



# Stages Of The Emergence Of Television Producing In Uzbekistan

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**Abstract:** This article examines the stages of the formation of television producing in Uzbekistan, its historical development, and its current state. The key stages of development are analyzed, along with the producer's role in the process of creating television programs and the impact of new technologies and Internet platforms. The study includes examples of major television channels and media formats that illustrate these developments.

**Keywords:** Television producer, television, Uzbekistan, mass media, historical stages.

**Introduction:** A television producer is a specialist responsible for the creation and organization of television programs, shows, and other forms of media content. The producer plays a key role in the production process—from the conceptual idea to the realization of the final product. This profession requires a high level of creativity, organizational ability, and a deep understanding of all aspects of media production.

Television plays a vital role in the social and cultural life of Uzbekistan. Television producers have become among the key figures shaping the country's media landscape. In Uzbekistan, the activity of television producers has gone through several distinct stages—from the Soviet period to the era of modern digital technologies.

The following methods were used in this study:

- Historical analysis – examination of archival data related to the development of television in Uzbekistan.
- Comparative method – analysis of differences in the role of television producers during different historical periods.
- Interview method – analysis of expert opinions

and interviews with practitioners in the field of television.

- Textual analysis – study of materials from newspapers, magazines, and other publications.

The research identifies the following key stages in the development of television producing in Uzbekistan:

### 1. Initial Stage (1956–1991) — The Soviet Period

Television in Uzbekistan began in 1956 with the launch of the first television channel in Tashkent. During this period, television was under strict state control and served as an important tool of propaganda. At that time, the role of a television producer practically did not exist — the functions of the producer were performed by directors and editors.

### 2. Transitional Stage (1991–2000) — The Years of Independence

After Uzbekistan gained independence in 1991, television became more independent, and the privatization process began, leading to the emergence of private TV channels. This period became transitional for the television industry, as the role of the producer gradually began to emerge. During this time, new creative genres and formats appeared, reflecting the changing social and cultural environment.

### 3. Institutional Stage (2000–2010)

From the early 2000s, more structured and professional systems began to take shape within Uzbekistan's television industry. Specialized courses and academies for training producers were established. Television channels started to develop a variety of programs—from news to entertainment shows—which required the involvement of qualified producers. This stage marked the professionalization of the field and the institutional recognition of television producing as a distinct and essential profession.

### 4. Modernization Stage (2010 – Present)

With the development of digital technologies and internet platforms, television producing in Uzbekistan has undergone significant transformation. Television producers have begun to work actively with online platforms such as YouTube and TikTok, and have started using new forms of content, including streaming and interactive shows.

The development of television producing in Uzbekistan follows a trajectory similar to that of many other developing countries; however, unique historical and political conditions have also played an important role in shaping this process. At the present stage, television continues to adapt to new challenges such as digitalization, competition with online media, and

changing viewer consumption habits.

#### Key Trends:

- Digitalization and transition to digital broadcasting, which has expanded the audience reach.
- Growth of private television channels and an increase in content diversity.
- Interactivity and audience participation in content creation through voting, commenting, and live streaming.

#### Examples of Change:

- Television Channels: One example of how television has evolved in Uzbekistan is the NTT channel (founded in 1992), which became the country's first private television channel and introduced a new approach to content creation.
- Digitalization: A successful example of digital transformation is the UzTV project, which allows viewers to watch programs online and use additional features for interactivity.

The study shows that the development of television producing in Uzbekistan has followed patterns similar to other countries, but has been shaped by specific historical and political factors. The most notable professional growth of this field occurred after 2000, when the activities of producers took on institutional and professional forms. Nevertheless, challenges remain in the areas of staff training, creative freedom, and financial independence.

#### Summary of Developmental Stages of Television Producing in Uzbekistan

Television producing in Uzbekistan has gone through several key stages of evolution:

Formation Stage (Soviet Period) – when television was state-controlled and functionally limited.

Transitional Stage (Post-Independence) – when private channels began to compete with state-run broadcasters.

Institutional Stage – when specialized courses and professional standards for producers were established.

Digitalization Stage – when television adapted to new technological demands, including internet platforms and streaming services.

#### CONCLUSION

Uzbekistan continues to modernize its television industry by creating new forms of content and improving the professional training of media specialists. For the further development of the sector, it is essential to invest in education, new technologies, and the enhancement of content quality.

Despite positive transformations, several challenges

remain:

A shortage of qualified professionals in the field of television producing.

Low-quality content on some channels, which hinders the attraction of a wider audience.

Competition with online platforms such as YouTube and others, which demands innovation and adaptation of content for mobile devices.

To address these issues, further measures are required to improve professional training and implement advanced technologies. The following steps are recommended:

Development of educational programs for television producers, emphasizing modern technologies and digital platforms.

Investment in innovative content formats, such as interactive shows and reality programs.

Strengthening partnerships between private television channels and state institutions to produce high-quality, diverse content capable of competing on the international stage.

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