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INTERNET BROADCASTING AS ALTERNATIVE MEDIUM: A RESEARCH ABOUT INTERNET RADIO BROADCASTING IN TURKEY

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Abstract: In this study there has been a research on the internet radios which have been spread as an alternative broadcast model as a result of the developmants lived in internet medium.In the first part of the study there has been a historical research on the development of internet radios and their advantages which have started as an alternative medium in radio industry and became so popular to thread traditional radios. In the second part there has been applied a questionary to 440 people from different ages to find out the listening habits of traditional and internet based radio. The sample was selected from people who listen at least one hour radio in Turkey and in Istanbul. For this there a pre-survey applied to 511 people and 440 people who mentioned that they listen at least one hour radio were selected. The data collected anaylised in the SPSS software and there has been an analysis of how and why the audience prefers to listen internet radio. According to the results reached by the analysis of data obtained from the survey giving reliable results in the reliability analysis performed and applied to 440 participants in almost equal numbers in male and female, mostly at the age interval of 21-30, listening to radio via internet almost every day. Listening to the radios broadcasting in traditional ways between 1-3 hours per day and listening to internet radio more than 1 hour per day. According to survey results people prefer to listen to internet radio mostly by means of laptop and PC and mobile phone, generally between 10:00 – 20:00 hours. The research applied to 440 people also gave the same results with the official radio survey done by Ipsos Kmg from 2003 till 2013 in the radio industry. Both researches showed that listening radio from internet increases and this makes a 'must' for the industry players to build a strategy and combine traditional radio with new radio.The two hypothesis that were constructed for the survey showed that listening to the radio over the internet is increasing in a way threatening tradiotional, terrastial radio and internet radio constituting an alternative broadcasting model. There has been done a determination that radios broadcasting only over the internet are starting receiving more interest than the radios that broadcast in the traditional way through the audience.In the end of the paper there has been underlined that radio medium should consider the fact that this internet based alternative broadcast model will be the future of broadcasting model.

Key Words: Internet Broadcasting, Radio Broadcasting, New Media, Alternative Broadcasting

INTRODUCTION

Internet has changed all the words way of live in the last 20 years. All life styles and all the cultural and economic structures of the communities have had a change during the development of ınternet. Media was one of them. Internet made the structure of all media and created new forms of broadcasting in the new world. Radio which was created in the beginning of 1920's also took part on that. Radio which was listening from the big radio transmitters working with transistor changed its forms of broadcasting in its timeline. The Fm transmition of radio was a big revolution within the history of medium. One the biggest revolution for the medium was the creation of internet. With the creation of internet and the expension of banth with radio medium's delivery had a transformation from

traditional transmitter to digital computer. This new form of broadcasting was called as internet radio. As the banth width increased and as the new technologies created internet radio growed and this made the medium personalized. People were able to create their own internet based radio stations to be on air to whole world and to create an alternative radio broadcast. The advantages of internet which can be summurised as globalization and interaction made the interest to internet radio to grow up very quickly.

Global digitalization has been gathering speed day by day and similarly number of people taking advantages of internet shows significant increase. As a result of this, traditional radio broadcasting also became one of the most internet-affected platforms. Therefore, radio broadcasting became digital and traditional radio stations had to be involved in internet. However, when it comes to the internet broadcasting in our day, stations broadcasting via internet are considered. As internet radios number increased the interest to that medium became more popular. Recent official surveys done in Turkey showed that people's choice of listening radio from new media has a serious increase. The official radio listening habits survey done by Ipsos KMG showed that listening radio from internet has grown to % 8,00 from % 0,91 in the last ten years (İpsos KMG,2013). This rapid increase shows that Turkish radio audience follows the trend of listening radio from internet as the world does.

In this study, baseline of internet broadcasting and its position in Turkey will be evaluated. Within this concept, alternative broadcasting (radio broadcasting) will be considered first with regard to subject; then meaning and scope of internet broadcasting in Turkey and the world will be discussed. The study will evaluate the findings of the survey done about the listening habits of people radio from the internet and how and when they prefer to listen the medium via internet.

ALTERNATIVE BROADCASTING

Popularization of internet proposed the creation of a new communication platform for the agenda. In addition to this, media operatives became attuned to those improvements thanks to technological developments. (Gönenç, 2004: 438). In this context, internet broadcasting was started to be evaluated within alternative broadcasting issue. Alternative radios which are considered a genre other than public and private radios, are specifically evaluated along non-profit making organizations.

Most significant point of formation of alternative broadcasting understanding could be emphasized as; regarding present broadcasting understanding and systems as inadequate for social development, education, and democratic participation and providing broad mindedness. It can be also stated that, critics and deficiencies seen in private broadcasting or public broadcasting are aimed to be overcome by means of alternative broadcasting (Özen, 2006: 60). Topuz (1990: 64–65) has listed factors effective in formation of alternative broadcasting as follows:

- Political Factors: As a result of opposition and marginal parties which cannot take the advantages of public radios; those groups have started their own alternative broadcasts for addressing their members and voters.

- Institutional and Regional Factors: In consequence of disagreement between regional institutions and head offices, those management bodies needed public support to get more authorization and radio broadcasting is the right thing to do for that.

- Social and Cultural Factors: People in certain regions would like to benefit from opportunities provided by radio broadcasting in order to bring their problems into question. Alternative radios are the best platform for those problems which can be ignored in public radios.

- Economical Factors: Establishing local radios are preferred in order to improve the regions and impose certain sanctions.

- Advertisement: One of the important factors in this respect is advertisement. Local radios are used in certain regions for introduction, sales and promotion of some products and services. Therefore, advertisement companies have supported the establishment of local radios.

Alternative broadcasting organizations are different from establishment to management, from principles to staff structure, from programming to reporting and from language to style. Those broadcasting organizations have also different and unique approach to science, art and music. Broadcasts are specific to possessed culture and region rather than foreign-dependent like other broadcasting organizations. Broadcast of alternative radios are consisted of topics and problems which are particular concern to society they tend to broadcast for. Purpose of alternative radios which are established against dominant and popular broadcasting monopoly, is forwarding their messages and molding public opinion about certain topics. (Demiroğlu, 2002: 42)

Providing income from broadcasts stays in the background for alternative radio broadcaster. Therefore, they do not give much place to advertisement during broadcasts. Since the advertisement opportunities are limited for alternative broadcasting organizations, this kind of broadcasting surely get some supports and donation; however the key to financially guarantee itself is "collective effort and voluntary labor". Alternative radios have limited financial potential broadcast via small-scale and cheap transmitters. Since expressing the ideas and extending the amateurism awareness are the main purpose, those broadcasts do not show any approach for professionallism. Biggest controller of those radios is their listeners. In contrast to vertical communication implemented by traditional radios, they communicate with listeners as much as possible. There is a two-sided communication process. (Demircioğlu, 2002: 43).

Alternative broadcasting, a type not seeking any profit, supported by civil society organizations and not based on advertisement income, and especially addressing local issues in broadcasts and positioned as local broadcasting organizations giving place to program types which are not present in national and commercial broadcasting, makes it a resistance against national and commercial private broadcasting.

INTERNET BROADCASTING

Internet broadcasting which should be considered as a new broadcasting technique by developed countries, became a popular technology for not only radio broadcasts but also television broadcasting.

In broadcasts made via this technology, localness, regionalism, nationalism notions dissappear, and global broadcasting notion gains currency. (Türk, 2003:16). Foundations of internet radio which was laid with a simple radio software programmed for own employees of Starwave company in 1994, gained a great momentum after the formation of idea, transmitting this broadcast to the every computer having internet connection.

Thanks to that system, first radio broadcast without frequency has been started and Sky Cries Mary became the first group broadcasting via internet. After a little while, university radios began their broadcasts via internet. (Gültekin, 2012:12).

In early 2000, a lot of listener could access their favourite radio stations via computers. This metamorphosis revealed internet broadcasting reality and radio broadcasting became popular again thanks to internet. This has also come into the picture largely as a result of improvements in internet technology. Within this scope, when it comes to the internet broadcasting, two activities are referred. First of them is broadcasting online which also let everyone to start his/her own radio and the other one is present radio stations started to broadcast via internet.

Competition in radio technology as before also became a current issue in internet broadcasting. Non-stop media technology has been introduced by Apple with QuickTime software for the first time. However, QuickTime could not be influential enough except for a limited community. First application making this technology popular was RealAudio with its creative features. RealAudio which has been followed by a wider audience provided voice to be published via internet. In the past few years, Microsoft has promoted its new product named Windows Media Player by making serious market research and promotion. Nowadays, %88 of internet radios have been using Windows Media Player. (Heberlein, 2002: 5–6). In present-day conditions, radio broadcasting is maintained within 5 main categories (Abhary, 2012: 27):

Table 1. Radio Broadcasting Categories

Broadcasting Model	Sub Category	Definition
Websites Creating Playlists	On Demand Services	General song selection
		High copyright expenses
		Toll-free models
		Advertisement is accepted by very limited mass
		Non-Musical content is very few or there is none.
		Listeners choose their own music, there is no impact of experts
Radio	Main Broadcasters	Adapting analogue broadcasting to digital
		Classical listening experience
		Similar to car stereo
	Aggregators	Option to choose one of the thousands of radios across country or the world.
		Classical listening experience
		Ideal communication for travellers
		Selection problem because of a lot of choice
		Music selection determined according to listener's choice,
	Personal Radio	Limited non-musical content
		Should be discussed wheter it is a radio or not
		Supports music curatorship of radio and transmitting natural structure
		Appeals broadest audience by including a lot of music genre
	Rich Radyo	Enriched listening experience

Internet radio technology is formed instant download of voice and this flow is provided with TCP (Transmission Control Protocol) and UDP (User Datagram Protocol) packages. Basic voice flow protocols are as follows (İspir, 2013:33):

- HTPP
- MMS
- RTMP
- RTSP

When internet radio listeners communicate their wishes, expectations and complaints to that radio again via internet; that radio has achieved to create a platform and this opportunity provided by interaction also facilitates movement to broadcasting activities. (Türk, 2013: 18)

EFFECTS OF IMPROVEMENT OF INTERNET BROADCASTING

New multimedia broadcasting also called as web broadcasting, came to the fore by second half of the 1990. Different data like voice, video, image and pictures can be published via web broadcasting and this made some alterations in structure of traditional mass communication devices like radio and television. In addition to this, smartphones with internet connection caused mobile communication to rise and all of these factors resulted radio to be affected by new improvements.

Nowadays, almost every radio broadcasts could be accessed via internet. Besides that, all of recorded musical works could also be easily accessed by using internet. As a result of this, radio broadcasting medium has been changed and internet broadcasting become increasingly widespread. One of the reasons of this proliferation is cost factors for establishing radio stations. Internet is much cheaper communication platform than other mediums. A computer and network connection are the only necessary equipment for establishing a radio station on internet. (Soydan, 2012: 114).

There are a lot of advantages of broadcasting online. Firstly, establishing internet radio and maintaining the broadcast are less costly than traditional radios. Besides that, internet radios offer their audience extra information within or without their broadcasts and thus, positioned communication between their listeners more active than the audience of traditional radios.

Most of the radios are now capable of broadcasting simultaneously with their web sites. During the broadcast, messages or requests can be received by listeners, and supportive interactive applications like air times of other programs will be broadcasting during the day, weather condition, traffic information and similar applications could be provided (İspir, 2013: 65). Besides, radio stations may acquire all kind of broadcast-related data and documents of their own and practice all kind of economy for including their broadcasting stream by analyzing those and do not require any dedicated guidance or research for that.

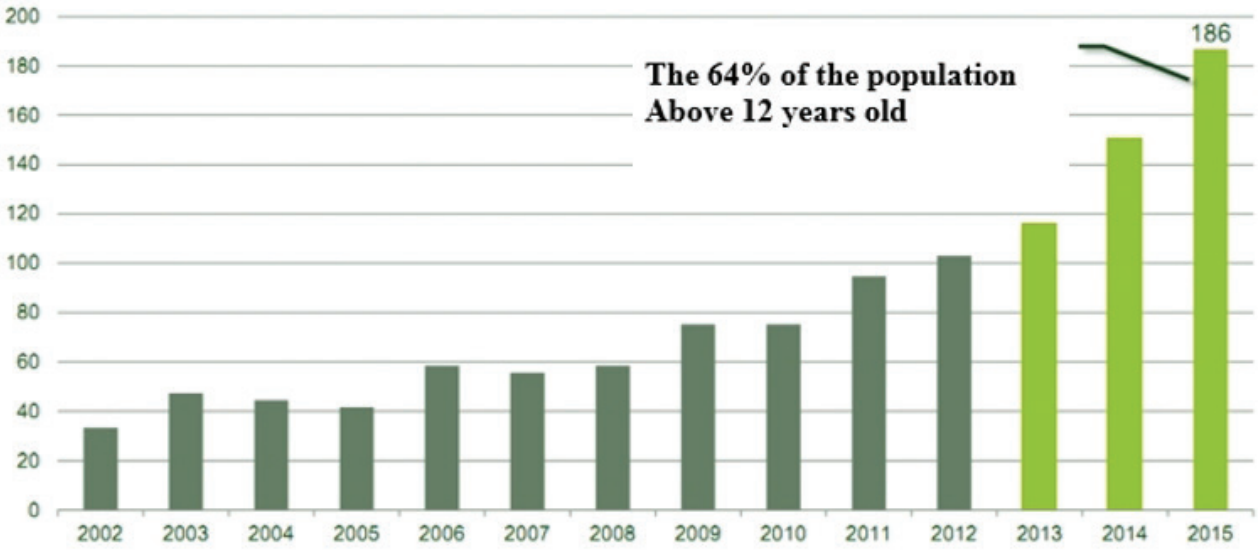
Internet broadcasting not only provides faster and easier communication opportunities to regions which are not reached by analogue transmitters and also makes broadcast network unlimited by overcoming limitation of transmitter number (Kaçan, 2004: 102).

As a general evaluation, improvement of internet broadcasting is considered as final golden era of radio. According to that, features provided by broadcasting could be summarized as follows: (Abhary, 2012: 4)

Table 2. Feature Provided By Internet Broadcasting

Range	*Shorter advertorial*
Wide product range	3 or 4 advertorial in each hour
Increase in content variety	Shorter advertisements (30 sec.)
Suitability to listener's needs	Shorter interruption for listener, more impact for advertiser
Wide accessibility	Personalization
Accessible from every spot having connection	Shuffling
Device variety	Skippin Singers
Nowadays, radio listening devices are 3-4 times more than devices present 10 years ago	Stopping/repeating Music share in social media

Internet radios are still being listened in USA at most. As we can observe from following graph, online radio listening in USA has reached %64 of total population.

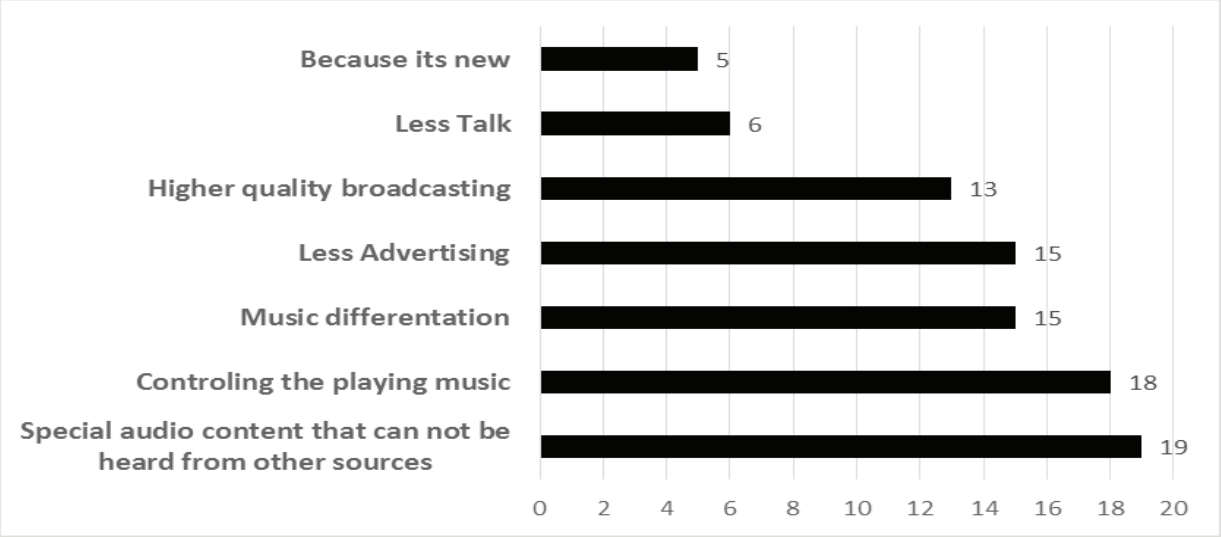


Graph 1. Internet Radio Listening Graph of USA

Source: Ali A. Abhary, Radio Cafe 2012: Dünyada Dijital Radyo ve Online Audio", http://static.karnaval.com/downloads/Radio-Cafe2012GlobalMarket_TR.pdf, 2012, p.10.

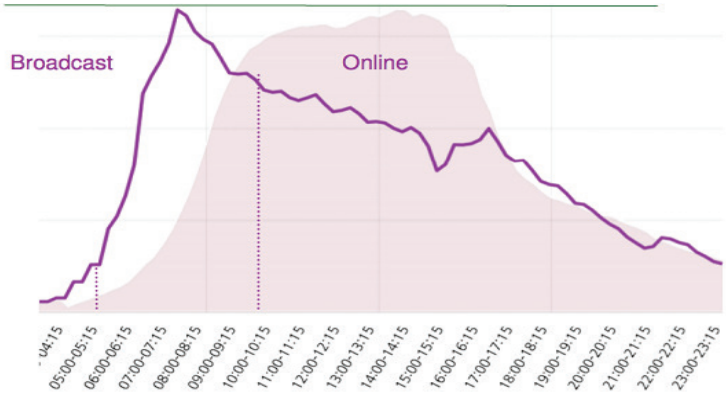
As for internet radio listening reasons, as seen in the following graph, more new content could be accessible via internet radios. This feature is followed by controlling the music on air and more music genre features. Less conversation

and advertisement in internet radios are the other reasons stated by listeners. Priestman has expressed the reasing of listening internet radio in USA as graph 2 (Priestman, 2010:76):



Graph 2. Reasons of Listening Internet Radio (USA) (Abhary, 2012:12)

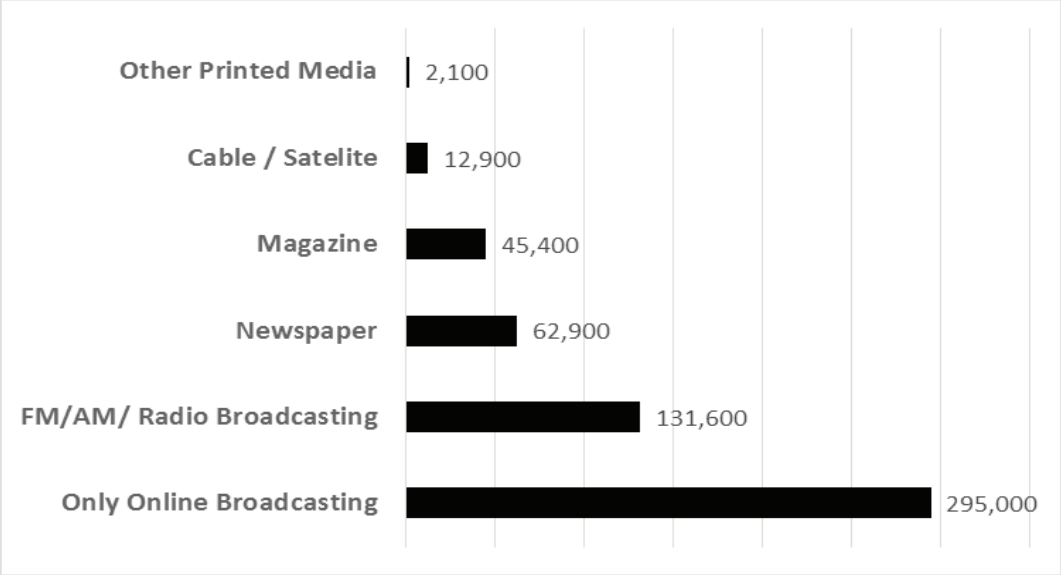
In addition to all of these, for internet radios, it is important to know for advertisers the time interval when the radio listened by audience. As seen in the following graph, internet radios are mostly listened between working hours, in other words in workplaces.



Graph 3. Internet Radio Listening Hours (USA)

Source: Ali A. Abhary, Radio Cafe 2012: Dünyada Dijital Radyo ve Online Audio", http://static.karnaval.com/downloads/Radio-Cafe2012GlobalMarket_TR.pdf, 2012, p. 13.

Below graph shows the advertisement income of internet broadcasting in USA. Data shown that, increase in advertisement incomes of internet radio will continue.



Graph 4. Internet Radio Advertisement Income (USA)

Source: Radio Cafe 2012: Dünyada Dijital Radyo ve Online Audio", http://static.karnaval.com/downloads/RadioCafe2012GlobalMarket_TR.pdf, 2012, p. 17.

When we examine the figures for Turkey, we saw that ınternet and new media's advertising income is growing in Turkey too. The ad expendatures are higher than tradiotional radio in Turkey too.

Table 3. Ad Expendatures of Radio and New Media in Turkey between 2009-2012 (Source: Reklamcılar Derneği)

Year	Radio (TL) X 1.000	New Media (TL) X 1.000
2008	111,510	94,900
2009	88,000	182,000
2010	104,000	252,000
2011	121,070	344,100
2012	129,800	421,140

TRADITIONAL BROADCASTING AND INTERNET RADIO BROADCASTING

Although Internet radio broadcasting has resemblance to traditional radios in terms of music-based broadcasts; some other factors put some differences between those two mediums. According to this, different aspects of internet radio broadcasting and traditional broadcasting could be explained as follows in terms of alternative radios:

- In terms of Audience: While traditional radios address a general mass, internet radios have limited audience and address more specific people.
- In terms of Management: While traditional radios are founded by public or private sectors, internet radios are non-profit radios which are usually founded against broadcasting monopoly.
- In terms of Communication: While traditional radios provide vertical communication, internet radios are more accessible to communication with audience.

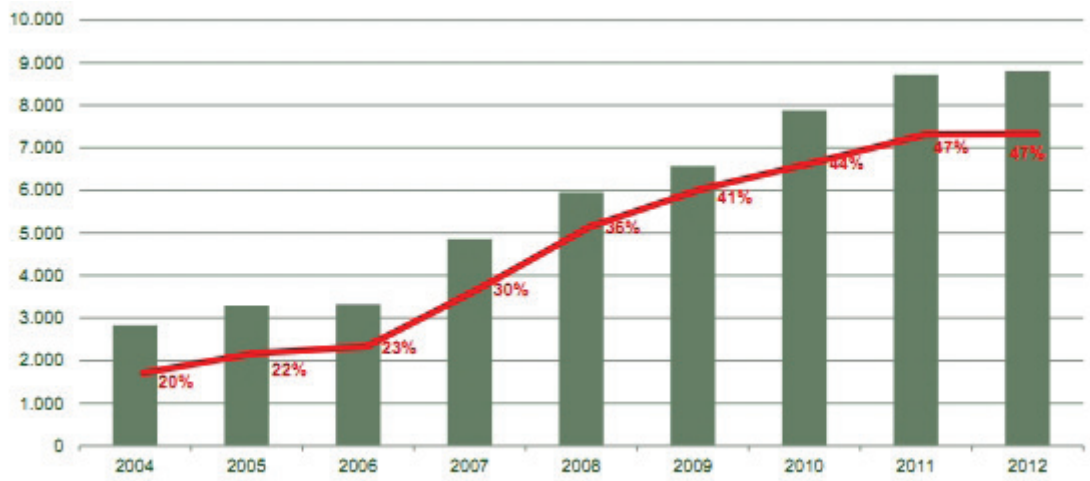
- In terms of Content : While traditional radios address wider mass, internet radios can appeal to different ethnic origins, occupation or region.
- In terms of Infrastructure: While traditional radios require high costs to establish, internet radios are less costly broadcasts requiring a simple software, internet connection and a microphone.

INTERNET RADIO BROADCASTING IN TURKEY

Internet broadcasting in Turkey improved in parallel with developments in the world and first online radio broadcast has been executed by Radyo ODTÜ in July 8, 1996. (Kaçan, 2004: 63). First radio station broadcasting only via internet started to broadcast with the name Nuist and executed by Onur Engin and İlke Şahin in 2004. (Gültekin, 2012:16). Nowadays, a lot of personal, institutional and commercial radios have been broadcasting via internet. Most important reason of development of internet broadcasting in Turkey is its lower costs in comparison with analogue broadcast and copyright issues. As per Law on Intellectual and Artistic Works renewed in March 3, 2001, broadcasting without permission through internet podcast has been banned. In addition to this, non-profit and advertisement-free radios are not hold responsible for this legal violation (Gültekin, 2012:18).

Within the scope of research conducted by RTÜK (2007) which was about radio listening habits of audience; radio broadcasts are substantially followed via radio stations and internet radio listening rate was about %5-10. However, in recent years these rates are in tendency to increase considerably.

Listeners in Turkey have started preferring radios in their online music listening music habits. As we can see in the following graph, nearly half of the Turkish listeners have become listening radios via internet. In addition to this, number of internet radio listeners has constantly increased in last 10 years.



Graph 5. Monthly Reach of Internet, MP3 Player and Mobil İnternet, Listener Numbers (x 1000)

Source: Ali A. Abhary, Radio Cafe 2012: Dünyada Dijital Radyo ve Online Audio", http://static.karnaval.com/downloads/RadioCafe2012GlobalMarket_TR.pdf, 2012, p. 10.

Currently, there are hundreds of internet radios in Turkey which have been broadcasting under the leadership of institutions, companies, associations, universities and private persons.

Raise of interest in internet radios in our day also caused raise of costs for facilitating internet radios. As we can see in the following table, cost of establishing internet radio has been doubled. This matter has been the most tangible indicator of the demand in the medium.

Table 4. Increase of Cost to Internet Radio Broadcast Systems (Medyaspot, 2011)

Service Type (Annual)	2007 Cost (USD)	2011 Cost (USD)
Server Service	247	463
Chat room	240	215
Hosting Service	78	206
Domain Name	6	13
Traffic Fee	26	102
Web-page Creation	25 / 102	102 / 421
Total	580	1,410

As a result of the demand to internet radio broadcasting the costs of this type of broadcasting has started increasing but despite that internet broadcasting is the cheapest way of broadcasting. It's much cheaper than the traditional radio medium.

Table 5. Monthly Technical Cost of Traditional Radio Station Broadcasting in Istanbul

Cost Type	Price (USD) (Monthly)
Terrestrial Frequency Licence (Rent)	30,000
Technical antenna and electricty	10,000
Total	40,000

Internet radios which have started to come into internet user's lives in 90's, have acquired significant followers in short time period. Thanks to their advantages provided and by means of that internet radio notion gotten into internet broadcasting. After the internet come into the broadcasting sector, radios broadcasting through frequencies have tried this system because of their low costs of internet broadcasting and area covered. Radio broadcasters trying to reach wide audience with frequency broadcasting gained advantages in terms of both costs and time by using internet and therefore number radio stations broadcasting online have been increased. As as result of this radio owners founda a chance to go to global audience via internet with lower costs.

Convenience provided and innovations brought after the internet radios come into the broadcast-

ing life has been attracting attention. As of their broadcasting networks, radios aim to keep their ratings at the top and to reach wider mass. Analogue transmitters and satellite broadcasts considerably help them to achieve this aim. However, generalizing of analogue transmitters and broadcasting via satellites are not only time a consuming also very expensive methods.

After the union of internet and broadcasting, radios have started to try this system. Online broadcasting requiring very low costs for establishment, has been providing quite convenience in terms of both the area covered and determination of that area. Detection of repeat listeners of the radio can be provided by internet very easily. This detection used to be executed by R&D institutions and broadcasting companies were paying exorbitant sums for those researches. However, radios broadcasting via internet and other broadcasting institutions could get those research and numerical data by means of their service providers or their own data processing centers without any extra charges.

RESEARCH

Aim and Method

The aim of this research is to make a determination about the listening of internet radio as an alternative medium. For this aim there has been prepared a survey with two hypothesis. The hypothesis tried to find out that internet radio becames a thread to traditional radio with its growing interest, and that the radios who broadcast only from interest starts to take more interest in the audience. The survey that conducted for the research has been prepared with 14 likerd type statements, examining the degree of participation from (1) to (5). The method of the search prepared with descriptive questions. The survey applied to 440 people who are 12 years old and up. In the survey there has been 7 open questions to find out how people listen radio from internet. The sampling of the audience was selected from radio listeners. To find this, there has been applied a survey to 514 people asking if they listen to radio at least one hour a day or not. İn the first survey it was found that 74 people listen radio less than one hour have no interest to radio medium. As a result of this the research applied to 440 people who had expressed that they listen to radio medium at least for one hour. The aim of this was to target people who has relation as a listener or consumer with radio medium.

Reliability Analysis

Reliability value is an indication of the degree of reaching the same result in measurements taken over and over again. For this reason, survey questions are subject to reliability analysis. Cronbach's Alfa coefficient is being used in reliability coefficient. Related coefficient takes a value between 0 and 1 and reliability of the survey increases as it nears to 1. It is commented that a survey is reliable in cases coefficient is over 0, 70. Reliability coefficient regarding the scale used in the study is found to be 0,889 and it is seen that the scale gives pretty reliable results. It was also observed that removal of any expression did not increase Cronbach's Alfa coefficient.

Table 6. Reliability Coefficient

Cronbach's Alpha	N
,889	14

Findings of the Research

In this section we will give rank to the findings of the research applied to 440 participants who listen to the radio over the internet.

Demographic Features:

50, 9 percent of the participants are male and 49, 1 percent are female. Most of the participants (43, 6 percent) are in the range of 21-30 years of age. The 32, 8 % are in the age of 12-20 and the 24, 5 % of the participants are in the age of 31 and over. Most of the participants (69, 1 percent) listen to the radio by means of internet.

Table 7. Distribution of the Participants According to How Many Hours of Regular Radio Broadcast They Listen to Per Day

		FREQUENCY	PERCENTAGE
HOW MANY HOURS OF REGULAR RADIO DO YOU LISTEN TO PER DAY?	LESS THAN AN HOUR	148	33,6
	1-3 HOURS	188	42,7
	MORE THAN 4 HOURS	104	23,6
	TOTAL	**440**	**100,0**

Table 8. Distribution of the Participants According to How Many Hours They Listen to the Radio over the Internet per Day

		FREQUENCY	PERCENTAGE
HOW MANY HOURS DO YOU LISTEN TO THE RADIO OVER THE INTERNET PER DAY?	LESS THAN AN HOUR	124	28,2
	1-3 HOURS	156	35,5
	MORE THAN 4 HOURS	160	36,4
	TOTAL	**440**	**100,0**

he participants were asked which devices they used in listening to the internet radio and they were free to tick more than one answer. According to this, most of the participants listen to the internet radio through their PCs (26, 74%), laptops (28, 97%) and cell phones (23, 12%). Listening to internet radio through

Smart TV (5, 01%) and tablets (16, 16%) is not common. The participants were asked in which time of periods they prefer to listen to internet radio and they were free to tick more than one answer. According to this most of the participants listen to the internet radio between 14-17 (28, 25%). This data is the same with USA.

Frequency Analysis

The opinions of the participants regarding internet radio are gathered with the help of the survey formed for the purpose of the research. In general, participants' opinions regarding listening

to the radio from the internet and internet radio is positive. They have only remained indecisive on the subject of establishing their own internet radio in the future if the conditions were there. Despite giving positive opinions to the subject of listening to the internet radio by connecting to the internet via cell phone and listening to the radio by means of Android / iPhone applications, less participation is in question according to other expressions. According to the participants the subjects which received the most positive opinions were the accessibility of internet radios from everywhere and having less advertisement which cast significant advantages in listening to the internet radios. Participants also think that internet radio is an alternative to terrestrial radio, they listened to internet radio more in the last two years and these broadcasts will be more popular in the future. It is observed from the frequency analysis that the factor affecting the popularity of radio broadcast is global access (Average 1, 18). Then it is advertisement (average 1, 29), interactivity (average 1, 79), program diversity (average 1, 85) and less talk time. (Average 1, 85).

Testing Participants' Opinions According to Demographic Specifications

In this section t test and ANOVA analysis shall be used to determine whether opinions of the participants show variation according to their genders, ages, how frequent they listen to the radio over the internet, how much they listen to terrestrial radios and radios broadcasting over the internet during the day.

T Test Regarding Whether Participants' Opinions Vary According to Their Genders

It was observed with the participants' expressions on the survey that their opinions do not vary according to their genders as a result of the t test performed to determine whether participation percentage of the participants vary according to their genders (p=0,639>0,05). Therefore it is not possible to make a connection between gender and listening to the radio via internet.

Table 9. T Test According to the Gender

	Levene		t Test				
	F	Sig.	t	df	p	Mean Difference	Difference of St. Error
Variants are Equal Hypothesis	,639	**,426**	,470	108	**,639**	,04389	,09330
Variants are not Equal Hypothesis			,471	107,350	,638	,04389	,09311

Anova Analysis Regarding Whether Participants' Opinions Vary According to Their Ages

Variation was identified as a result of ANOVA analysis performed to determine whether participants' opinions regarding listening to the radio vary according to their ages

(p=0,000<0, 05). It was observed with the Tukey Analysis which was performed to determine the source of this variance that opinions regarding

listening to the radio via internet become more negative as age increases. It may have more to do with younger generations having much closer relationship with the internet.

Table 10. Anova Analysis According to Age

	Sum of Squares	df	Avr. Of Squares	F	p
Between the Groups	8,832	2	4,416	27,684	**,000**
Within the Group	17,067	107	,160		
Total	25,899	109			

Table 11. Tukey Analysis

		Mean Difference	St. Error	p
31 AND ABOVE	**12-20 AGE**	,71036*	,10230	,000
	21-29 AGE	,60632*	,09608	,000

Anova Analysis Regarding Whether Participants Opinions Vary According to How Frequent They Listen to the Radio over the Internet

It was observed that participants' opinions vary according to their frequency of listening to the radio over the internet as a result of Anova analysis performed to determine whether participants' opinions vary according to their frequency of listening to the radio over the internet ($p=0,000<0,05$). It was observed that opinions became negative as listening to the radio via internet becomes less frequent, as a result of Tukey Analysis performed to identify this variation. Therefore, opinions of the participants listening to the radio over the internet every day is naturally more positive than participants who are listening less.

Table 12. Anova Analysis According to Listening Frequency to Internet

	Sum of Squares	df	Avr. Of Squares	F	p
Between the Groups	13,980	3	4,660	41,443	,000
Within the Group	11,919	106	,112		
Total	25,899	109			

Table 13. Tukey Analysis

		Mean Difference	St. Error	p
EVERY DAY	**ONCE IN THREE DAYS**	-,28715*	,08267	,004
	ONCE IN A WEEK	-1,17830*	,13245	,000
	RARELY	-1,02694*	,14220	,000

Anova Analysis Regarding Whether Participants' Opinions Vary According to Their Frequency of Listening to Terrestrial Broadcasting Radios

It was observed that participants' opinions vary according to their frequency of listening terrestrial radios as a result of Anova analysis performed to determine whether participants' opinions vary according to their frequency of listening to terrestrial radio (p=0,000<0,05). It was observed that opinions became more positive as listening to terrestrial radios is less frequent, as a result of Tukey Analysis performed to identify this variance.

Table 14. Anova Analysis According to the Frequency of Listening to Terrestrial Radios

	Sum of Squares	df	Avr. Of Squares	F	p
Between the Groups	4,605	2	2,303	11,570	,000
Within the Group	21,294	107	,199		
Total	25,899	109			

Table 15. Tukey Analysis

		Mean Difference	St. Error	p
MORE THAN 4 HOURS	**LESS THAN AN HOUR**	,54574*	,11416	,000
	1-3 HOURS	,36661*	,10903	,003

Anova Analysis Regarding Whether Participants' Opinions Vary According to How Many Hours They Listen to the Radios Broadcasting Over the Internet

It was observed that participants' opinions vary according to how much they listened to internet radios during the day as a result of Anova analysis performed to determine whether participants opinions vary according to how much they listened to the internet radios during the day (p=0,000<0,05). It was observed that the opinions were more positive as frequency of listening to the internet radios during the day increased as a result of Tukey Analysis performed to identify this variance.

Table 16. Anova Analysis According to How Many Hours They listen to the Radios Broadcasting over the Internet

	Sum of Squares	df	Square of Avr.	F	p
Between the Groups	8,242	2	4,121	24,973	,000
Within the Group	17,657	107	,165		
Total	25,899	109			

Table 17. Tukey Analysis

		Mean Difference	St. Error	p	
MORE THAN 4 HOURS	LESS THAN AN HOUR	*43454,	09775,	000,	
	HOURS 1-3	*68445,	09720,	000,	

Hypothesis Analysis

H1: Inclination to listening to the radio over the internet is increasing in a way threatening traditional radio and listening to the radio over the internet is constituting an alternative broadcasting model.

It was observed opinions of the participants regarding listening to the radio via internet vary according to their listening durations to traditional radio and participants who listen to traditional radio more have more negative opinions regarding listening to the radio over the internet.

Table 18. Anova Analysis Regarding Hypothesis 1

	Sum of Squares	df	Average of Squares	F	p
Between the Groups	6,956	2	3,478	11,918	**000**,
Within the Group	31,226	107	292,		
Toplam	38,182	109			

Table 19. Tukey Analysis

		Mean Difference	St. Error	p	
LESS THAN AN HOUR	HOURS 1-3	27898,-	11873,	053,	
	MORE THAN 4 HOURS	*67493,-	13824,	000,	

Chi-square test was used to determine whether there is a significant difference between the time spent listening to the radio over the internet and time spent listening to the traditional radio. A significant

difference was observed between listening duration to the traditional radio and listening duration to the radio over the internet as a result of chi-square test. (Pearson Correlation Coefficient 0,000<0, 05)

As can be seen on Table 22, almost all of traditional radio listeners who listen to the radio less than 1 hour per day listen to the internet radio more than 1 hour per day. The rate of listeners listening to internet radio for more than 1 hour is much more than the listeners listening to the traditional radio between 1-3 hours.

Table 20. Traditional Radio / Internet Radio Listening Durations Cross Table

			LISTENING DURATION TO INTERNET RADIO			TOTAL
			LESS THAN AN HOUR	1-3 HOURS	MORE THAN 4 HOURS	
LISTENING DURATION TO TRADITIONAL RADIO	LESS THAN AN HOUR					
		Percent	10,8%	40,5%	48,6%	100%
	1-3 HOURS					
		Percent	23,4%	38,3%	38,3%	100%
	MORE THAN 4 HOURS					
		Percent	61,5%	23,1%	15,4%	100%
TOTAL						
		Percent	**28,2%**	**35,5%**	**36,4%**	**100,0%**

Table 21. Chi-Square Table

	Value	df	p
Pearson Chi-Square	20,839[a]	4	,000
Likelihood Ratio	20,348	4	,000
Linear-by-Linear Association	15,789	1	,000
N of Valid Cases	**440**		

When data obtained from both tests are considered together, it is observed that inclination to listening to the radio over the internet is increasing in a way threatening traditional radio and listening to the radio over the internet is constituting an alternative broadcasting model.

H2: Radios broadcasting only over the internet are starting to receive more interest than radios broadcasting in the traditional way.

As a result of the t test, it was observed that radios broadcasting only over the internet are starting to receive more interest than radios broadcasting in the traditional way.

Table 22. T Test Regarding Hypothesis 2

		Levene		t Test				
		F	.Sig	t	df	p	Mean Difference	Difference of St. Error
Listening to Internet Radio	Variants are Equal Hypothesis	1,636	204,	8,737	108	**000**,	1,20238	13762,
	Variants are not Equal Hypothesis			10,590	8,817	000,	1,20238	11353,

CONCLUSION

Internet created new ways of communication within media. It has transformed all the media sources from analog to digital and this digital world created new ways of broadcasting. One of them was internet based radio which created internet broadcasting and the concept of internet radio.

The greatest advantage of internet radios is their accessibility from everywhere and broadcasting less advertisement compared to radios broadcasting in traditional ways. According to the results reached by the analysis of data obtained from the survey giving reliable results in the reliability analysis performed and applied to 440 participants in almost equal numbers in male and female, mostly at the age interval of 21-30, listening to radio via internet almost every day. Listening to the radios broadcasting in traditional ways between 1-3 hours per day and listening to internet radio more than 1 hour per day. According to survey results people prefer to listen to internet radio mostly by means of laptop and PC and mobile phone, generally between 10:00 – 20:00 hours. Furthermore, participants think that internet radios are an alternative to terrestrial radios and they listened to the radio from internet more in the last two years. These findings show that this type of broadcast will be more popular in the future. Despite these, participants were indecisive on the subject of establishing their own internet radios in the future. Moreover, they have shown less participation in listening to the radio over the internet by means of mobile phone and Android and iPhone applications.

Statistical analysis also exploited in determining whether participants' opinions in the direction of listening to the radio from the internet vary according to their radio listening habits as well as basic demographic features. According to this, it was observed that there is no relation between listening to the radio over the internet and gender, opinions regarding listening to the radio over the internet became more negative as age increases. It may have more to do with younger generations having much closer relationship with the internet.

Besides people listening to the radio over the internet naturally have more positive opinions on the subject of listening to the radio over the internet than people who are listening to internet radio less. In a similar way it was observed that the opinions were more positive as listening to terrestrial broadcasted radios were less frequent. Therefore, there is a relation between participants' opinions and listening to the radio over the internet.

It was observed that people who listen to the traditional radio more have more negative opinions on the subject of listening to the radio over the internet as a result of tests performed to determine whether listening to the radio via internet is an alternative broadcasting model and the inclination of listening to the radio over the internet increases at the rate of threatening radios which broadcast in traditional ways. In a similar way it was observed that the variance between listening durations of internet radio and traditional radio is significant and almost all of the people who listen to the traditional radio less than 1 hour per day listen to internet radio more than 1 hour per day.

As a conclusion, it was observed that inclination to listen to the radio over the internet increases every day and the inclination to listening to the radios broadcasting in traditional ways decreases and despite this, inclination to listen to the radios broadcasting over the internet increases. Global Access to internet radios, less advertising, interactivity based on mutual, interaction, program diversity and less talk time is at the basis of this situation.

It is possible to foresee internet radio broadcasting will improve more in the future with the factors that cost of broadcast over the internet is much less than the cost of the broadcast in traditional ways, listeners prefer it more because of less talk and advertisement, internet radios are listened to almost throughout the day.

As a result of this, traditional radio companies should try to adapt themselves to new media and make their traditional radio a part of this new radio form called as internet broadcasting. The research survey showed that especially the new generation who are more close to internet prefers more to listen the radio via internet and they believe that internet broadcasting brings them freedom and an alternative way of listening to that medium. The idea that internet based radio created an alternative to traditional radio shows the evidence that the interest will grow more its audience in the future and will make a thread to traditional radio. Radio is now listened from traditional and new media. While traditional radio decrease and loose its interest on the new generation, new media and internet broadcasting increases its interest. This research applied to 440 people also gave the same results with the official radio survey done by Ipsos Kmg from 2003 till 2013 in the radio industry. Both researches showed that listening radio from internet increases and this makes a 'must' for the industry players to build a strategy and combine traditional radio with new radio. For that there must be a combination and a transformation from traditional radio to new radio and try to catch the new audience more effectively. Because the new generations habit through internet is growing and todays new generation will be tomorrow's most important role players in all the industries as consumer.

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ALTERNATİF YAYIN MECRASI OLARAK İNTERNET RADYOCULUĞU: TÜRKİYE'DEKİ İNTERNET RADYOCULUĞUNUN KULLANIMINA YÖNELİK BİR ARAŞTIRMA

Özet: Bu çalışmada internet mecrasında yaşanan gelişmeler sonucunda ortaya çıkan ve bir alternative yayıncılık modeli olarak popüler olan internet radyoculuğu ile ilgili bir araştırma yapılmıştır. Internet aracılığı ile yapılan radyo yayıncılığının tarihsel süreçlerinin araştırıldığı araştırmanın birinci bölümünde geleneksel medyaya bir alternatif yayın biçimi olarak yayına başlayan ve iletişim teknolojilerinde yaşanan gelişmeler sonucunda geleneksel radyoların varlığını tehdit edecek hale gelen internet radyolarının yayıncılığa sunduğu avantajlar derlenmiştir. Bu avantajlar arasında tüketici için daha az reklamlı yayın dinleme ve yayın içeriğini seçebilme özgürlüğü ön plana çıkarken yayıncı için daha düşük maliyetle küresel yayın yapma avantajını getirmektedir. Dinleyici internet aracılığı ile dinlediği radyo mecrasını küresel ve mobil bir biçimde dinleyebilmekte bu da yayıncıya daha düşük maliyetle küresel erişim avantajı sağlamaktadır. Çalışmada geleneksel biçimde yayın yapan radyo mecrasının reklam harcamalarından aldığı payda düşüş yaşadığı vurgulanırken internet mecrasının reklam harcamalarından aldığı payda düzenli bir artış olduğunun altı çizilmiştir. İnternet mecrası reklam harcamalarından aldığı pay ile 2009 yılından itibaren radyo mecrasının önüne geçmiştir. Çalışmanın uygulama bölümünde Türkiye'de günde en az bir saat radyo dinleyen 440 kişiye bir anket uygulanmıştır. Örneklem en az bir saat radyo dinleyen kişilerden seçilmiştir. Bunun için 511 kişiye uygulanan test anketle günde en az bir saat radyo dinlediğini belirten dinleyiciler seçilmiş ve anket bu 440 kişiye tekrar uygulanmıştır. Bu uygulamanın amacı günde en az 1 saat radyo dinleyen hedef kitleye ulaşmak olmuştur. Günde en az 1 saat radyo dinlemeyen 71 kişi araştırma kapsamından çıkartılmış ve araştırma günde en az 1 saat radyo dinlediğini belirten 440 kişiye uygulanmıştır. Toplanan veriler SPSS adlı istatistik analiz programında analiz edilmiş ve dinleyicilerin internet aracılılığı ile radyoyu neden ve nasıl dinlediği konusu üzerine tespitlerde bulunulmuştur. Güvenilirlik analizi sonunda güvenilir sonuçlar veren eşit sayıda erkek ve kadından oluşan 440 katılımcıya uygulanan ankette, 21-30 yaş grubunun radyoyu her gün internet aracılığı ile dinlediği ortaya çıkmıştır. Geleneksel biçimde yayın yapan radyo kanallarını her gün 1-3 saat arası dinleyenler günde 1 saatten fazla bir süre internet aracılığı ile radyo dinlemektedir. Anket sonuçlarına göre internet aracılığı ile radyo dinleyenler internet radyosunu daha çok laptop, PC ve cep telefonlarından dinlemektedir. Katılımcılar genel olarak 10:00-20:00 saatleri arasında internet aracılığı ile radyo dinlemektedir. Bu bulgu ABD'de ki ile aynı sonucu vermiştir. ABD'de de internet radyo mecrası daha çok 10:00-20:00 saatleri arasında internet aracılığı dinlenmektedir. 440 kişiye uygulanan anket Türkiye'de radyo mecrasının dinlenme oranlarını 2003 yılından 2013 yılına kadar resmi olarak ölçümünü yapan Ipsos Kgm'nin anketi ile aynı sonuçları vermiştir. Her iki araştırmada da internet aracılığı ile radyo dinlenirliğinin artış gösterdiği ve bu durumun endüstri oyuncuları tarafından ciddiye alınarak geleneksel radyo ile yeni radyoyu birleştirecek bir stratejinin oluşturulması gerektiğini göstermiştir. Araştırmanın birinci hipotezi internet aracılığı ile radyo dinlemenin geleneksel biçimde yayın yapan radyo kanallarını tehdit edecek biçimde arttığı bunun bir alternatif yayıncılık modelini doğurduğu yargısı test edilmiştir. Katılımcılar bu hipoteze katıldıklarını beyan etmişler ve radyo mecrasının internet aracılığı ile çeşitlenerek bir alternatif yayın modeli oluşturduğunu belirtmişlerdir. Çalışma kapsamında kurgulanan birinci hipotez internet aracılığı ile yapılan radyo yayıncılığına olan ilginin geleneksel biçimde karasal yayın yapan radyo kanallarını tehdit edecek şekilde arttığı ve internet tabanlı bir alternatif yayın modeli doğurduğunu göstermiştir. Araştırmanın ikinci hipotezi sadece internet aracılığı ile yayın yapan radyo kanallarına olan ilginini geleneksel biçimde (karasal) yayın yapan radyolara göre daha fazla ilgi aldığı test edilmiştir. Katılımcılar sadece internet aracılığı ile yayın yapan radyoları geleneksel biçimde yayın yapan radyolara göre daha fazla tercih etmeye başladığını belirtmişlerdir. Çalışmanın sonunda radyo mecrasının bu internet tabanlı alternatif yayıncılık modeline geleceğin yayın modeli olarak dikkat etmesi gerektiği konusuna vurgu yapılmıştır.

Anahtar Kelimeler: İnternet Radyoculuğu, Radyo Yayıncılığı, Yeni Medya, Alternatif Yayıncılık