

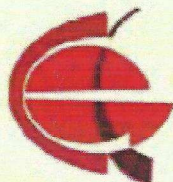


ICCMTD - 2014

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International Conference on Communication, Media, Technology and Design
April 24-26, 2014
Istanbul - Turkey

CONFERENCE PROCEEDINGS





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Technology and Design**

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**Coordinator
Agah Gumus**

**Academic Coordinator
Ali Simsek**

**Organizing and Technical Coordinator
Fahme Dabaj**

ACKNOWLEDGEMENT

We are holding the 3rd International Conference on Communication, Media Technology and Design in Istanbul. This is going to be a great and significant event as the experience will be shared and actions will be explored.

This Conference is powered by the Anadolu University - Institute of Communication Sciences in Turkey, Online Journal of Communication and Media Technologies, Journal of Contemporary Educational Technology and Online Journal of Art and Design.

Here, please allow me to express my sincere welcome on behalf of the Organizing Committee to all the colleagues and audience that have participated in the conference

This international conference provides a very good opportunity for all the participants to share experiences and cooperation with international colleagues.

International Conference of Communication, Media, Technology and Design aims to gather academicians who are interested in communication, media studies and design from all over the world. The ultimate aim is to promote different ideas to offer a place for participants to present and discuss their innovative recent and ongoing research and theoretical work and/or their applications or development.

We are very willing to share experience with international friends. On the other hand, we also hope to learn more from international experience through extensive exchange, discussions and cooperation to improve our work.

We hope that you all will discuss the issues deeply, freely and openly,

Finally, we wish the conference a complete success, and wish all the participants and the international friends a good time in Istanbul.

Best wishes
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Mobile Media and Radio Industry: A Research about the Use of Mobile Technology for Radio Companies in Turkey

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ABSTRACT

Mobile technologies changed the communication and the distribution of media. The developments of internet and web 2.0 technologies created a new radio listener. This new radio listener became an internet oriented listener. With the help of the mobile applications radio became mobile and endless. The audience found a chance to have their radios at their hands in their mobile, smart phones or tablets. According the statistics the 52% of radio listeners preferred to listen radio from internet, 49 % from mobile platforms and 34% from traditional radio in 2013. This is an evidence that radio is becoming more popular in mobile platforms. The aim of the study is to find out the existence of mobile applications for Turkish national radio stations and to make determination for the way these radio stations use mobile applications for interaction with their audience. In the first part of the paper there is a theoretical research for mobile media in terms of previous studies. This qualitative research found out the existence of national radio stations in mobile platforms based on Feldmann's mobile media theory. There has been done a content analysis for the IOS applications of the radio stations and the specifications of the applications were coded to make a determination how national radio stations use mobile media in Turkey. At the end of the research there has been done a determination that the national radio companies do not use mobile media for efficient communication between their corporate structure and their audience.

Keywords: Mobil Media, Radio, New Media, Radio Management, Mobile Application

INTRODUCTION

Nowadays, mobilization of internet which is being used in almost every area and provides great convenience for information access, in other words ability to use internet through mobile devices like cell phones created a more flexible usage area. Therefore, consumers may access any data they need from any point without needing any wire connection through mobile devices or cell phones. Especially smart phones and tablet computers having Wi-Fi Access increased the usage experiences of consumers. Within this concept, mobile technologies gained importance and expanded their scope because they cover all features of present mass communication devices. Mobile applications became a different communication medium after the media getting involved in smart phones and tablet computers. Like radio medium, other mediums have also started to use mobile applications for communicating their audience.

Mobile Media Concept

The mobile concept covers services enabling mobile individuals or groups to access information and functions offered by mobile, last-user electronic devices and technologies providing communication between each other. (Özel, 2013: 216).

Mobile media which is being considered as a sub-branch of new media, defines content provided by devices starting with smart phones and tablet computers enabling internet access independent from time and place. Especially after internet becoming popular, mobile media came to the forefront because entertainment factor became the first prioritized demand of individuals.

Considering services offered via mobile media, those services can be described as informing users about certain topics through news and information platforms and operating different activities like games, entertainment, advertisement and promotion. Mobile media has also been reflecting power of the users and providing its users to actively take place in that area as themselves and their brands. (Endeş 2010: 78).

Mobile media devices enabling content sharing are usually pocket computers, mp3 players, mobile media players, pocket computers with telephone features, smart phones, tablet computers, laptops and netbooks. On the other hand, it is suggested that researches conducted on those devices do not adequately reflect the importance of mobilization concept. According to Ishi, mobilization should not be recognized as physical motion only. Mobilization should be understood wider by means of at least three inter-connected dimensions of human interaction; those dimensions are spatial, time-wise and situational mobilization. Spatial mobilization reflects physical motion in other words initial effecting face of mobilization. Time-wise mobilization represents consequences of spatial mobilizations like accelerating and time saving. Those two dimensions also show functional efficiency originated from mobilization. (Özel, 2013: 235)

Development of Mobile Media

Communication devices or channels used for transferring and storing of information, knowledge or data are called media. Media concept which has been degraded to mass communication devices through traditional media has been regaining its real meaning, communication devices by conceptualizing new media. By saying new media concept, communication devices and channels having multimedia structure - in which numeric-based, simultaneous and high-capacity, mutual and multi-layered interactions are used - are meant different from traditional media. (Büker, 2013: 137). Mobile communication covering mobile media represents 7. Era of mass communication history. (Köroğlu, 2010: 14):

Press End of 1400's



Recording 1800's
Cinema 1900's
Radio 1910's
Television 1950's
Internet 1990's
Mobile Communication 2000's

Most important impulsive force in development of mobile media is of course swift growth of smart phone market. As we can see the graph below, according to forecasts smart phone sales will exceed 1 billion in 2015.

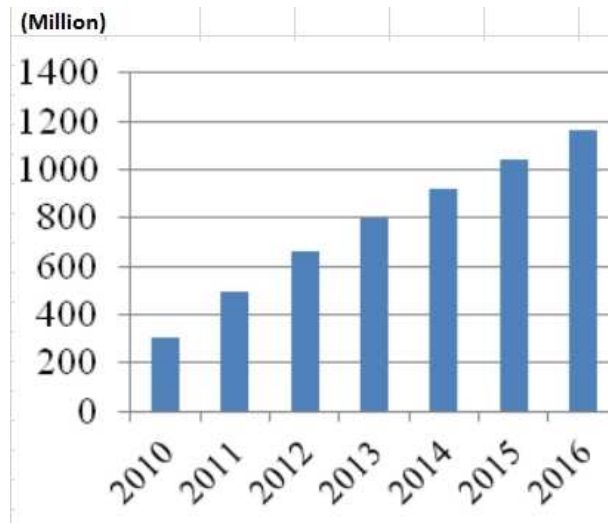


Figure 1. Smart Phone Sales Around the World (Ada and Tatli, 2013:2)

According to a research published in Business Insider, demand ratios in devices having internet connection show significant increase in tablet computers and smart phones in comparison with PCs. This increase will rapidly continue and number of tablet computers will reach to 2,5 billion by 2015 according to forecasts. (Büker, 2013: 148). Besides tablet computers and smart phones, high-resolution contents become easy to access and produce through mobile devices thanks to increasing number of users using 3G and 4G connections. (Büker, 2013: 148).

Mobile Media Report published in 2010, is important in terms of showing the power of mobile media of our age in 2011. According to results of report, mobile phones users of USA are representing %44 of smart phone users, previous year this ratio has been recorded as %18. Other remarkable aspects of report are as follows: (Nielsen, 2011: 3)

- Ratio of smart phone users having mobile internet has exceeded % 45 in 2010.
- Great majority (%62) of smart phone users has downloaded at least one application in last month and those applications are mostly games.
- Young people between ages 25-34 and 18-24 continues to represent the age group using smart phones at most.
- Great majority of the users prefer Apple IOS and Android operating systems.

One of the aspects having influence on development of mobile media is mobile advertisements. As we can see the graph below, mobile advertisement revenue has increased up to %82 all around the world between the years 2011 and 2012.

Increase of mobile advertisement revenues vary according to regions. As we can see the table below, mobile advertisement revenues has been shown including projection of 2016. (Stamford, 2013):

Table 1: Mobile Advertisement Revenues (Million Dollars)

	2012	2013	2014	2016
North America	3,181.5	3,825.7	4,694.9	8,866.2
Western Europe	1,600.5	1,941.4	2,367.8	4,445.4
Asia/Pacific Japan	4,333.0	4,864.9	5,506.7	9,480.2
Other Regions	644.1	788.0	960.6	1,768.3
Total	9,759.1	11,420.0	13,530.024	24,540.1

After usage of mobile devices becoming popular, companies started to attach more importance to mobile commerce and mobile advertisements. Considering advertisement expenses in USA, it can be seen that mobile technologies is in a swift growth. Mobile advertisement expenses of 2013 in USA represents %22 of total advertisement expenses. While this ratio was %3 in 2010, mobile expenses have shown an increase of %19 in last 3 years. (Oypan, 2013b:133).

In order to observe the point advertisement revenues of mobile media reached, Facebook sets an important example. Within advertisement revenues published in 2013, mobile ad revenues reached %53 of total revenues. In addition to this,



social network webpage having 680 million active mobile user in the last quarter of 2012 has increased this number up to 945 million as of last quarter of 2013 and got close to 1 billion level. Average daily active mobile user count has increased by %40 and reached 556 million in comparison with previous year. (Küstür, 2014:12).

According to 2013 final quarter report results of Madreport which publishes numbers about mobile in the world and Turkey, number of mobile users in Turkey has exceeded 25 million. Between the years 2013 and 2019, mobile data traffic is expected to increase 10 times. According to same report results again, 5, 6 billion smart phones will be used around the world with respect to forecasts. Within the parts of the report regarding Turkey, %76 of smart phone users in Turkey stated that they don't left their houses without their smart phones and %42 of them expressed that they may even abandon TV's instead of abandoning their smart phones. Usage ratio of smart phones during watching TV has been published as %85. (Oypan, 2014).

Features of Mobile Media

Mobile media consisted of the cooperation of Internet and media has a technology feature which may be reached via multiple devices and interfaces because it involves features of many mass communication devices. Thanks to the developments in internet technology, mobile phones enabled a time- and spatial-independent communication by covering internet access within their bodies. Consequently, both companies offering content via internet and traditional companies have started to offer data services grounding on communication model through smart phones and tablet computers.

Mobile media is consisted of 5 dimensions. All these dimensions create mobile media. According to that (Feldmann, 2005:6-7):

- Networks, hardware and software (Technology Dimension)
- Connection (Mobility Dimension)
- Integration (Content Dimension)
- Interactivity (Interactive Dimension)
- Content Production (Organizational Dimension) create mobile media.

Aguado ve Martinez (2008: 220:221) summarize the opinions of experts about characteristic features of mobile media content as follows:

- **Important Dominance of Visual Aspects:** Although sound is the main factor of communication via mobile phone, it is less valuable for mobile media content. Mobile media is a media mainly based on visual images.
- **Saving Time:** The code 'Think short' is important in production time of mobile media content. First entertainment series designed for mobile phones in 2005 was consisted of chapters lasting 1-3 minutes.
- **Segmentation and limited serialization:** Segmentation and publishing in series are widespread strategies providing convenience for applying mobile media to television standards.
- **Visual Simplicity:** Transforming images significant chapters for small, portable devices like mobile phones or pocket computers may be different from other media. Series and other video clips prepared for mobile phones almost every time have a visual in which close-ups and easy display compositions are dominant and thus, use of traditional film and video visual composition has changed.
- **Participation of User:** Characteristic features of digital media like interaction and user participation are especially important for mobile media because of their strong cooperation with user identity and privacy.

Besides advantages of mobile devices enabling use of mobile media, there are also some disadvantageous features. Limitations like smaller screen sizes, inadequate screen resolutions for some applications or user-hostile applications become prominent amongst them. In addition to this, some services are accepted more appropriate for presentation in mobile devices. For instance, local-based services are much more attractive to use for mobile devices. (Çakır and Arslan, 2013: 26).

Influence of Mobile Media on Traditional Media

Technological developments of latest years caused an overall convergence between information, communication and media sectors and new communication environment has arisen in consequence of this convergence.

Development of mobile communication technologies and popularization of applications about mobile media caused important alterations and transformations in journalism area. Mobile phones adding 'being accessible every time, everywhere' feature to the news lie at the bottom of this alteration and transformation. While every time, everywhere journalism understanding influenced production practices of professional journalists and organization structure of new bureaus, they also provided new medium to consumer for consuming news.

The concepts mobile media and mobile life especially became popular by the beginning of 2000's. Considering applications, it can be seen that smart phones may directly or indirectly affect social relationships and interactions of consumers in their daily lives. In many studies, the way of young people seeing themselves and perceiving the others via smart phone has been determined as related to smart phone behaviors. (Demir, 2013: 110).

In addition to all of those, mobile communication also had influences on radio and television broadcasting. Two important factors have influenced the convergence between mobile media and radio and television broadcasts. Those are cell phones gradually becoming more smart and talented and increased usage of mobile broad bands (3G and beyond) (Büker, 2013: 153).

Mobile Content and Its Features

Any content which is produced, converted or formatted to be watched, listened, read or used in mobile communication hardware and/or softwares, is mobile content. All kind of contents, text, sound, mobile-stationary-sectoral graphics and



video, games formatted according to mobile communication hardwares are mobile contents. As content type, mobile contents may be messages like SMS or MMS. They may be e-book or document. And they even may be applications like pictures, video, software or games (Köroğlu, 2010: 15).

Mobile media is consisted of mobile content and mobile content is usually categorized as follows : (Köroğlu, 2009: 50-51)

- **Downloadable Content:** Mobile communication hardware melodies, logos, wallpapers, games (personalization requirement).
- **Browsable Contents:** News, sports, weather forecast, guides, electronic books, stock certificate information, flight information etc. (knowledge acquisition requirement), electronic shopping, recipes, chat and friendship webpages/software (lifestyle).
- **Productivity tools:** E-mail, instant messaging (communication).
- **Banking and finance** (financial transactions).
- **Mapping and Routing** (Location content).
- **Corporate Applications:** Mobile product or services, or mobile communication or information based mobile contents other than hardwares. That information is transmitted through three communication types : first, between two mobile devices; for example mobile communication hardwares, second, between mobile devices and computers having internet connection; for example during uploading pictures to instagram, third, between mobile device and any compatible electronic hardware; for example paying the toll during transit pass of toll booths. Mobile content is actually the name of information product and services and is consisted of text, sound, picture and/or video.

Considering the content offered in mobile media, we see that, following concepts have important roles during the representation of contents (Ala, 2010: 79):

- Accuracy
- Security
- Accessibility
- Speed
- Distinction
- Availability
- Functionality
- Flexibility
- Aesthetic/Visuality/Design
- Shareability
- Price

Mobile content should not be mistaken for content accessed via internet or cable; this medium is different. There are significant differences in technical requirements enforcing user interface, user behavior and limitations. Mobile medium also provides new opportunities in terms of content. Internet content accessed via cable could not be appropriate for mobile medium and vice versa. (Köroğlu, 2009: 52).

Mobile Media in Turkey

Mobile communication field of Turkey is shared by three companies having 3G license. After Turkcell starting business in 1998, Vodafone has entered to Turkey market by purchasing Telsim. As third of those companies Avea is consisted of Telecom Italia Mobile, İşbankası and Aycell GSM company owned by Turk Telekom (Sözeri and Güney, 2011: 80).

In parallel with this increase in user count of mobile broad bands, mobile applications and services are also diversified and their popularization is being rapidly increased. Therefore, traffic passing through mobile networks is also swiftly increased (Büker, 2013: 154). According to 2011 research data of Nielsen, tablet pc owners tend to buy mobile contents more than smart phone owners. Although this can change country to country, mostly bought mobile content types are music, books, cinema and news and television programs (Büker, 2013: 154).

Mobile advertisements in Turkey have been continuing to increase in recent years. Investments made in mobile advertisements in Turkey reached to 36 million TL by showing %44 increases in 2011-2012. While number of mobile users in Turkey increased by %35 in 2012, mobile internet access has showed an increase of %71. Considering second quarter of 2013, number of internet users has reached to 14,3 and mobile internet utilization has exceeded 25 TB according to researches. In this research, mobile utilization of women and men has also been revealed as quite different. While male users prefer smartphones and consider battery duration and operating system, females mostly give importance to features like Wi-Fi, touch screen and 3G. While women in Turkey mostly use tablet computers for watching videos, male users mostly prefer to access social networks. (Oypan, 2013). The growth of Turkey which was the 6th biggest internet-using population of Europe in 2012 is expected to exceed the average growth rate of the world and by 2016 internet will become second biggest medium after television. According to research done by Oypan, %99 of mobile users in Turkey connect to internet via their mobile devices at least once a day.

RESEARCH OBJECTIVES AND METHODOLOGY

Purpose of this research is to make an assessment about the mobile media adaptations of national licensed radio companies of Turkey in their transition period from traditional media to new media. In this research, mobile application presence and features of 38 radio channels having official national terrestrial broadcasting permission have been analyzed in accordance with records of RTUK (Supreme Board of Radio and Television). Within this scope, IOS applications (Iphone-Ipad) of radio organizations having national (R1) license and content analysis have been made for mobile applications of radio organizations having mobile applications. In research, five dimensions used by Feldmann (2005) in defining mobile media have been taken as reference and presence of radio organizations in mobile media has been



explained according to integrity this five dimensions created. IOS applications of radio organizations having mobile applications have been subjected to content analysis and features of applications were coded. Applications coded in six different categories have been developed with additions made in accordance with mobile media content pattern defined by Köroğlu (2009).

Additions made were created by connection between mobile media and social media and relationships between mobile media and electronic commerce. The sample size of this qualitative research is all of 38 national (R1) licensed radio channels in Turkey and its limitations are IOS-based (Iphone and Ipad) mobile applications. National radio stations broadcasting via direct transmission and similar methods by taking advantages of gaps in Turkish law and legal gaps provided by terrestrial broadcast frequency tender - not lodged as yet - have been excluded from this research because they have no official R1 license according to RTUK records. President of RTUK Davud Dursun announced in his press conference made in 2014 that, there are 38 recorded official terrestrial radio stations in Turkey (Yeni Şafak,2014).

Table 2: Radios in Turkey Having Official National Terrestrial License (RTÜK)

Number One Fm	Joytürk	Power Fm	Alem Fm
Best Fm	Show Radyo	Radyo D	Metro Fm
TRT 1	TRT FM (TRT 2)	TRT 3	TRT 4
Radyo Seymen	Radyo Viva	Kral Pop	Radyo Turkuvaz
Radyo 7	Pal Fm	Radyo Müzik	NTV Radyo
Metereolojinin Sesi Radyosu	Kanaltürk Radyo	Moral Fm	Semer kand Radyo
TGRT Fm	Radyo 35	Radyo Mega	Meltem Fm
Akra Fm	Burç Fm	Radyo Mehtap	Polis Radyosu
Radyo Cihan	Number One Türk		

FINDINGS

In evaluation of mobile applications of 38 Turkish radio companies broadcasting on terrestrial environment with national license, it has been seen that, 30 radio companies have applications on Apps Store owned by Apple and 8 radio stations have no application. Applications of radio stations have been downloaded and analyzed whether they are suitable for Feldmann's five dimension definition or not and it has been determined that all of radio stations having applications are suitable for this definition. Two radio stations, Number One Fm and Number One Türk have been using mobile versions of their internet pages instead of mobile applications.

Table 3. Radio Stations Having No Mobile Application

Alem Fm	Number One Fm	Number One Türk
Meltem Radyo	Radyo 35	Metereolojinin Sesi Radyosu
Polis Radyosu	Radyo Seymen	

Some national radio stations broadcasting in Turkey are owned by media groups sharing the same capital owner. These radios share a common mobile application. According to this 13 of 30 radio stations having IOS applications have common applications different from each other. Those applications have been offered to audience as a mobile radio platform.

Table 4. Mobile Media Platforms Involving National Radio Stations

Mobile Radio Platform	Involving National Radio Stations	Total Media Sharing the Platform
Kral	Kral Fm - Kral Pop	2
iPower	Power Fm - Powertürk	4 Terrestrial + 5 web Radio + 1 TV
TRT Radio Group	TRT 1 - TRT 2 (FM) - TRT 3 - TRT 4	4 Terrestrial + 8 web radio
Saran Radio Group	Radyo Müzik	4
Kanaltürk TV	Kanaltürk Radyo	1 Terrestrial Radio + 1 TV
Karnaval Digital Platform	Süper Fm - Metro Fm - Joytürk	5 Terrestrial Radio + 9 web Radio

In this research, applications of radio organizations having IOS 7.0.6 have been subjected to content analysis and contents are coded under six different headings. Applications coded according to contents and their features are stated in table 5.



Table 5. Features of Radio IOS Applications

Content Info	(n)	Multimedia	(n)	Social Media	(n)	E-Commerce	(n)
Radio Content	76	Live Broadcast	30	Facebook Connection	9	Banner Advertisement	10
Corporate Content	34	Broadcast Recording Opportunity	4	Twitter Connection	11	Shopping	3
General Info and News	8	Web Radio	5	Podcast	7		
		Audience Location Info	4				
		Alarm (Timer)	3				

□□Content Info: Information regarding broadcasts of radio station and corporate information, general news and music news. Content of application is grouped under three sub-headings. Those are On Air Content Info, corporate information and content regarding topics other than radio medium respectively.

□ Multimedia: Multi-functioned multimedia content offered to user

□ Social Media Connection: Link to social media platforms which is present within application of radio.

□ E-Commerce: Links and mobile advertisements enabling the user downloading the application to make e-commerce via radio.

Table 6. Content Analysis of Mobile Applications of Radio Channels

Info about Radio Content	(n)	Corporate Info	(n)	Other Info	(n)
Broadcast Stream	25	Info About Radio	6	Music News	2
Top 20/ Top 40	9	Telephone	7	Artist Biographies	3
Frequency Info	10	E-mail Info	10	Video Clips	2
Info About Broadcasted Programs	2	Address Info	6	Poems and Quotes	1
Info About Dj's of Radio	2	Send Message (Form)	2		
Info About 'Now Playing' Song	5	Address Info on Google	2		
Info About Program on Air	5	Sms Info	1		

In the analysis it has been observed that 30 radio stations having IOS applications mostly used their application to transmit their broadcasts according. Entire radio channels transmit their broadcasts to audience via mobile players. Radio channels use mobile platforms for broadcasting of their streams with a ratio of %78 at most. Secondly, frequency information of cities they broadcast are mostly published with a ratio of %33, 3. It has been seen that radio channels provide inadequate corporate information and are not able to necessarily introduce themselves in a corporational way by using their applications.

Corporate information of radios are only provided by %19,2 of the radios. It has also been observed that radio channels are weak in communicating with their audience. Ratio of communication types like e-mail sending, chat and social media – which should be existed in mobile applications – have been found very low. Amongst radios having applications, %23,1 of them provided their phone numbers, %33,3 of them offered e-mail sending option, %29,7 of them directed their audience to Facebook accounts and %36,3 of them directed their audience to Twitter accounts of radio station. Another remarkable finding is that, none of the radio stations have chat or online messaging features in their applications. This kind of inadequate communication opportunities of applications of radio channels force audience to establish a direct communication with radio through mobile platforms like smart phones and tablet computers. This inadequacy causes radio stations to not use the most important feature of mobile media which is direct communication and feedback.

Advertisement banners are displayed on mobile applications of radio channels with the ratio of %33, 3. While one of every three radios having mobile applications takes ads and banners on its applications, only three radio channels (%9, 9) make electronic trade and sales through its application. Those radios are Super FM, Metro FM and JoyTürk which are members of a mobile platform named 'Karnaval'. Those radio channels provide a link in their applications enabling audience to buy the playing song from iTunes. Radio audience listening to radio from the mobile application find the opportunity to instantly buy the playing song via iTunes thanks to this link. Other radio stations not having this feature prevent radio medium to be integrated with mobile media and to make electronic commerce.

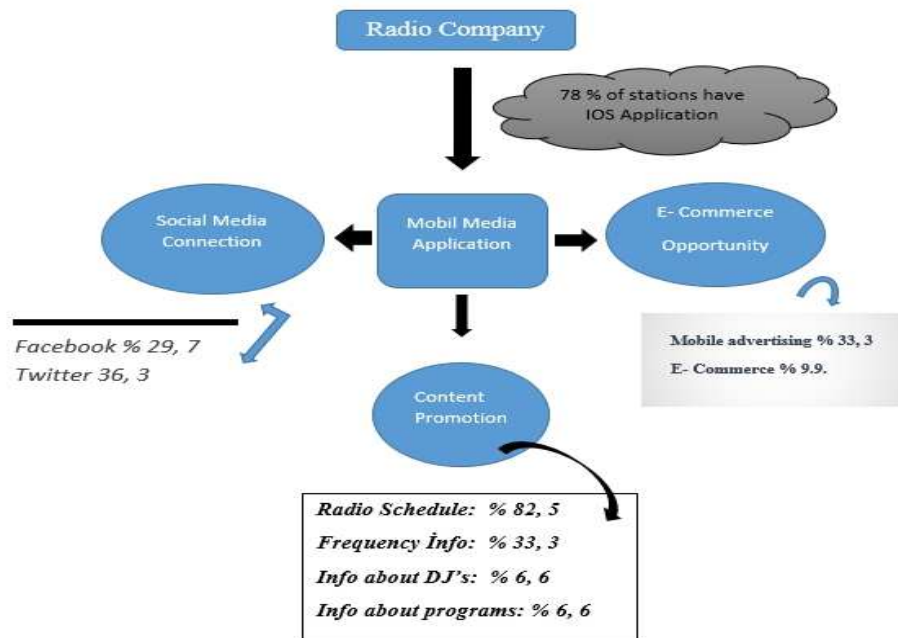


Figure 2. Application Utilization Methods of Radio Channels (Model of the Research)

Another remarkable topic of analysis made about applications of radio channels was multimedia features of applications. While %16,5 of radio channels utilize web radios appealing different interests, %13,2 of them utilize 'record' feature enabling user to record the broadcast into his/her medium. Besides those features, %13, 2 of radios provide location info during listening, %9, 9 of them provide alarm service working with broadcast of radio channel. They used Podcast for %23, 1 of the applications. Radio stations using Podcast provide audience to establish a comprehensive communication with radio application by enabling them to listen older episodes of broadcasted programs. Podcast application also is an opportunity, for introducing radio station to mobile user and provides a comprehensive and integrated experience to audience.

CONCLUSION

Computer feature added to cell phones not only transforms them to a communication device but also a portable computer having multimedia features. Cell phones developed with new technological features have been started to be called as 'smart phone' and they enable users to continue their business which was previously carried out via desktop computers and laptops. Development of smart phones led tablet computers and mobile media concept in next level.

Feldmann stated five different dimensions of mobile media and pointed out technology, mobility, content, interactivity and organizational dimensions of that media by defining mobile media.

Thanks to opportunities of mobile media, consumers may access internet and internet-based services via their cell phone and tablet computers without experiencing any time or area limitations. Most important feature of mobile media is that, it is time- and spatial-free. This opportunity enables consumer to stay connected in mobile condition.

Mobile media became popular especially after developments in smart phone technology. Mobile communication is expected to gain much more importance in near future. Young people, especially the generation aged between 18-24 consider mobile devices as a part of their lives. As stated in researches conducted for determining mobile media user data, almost every mobile device users connect to internet at once daily. Mobile media and mobile communication environment it presents, offer a media specialized for especially cell phones and small mobile devices. While mobile media can be personalized according to information and needs of users, it can be used without needing any cable or internet connection within coverage area of mobile network. Those features of mobile media provide great opportunity for convergence between traditional media and new media.

In this research conducted about mobile media utilization and presence of radio medium in Turkey, it has been revealed that radio stations use mobile media mostly for transmitting their broadcasts. Radios not using adequately quick feedback, interactive communication and electronic commerce features provided by mobile media. This creates some difficulties to radio medium in integration with mobile media in Turkey.

In this research, it has been revealed that 8 of 38 national terrestrial radio channels of Turkey have not any IOS mobile application according. While all of radio stations having mobile applications broadcast their streams through those applications, many of them were found weak in taking advantage of interactive and dynamic environment of mobile media. In conducted researches, it has been seen that radio stations do not adequately broadcast corporate information of their stations on their IOS applications. The ratio of radio stations broadcasting corporate information on their applications has been determined as %19, 8. Radio channels mostly broadcast their broadcast streams (%82, 5) and frequency information of cities they broadcast and e-mail information (%33, 3) on their applications. While ratio of radios providing information about broadcasted programs and broadcasters was found only as %6, 6, the ratio of radio stations



establishing communication through applications with social media platforms Facebook and Twitter has been determined lower. %29, 7 of applications of radio stations direct users to Facebook, %33, 3 of them direct users to Twitter. Those ratios have been showing that, radio stations do not use their IOS applications as a communication bridge between mobile media, social media and themselves (radio stations).

Findings derived from that research suggest that radio medium of Turkey can not necessarily use mobile media and mobile applications and in future it will experience some difficulties for integration of radio medium and mobile media. Young generations being closely interested in technology, smart phone market developing increasingly and ever-developing mobile media concept stimulate radio channels to invest in that area. Radio organizations should maintain their existence within a triple communication which will be established for introducing their content through mobile media, communicating with social media through mobile media and making electronic commerce.

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