysis, discussion, and commentary on important world news and phenomena. The most famous theorists of news games Ian Bogost, Simon Ferrari, and Bobby Schweizer (Bogost, Ferrari, & Schweizer, 2010) in the book "Newsgames: journalism at play" divide news games by genres and offer the following classification:

- editorial games, in which the author's position on certain events or phenomena is presented, are an interactive analog of traditional newspaper

author's columns. An example of games in this category is the "September 12";

- tabloid games - those that mimic the content of the "yellow press": scandals, intrigue, secular life, and so on. For example, "Mel Gibson Drunk Driving" is a game that mocks the antics of the famous Hollywood actor Mel Gibson, such as driving while intoxicated, conflicts with the police, and anti-Semitic remarks. The player must drive a car with a cartoon of Mel Gibson, pick up bottles of tequila, and avoid clashes with police and Jews;

- reportage games - use the structure of a classic journalistic report and are an alternative to large texts, offering the user not to read about the current phenomenon, but to feel like a virtual participant. For example, the game "The Wired" in the magazine "Cutthroat Capitalism" became very popular, in which the player was invited to feel like a Somali pirate. In essence, the game is an economic analysis of the practice of capturing ships in the Gulf of Aden - it was created in 2009 as a reaction to several ship seizures by Somali pirates, but it remains relevant ten years later;

- infographic news games - if traditional infographics provide data in static charts and graphs, the infographic game prompts the user to find hidden causal links to a particular phenomenon in that data. A striking example of such a game is "Budget Hero", where the player must form the US budget. The game is built on the scheme of the Budget Committee of the Congress: the player must choose the priority areas of funding, decide which areas need additional spending, and which can be saved. "Can you balance the federal budget better than a politician?" – so are the challenges for the user of this game;

- puzzle games - unlike the previous ones they do not reveal the problem, but encourage the user to test their knowledge and erudition. These are usually animated forms of traditional newspaper quizzes, contests, and crossword puzzles about historical or current events. In some places, you can find the name "news crosswords". A lot of such puzzles on topical issues are offered in the "games" section of the Russian resource "Meduza".

- documentary games - journalistic investigations or special reports created on a game platform with elements of interactivity. Usually, such games are not limited to game graphics, and their main material is real photos and videos collected by journalists. These can be reconstructions of events of the recent past or current events. Bright examples of this category of games are Al-Jazeera products, in particular, dedicated to the topic of refugees. However, Al-Jazeera avoids the word "game", calling its products "interactive documentaries".

James (2017) declares that in the USA media user can sort games by some categories – finance, food, conflict, etc. One of the most popular types of gaming content in the media is news games. In contrast, in Ukrainian media, there is no such opportunity. Based on the results of a study of interactive content on the sites of Ukrainian TV channels, we noticed that in our media there are no such types as game-tabloid, documentary, and reportage games, but there are the following: quizzes, crosswords, tests, surveys, interactive games, online voting, game-randomizer. "News game" – is a video game, the purpose of which is primarily to understand its context - the real situation, which is symbolically broadcasted by the game (Savytsky, 2010). Another kind of interactive content, which is popular in Ukrainian media is the quiz. This kind of content can be used with a learning aim. Mukaromah et al. declare that quizzes that digital media can be used by teachers in the learning process (Mukaromah et al., 2019). We can confirm this thought, because according to our research, quizzes on the sites of TV often play educational by asking about the capitals of the countries, about the knowledge of languages or some historical facts. Zulfah and Mahmudi (Zulfah & Mahmudi, 2021) say that such content is especially actual during pandemic Covid-19 because it requires all sectors to make various changes and innovations, especially in the education sector which must maintain the implementation of the learning process well and run smoothly. Jiemsak N.& Jiemsak R. (Jiemsak, 2020) accent that for the educational aim there are separate online media platforms, such as Quizzes, but in Ukraine, such platform is not well-known among educators, so online quizzes in media can serve as self-education for an audience.

One more kind of interactive content which we examined on Ukrainian TV sites was voting. Stella et al. declare that online social interactions during a massive voting event can be used to build an accurate map of real-world political parties and electoral ranks (Stella et al., 2019). The authors, however, express anxiety that the results of such voting can be falsified by `augmented humans`, for example, bots, trolls, etc. However, E. Belanger (Belanger, 2019) declares that the relationship between voting intention and social media use is significant, that it is stronger than that found for traditional (or offline) media use, and that it is stronger in the case of voting intention in favor of non-mainstream political parties.

Speaking about online voting on the sites of Ukrainian TV, there was only a small amount of voting on political themes, usually, such voting was entertainment and concerned with the choice of best looks, the most beautiful pairs of show business, etc. Political voting is the most often used

in online media before elections, but the results of this are not representative.

A similar situation is with online surveys. Guess et al. declare that online survey usually does not depict the real thoughts of respondents, so to create a representative survey, it is worth providing respondents with options covering a wider range of activity, especially in the long tail (Guess et al., 2019). At the same time, online surveys on the sites of Ukrainian TV do not provide representative surveys on political themes, though there is a huge amount of surveys on medical themes. Also, as we have mentioned above, one of the kinds of interactive content in media is medical tests. But O'Keeffe et al. say that given the powerful role that the media can play in perpetuating the present lack of awareness of the downsides of testing, including overdiagnosis, and in shifting public health behaviors, strategies to improve media reporting of tests and overdiagnosis are needed (O'Keeffe et al., 2021). So media should be very careful while publishing such tests because it can cause tolf-diagnostics and be harmful to health. So, as a result, E. Vraga and L. Bode declare that it often should be used expert sources to correct misinformation in media (Vraga & Bode, 2017). Nevertheless, Skripcova L. argues that digital games are a great tool for developing media competences, because they can develop critical thinking, teach players to work with media, to search for information in the game world and take a stance on it, as well as to adapt their further actions in the game based on newly acquired information (Škripcová, 2022).

Conclusions

Thus, interactive content is popular among the audience, because while reading journalistic material or watching video content, the audience is a passive participant in events, and, for example, playing a news game, they engage in the event, become participants, experience the characters, create an artificial voltage due to time constraints (Glushko, 2017). Interactive content often goes viral, because it is something new and original, and it is interesting for players to share their results and success with other users of social networks (Shevyahova, 2016). The most important thing that attracts such games is the binding to a specific news story and the relevance, and topicality of the themes.

For the TV channel's editorial staff, such content not only helps the audience to visit the TV channel's website to find out the news, and watch the missed video programs but also to spend their free time there. Interactive content also longer takes the attention of the viewer. If a reader has decided to take part in the game, there is a small chance that he will go

out from the site earlier than the game has finished. News games make a viewer more active because during the game he should make a choice and observe the results (Mudra, 2016). Interactive content is related to events, it has a news link (created for the anniversary of a famous person, important event, etc.), develops intelligence, or helps to obtain additional information (for example, how to cook borsch) (Tokbaeva, 2012). Advantages of interactive content for mass media: such content attracts and attracts attention, so the reader will spend more time on the site and if it meets his needs, he will constantly return to this media. Also, such a TV channel on the Internet will stand out among competitors.

So, the research of interactive content on the sites of leading Ukrainian TV channels shows that not each analyzed TV channels use this type of content, but only those who are actively competing for their viewers. Different types of interactive media content are used as part of journalistic material or its supplement, as well as an independent genre (publication). The analyzed editions use the simplest and those that do not require extra time and money, in particular: surveys, quizzes and tests. Only one mass media (Suspilne UA) published crossword puzzles.

But not each editorial office can and wants to create interactive content. There are many paid and free resources to help for creating interesting interactive content. These are usually polls, puzzles, crosswords, and quizzes. And a good online game will not be able to make the usual ordinary editors, because one journalist and designer is not enough for this, you need to have a programmer and a game developer. Also, to make a full-fledged online game takes a long time, but news and events age quickly, so there is always a risk that such a game will not be relevant, will lose its novelty, and will not be popular among readers. Therefore, when creating a news game it should be guided by the principle: "Price-time-quality".

A lot of world media even have such a position as a "game editor". Nowadays, news games and game elements in the media do not need to be viewed only from the point of view of entertainment. After all, when game elements are applied to important social or tragic events, journalists want to convey important information and explain complex things in a more accessible way (Ivanko, 2016), and in this case, they can use interactive infographics. A striking example is the Washington Post project on the disappearance of the Malaysian flight MH370 (in March 2014), which was also criticized for its playful element in covering the tragic event. In fact, it was an interactive infographic that demonstrates the difficulty of finding wreckage scattered over an area of about 2.24 nautical miles (Dorosh, 2015).

Interactive content on medical topics, such as tests to determine the predisposition or presence of a particular disease, needs to be prepared with particular care and attention. Such tests can lead to self-diagnosis and, as a result, harm to human health. At the same time, such content can be used to draw attention to certain problems, as well as as a reminder of systematic preventive medical examinations (Kitsa, 2020).

Interactive media content has several obvious benefits, including the influx of new readers and, consequently, the growth of unique visitors, the growing number of people who talk about your media on social media and in real life, and the opportunity to draw attention to your television projects. It is also an effective method of conveying important complex information to the audience, distinguishes the media from competitors and encourages viewers to stay longer on the media site and share content with friends. The results of the research presented in this article are of interest to media editors and researchers from different countries. Despite the large number of resources and specialists who help to create interactive content, unfortunately, the media is in no hurry to use it often. And this is the situation not only in the Ukrainian media, but also in foreign ones. Therefore, we investigated that interactive content has the benefits for the media and can be used for attracting audience and it`s retention on the web site.

Notes on contributors

The contribution of each of the co-authors is 50%. The authors jointly searched for scientific literature, worked on research, used theoretical and empirical research methods, examined TV channels for interactive content, formed a table of research results and described the results.

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