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Model of Internet TV Development in Iran Using Marketing Approach

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Abstract

Purpose: The main objective of this study was to provide a model of Internet TV development in Iran using marketing approach.

Methodology: The present study was applied-developmental in terms of objective and exploratory sequential mixed in terms of nature. The statistical population was in the qualitative section was composed of professors and specialists of Internet TV, as well as experts and activists in this department. The experts were identified by purposeful and snowball sampling, which according to the adequacy of the data, a total of 25 experts were interviewed. The statistical population in the quantitative section was 384 ordinary and Internet TV audiences in Isfahan. In the qualitative section, the interview was used as a data collection tool and in the quantitative section; a 58-item questionnaire was used. The research method in the qualitative section was thematic analysis and in the quantitative section, the researcher used the structural equation approach and Smart PLS software.

Findings: The results showed that the identification of components and elements of a model of Internet TV development and the relationship between these components and elements by marketing approach led to the development and promotion of Internet TV, by providing and facilitating the necessary conditions and facilities will make more audiences interested in using these services, and finally the result of this study is to provide an appropriate model for the development of Internet TV by marketing approach.

Conclusion: The results obtained from the structural equations were evidence that all the designed equations in the qualitative section are approved and all components of the model have significant relationships with each other.

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1. Introduction

The rapid advance of technology in various fields and new needs have forced TV technology to modernize and radically change in such a way as to remove the time and place constraints for the audiences. Over the past decade, the growth of satellite service and digital cable has had an effect on the future of TV, but now a new way of broadcasting TV based on the Internet Protocol promises greater change in this field. This trend not only changed the state of one-way message transmission in the media, but also went beyond text-based interactions, and the new media showed itself in its full multimedia-interactive form. The world of communication and information production is changing rapidly and we are witnessing their convergence with each other more than ever before, so that data and information are transmitted quickly and at an unimaginable time to all parts of the world and are available to users. Every day with the advent of new technologies, access to information and news is becoming easier, and entertainment and leisure are taking on a different meaning. Receiving information and news that was previously possible through the computer can be easily received from TV using this system. Internet TVs will also affect the way computer games are played. By connecting to the Internet, users can search for different games and compete with each other individually or in groups. This service makes it easier to communicate with centers that provide special services. The centers such as emergencies, hospitals, nursing centers, fire stations, police stations, and banks or even the purchase of equipment and tools that are advertised on the network is possible through TV. It is predicted this system is to spread around the world by the end of the 21st century (Kim and Lennon, 2000).

In fact, digitalization, on the one hand, brought the emergence of foreign platforms such as the new generation of entertaining satellite networks (Persian BBC, MANOTO, GEM, TV and Iran International) and social media as a serious competitor to TV in Iran, and on the other hand, the advent of high-speed home Internet, strengthened the wave of convergence, and in the absence of a transparent rule in the new media space, new video streaming platforms, with the supply and production of sequential formats (including serials, production programs and live) challenged the exclusive position of mass production and distribution of TV for large audiences (Afkhami and Hesampour, 2020).

It should be noted that in order to use any new technology, first a suitable infrastructure should be provided so that its optimal use is more visible and its desired effect appears in the short term. Otherwise, using new technologies will not only make an acceptable profit, but will make it more expensive to use. On the other hand, with the increasing integration of the world, using new technologies is inevitable. Hence, the main task is focused on the governments so that they do not fall behind in this regard and keep their country consistent with modern science and technology. Today, despite the widespread use of the Internet in a variety of situations and by all audience, it is predicted that the Internet TV system will become more widespread (Hyung, et al, 2020).

Internet TV is the same as interactive TV, and it can have more features than traditional TV. In fact, TV audiences access the network database by the Internet, and each user determines how and when to watch a program. The user can also change the playing time of a program, or book a program of their choice and then be notified of the program's broadcast time with the message that is given; or make the program automatically save for him (George, 2008). For Internet TV, high-speed Internet is one of the basic conditions for its use, otherwise it will only waste time and money. For this reason, the researcher in this study intends to provide a model for the development of Internet TV in Iran with a marketing approach in Iran with respect to legal and behavioral gaps in society. Given that it is a new issue from a scientific point of view and there is no practical model in this regard in Iran to develop Internet TV and nothing has been done in this regard from the executive point of view, the researcher has selected this issue. Accordingly, the main objective of this study is to provide a model for the development of Internet TV in Iran by marketing approach. Firms and organizations always need a tool to survive in dynamic and changing markets that can help them overcome the environmental challenges of the competitive space. Such an intelligent tool is marketing approach. The fundamental question is always which mechanism

should provide the solution to the marketing management's desire to design a strategy to establish a beneficial relationship with target customers. In providing Internet TV services, what weight should be given to the customer's demands, and in many cases these demands are in conflict with each other (Afkhami and Hesampour, 2020). Under such conditions, five different approaches based on which organizations are formed and implement marketing strategy is production, product, sales, marketing and social marketing. E-marketing has a great effect on traditional marketing operations and e-marketing technologies are changing many marketing strategies. When companies reduce costs through e-marketing, they can offer the product to the customer at a lower price (Taheri and Mostafavi, 2020).

Kim, et al., in a study entitled "Internet TV versus Emerging Video Services", stated that the level of Internet TV influence varied among operators, which may be closely related to an individual operator's strategy for the broadband market and regulatory space. By investigating the specific workplaces of the country, this study identifies the main factors affecting the influence of Internet TV. The results show that bandwidth influence, broadband quality, cost of telecommunications services and bandwidth cap are important factors that lead to greater influence of Internet TV (Kim, et al, 2020).

Each media has its inherent features based on which it plays a role in the communication process. These features can define the boundaries, difference and similarities of the media with each other. In fact, the media are defined by these features and show their existential capabilities. Radio, TV, cinema and cyberspace each have their own features as media. Of course, each of these media has one or more specific features that are considered as the distinguishing features of that media. TV always attracts audience with its power of image and sound, or radio with its power enhances the power of human imagination. If cyberspace is included in this format, the feature of this technology that makes it different from other technologies such as TV, radio, and cinema is interactivity. Interactivity, though not born with cyberspace, has reached its peak in this space Karimi, 2016). Hyung, et al, in a study on the features of films about the demand for TV programs and the determinants of their viewing models: Evidence from the Korean Internet TV market, showed that the market for the requested Korean-recorded video program is led by providers TV services, especially Internet TV service providers. This study showed how a program features such as grade, genres, and media affect the number of views and focus on the requested recorded video that is broadcast over Internet TV (Hyung, et al, 2020).

The growth of new technologies in audience's daily life, the development of new ways available for acting, communicating and accessing information, considered the range of tools through which audience build their culture and daily identities as a suitable tool for analyzing the process of change which simultaneously includes audience (daily life, culture and identity), information and information technologies (MuMu, et al., 2011).

Internet Protocol-based services allow users to view information on their TV, PC, or mobile screen from anywhere, anytime, and integrate these services as needed. Providing interactive services in the context of Internet TV is another interesting issue that attracts users. A number of the most important interactive services in this field include on-demand content (music, video and audio), Internet access via TV, exclusive news, TV shopping, TV and network games, ads based on viewer tastes, alert system, digital teletext, social networks and various other services that are considered based on the type of users and the target market of the product. Internet TV broadcasts both live (multimedia) TV and stored TV images on demand. TV images stored on demand have many features that distinguish them from traditional programs. First, flexibility in viewing content has increased significantly (Bury, Li, 2015).

Second, TV image stored on demand is much larger content library than dozens of real-world channels that allows viewers to have a great selection of content on demand. Third, its interactivity makes the user comfortable by adding functions such as search, browse, pause, and rewind the film (Nam, Chang, Park, 2015). Huang, et al, in a study entitled "Predicting the Improvement of Data-Based Experience Quality for IPTV Services with the Development of Internet and Multimedia Technology" showed that more and more families are benefiting from the intelligent multimedia services provided by IPTV. Finding key

indicators and improving the quality of the user experience is crucial for operators and service providers (Hyung, et al, 2020).

In order to use any new technology, it is necessary to first provide the appropriate infrastructure so that its optimal use is more visible and its desired effect appears in the short term. Otherwise, the use of new technologies will not only not be acceptable, but will make it more expensive to use. On the other hand, with the increasing integration of the world, using new technologies is inevitable. So the main task is focused on the governments so that they do not fall behind in this regard and keep their country consistent with modern science and technology. Today, despite the widespread use of the Internet in various situations and by all audience, it is predicted that the Internet TV system will become more widespread (Hyung, et al., 2020). Afkhami and Hesampour, in a study entitled "Challenges of Iranian TV Facing Digital Technological Developments", stated that TV, as a cultural, political, and social institution, faced many challenges in the face of digital technology developments. The study results showed that Iran TV's response to digital challenges, such as the quantitative development of networks, is the introduction of new platforms adapted to some measures of public service media (Afkhami and Hesampour, 2020).

One of the multimedia services in the network platform is the Internet TV service. It is a service that distributes video, audio, text; graphic and data content on the network platform and with the Internet protocol and offers different levels of quality, security and interaction to the user. In this standard, the live video service is distributed from the central network and the user receives it through the access network. The quality of service in the access network has a direct effect on the quality of the received video, and for this reason, different methods have been investigated for providing service quality levels in the access networks. Internet TVs work is like the usual methods of sending signals on the antenna and / or cable and the only difference in sending these signals in the form of information on the Internet as data (Sadeghi, et al, 2012).

In other words, all programs prepared for TV are placed on the Internet and accessed by the user. Using this technology, users can not only select a program on demand, but also make the most of it by setting the right time. Obviously, the broadcast of each TV program has a specific time schedule, but in the timing of the broadcast of the program, various aspects and conditions are considered. The objective of designing this system is to create a suitable space for meeting to user demands, including receiving images, videos and text. Using this system, all information and news received through the Internet can be accessed through TV network. This new method will also create a change in educational and academic centers. The users who receive distance learning services through TV can receive the content provided at appropriate times (Karimi, 2016). Basirian Jahromi and Sepehri, in a study on Internet TV and the motivation of young audience in Tehran to use Internet TV found that the rise of Internet TV shows and movies alone has generated controversial investment in the Internet media sector, with more than $ 300 billion of Internet TV production and broadcast. The main objective of this article is to achieve the motivation and level of use of Internet TV by young audience in Tehran. The most important results show that easy access to the Internet, spending time and entertainment, achieving peace and variety of programs, interactivity and reflection, use alone, convenience and the potential to select content have been the reasons for watching Internet TV. Also, the lack of control and planning for TV use and diversity and visual attractiveness in TV networks, especially radio and TV, had been other reasons for respondents to turn to Internet TV (Basirian Jahromi and Sepehri, 2019).

E-marketing reduces costs by saving buyer time and making shopping easier. In fact, e-marketing refers to the view of how the Internet can be used alongside traditional media to provide services to customers, and the discussion of how national and international marketing processes and communications can be improved through communication and information technology. The world of computer and Internet TV communication is a new system for receiving various TV channels and sites through the Internet. Using this technology, the way TV programs are used is greatly changed. This system is known as Internet TV protocol and is only received through digital TVs (Li and Chen, 2017).

2. Methodology

In the present study, first the qualitative research method of thematic analysis was used to present the model and then the quantitative research method (structural equation model) was used to test the model. This study was applied in terms of objective, quantitative-qualitative in terms of data type (qualitative model extraction and the data are quantitatively tested), cross-sectional in terms of time, field in terms of conducting, survey-descriptive in terms of data collection, thematic analysis in terms of data analysis method and inductive in terms of reasoning method. The research design used was a mixed exploratory research project in which first qualitative research was used and at the second stage quantitative research was used. In exploratory mixed design, the researcher first collects the required data by qualitative research method. Collecting qualitative data leads to describing countless aspects of the phenomenon. This initial knowledge makes it possible to formulate a hypothesis about the occurrence of the studied phenomenon. Then, the researcher can validate the data obtained from the qualitative stage using quantitative research methods in order to test the developed hypotheses and modify, replace or eliminate the factors that are less effective. Thus, the research approach in the first step (qualitative studies) is inductive and deductive in the second step (quantitative studies).

In the present study, qualitative method of theme analysis has been used to answer the research question. The theme analysis is a way to determine, analyze and express models (themes) within data. This method organizes the data and describes them in detail. But it can go beyond this and interpret different aspects of the research subject (Thomas, 2003). The theme is the most abstract level of data, the formation and selection of which depends on the research structures. Using qualitative studies, especially the method of time theme analysis, requires that there is little information about the studied phenomenon or that in studies conducted in relation to the subject, the lack of a theoretical framework to explain the subject is obvious (Ryan Gery, 2003). The reason for selecting the theme analysis method in the present study was that the objective of this study was to identify basic and in-depth ideas for developing theoretical models for experimental research in the field of Internet TV development in Iran by marketing approach based on qualitative results.

Therefore, first, snowball sampling method was used to select the sample correctly, and after the first interview, the interviewee was asked to introduce the next person(s) who have good information in the field of research. Then, theoretical sampling is used. After the initial analysis, the initial conceptual model of the research was developed, but in some aspects the data were inadequate. Therefore, more interviews were conducted to complete aspects of the model that required more data. The researcher empirically concludes that (theoretical saturation) qualitative sampling does not create new insights into new samples. Therefore, sampling has continued until the completion of the conceptual model. In order to finalize the structures influencing the Internet development of TV, after collecting related articles and extracting the structures from the theoretical principles of the articles, finally an interview was conducted with 25 audience with the following information and finally the factors are shown in Table 1.

Table1. Demographic information of experts

index	Demographic information	F	%
female		6	24
male	gender	19	76
total		25	100
Less than 25		6	24
35-50	age	18	72
Over 50		1	4
total		25	100
B.A		4	16
M.A	education	18	72
PhD		3	12
toal		25	100

	history		
1-5		3	12
5-20		15	60
Over 20		7	28
total		25	100

Table2. Code and title of the identified concept

	Main theme code	Code and title of the identified concept (partial criterion)	Concept code	Number of answers that confirmed this code
The main theme1	1	Easier and more convenient use of Internet TV services than other visual media	1	6
	2	More quality and advantages of Internet TV services in Iran than other visual media	2	18
	3	Cheaper Internet TV services than other media	3	13
	4	more trust in Internet TV services than other visual media	4	20
	5	Matching Internet TV services with existing customer preferences over existing products	5	5
The main theme 2	6	The right place to select the right target customer to use Internet TV services	6	24
	7	Internet TV services in an effective and accessible way in different geographical regions	7	5
	8	Production of custom services such as various and specialized networks such as sports and entertainment, movies and series, documentaries and etc.	8	14
	9	TV services available 24 hours a day, 7 days a week in all locations	9	12
	10	Develop a strong and attractive position and image for society	10	4
The main theme 3	11	Constant communication with customers by some networks	11	8
	12	Structural development of Internet TV with easy access	12	14
	13	Expand infrastructure to provide distinctive services	13	7
	14	Platform and bandwidth through IT infrastructure	14	19
	15	Internet TV, a product of the convergence of the computer and telecommunications industry to develop a new media space	15	20
The main theme 4	16	Effect of price as one of the factors influencing the demand for new media services	16	7
	17	Effect of Internet TV production costs on price	17	9
	18	Consumer shopping power	18	9
	19	Role of audience tastes and expectations on the price of digital media	19	15
	20	Effect of information and video advertising on the price of Internet TV	20	8
The main theme 5	21	Using the inherent and central capacities of new media	21	6
	22	Reconstruction of traditional media in the light of the positive image of new media for the	22	23

		audience		
	23	Identifying vulnerabilities of traditional media by audiences towards new media	23	12
	24	Increasing the quantity and quality of new and digital media according to the needs of the audience	24	5
	25	Use of specialized and knowledge-based forces with participatory management	25	17
The main theme 6	26	Role of integrated Internet TV strategy and services in identifying market opportunities	26	21
	27	Correct targeting the real audience of the Internet TV market	27	7
	28	Rate of conversion of traditional media to modern and digital media	28	15
	29	Effect of the development of marketing mix on Internet TV	29	8
	30	Effect of the Internet TV development process on motivating the workforce	30	16
The main theme 7	31	Contribution of Internet TV infrastructure to participation and environmental developments	31	21
	32	Backwardness of the Internet TV system compared to the international system	32	8
	33	Effect of mass coverage of new media compared to traditional media	33	13
	34	Ability to create a competitive space for the development of new media	34	11
	35	Role of organizations in charge of providing content services and easy access	35	10
The main theme 8	36	Effect of Internet TV development on GDP	36	21
	37	Interest and inflation rates on Internet TV demand	37	23
	38	Creating jobs and reducing unemployment with the development of Internet TV	38	5
	39	Equitable distribution of income and creating prosperity for everyone to use Internet TV services	39	22
	40	Economic growth due to the production and investment of Internet TV services	40	22
The main theme 9	41	The specialized budget for research and development of Internet TV	41	23
	42	Protecting Intellectual Property with the Development of Internet TV	42	20
	43	Technology transfer and the rate of change in Internet TV technology	43	23
	44	Rate of computer use in industries with the development of Internet TV	44	9
The main theme 10	45	Effect of tax system and tax laws on the development of Internet TV	45	24
	46	Role of trade rules and regulations in the use of Internet TV	46	8
	47	Number and role of political and security institutions in the development of Internet TV	47	13
	48	Role of Internet TV supply and demand markets	48	24
	49	Effect of Government Policies and Laws on the Inherent Capacities of Internet TV	49	7

	50	Changes in the lifestyle of Internet TV users	50	10
	51	Attitudes about the quality of media productions and attention to the needs of the audience	51	5
The main theme 11	52	Energy use to provide Internet TV infrastructure	52	5
	53	Level of public welfare and increasing the standard of living	53	15
	54	Per capita income and shopping habits of Internet TV audiences	54	13
	55	Contribution of global trade to digital and emerging media	55	22
	56	Development of new business and financial media models	56	19
The main theme 12	57	Reconstruction of business and financial models of new media	57	10
	58	Changes in media organizations to survive their prosperity and position	58	16

Table3. Final influential variables

Variable (main themes)	Number of questions	No.
product	5	1-5
location	5	6-10
promotion	5	11-15
price	5	16-20
audience	5	21-25
process	5	26-30
Physical evidence	5	31-35
Economic factors	5	36-40
Technological factors	4	41-44
Political-legal factors	5	45-49
Socio-cultural factors	5	50-54
Global factors	4	55-58

Also, for collecting quantitative data, a questionnaire on 5-point Likert scale was used from completely agree (the maximum value) to completely disagree (the minimum value). The statistical population of the present study in quantitative section includes the audience of ordinary TV and Internet TV in Isfahan. In quantitative section, the results of the present study were explained using inferential statistics. In quantitative section, after collecting and summarizing the data, descriptive tests, heuristic factor analysis and smartpls structural equation modeling were used using SPSS and structural equation software. For data analysis, a total of 384 questionnaires were collected and analyzed using statistical software.

3. Findings

Cronbach's alpha: Cronbach's alpha coefficient calculated in this study is obtained from SPSS software and a pilot study with the distribution of 30 questionnaires among the sample. The results are presented in Table 6. Since the Cronbach's alpha coefficient of all questionnaire constructs is higher than 0.7 so, the reliability of the measurement tool is confirmed.

Table4. Cronbach's alpha

Validity indicators	Cronbach's alpha	Composite Cronbach's alpha	root mean of the variance
promotion	0.888	0.918	0.691
Development of Internet TV	0.968	0.969	0.656
Physical evidence	0.882	0.914	0.680
Socio-cultural factors	0.868	0.904	0.654

Economic factors	0.875	0.909	0.667
Technological factors	0.850	0.899	0.691
Global factors	0.867	0.909	0.714
Legal-political factors	0.865	0.903	0.650
process	0.891	0.920	0.698
price	0.891	0.920	0.698
product	0.874	0.908	0.663
audience	0.772	0.846	0.525
location	0.887	0.917	0.689

As shown in Table 6, given that average variance extraction (AVE) and Cronbach's alpha for all research variables are higher than 0.5 and 0.7, respectively, it can be said that the research tool has acceptable convergent validity. All items are significant at the confidence level of 0.95. The significance of the items is higher than the significance number of ±1.96. Therefore, according to the obtained values, it can be said that the convergence validity of the measuring tool is confirmed.

Structural model fit: After analyzing and investigating the fit of the measurement model, in this section, the fit of the structural model is addressed. In fact, the second stage in the procedures is to use path analysis, coefficient of determination and model fit index. For path analysis, the relationships between variables flow in one direction and are considered as distinct paths. The concepts of path analysis are best explained through its main feature, the path diagram, which reveals possible causal relationships between variables. Figures 1 and 2 show the structural equation model and the path diagram of the research model along with significant numbers and path coefficients.
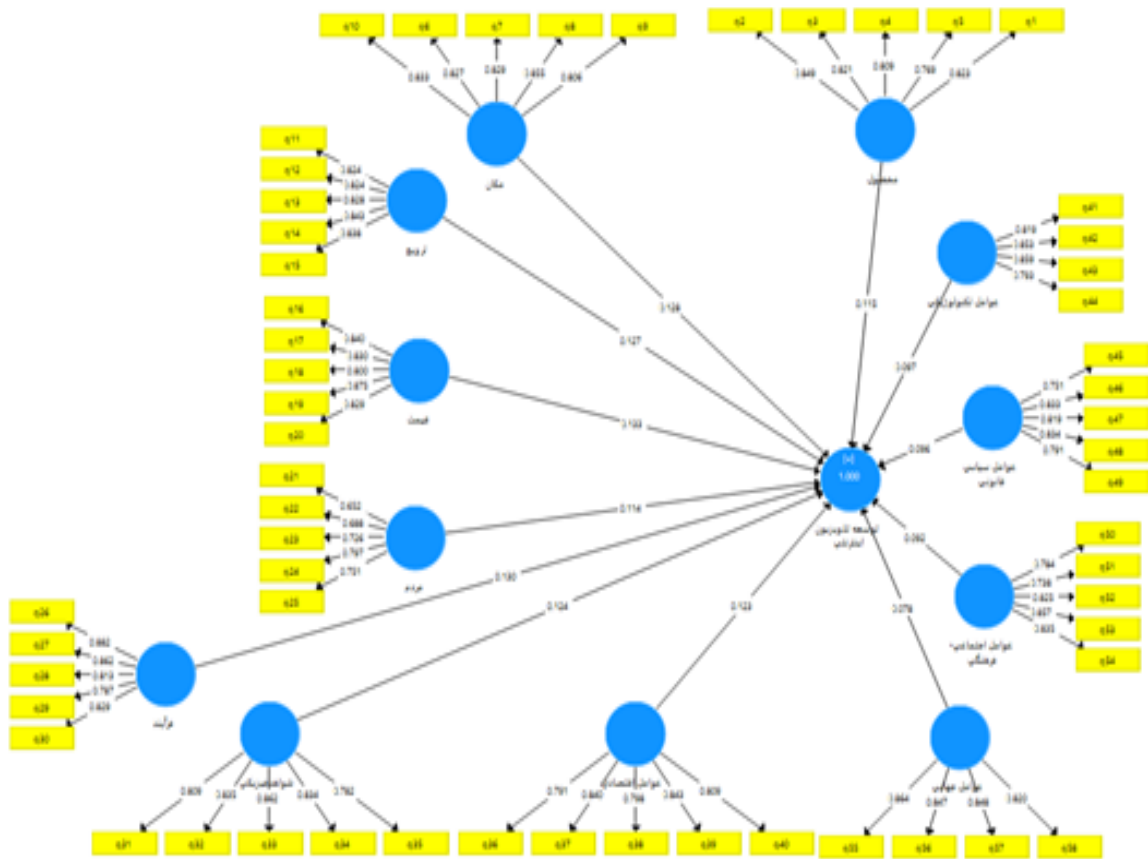

Figure1. Conceptual model fitted in standard estimation

Figure2. Conceptual model fitted to the significance of the parameters

The coefficient of determination is a more telling criterion than the correlation coefficient. The coefficient of determination is the most important criterion by which the relationship between one or more independent variables and the dependent variable can be explained. The coefficient of determination expresses the percentage change in the dependent variable by independent variables. According to the coefficient of determination of the fitted model, the research significant variables are shown in Table 5. Accordingly, about 98% of changes in the development of Internet TV are explained by the influence of 12 identified factors.

Table5. Coefficient of determination of research model constructs

	R Square	R Square Adjusted
Development of Internet TV	0.980	0.980

Testing research hypotheses: After investigating the fit of measurement models, structural model, and general model, this section tests research hypotheses: The significance coefficients of the model paths indicate whether the research hypotheses are significant or not. Also, the standardized coefficients of the paths indicate that what percentage of the changes in the dependent variable is explained by the independent variable.

Table6. Test of research hypotheses

hypotheses	coefficients of the paths	t	Significance level	Test result
Promotion -> Development of Internet TV	0.127	22.434	0.000	confirmed
Physical Evidence -> Development of Internet TV	0.124	25.179	0.000	confirmed
Socio-cultural factors -> Development of Internet TV	0.092	12.177	0.000	confirmed
Economic factors -> Development of Internet TV	0.123	25.046	0.000	confirmed
Technological factors -> Development of Internet TV	0.097	23.617	0.000	confirmed

hypotheses	coefficients of the paths	t	Significance level	Test result
Global factors -> Development of Internet TV	0.078	12.905	0.000	confirmed
Legal-Political Factors -> Development of Internet TV	0.096	13.059	0.000	confirmed
Process -> Development of Internet TV	0.130	25.281	0.000	confirmed
Price -> Development of Internet TV	0.133	23.363	0.000	confirmed
Product -> Development of Internet TV	0.115	18.134	0.000	confirmed
audience -> Development of Internet TV	0.114	31.892	0.000	confirmed
Location -> Development of Internet TV	0.128	24.790	0.000	confirmed

It should be noted that if the significant numbers are higher than 1.96, the significance of the path between the two variables can be confirmed and the existence of this relationship can be confirmed. Hence, according to the above Table, all research hypotheses are confirmed.

4. Discussion

As mentioned in the previous sections, the researcher used the interview to identify the components and elements of the Internet TV development model by marketing approach. The analytical approach of this research in the qualitative section has been thematic analysis which has six stages. In this study, several codes were identified to identify the factors affecting a model of Internet TV development by marketing approach in all six sections, which we will describe in the following. According to experts in the field of Internet TV, the first identified code was the product. Easier and more convenient use of Internet TV services than other audio media, increasing the quality and advantages of Internet TV services compared to other video media, cost-effectiveness of Internet TV services compared to other available media, gaining more trust in Internet TV services than other visual media, and aligning Internet TV services more than existing products with the interests of customers were among the concepts identified for this code. According to experts in the field of Internet TV, the second identified code was the location. Selecting the appropriate and correct location for the target customer to use Internet TV services, Internet TV services provided in an effective and accessible way in different geographical regions, customized services provided such as various specialized networks such as sports and entertainment, movies, series and documentaries, availability of TV services 24 hours a day, seven days a week in all locations, the development of a strong and attractive image and position in society were among the concepts identified for this code. The third main code identified, according to experts in the field of Internet TV, was promotion. Continuous communication with customers by some networks, structural development of Internet TV with easier access for the audience, development of infrastructure to provide distinctive services, platform and bandwidth due to the IT infrastructure as the product of the convergence of the computer and telecommunications industry to develop the new media space of Internet TV were among the concepts identified for this code.

The fourth main code identified, according to experts in the field of Internet TV, was price. The effect of price as one of the factors affecting the demand for new media services, the cost of producing Internet TV services affecting the price, the purchasing power of the consumer, audience tastes and expectations playing a major role in the price of digital media, and information and video advertising affecting the price of Internet TV were among the concepts identified for this code. The fifth main code identified, according to experts in the field of Internet TV, was the audience. Using the inherent and pivotal capacities of the new media, reconstructing the traditional media in the light of the positive image of the new media for the audience, the vulnerabilities of traditional media by the audience towards new media, increasing the

quantity and quality of new and digital media according to the needs of the audience, using specialized and knowledge-based experts with participatory management were among the concepts identified for this code.

According to experts in the field of Internet TV, the sixth identified code was the process. The role of strategy and integrated Internet TV services in identifying market opportunities, correct targeting of the real audience of the Internet TV market, the rate of traditional media conversion to modern and digital media, the effect of integrated marketing development on Internet TV, and the effect of the Internet TV development process on motivation of experts were among the concepts identified for this code. According to experts in the field of Internet TV, the seventh main code identified was physical evidence. The contribution of Internet TV infrastructure to participation and environmental changes, the backwardness of the Internet TV system compared to the international system, the effect of media coverage compared to traditional media, the ability to create a competitive environment for the development of new media, the role of organizations in charge of providing content services and easy access were among the concepts identified for this code. According to experts in the field of Internet TV, the eighth main identified code was the economic factor. The effect of Internet TV expansion on GDP, interest and inflation rate on Internet TV demand, job creation and reducing unemployment with the development of Internet TV, equitable income distribution, creating prosperity for all to use Internet TV services, economic growth due to the productive production of Internet TV services and investing in it were among the concepts identified for this code. The ninth main code identified according to experts in the field of Internet TV was the technological factor. The specialized budget for research and development of Internet TV, protection of intellectual property with the development of Internet TV, technology transfer and rate of change in Internet TV technology, and usage of computers in industries with the development of Internet TV were among the concepts identified for this code.

According to experts and experts in the field of Internet TV, the tenth main identified code was the political-legal factor. The effect of tax system and tax laws on the development of Internet TV, the role of commercial regulations and rules in using Internet TV, the role of political and security institutions in the development of Internet TV, the role of markets for the supply and demand of Internet TV services, and the effect of government policies and laws on the inherent capabilities of Internet TV were among the concepts identified for this code. The eleventh main code identified according to experts in the field of Internet TV was the socio-cultural factor. The changes in the lifestyle of Internet TV users, attitudes about the quality of media products and attention to the needs of the audience, energy use for providing Internet TV infrastructure, level of public welfare and raising living standards, per capita income and shopping habits of Internet TV audience were among the concepts identified for this code.

According to experts in the field of Internet TV, the twelfth main code identified was the global factor. The contribution of global trade to digital and emerging media, the development of business models, the financing of new media, the reconstruction of business models, new media finance, and changes in media organizations to survive their prosperity and position were among the concepts identified for this code. According to the above and the study results, solutions entitled practical suggestions for managers and officials in the field of Internet TV have been provided. With the development of the Internet in Iran and especially the increasing trend of political and social changes, Internet-based TV networks, or online Iranian and Persian have grown significantly. Accordingly, it can be said that for video and audio informing till now that it was thought technological monopoly is unimpeded has been challenged seriously. Also, national media should remain the first media of Iranian audience at any level by developing policies to produce content and covering national events appropriately, rapidly and precisely. In addition, it is essential that the national media broadcaster, by monitoring Internet TV, think of new needs of cyberspace audience and do necessary planning in this regard. Finally, Internet service providers are the last link for Internet Protocol TV users. It is suggested to pay special attention to these actors from the beginning of planning and launching this service. Accordingly, a service with the desired level and good quality can be provided to users.

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