



## Information models internet media and commercialization mechanism of media product

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**Abstract:** In the article discussed the mechanism of the process of commercialization of media products and the information model of the internet media as the main element of commercialization is very complex by nature of the news segment of the Internet Media: article technical, form legal, purpose socio-economic. Each of its components is considered to develop a serious supply of information (information-technological, information-analytical), which is the basis of the process of commercialization of media systems.

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### 1. Introduction

Today, the media are experiencing a process that can be conditionally called the second wave of commercialization. The mass transfer of property of many Internet publications specializing in innovations from a legal form to a private form is carried out gradually. Looking from the outside, this process is almost unnoticeable due to a number of factors:

- within the framework of the general process, the locality of each solution leads to a valid interruption between the general cause and its various consequences;
- high level of adaptation of its new participants in the formed and functioning structure;
- wide spread of such social practice in other areas of economic and social activity;
- small consolidated mobility of social audiences;
- uniformity within each specific demand area, which allows different sources of information to replace one another, the priority of materials in terms of brand offer.

Nevertheless, this process has attracted the attention of media professionals, representatives of the professional community at all levels, as well as media researchers, not only because of the scale not inferior to the first wave of commercialization of media, but also because of the trends and prospects inherent in this process

The development of the national media market shows that advertising has become a major source of new investment, not only has it become a type of support for the media by the audience at the moment,

it has become the basis for the rapid development of the entire media System [1].

In the media market, a two – tier structure of revenues is observed: on the one hand – receipts from viewing the pages of the site, specializing in news related to the quality of journalistic content and its compliance with the information needs of readers, that is, with compliance with the demand; on the other hand – payments for advertising content related, to the number of Against this background, on the one hand, the interests of the audience, its information needs, and on the other hand, potential advertisers, investors, sponsors have to maintain a balance between the interests of a particular audience.

In recent years, there have been drastic changes in the world media. Growing competition is forcing the media to use strategies that could wipe out the link between content and advertising and seriously undermine it [2].

Over the past decade, the commercialization of the media segment on the Internet has developed several key models. Within the framework of these models, the media can go smoothly with respect to compliance with the laws of the market economy. Conditionally we define these models as follows:

- commercial content model;
- production concentration model;
- communicative (local) model.

At the stage of differentiation of the underlying factors that make up the basis of the proposed models of filings and the provision of a primary description, we have identified a specific feature: each of the

models refers to only one specific structural unit of the activity of the Internet media.

This allows us to come to the conclusion that in each specific situation, the localization of commercial processes at one level of production, that is, the isolated integration of publications, and, ultimately, the transition of news portals and a large share of the professional community to market relations.

The commercial content model provides for the evaluation of commercialization as a commercial content strategy. Commercialization becomes a factor in which media is introduced into a specific "foreign body", from the outside, and therefore does not completely cover it. Thus, the main medium, which includes the general concept of publication, is excluded from the concept of competition in the product media market, the function of which is to attract the mass consumer, which gives its place to a specially adapted content.

In the Society of market economy period the development and character of the system of publications is determined by the overall impact of economic, ideological and political factors.

## 2. Material and Methods

But in the end, the economic factor plays a special role [3]. The structure of the formation of this model was formed under the influence of a number of factors of the National media market conjuncture. First and foremost, the participation of the state in this business as a partial or total proprietor was impressive: 20% public and 80% Private Internet publications. In accordance with the media market structure reviewed in our study, the allocation is not conducted according to the principle of publication appropriateness. State news sites are considered to be market participants anyway, despite the presence of state support.

It turns out that public and Private Internet publications occupy a certain share of the market due to the uniqueness of their basic information, which generates a constant income from subscriptions. The market for these publications is not only an additional source of income, but can also operate technically even in its absence: in fact, these publications have become one of the market factors.

The need to enter into competition with such large affiliates of the market is that a large part of the product offered by Private Internet publications should be adapted to such conditions of competition, that is, Internet publications should formulate special messages aimed at achieving a competitive advantage, which have nothing to do with the content of the main concessions. Market mastering is carried out based on the creation of special commercial elements of a particular content from the main produced product.

Long historical experience shows that relying on "scandals, investigations, Gossip" generates huge profits, first of all attracting large audiences capitalizing on revenues from advertising [1]. The publication "given" to advertising is highly likely to be separated from its readers. "Even if advertising is of no informational or cultural importance to the audience, its media is undoubtedly the first and main source of funding, as an important condition of their profitability" [4].

The essence of the model of production concentration looks at the media enterprise as a subject of material production. The essence of this model is the unique trend of the emergence of the media market, which is considered one of the elements of the emerging markets (such as the advertising market in terms of realizing the potential of mining, as well as the media product market in terms of the material component of production).

The production concentration model is a specific alternative variant of the formation of commercial content due to the absence of other competitive aspects. The costs in this case are compensated from the account of the sale of commercially profitable tokens: what is carried out on the account of content in a model is achieved here in the form, the account of material production.

As can be seen from the description of the above models, the basis of their development is the optimization of costs for production activities on account of the involvement of the Internet media in competition in the peer-to-peer market. The unifying aspect of these two models – this is on the basis of them lies in the optimization of costs for the production of the main product. They do not allow to achieve, to achieve, the main goal of the commercialization process, that is, to receive income on the account of the sale of media goods as a component of the social institution of the media. This means that media product has been able to solve the problems with the financing of production so that they are not directed to make a profit on the account of its implementation.

In this regard, the communicative model of media commercialization looks promising. Its essence lies in the realization of the commercial potential of the communicative component of media activity. In practice, for this model, the forms and types of use of feedback with the audience are more important than the content: instead of reporting, communication goes to the first plan.

The insistence of audience parameters on toys media and the success of a particular web journalist depends on their ability to clarify them. These data are necessarily included in the business plan of the publication or broadcast program [6]. This approach is

primarily aimed at the formation of a communicative provision of notification, the calculation is carried out depending on the specific prospect. This is logical, because with the help of this publication, the prospects for expanding and enriching the range of information offered to the level of participation of the audience in Mass Communication depend.

Journalists spoke with users in a normal language, helped in solving household problems, began to act, most importantly, listen. The main factor was communication, direct contact with a potential audience served, and in the end this led to the development of two systems, such as any interaction, effective joint work. The nature of these practical examples allows us to think about the extent to which the application of this commercial model is limited to a certain extent: it works on the example of a private media segment, but does not correspond to the scale of the state. This limitation is due to the difference in the composition of the public and private internet media audience both in terms, and most importantly in terms of quality, but due to the issues of profitability of the overall implementation. Nevertheless, as a result of our research, we have come to a number of conclusions, including the fact that within the framework of the second wave of commercialization of the media, its orientation to the private segment in the future of the current developments,

commercialization in media activities becomes a priority, due to its focus on the formation and application of the communicative model. In this direction, the further development of commercially independent media at the regional level allows to see prospects for the development of the media sector within the framework of another paradigm of interaction in the media audience system.

The news segment of the internet media as a key element of commercialization is very complex by Nature: article technical, form legal, purpose socio-economic. Each of its components requires a serious supply of information (information-technological, information-analytical), which is the basis of the process of commercialization of media systems.

From the point of view of commercialization, various processes are integrated into a single information and innovation process that creates innovation that meets production demand and satisfies media consumer frustration, creating conditions for commercialization (Figure 1). The process of commercialization of Internet media systems defines the procedure and methods of searching for options for their implementation with the participation of subjects of commercialization of information and organizational model (lisenziat (L), intermediate (PL) and strategic lisenziat (SL).

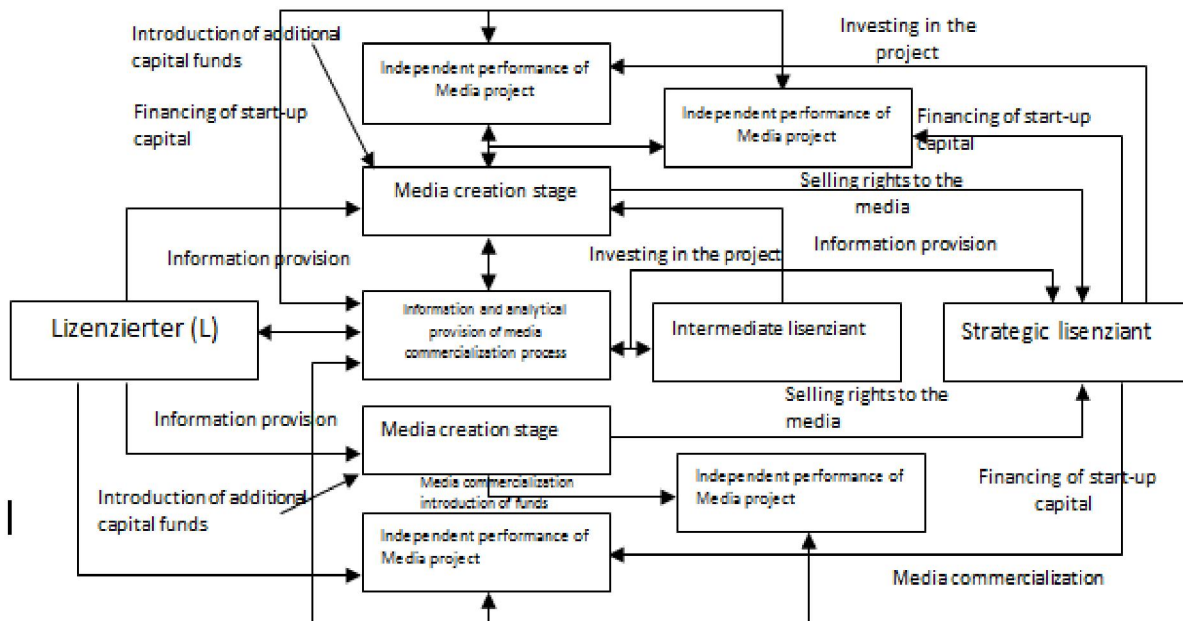


Figure 1. Information and organizational model of Media commercialization

The Model is used at all stages of the life cycle of a media product, including incomplete stages "thought", "the process of working on a media product", "finished media product", as well as with raw documents on the protection of basic results in the form of actual property.

Model media is divided into two stages for product implementation:

Stage 1 - media product completion (participation in the completion of the stages" idea",

work on media product", " finished media product " and the preparation of legal protection documents for the main results of media activity);

Step 2 - use of mass media activities (implementation with the participation of SL).

The principle of the application of Bunda financing schemes is based on the SL, that is, on the principle of the final implementation of the activities of the mass media, it is carried out in 2 stages (Figure 2).



Figure 2. Information support mechanism of Media commercialization process

**3. Results**

Commercialization of information and media activities is a complex multi-component task of the organizational functional system. In the process of commercialization of the activities of the mass media, the situation of managing the case space of Information S and organizational support includes the main five components t in the optional time interval:

$S_1$  – a set of functions (orders) that are defined to complete and waiting in accordance with (when it is established);  $S_2$  – special equipment, software use, jobs,  $\rho^A$  employees involved in a collection;  $A; S_3$  – involved employees;  $\rho^V$  bundle  $V$ ;  $S_4$  – volume of funds received in the period under consideration

(current month);  $C_{np}(t_y)$ ;  $S_5$  – volume of collected current expenses  $C_T(t_y)$ .

$S_1$  component  $S$  cases makonida describes the flow of incoming service requests as a bit Field ordered of a certain length, designed to limit the collection of orders that have not been received for execution.  $S_2 \in S$  for componet, this approach is unacceptable to us, that is, changing the number of services performed during the process of satisfying this order after the events of the final character in relation to other commands is painful.  $S_3 \in S$  the component is assigned the task of managing the distribution of the elementary functions of the executed commands (Figure 3).

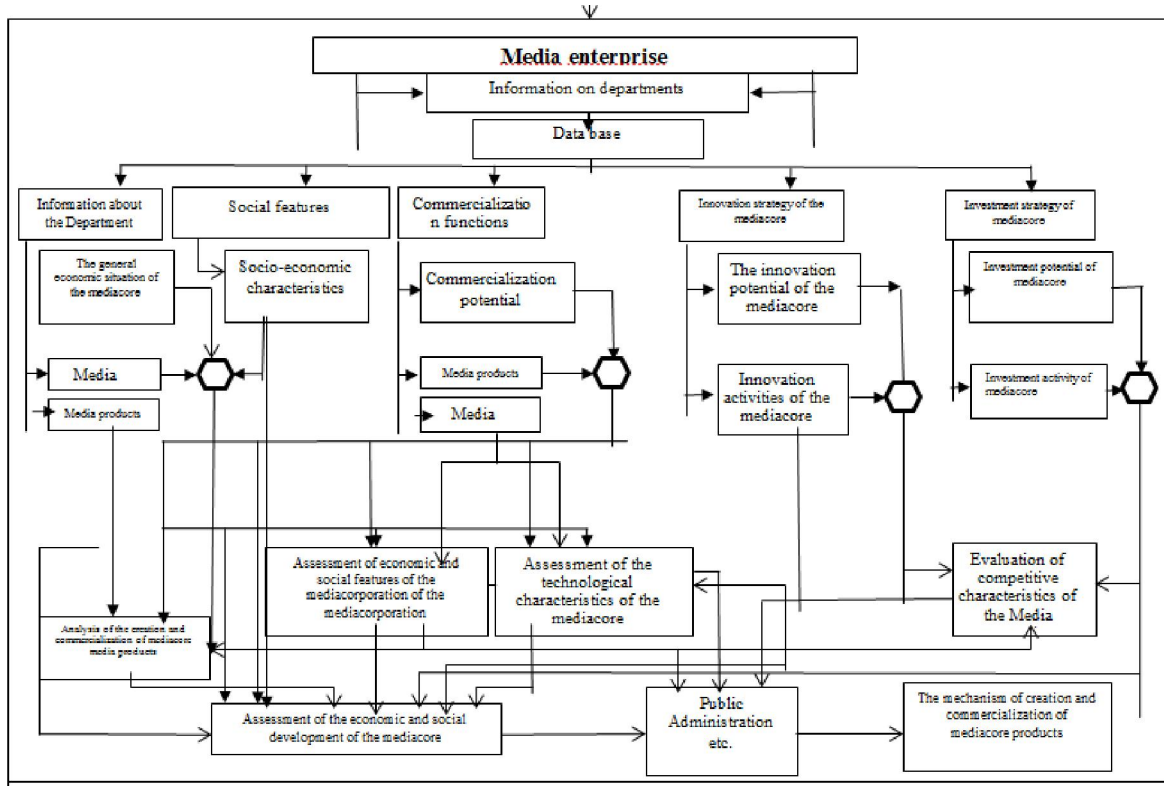


Figure 3. Information model of the process of commercialization of mediacorporate media products

It is proposed to design such a component in the form of a matrix  $M = |V|x|A|$ , strings are assigned personally to employees, columns-equipment engaged in information support. Components  $S_4, S_5 \in S$  in accordance with the purpose of strengthening  $C_{np}$  and current costs  $C_T$ , information related to software.

Components  $S^{n_1 n_2}$  correction of main events in the application for information support with tokens  $n_2$  or number  $n_1$  on time.

Changing many hundreds of functions to avoid viewing and storing in memory  $\gamma_1$  and  $\gamma_2$ , with their arrival, they are offered an automatic forming procedure. To do this, it is necessary to create some database of auxiliary information.

**4. Discussions**

Based on the proposed information and organizational model with a functional appearance, developed information support framework (fig. 3.3.2) it is a solution to specific problems by using the knowledge about the characteristics of the external and internal factors of the object of commercialization, allowing the management of the process of commercialization of the media.

Media Development and implementation opportunity research information support scientific and engineering potential scientific and technical and

market information search scientific and engineering workers poll opinion and innovation project implementation opportunity within the existing potential of the enterprise include research definition (fig. 3).

The mechanisms that allow to assess the prospects for the independent implementation of the innovation product produced in the market should include, first of all, the collection and analysis of data on the results of mediarrivization.

This paper focuses on the analysis of media commercialization and development and is defined by three main types of tasks: information monitoring of regional problems, preparation of alternative management solutions for the relevant governing bodies (situation reports, problem-solving approaches, forecasts, etc.); preparation of analytical materials for higher bodies; formation of information and analytical products and services.

To assess the effectiveness of commercialization of the results of Media activities, the following groups of indicators are proposed.

Cost indicators: the cost of the region's media budget unit, characterizing the measure of intensity of research in the production of enterprises of the region; the cost of licenses, know-how; costs for the creation of media components; availability of regional funds,

regional targeted programs that develop research initiatives and support the implementation of regional scientific and technical programs and projects.

Indicators that characterize the dynamics of innovation process in Media enterprises: innovation; the duration of the media (media technology) development process, the planning of new product development and the cycle of new product production.

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