

## НАПРЯМ 17. СУЧАСНИЙ РОЗВИТОК МЕДІАКОМУНІКАЦІЙ ТА ЖУРНАЛІСТИКИ

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### **MONETIZATION MODELS IN MASS MEDIA INDUSTRY: UKRAINE'S EXPERIENCE AND INTERNATIONAL CASES**

Studies of the essence of monetization are indispensable for modern media companies. The communications among media outlets and target audience, including the cross media communications, should unite all the channels – digital, print and others. All these activities aim at effective monetization and profit of media companies. The key characters of modern marketing communications in internet segment bring the advantages for companies which use various channels of marketing communications, both in print media and digital environment.

As for Ukraine, its media sphere now can be characterized as a development within global and European contexts. Various mass media are being transformed into powerful digital news platforms targeting wide audience. In a number of cases those are the mass media having “narrow topic” content scheme, or oriented on local markets.

The sources of monetization in mass media industry derive from essence of business activities. It might be described as a flow, from ADVERTISER (which is a company or business usually planning to spent from 0,5 to 2 per cent of year's budget for its commercial promotion), to ADVERTISEMENT PLATFORMS, the most significant of which are: *Google; Facebook, YouTube, TikTok* and other social media; various internet, broadcasting and print media [1]. The limitations of advertisement budgets urge private businesses to look for the most effective solutions that may be provided by these three participants and operators. Very often they have equal parts in service, or about equal.

We suggest monetization for mass media organizations and businesses to be, in general, all the possible ways of earning income and revenues. So, first of all, it is advertising with its actual principal formats: banner blocks, context ads, native ads, politics and elections ads, and some others. The other major monetization instruments are: pre-paid content, subscription models, readers' donates, readers community activities, contests and publicity events, appropriate forms of e-commerce.

Originally, the mass media system in modern society has been divided into separate groups. Those are print media, internet media, television and radio broadcasting, news agencies, documentary films production and several others. As for today, only the high quality convergent media product can be successful on news markets. Usually this product is made by multimedia news platforms and have such features as: analytics; and unbiased manner of narration. This trend we can see on the example of traditional newspaper brands, as they operate in national and international markets. For example, news and media corporation *The New York Times*. The company sets paid contents as the principal instrument of monetization. It offers for sale subscriptions, full-size articles and access to different exclusive data and authentic analytics. The company's profit from this instrument of monetization is 45–60 per cent [5].

Before the digital era started, print media like newspapers and magazines had the following structure of revenues: publishing of advertisements (50–70%), sales of print copies (20–30%), other services like print production, special news or PR campaigning etc (10–20%). Though the same structure further exists, the monetization instruments add the sources of revenues and substitute sources where they decrease [4, 39].

The key aspect of positioning for newspaper media brands in the media market, according to wide range of experts, is their reliability and credibility regarding the facts and opinions covered. For example, in Poland in the year 2023 there were about 50 daily newspapers published; 40 regional and 10 national among them. Print circulation of newspapers in Germany in the year of 2023 comprised hundreds of thousand issues, as the newspaper *Bild* remained the biggest print newspaper in Europe, with Sunday edition having about 3 million issues in 2024.

In today's world economies there are numerous examples of transformation in mass media businesses. Say, transformation from traditional broadcasting companies or traditional newspaper and magazine publishing houses into powerful modern media platforms. For example, one of the leading newspapers in France *Le Parisien* made the successful transition in sales from print products to electronic products. From 1944 *Le Parisien* made its accent on local news being popular media of tabloid format. In the year of 2023 its the daily circulation was about 300,000 copies. Beginning from the year 2020, part of editorial stories were selected for free access, and the other part, quite enough considerable, was arranged for paid access. This

segment was called the premium content. In the year of 2020 it was only 1% of premium content buyers among the readers of the media. Then, by the year of 2023, it was up to about 20%. The number of subscribers grew not because of marketing proposals; the growth was closely connected with higher quality news content. Generally, the accent for thorough and quality coverage of local news led to growth of number of sold electronic products. In the year of 2020, the subscribe for premium content was 5 euro per month. By the year of 2022 it was 8 euro, and in the year of 2024 it was 10 euro per month. Despite of prices became higher, number of subscribers and consumers has only grown, for 25%.

There is a certain segment of readers/consumers for a modern media company that make subscriptions only for electronic products, so called digital subscribers. According to *Le Parisien* corporation strategy, number of digital subscribers should reach 200,000 by 2025.

The newly started media companies become significant part of the news media market, along with well known media brands. Mainly those are niche, or narrow profile, and professionally oriented editions. The example of successful media company in Ukraine is *Ahrobiznes Siohodni* (Agricultural Business Today, [www.agro-business.com.ua](http://www.agro-business.com.ua)).

The mass media agencies oriented on farmers and food industry make their own dynamic market. It started in the 1990s and now it is being influenced, to great extent, by new information trends and technologies. Initially its target audience used to accept only printed media. But gradually, with the development of internet and social media, the recipients started to use the digital solutions. The credibility to news and the raise of information technologies became essential for business communication. Farmers, producer and commercial traders change information and share problems and challenges and look for help and advice from other professionals being at home. Internet provides the possibility to share experience through *YouTube* and other social media and websites. At the same time, because of conservative specific of farmers audience, the printed media still have large importance [2, 352].

Today every newspaper and magazine have their active pages in popular social media. The number of participants and readers of these pages is the main criteria whether this media successful or not, and plays crucial role in attracting the advertising budgets. In the same time the leading purpose of editorial staff of either paper or digital media is the search for interesting topics, effective solutions for farmers and providing support for businessmen inviting that authors with authoritative background. Due to these high quality content for the audience monetization subsequently grows. The use of social media in communication in agriculture provides the farmers very valuable instrument to share some experience, to discuss the problems, to unveil the unjust partners and provide services and obtain advices. Due to social media and websites anybody may become a farmer and obtain all

the knowledge through the internet. Personnel actively using the social media bring quick positive changes for society.

There should be also mentioned possible manipulations and mistakes. Unjust information may be easily spread through open channels of communication. This can cause the loss of harvest even by experienced farmers. “Professional media for farmers point out the role of internet and social media in the diffusion of knowledge and innovation among farmers. On the one hand, of the biggest problem facing the agriculture segment in Great Britain and EU countries was that during the last 30 years governments gradually decreased financements for consulting of farmers. That is why social media became to play more important role. They allow experts to analyze deeper the request of farmers and the farmers provide the opportunity to receive wider and more understandable information due to efficient information farmers from various countries had a possibility to competition on different markets and keep growing and developing” [3, 110].

Ukrainian professional media in the period of 2020–2022 were active in social media creating quality sites and video production providing the growth of monetization of media. At the same time the printed version of professional media in this topic remained stable, from 2000 to 5000 copies per month. Readers subscribe printed media in advance. Thus the market of media for farmers in Ukraine in 2018–2022 received investments, and the growth became possible because of successful monetization using all marketing communication tools, both in printed and online variants.

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