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**PRECONDITIONS AND HISTORY
OF ONLINE TELEVISION APPEARANCE IN UKRAINE**

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***Research Methodology.*** *The synthesis, generalization and hypothetical research methods have been used while writing the article. The analysis and synthesis methods have been applied in order to describe the history of national TV development and to provide the description of the first Internet TV projects in Ukraine. The author has also used the hypothetical method of inquiry to identify the process of TV channels springing up in the Ukrainian Internet.*

***Results.*** *The research results helped to create a short historical overview of how domestic television was developed in the context of its further theoretical evolution into the Internet TV. Based on publications and expert articles, the author provides a list of key factors that fostered television transition from its traditional form into the Internet. The key date when Internet TV started to operate is set taking into account the historical overview of television development, the description of the first projects and their efficiency.*

***Novelty.*** *This work is the first scientific paper providing a historical overview of domestic television in the context of its further development by the means of Internet tools, as well as setting up the key date when Internet TV started to operate in Ukraine and determining the reasons why first Internet TV projects appeared.*

***Practical Significance.*** *Theoretical material collected and elaborated within the research work can be used in the educational process in order to train editors and journalists who will work with video in the Internet. Moreover, the results obtained by the author can create a solid basis for further studies dedicated to the development of domestic media in the field of Internet television.*