



## The main models of commercialization in the Electronic Media segment of news distribution

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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. Today, the Internet is a rapidly developing type of media, as well as information and advertising sources. It is also necessary that the company that wants to use Internet opportunities effectively exists in the global network. This also sets new requirements for website creators. The wide use of the internet as a data transmission channel in the implementation of projects makes it possible to reduce the financial costs of the company. Already, the Website is an open resource for residents of the whole world.

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### 1. Introduction

Today, the media is experiencing the second wave of commercialization. News broadcaster many Internet publications are taking the form of private ownership. This process is almost imperceptible when viewed from the outside. There are many reasons for this:

- local characterization of the solution applied within the framework of the general process leads to a disruption between the general cause and its various consequences;
- faster adaptation of new participants to the market in which they operate in one form or another;
- the wide spread of this social practice in other areas of economic and social activity;
- integration of social audiences into small groups;
- thematic uniformity in the framework of any sphere in which there is a high demand, which allows different sources of information to replace each other.

Nevertheless, this process is followed by a lot of attention from media experts, representatives of all levels of the industry, as well as media researchers. The reason is that the scale of the second wave does not remain the same as the first one, however, there

are a number of peculiarities in the matter of trend and prospect.

The national media market's narration suggests that advertising is now not only the most sought after content by the audience, it is also a major source of new investment. This situation paved the way for the rapid development of the entire media System [1].

In the Media market, there are two types of structures of income: on the one hand – the income from viewing news sites, which is determined by the quality of journalistic content and how much it meets the requirements of its readers; on the other hand – the fee charged for advertising, whose content is directly related to the quantitative indicators of demand, arising from the That is, on the one hand, it is necessary to maintain a balance between the interests of the audience and the need for information, on the other hand, the interest of potential advertisers, investors, sponsors to a particular audience.

In recent years, there have been drastic changes in the world media industry. Increasingly, competition is forcing the media to adopt strategies that can destroy any link between content and advertising [2].

Over the past decade, the commercialization of the media segment on the internet has developed several

key models. Within their framework, the media has made it relatively easy to adapt to the laws of the market economy. Conditionally these models can be defined as follows:

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

At the stage of differentiation and primary description of the underlying factors that make up the basis of the proposed models, we have identified one specific feature: each model refers only to a specific structural unit of internet media activity.

This makes it possible in any case to draw conclusions about the localization of commercial processes within the framework of one tier of production, that is, publications, at the same time, news portals, as well as the integration of most industry experts into market relations.

The commercial content model provides for the evaluation of commercialization as a strategy of commercial content. Commercialization media is incorporated into the system from the outside and therefore seems to be an "alien body" that does not fully cover it. Thus, the main media product, which includes the general concept of publication, is being pushed out of the understanding of competition in the media market and emptied into a specially adapted content that serves to attract the consumer in its place.

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

However ultimately the economic factor plays a decisive role [3]. The structure of this model was formed under the influence of a number of factors in the national media market conjuncture. First and foremost, there was a significant impact in business whether the state remained in partial or full ownership: about 20 percent of Internet publications were public, 80 percent were private.

According to the media market structure reviewed in our study, publications are not separated on the principle of belonging. Despite the fact that the state-owned news sites are supported by the state, it is nevertheless a participant in market relations.

It turns out that public and Private Internet publications receive a constant income from subscribers on account of the uniqueness of the information they transmit, thereby maintaining their place in the market. The market for these publications is only an additional source of income, already technically they can function perfectly even without the market: in fact, these publications themselves have become one of the market factors.

The need to compete with such a large affiliate of the market dictates the adaptation of a large part of the

product created by Private Internet publications to the conditions of competition. That is, although Internet publications do not have links to the main contextual content, but must create special materials that will allow them to compete in the market. Market takeover is often carried out with the addition of special commercial elements to the content of materials, in a separate way from the production of the main product.

From long years of experience it has been known that scandalous and sensational materials have generated huge revenue for publications on the account of attracting a large number of audiences and advertisers behind it [1].

A publication that has gone from advertising to advertising can lose its readers. "... even if advertising had no information and cultural value for the audience, it was not possible that it would have doubted its importance in the quality of the primary and primary source of media funding as well as the provision of publication profitability" [4].

In the model of production concentration is considered as a material property producer subject of the media enterprise. The essence of this model is the tendency of the media market to form as one of the components of the media product market in the sense of the material component of production, as well as the advertising market in the sense of realization of the market: the mining production potential.

The production concentration model is a specific alternative to the formation of commercial content due to the lack of other grounds for competition. The costs in this case are covered from the account of the sale of commercially profitable tokens: what is carried out on the account of content in one model is achieved on the account of the production of form, material in this model.

As can be seen from the description of the above models, the basis of their development is the optimal organization of the necessary costs for the production of Internet publications on account of their involvement in the competition in the related market. The basis of both models lies in the optimization of the costs that go to the production of the main product. That's what unites them. Such models do not serve the main purpose of the commercialization process, that is, to make a profit by selling a media product that is a component of the social institution of the media. Although they allow the media to solve the problems associated with the financing of the creation of the product, however, they did not aim to generate revenue on the account of the sale of this product.

In this respect, 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 types and forms of using

feedback with the audience are more important than the content: instead of transmitting information, communication goes to the first level.

As the audience parameters seem to be inconspicuous, the success of the media and the work of a particular web journalist is determined precisely by their ability to determine them. Such information is necessarily included in the business plan of the publication, tele - or radio program [6]. This approach is primarily aimed at the formation of a communicative supply of information transmission, the calculation is carried out for a certain prospect. This is logical, because the prospects for the expansion and enrichment of the information assortment depend on the level of participation of the audience in mass communication through publication.

Journalists were able to speak with the audience in simple language, listen to it, solve household problems and contribute to recreation. Communication has served as the main factor in which direct communication with a potential audience is connected. As a result of this, both systems developed and entered into mutually effective cooperation. The character of the presented examples allows us to think about the fact that the sphere of application of the commercial model is limited to a certain extent: it comes to the hands of private media, but it is unsuitable for implementation on a state scale. This restriction is formed due to both the number and quality indicators of public and private electronic media audience, and their overall profitability. Nevertheless, as a result of the study, it is revealed that within the framework of the second wave of media commercialization, since this process is more oriented towards the private sector, the implementation of the communicative model of commercialization in media activities is becoming a priority task. The further development of economically independent media at the regional level in this direction will allow to consider the future prospects of the media sector within the framework of the unusual paradigm of interaction in the media audience system.

## 2. Material and Methods

The news segment of the Electronic Media is a basic, but extremely complex element of commercialization: its essence is Technical, its form is legal, its purpose is socio-economic. Any component 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 combined into a single information and innovation process that creates

innovation that meets production demand as well as satisfies the desires and desires of media consumers, creating conditions for commercialization.

The information-organizational model of the process of commercialization of electronic media systems determines the order and methods of searching for options for their sale with the participation of subjects of commercialization – lisenziat (L), intermediate (ol) and strategic lisenziat (SL).

Incomplete stages of the model are used at all stages of the life cycle of a media product, including "thought", "the process of working on a media product", "finished media product", as well as with homaki documentation on the protection of key results in the form of actual property.

Within the framework of the information-organizational model, the process of creating a media product is divided into two stages:

Stage 1-participation in the completion of media product ("idea", "work on media product", "creation of finished media product" stages) and preparation of documents for the legal protection of 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 principle of the SLGA, that is, the final implementation of the activities of the mass media, is carried out in 2 stages.

The organizational functional system of commercialization of information and media activities is a complex multi-component task [Trusov A.V.]. In the process of commercialization of the activities of the mass media, the situation of managing the information space and organizational support for the situation of voluntary time interval-t includes the main five components:

S<sub>1</sub> – execution of a set of tasks (orders) (if it is requested to be established); S<sub>2</sub> – use of special equipment, software, jobs, involved employees in a set of  $\rho^A$ ; A; S<sub>3</sub> – involved employees in a set of  $\rho^V$ ; S<sub>4</sub> – funds received in the period under consideration (current month); S<sub>pr</sub> (t<sub>y</sub>); S<sub>5</sub>-amount of accumulated costs C<sub>T</sub> (t<sub>y</sub>).

S<sub>1</sub> component s cases maxonida 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. This approach to the  $s_2 \in S$  component is unacceptable to us, which means that after events of the final character in relation to other commands, it is difficult to change the number of services performed in the process of satisfying this order. The  $s_3 \in c$  component is assigned the task of managing the

distribution of elementary functions of executed commands.

It is proposed to design such a component in the form of a matrix  $M=|V|x|A|$ , the strings are assigned personally to employees, the columns to equipment engaged in information support. Components- $s_4, s_5 \in s_{pr}$  and current costs  $c_t$ , in accordance with the purpose of strengthening the information software. Components  $s^{(n_1 \ln_2)}$  at the time of the application main event correction  $n_2$  or number  $g_1$  for information support with tokens.  $G_1$  and  $g_2$ , which change several hundreds of functions in order not to display and store in memory, they are offered a procedure for automatic formation of data with arrival. To do this, it is necessary to create an auxiliary database.

**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.

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Components  $S^{n_1 \ln_2}$  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.

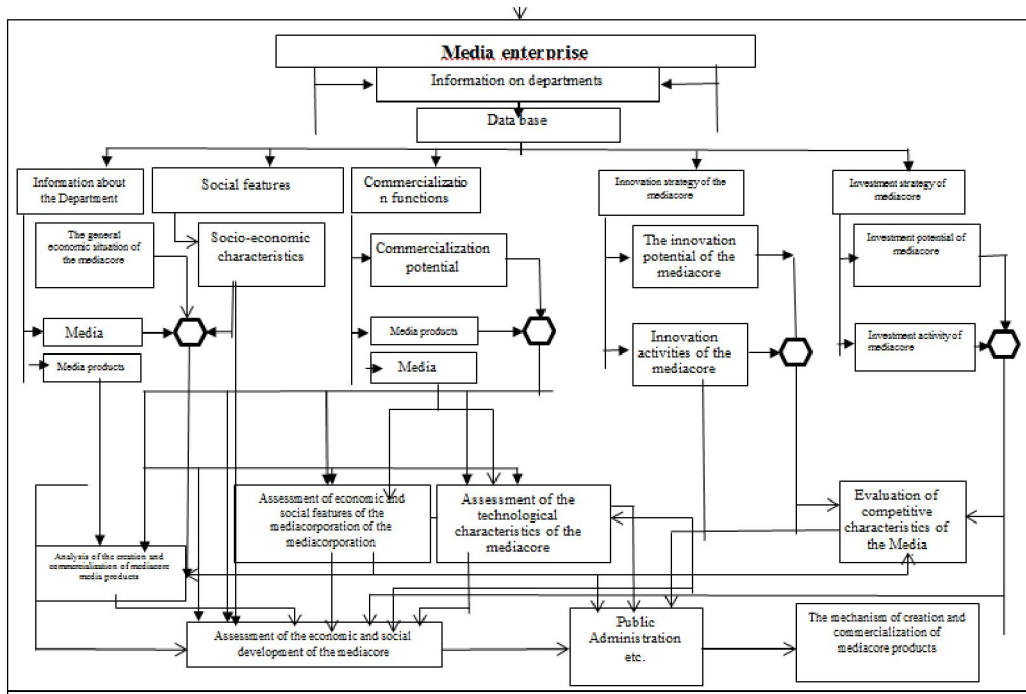


Figure 3. Information model of the process of commercialization of mediacorporate media products



#### 4. Discussions

##### 1. Contextual advertising (Google AdSense)

The method used in the first place commercialization. On the pages of the site, a promotional code is installed, which displays ads selected individually for each site user. Pay for clicks. Of course, Clicks can increase costs. The services of Google and Yandex give very general recommendations on this issue ("creating high-quality sites"), so it is necessary to pay attention to the observations of the site owners:

- it is necessary to choose the most useful topics: banks (loans, mortgages), insurance, legal services, forex, stock market, air tickets, hosting, medicine;

- to increase site traffic( audience) and position (PR, tis), you need to establish traffic and contacts with partners with a certain position if the news site has been launched descent;

- all ad formats should be used during the novelty (media, text, graphics, etc.); periodically changing the design of ads; installing a filter against advertisers who distribute cheap clicks (can be found and used ready);

- AdSense / Jan akkauntida should only store high-quality sites. According to the observations of some web masters, low-quality media projects can pull back the site; the site should not be overloaded with ads (4-5 blocks per page is recommended);

- it is recommended to use the most popular advertising formats among advertisers. Google's Service recommends the following from the most effective format forms: 336x280, 300x250, 728x90, 300x600 and a 320x100 large mobile banner.

How much money can you earn on contextual advertising? This, of course, depends on the total amount of traffic, its quality and the theme of the site. BigPicture.ru the owner brought in January 2020 the following figures: with 80-100 thousand unique traffic per day it is possible to earn 50-60 million rubles. On average, har for a click 1300 sum, CTR 0.16%. However, their ads in Yandex are placed as closed in the absence of media advertising in Bigpicture.

All contextual advertising networks are characterized by strict modernization: they do not accept old information, content shock content, torrents, casinos, other sites of questionable topics, as well as resources that do not have unique content.

Contextual advertising networks:

Google AdSense. When accepting a site, there are no special requirements for site traffic, but it is required separately in the matter of the quality of the site and the topic. The cost of clicks is set to several tens of dollars, starting at \$ 0.01. The minimum appearance amount is up to \$100.

Yandex advertising network. The terms of admission are tougher: the traffic should be 500 + unique users per day for a month. The price for clicks is from 60 to 500 thousand rubles. Transfer money to a bank account or quot; Yandex. Dengi " can be transferred to the account. The minimum withdrawal amount is 200 thousand sums.

Stranger. The number of entrants varies depending on the subject. Minimum fee-100 unique users. Compared to RSYA and AdSense, the number of advertisers on Vedip is significantly less. The cost of clicks starts from 20 rubles. The minimum withdrawal amount is 240 thousand rubles. But there may be problems with payments: web masters make complaints that the stranger does not pay for a long time.

Or.ru. sites whose traffic is equal to 50 hosts per day are accepted. Free hosting from -100. The percentage of the audience from the search engines - at least 30%, of which from the neighborhood-at least 50%. They are paid 70 rubles per each click.

Other contextual advertising networks: B2BContext, Contema, Fialet, SocialMart.

##### 2. Banner networks

Banner networks can be divided into "white" and "gray" networks. In "white" networks rely on strict modernization, there are no nuances and "shock" content, and among the formats of advertising, one can not find a clicker (if the site clicks anywhere, advertising ads will open), popander (the output of advertising windows on the site), messages of various services.

In order to evaluate the approximate earnings, many banner networks make their tops on the sites of the calculator or web masters. But this is not the most reliable way. On the contrary, Telderi can go to the site Exchange, open a few lots and see the earnings of sites from advertising networks.

Saloway. One of the largest advertising networks, only Yandex, Google and Mail.ru provides band to services such as. It accepts a site with 1000 + unique users per day. For cooperation, there must be a legal entity or yat. Formats: 240x400, 300x250, topline (text at the top), rich-media. They make a payment of 20 thousand rubles for 68-200 views.

Wizard Banners. Accept any sites. Formats: Rich-media, topline, catfish (full width banner attached to the bottom part), adspot (rectangular banner fixed in the corner of the screen), wk message, sliskander. 5-220 rubles will be paid for 1000 impressions.

Edvmaker. This service accepts traffic from European countries, USA, Canada, Latin America, Asia and Russia. The daily traffic should not be less than 500 + hosts, of which 50% of the total audience should be active. Formats: 300x250, 240x400,

600x200, 468x60, 728x90, 160x600 (flash, Preloader, Slideshow), klikander, video advertising, branding, mobile redirect i mobile fullskrin 300x250. They pay 13 thousand rubles for 130-200 views.

TeaserMedia. This service receives 100 + unique visitor sites per day, which should constitute at least 30% of search traffic. Formats: teaser block (from 50x50 to 250x250), popap, fullskrin, ad block, ad block (Photo Wallpaper, corresponding to photoosting sites), on which images are displayed. The cost for the click is paid from 50 rubles.

DOmedia. Admitad is a division of the affiliate program. Formats: 300x300, 400x350, 200x200, 500x250, 728x90, 240x400, 120x600, 160x600, 300x600, 300x250, klikander, layer ad (out of the top content page according to the site's layer code, it appears as a transparent moving layer), slider (240x400, 300x250). 1000 views are paid up to 1400-20 thousand rubles.

Advertiser. RTB-system from Soloway, this system allows you to earn money from ads coming from Google, Begun, AdRiver and other services. The site should be located on paid hosting, and the audience — for a month should be 250 unique visitors. Formats: 728x90, 240x400, 300x250, 468x60, 160x600. From 600 to 6000 rubles for 1000 views.

TBN. The site should be located on paid hosting: topline (text in the title), slider, BottomLine (text in the footer). Payments are made up to 120-160 soums for each pass.

Promo advertising. 300 advertising ads per day are accepted sites that generalize. Formats: 468x60, 240x400, 300x250, 728x90, 160x600, text advertising, klikander. In this service, 5-35 will be paid up to 200 thousand rubles for views.

Popunder. A large advertising network, covered with controversial reviews. A certain nojoiz was caught in the character. Formats: popander, klikander, message services, corner, slider, toplayn, topmatn, bottom, bottomtekst, dialog banner, video VAST, fullskrin. It is planned to pay 2,4-34 thousand rubles for 1000 clicks.

ForexContext. Advertising network of sites related to Forex topics (one of the most expensive). Formats: tizerzums (images to be carried out by the mouse) and banners of sizes 160x600, 120x600, 200x300, 240x400, 990x90, 728x90, 468x90, 468x60. Prices can be set-for clicks or views. The average cost per click is 200-600 rubles. The minimum payment is 10 thousand rubles.

Mapiads. Advertising network for mobile traffic. Sites with 300+ mobile unique users per day (Uzbekistan-no more than 10%, Russia + Ukraine-up to 50-70%) are accepted, the site should consist of at least 10 pages. Formats: 100x100, 300x250, 300x50,

468x60, 640x100, text ads. Payment for clicks is 100 rubles.

He's hungry. Advertising network for mobile traffic. Russia+ Ukraine + Kazakhstan + Belarus + Armenia + Bulgaria + Moldova + Romania sites of countries-500 + hosts and traffic sites will receive 50% of the traffic should be, sites in Uzbekistan-not more than 15% of the traffic. One-page and one-month sites, sites with clicks are not accepted. Formats: 216x36, 640x100, 300x50, 300x250, 468x60. Each click is paid from 80 rubles.

WapStart. Advertising network for mobile traffic. There are no special requirements for participation. Formats: graphic, text, text-graphic, saxifalaaro, rich-media, video. Xar is paid 100 rubles for one click.

GinAds. Relatively new (2014) and a small advertising network. Accepts any sites, content for "adults " is allowed. Formats: toplayn, bottomlayn, slider, vk message, fullskrin, video VAST. Har is paid 160 (Russia) and 40 rubles (other countries) for one passage.

Rateban. Banner advertising birjasi. Site owners set their own prices, and advertisers choose their own advertising platforms. Available in many formats: 336x280, 250x250, 240x400, 468x60, 234x60, 120x90, 88x31, 120x240, 125x125, 120x600, 300x600x300x250, 80x150, 728x90, 160x600, 80x15. Prices vary from 6 rubles to thousands of rubles for every 1000 views.

AdEasy. Banner advertising exchange service for high quality sites with 5000 traffic per day. Formats: 88x31, 120x90, 120x60, 120x600, 120x240, 125x125, 160x600, 180x150, 200x200, 234x90, 234x60, 240x200, 240x400, 250x250, 300x600, 300x250, 300x100, 300x50, 300x1050, 320x50, 336x280, 450x75, 468x60, 600x100, 728x90, 970x90, 970x250. There is also a constructor for creating dimensions of the original type. Setting the price of banners depends on the media company, while birja gets 15%. On some sites, prices exceed 200 thousand rubles for 1000 views.

Hamros. With search traffic you will receive 50 unique user sites per day. The total traffic from the search should be at least 50%. Formats: popander, klikander, contextual advertising, tiers, wheelbarrow, popups, vk message, floating block. It will be paid up to \$1,2-1.2 for 25 clicks.

Method of commercialization through the sale of tokens

A very old method that has existed for many years. How to make money on the links in private forums, here I list only exchanges: Sape, MainLink, Trustlink, Gogetlinks, Miralinks, Webartex, Rodinalinkov, Rotapost, Getgoodlinks, GoGefTop, Blogocash, Ingots, Cmse.

Selling information about the audience

It is possible to earn money not only by showing ads to users, but also by renting them to other advertisers. Bunda retargeting can help birjasi "Target+". By placing something on the site, you can advertise and sell to the audience members of the site. The price is determined by the owners of the site.

#### Paywall

If the content is a site or a site with valuable information (for example, financial, legal), it is possible to hide some content through paywall. This is especially desired for sites that do not have enough audience to earn money through advertising. Services paywall: Piano (Tinypass), Pigeon, Mediapass, Paywall, Subscription DNA, MemberGate, Cointent, eSuite, Recurly, Subscription Genius.

#### Content-lockers

Lokers are similar to paywall services, but are used more widely: bunda site, page, files, sadness, music tracks. To search, view to the desired content, the user must download a file or program.

#### Earn money by viewing photos

You may have probably seen this method through the torrent-trackers. By placing images in the hosting of affiliate programs, you will be able to take the codes and then place them on your own site. When viewing photos, ads open on a separate page. 1000-44 thousand rubles for unique views: Piccash: Image2You, Pic2You, ImageCash.

#### Making money through short Xmas

This method is to reduce the links and place them in multi-printed areas. When clicking on the links, an intermediate window with ads will appear. For 1000 unique passes, you can earn up to 1000 -200 thousand rubles of bark: Coinurl, Adf.ly, Ity.im, AdFoc.us, p.pw, Link-Money, Cat-Cut, RLU, Q32.link, Shorte.st, 99link, Coroche.

#### How to make money on surveys and caps

It is possible to earn money on the caps that your users enter, for example, while using the Moneychacha system. In this, the user tries to enter the content, he is given a cchacha, by entering it, in this way money is given to the site.

#### Finding articles by posting

If you have popular content on the site, you can earn money by publishing paid articles. It is possible to work directly with advertising on the site or add through a blog post. Usually such publications are placed with the mark "on advertising rights". But many place their advertising publications under the guise of simple content.

#### Earn money through online tips

On many sites, the bright form of online tips or chats is immediately noticeable. This is also one of the methods of monetization. The task of the consultant is to talk to the user and turn him into a client for legal

firms, banks and realtors. An example of such an affiliate program would be the Leadia program.

#### Earn money by placing matches

After placing flash games on the website, Money will be credited to your site after viewing advertising products through users. For 1000 reviews, 6 thousand rubles are paid: Livegames.ru, WebTomat.

#### Sell shares

Kraudinvesting sites can earn money by selling shares from your site. These sites and their proposed projects do not build great confidence: ShareInStock, Itinvest, Simex.

#### Infobiznes

If there is a profitable meaningful website that is regularly updated, then it is possible to earn twice as much. For the first time-when posting a post on the site, and for the second time it is possible to earn money by collecting posts in the form of a book or a guide.

#### Purlin swipe from users

Another method is to ask for money directly from users. This method is used on the Sputnik and pogrom website. A large amount of money can be collected if your site is well-known.

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