UDC 070:654.197:004.738.5

# THE PRESENTATION OF "O'ZBEKISTON 24" TELEVISION CHANNEL PROGRAMS ON DIGITAL PLATFORMS: A CASE STUDY OF YOUTUBE, TELEGRAM, AND INSTAGRAM

**Shaxnozabanu Baltaniyazova**
*Karakalpak State University named after Berdakh*

**Summary.** This study looks at the publication metadata of 59 posts from O'zbekiston 24's official accounts: 40 Telegram videos, ten Instagram Reels and nine YouTube entries. The Telegram sample comes from four deliberately selected dates, with 20 videos from Axborot 24 and 20 from other programmes. Sixteen Axborot 24 videos and six videos from other programmes run for less than three minutes. Their median lengths are 134 and 255 seconds, respectively. Videos from other programmes are longer in 305 of 400 pairwise comparisons, although these comparisons are not independent. After videos lasting five minutes or more are removed from that group, the figure falls to 125 of 220 comparisons. Ten Axborot 24 videos fall between 120 and 149 seconds, compared with none from other programmes. Three pairs of Telegram posts with matching headlines differ in length by 254, eight and eight seconds. The findings apply only to the selected posts, not to the broadcaster's output as a whole. Whether the videos were re-edited or contain matching images and sound was not examined.

**Keywords:** content analysis; digital news; Instagram; O'zbekiston 24; Telegram; video duration; YouTube.

## INTRODUCTION

On 7 August 2026, two videos appeared on O'zbekiston 24's official Telegram channel with the same headline: "An'anaviy Qovun sayli festivali". The Axborot 24 version runs for 2:07, while the Maxsus reportaj lasts 6:21 [18]. The difference is 4:14, but neither the shared headline nor the running times establish whether the videos use the same footage. Only a direct comparison could answer that question. The pair instead offers a starting point for this study: what can the channel's public posts tell us when the videos themselves have not been compared?

The question matters because audiences encounter television news across several platforms. In a national survey of 1,411 adults, 51.6% reported using Telegram for news and 44.6% said they watched television. Among television viewers, 52.8% named O'zbekiston 24 as their most trusted channel [13]. While those figures concern audience responses, the present study focuses on what the broadcaster publishes. It compares video lengths across programme labels on four selected Telegram dates and examines what titles, dates and official links reveal about posts on Telegram, Instagram and YouTube.

## RELATED RESEARCH

Research on television news online has explored both distribution and the influence of platforms. Nieborg and Poell examine how cultural production depends on platforms [1.4275], Nielsen and Ganter consider relationships between publishers and intermediaries [2.1600], and Bucher discusses how algorithms shape visibility [3.118]. Kalogeropoulos and Nielsen focus on investment in online news video [16.2207]. These studies help place the present analysis in context. They do not, however, make runtime a measure of adaptation: videos of different lengths may cover the same event, show different parts of it or have little more than a headline in common.

Other studies look directly at video content. Chobanyan examines voice, images and on-camera presentation in television news published on VK and Telegram [14.3]. Kallio and Mäenpää explore how Instagram journalists condense and frame material [15.1015], while Luginbühl analyses genre and multimodal design in 600 posts from six television-news Instagram accounts [21.46]. The present study takes a narrower approach, recording captions, programme labels, dates and displayed running times. This makes it possible to trace the findings to individual posts, but it leaves questions about images, sound and editing for direct video analysis.

To keep these distinctions clear, the analysis separates four levels of evidence. Level A records an official post URL. Level B covers visible details such as a title, tag, date or runtime. Level C identifies a possible connection between stories based on a distinctive topic and a consistent programme date. Level D requires a direct comparison of images and sound. This study documents Levels A–C only. The levels

describe the evidence available, not the probability that two posts share footage. A repeated Qovun sayli headline, for instance, does not establish that both videos came from the same master recording.

**DATA AND METHODS**

The unit of analysis is an individual publication, identified by its URL, rather than the news event it covers. The register includes 40 Telegram posts, ten Instagram Reels and nine YouTube entries available by 2 November 2026 (n = 59). An additional Telegram link was used to help match stories, but was not part of the sample; two YouTube candidates found later were also excluded. Telegram running times were checked against the posts. Where Instagram and YouTube runtimes were unavailable, the fields were left blank rather than filled with estimates. The accompanying register contains the post IDs, URLs and inputs used in the calculations.

The Telegram sample comprises four sets of ten consecutive post IDs: 289986–289995 (7 August), 293980–293989 (18 September), 295980–295989 (8 October) and 298379–298388 (2 November 2026). These IDs allow readers to locate the posts. The dates were chosen deliberately, rather than randomly or under a preregistered procedure. Instagram and YouTube entries were collected from accessible official links and cover different periods. The sample should therefore be read as a documented case study, not as an estimate of how frequently the broadcaster publishes particular formats.

Programme labels were taken from Telegram captions. Different spellings of Axborot 24 were combined under one label, while all remaining labels were grouped as “other programmes”. That group includes interviews, sport and long reports, so the two groups are not matched by genre. Running times were recorded in seconds, using the durations displayed on Telegram. Three minutes was the main threshold for describing short videos, with additional checks at 120, 150, 240 and 300 seconds. The 120–149-second interval drew attention during the analysis; it was not chosen beforehand.

Each of the 20 Axborot 24 videos was compared in length with each of the 20 videos from other programmes, producing 400 pairs. Comparing only videos posted on the same date produced a further calculation based on 86 pairs. Because each video appears in several pairs, the comparisons are dependent: they describe relative running times, rather than providing independent observations or tests of statistical significance. The rank contrast was calculated by subtracting the share of pairs in which the Axborot 24 video was longer from the share in which the other-programme video was longer. Programme labels were not independently coded by a second researcher.

**RESULTS: VIDEO LENGTH**

The 40 Telegram videos run from 45 to 1,781 seconds, with an overall median of 164 seconds. Twenty-two last less than three minutes. All five videos lasting ten minutes or more belong to the “other programmes” group. Table 1 gives the short-video counts and within-date comparisons. The balance between groups differs by date: the 8 October sample includes two Axborot 24 videos and eight from other programmes, whereas the 18 September sample includes seven and three, respectively.

**Table 1. Short Telegram videos and within-date comparisons, by observation date (source: [7])**

| Date | Axborot <3 min | Others <3 min | All short | Other > Axborot (same date) |
|---|---|---|---|---|
| 07.08.2026 | 4/5 | 1/5 | 5/10 | 20/25 |
| 18.09.2026 | 5/7 | 1/3 | 6/10 | 15/21 |
| 08.10.2026 | 2/2 | 2/8 | 4/10 | 14/16 |
| 02.11.2026 | 5/6 | 2/4 | 7/10 | 13/24 |

In the full Telegram sample, 16 of 20 Axborot 24 videos (80%) and six of 20 other-programme videos (30%) run under three minutes. Their respective medians are 134 and 255 seconds. Other-programme items are longer in 305/400 cross-group comparisons (76.25%); the remaining 95 run the other way, with no ties. The descriptive rank contrast equals 0.525. Restricting comparisons to posts from the same date gives 62/86 (72.1%), but the daily shares range from 13/24 (54.2%) on 2 November to 14/16 (87.5%) on 8 October. Omitting one date at a time produces 68.6–79.0% among the remaining within-date comparisons.

One pattern emerged during the analysis: ten Axborot 24 videos run for 120–149 seconds, while no videos from other programmes fall in that range. This interval was not specified or tested in advance. Counts also depend on the cutoff used. Below 120 seconds, there are five Axborot 24 videos and four from other programmes; below 150 seconds, the counts are fifteen and four. Longer videos influence the pairwise results as well. Removing other-programme videos lasting ten minutes or more reduces their share of longer comparisons to 205 of 300 (68.3%). Removing those lasting five minutes or more reduces it to 125 of 220 (56.8%). These checks show the influence of long videos, but do not adjust for genre differences.

**HEADLINE RECURRENCE AND CROSS-PLATFORM LINKS**

The three platforms do not offer the same information in this dataset. Running times were verified for all 40 Telegram posts, but were unavailable for the ten Instagram Reels and nine YouTube entries. Comparing average or median video lengths across platforms would therefore be misleading. The Instagram and YouTube records support comparisons of dates, titles and links, not duration. This gap reflects how the data were collected and should not be treated as evidence of a difference between the platforms themselves.

Two Instagram captions illustrate different ways of introducing a story. “45 ming vakansiya, ammo kadrlar kam” sets the number of vacancies against a shortage of applicants, while “QARZDORNING CHETGA CHIQISH CHEKLOVINI YECHISH MUMKINMI?” opens with a practical question [8]. The comparison concerns wording only: the Reels’ running times, sound, framing and editing were not independently checked. Both links appear in the source register.

Three pairs of Telegram posts carry matching headlines and can be located using their official post IDs (Table 2). The Qovun sayli pair differs in length by 4:14. A regional leaders’ meeting appears in a 3:00 Fakt24 post and a 2:52 Axborot 24 post, while two no-comment Olympics posts last 0:45 and 0:53 [18]–[20]. Thus, the same headline accompanies a substantial difference in one pair and an eight-second difference in each of the other two. None of these running times establishes whether the paired videos share source footage.

**Table 2. Telegram posts with repeated headlines and different runtimes (official links: [18]–[20])**

| Repeated topic | First official Telegram post | Second official Telegram post |
|---|---|---|
| Qovun sayli (gap 4:14) | 289988 · Axborot 24 · 2:07 | 289994 · Maxsus reportaj · 6:21 |
| Regional summit (gap 0:08) | 295982 · Fakt 24 · 3:00 | 295988 · Axborot 24 · 2:52 |
| Olympiad (gap 0:08) | 298384 · No comment · 0:45 | 298386 · No comment · 0:53 |

The register also identifies three topic-and-date links between Telegram and the official YouTube channel [9]–[11]. Their Telegram durations are 3:18, 2:20 and 0:51; YouTube durations were not verified. Two further YouTube titles remained unconfirmed candidates [17]. One corruption-risk training video is dated 8 October in Telegram and 9 October in a YouTube title. An upload date may differ from a programme date, but that possibility alone does not resolve the discrepancy. Footage identity needs direct viewing.

**DISCUSSION**

These findings underline the need to distinguish programme labels, running times and repeated headlines. Across the four selected Telegram dates, only Axborot 24 videos fall in the 120–149-second range. Yet the comparison group combines several programme types and contains all five of the longest videos. The difference in running time becomes smaller when long videos are removed, and it varies from date to date. Matching headlines also accompany different patterns: one pair differs by 254 seconds, while two differ by only eight seconds each. Unlike the video-based studies by Chobanyan [14], Kallio and Mäenpää [15] and Luginbühl [21], this study does not examine how the videos were made. It points instead to posts that warrant closer analysis.

A follow-up study could collect posts from the same weeks on all three accounts and define story-matching rules before starting the analysis. Paired videos could then be compared at specific timecodes, recording shot order, narration, on-screen text, subtitles and aspect ratio. Two researchers could independently code part of the sample and report any differences in their assessments. Findings drawn from captions should remain clearly separate from observations made by watching the videos.

**LIMITATIONS AND DATA AVAILABILITY**

Several limits need to be kept in mind. The Telegram dates were deliberately selected, the comparison group mixes genres, and the 120–149-second interval was identified only after the data had been examined. Excluding videos by length reveals how much the results depend on long videos, but it does not control for genre. Nor do matching titles establish that two posts use the same footage. There was no independent coding or direct audiovisual comparison across platforms. To make the analysis traceable, the register includes public URLs, programme labels and calculation fields. The conclusions remain limited to the posts in that register.

**CONCLUSION**

On the four selected Telegram dates, Axborot 24 videos were generally shorter than videos from other programmes, with median lengths of 134 and 255 seconds, respectively. The difference varied by date and was partly influenced by long videos in the mixed comparison group. Ten Axborot 24 videos fell between 120 and 149 seconds, compared with none from other programmes; this pattern was noticed during the

analysis, not specified beforehand. Three pairs of posts with matching headlines differed in length by 254, eight and eight seconds. These findings describe the selected posts, not the broadcaster's output as a whole, and they do not establish how the footage was edited. A broader sample and direct video comparisons are needed to address those questions.

**REFERENCES**

1. Nieborg D. B., Poell T. The platformization of cultural production: Theorizing the contingent cultural commodity. New Media & Society. London: SAGE, 2018. Vol. 20(11). P. 4275–4292. DOI: 10.1177/1461444818769694.

2. Nielsen R. K., Ganter S. A. Dealing with digital intermediaries: A case study of the relations between publishers and platforms. New Media & Society. London: SAGE, 2018. Vol. 20(4). P. 1600–1617. DOI: 10.1177/1461444817701318.

3. Bucher T. Programming the News: When Algorithms Come to Matter. In: If...Then: Algorithmic Power and Politics. New York: Oxford University Press, 2018. P. 118–148. DOI: 10.1093/oso/9780190493028.003.0006.

4. Jumayev H. Davlat va nodavlat telekanallar internetizatsiyasi: muammo, yechim va yangi tendensiyalar. Eurasian Journal of Academic Research. 2023. Vol. 3, No. 5. P. 301–313. DOI: 10.5281/zenodo.8001548.

5. Isakulova M., Kodirov H., Ruzmetova M., Solieva Z. Features of news media consumption in Uzbekistan in the digital age (based on a sociological survey). International Scientific Journal of Media and Communications in Central Asia. 2026. No. 12. P. 17–31. DOI: 10.62499/ijmcc.vi12.266.

6. Josephi B., Bayimbetov B., Otamurodova M. Uzbekistan's journalists caught between caution and hope. Journalism. 2026. Online first, 28 May. DOI: 10.1177/14648849261455507.

7. O'zbekiston 24. Telegram video archive, four observation dates, 2026. https://t.me/s/uzbekistan24_tvnews (accessed 02.11.2026). Item permalinks in dataset.

8. O'zbekiston 24 TV. Instagram Reels, 2026. Official channel: https://www.instagram.com/uzbekistan24_tvnews/. Two cited captions: https://www.instagram.com/reel/DfPZmF9PGY6/ and https://www.instagram.com/reel/DfMei5tP0WW/ (accessed 02.11.2026).

9. O'zbekiston 24. Weightlifting development, 07.08.2026. Telegram: https://t.me/uzbekistan24_tvnews/289986; YouTube: https://youtu.be/3FEhH6DOBLU (accessed 02.11.2026).

10. O'zbekiston 24. Animal identification, 07.08.2026. Telegram: https://t.me/uzbekistan24_tvnews/289987; YouTube: https://youtu.be/9IzoemoBmu4 (accessed 02.11.2026).

11. O'zbekiston 24. Industrial output exceeds one quadrillion UZS, 29.10.2026. Telegram: https://t.me/uzbekistan24_tvnews/297989; YouTube: https://youtu.be/uGLK66lTDxc (accessed 02.11.2026).

12. O'zbekiston 24 Telekanali. Official YouTube channel: https://www.youtube.com/@uzbekistan24tv (accessed 02.11.2026).

13. EU Delegation to Uzbekistan. Results of the National Study on Media Consumption in Uzbekistan released today in Tashkent. Tashkent, 02.11.2026. https://www.eeas.europa.eu/delegations/uzbekistan/results-national-study-media-consumption-uzbekistan-released-today-tashkent_en (accessed 02.11.2026).

14. Chobanyan K. V. Transformation of television news videos characteristics on VK and Telegram social networks. Vestnik Moskovskogo universiteta. Seriya 10. Zhurnalistika. Moscow, 2024, No. 5. P. 3–26. DOI: 10.55959/msu.vestnik.journ.5.2024.326.

15. Kallio S.-M., Mäenpää J. Visuality as an Affordance on Instagram News Production. Digital Journalism. London: Routledge, 2025. P. 1015–1033. DOI: 10.1080/21670811.2025.2462558.

16. Kalogeropoulos A., Nielsen R. K. Investing in Online Video News: A cross-national analysis of news organizations' enterprising approach to digital media. Journalism Studies. London: Routledge, 2018. Vol. 19(15). P. 2207–2224. DOI: 10.1080/1461670X.2017.1331709.

17. O'zbekiston 24 Telekanali. Two supplementary official YouTube titles, accessed 03.11.2026: "46-butunjahon shaxmat olimpiadasi", https://www.youtube.com/watch?v=Ko6q3tIeNPA; "Korrupsiyaviy xavf-xatarlarni baholash bo'yicha amaliy trening", https://www.youtube.com/watch?v=aQ3DFomeGKk.

18. O'zbekiston 24. "An'anaviy Qovun sayli festivali", 7 August 2026: Axborot24, https://t.me/uzbekistan24_tvnews/289988; Maxsus reportaj, https://t.me/uzbekistan24_tvnews/289994 (verified 3 November 2026).

19. O‘zbekiston 24. Regional leaders’ consultative meeting, 8 October 2026: Fakt24, https://t.me/uzbekistan24_tvnews/295982; Axborot24, https://t.me/uzbekistan24_tvnews/295988 (verified 3 November 2026).

20. O‘zbekiston 24. “Prezident olimpiadasi – katta sportga yo‘l”, 2 November 2026: https://t.me/uzbekistan24_tvnews/298384 and https://t.me/uzbekistan24_tvnews/298386 (verified 3 November 2026).

21. Luginbühl M. TV news on Instagram: Affordances, genres, journalistic cultures. Discourse & Communication. 2025. Vol. 19(1). P. 46–71. DOI: 10.1177/17504813241270395.

**Rezyume.** Tadqiqotda “O‘zbekiston 24”ning rasmiy sahifalaridagi 59 ta publikatsiya metama’lumotlari tahlil qilindi: Telegramdagi 40 ta video, Instagramdagi o‘nta Reels va YouTube’dagi to‘qqizta yozuv. Telegram uchun maqsadli tanlangan to‘rtta sanadagi materiallar olindi. Ulardan 20 tasi “Axborot 24”ga, yana 20 tasi boshqa dasturlarga tegishli. “Axborot 24”ning 16 ta va boshqa dasturlarning oltita videosi uch daqiqadan qisqa bo‘lib, median davomiylik mos ravishda 134 va 255 soniyani tashkil etdi. O‘zaro bog‘liq 400 ta juft qiyoslashning 305 tasida boshqa dasturlarning videolari uzunroq bo‘ldi. Shu guruhdan besh daqiqa va undan uzun videolar chiqarilganda, bu ko‘rsatkich 220 ta qiyoslashdan 125 taga tushdi. Tahlil davomida “Axborot 24”ning o‘nta videosi 120–149 soniya oralig‘iga to‘g‘ri kelishi, boshqa dasturlarda esa bunday video yo‘qligi aniqlandi. Telegramdagi bir xil sarlavhali uch juft videoning davomiyligi 254, sakkiz va sakkiz soniyaga farq qildi. Bu natijalar faqat tanlangan publikatsiyalarga taalluqli bo‘lib, telekanalning barcha materiallarini ifodalamaydi. Videolar qayta montaj qilinganmi yoki ulardagi tasvir va ovoz bir xilmi, degan savollar tadqiqot doirasida tekshirilmadi.

**Резюме.** В исследовании проанализированы метаданные 59 публикаций на официальных площадках «O‘zbekiston 24»: 40 видео в Telegram, десяти Reels в Instagram и девяти записей на YouTube. Выборка Telegram охватывает четыре целенаправленно выбранные даты и включает по 20 видео «Axborot 24» и других программ. Менее трёх минут длятся 16 видео «Axborot 24» и шесть видео других программ; медианная продолжительность составляет 134 и 255 секунд соответственно. Видео других программ оказались длиннее в 305 из 400 парных сравнений, которые не являются независимыми. После исключения из этой группы видео продолжительностью от пяти минут показатель снизился до 125 из 220 сравнений. В ходе анализа обнаружилось, что десять видео «Axborot 24» попадают в диапазон 120–149 секунд, тогда как среди других программ таких видео нет. Три пары публикаций Telegram с одинаковыми заголовками различаются по продолжительности на 254, восемь и восемь секунд. Выводы относятся только к выбранным публикациям, а не ко всему контенту телеканала. Вопросы о перемонтаже видео и совпадении изображения и звука в исследовании не проверялись.

**Kalit so‘zlar:** kontent-tahlil; raqamli yangiliklar; Instagram; O‘zbekiston 24; Telegram; video davomiyligi; YouTube.

**Ключевые слова:** контент-анализ; цифровые новости; Instagram; O‘zbekiston 24; Telegram; продолжительность видео; YouTube.