

THE CONCEPT OF MONETIZATION AND ITS IMPORTANCE IN THE MODERN ECONOMY

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Annotation. *This article analyzes the concept of monetization, its synergistic practice in social networks and development trends. The article also discusses the analysis and interpretation of audience research for monetization.*

Key words: *monetization, conjuncture, diversification, marketing, global economy, dynamics.*

Introduction

Today, marketing can be considered the most dynamically developing element in the overall picture of the global economy and management. The saturation of consumer markets with all goods has reached such a phenomenal level that the methods of saturation with all goods no longer work. Price is no longer a decisive factor for the consumer, and mass marketing, aimed at forming a single concept of consumption, also does not give the expected effect. Consumer choice is becoming increasingly irrational and independent. In a series of such conjuncture changes, the need for excessive diversification of products, combining the use of rationality and irrationality of the consumer from the point of view of information and capable of individualizing mass products, is considered. There is a need to consider tools that prevent excessive segmentation of the market. Monetization can be repurposed as such a tool.

Literature analysis

Since the direction of monetization is directly related to marketing and economics, research in this area can be observed more often in the works of economic scientists. For example, articles on growth problems and monetization in countries (Bobkulov T.) [1], Monetization coefficient and general problems of accounting and financial funds and monetization work in the development of enterprises (Anvarov M.) [2] can be used as an example. From a number of works of foreign scientists "How to make money: 7 additional streams of income for independent authors" [3], The work "Monetization for the 4- Hour Workweek" [4] contains information related to affiliate marketing and income automation, Amazon researchers' "Traffic Monetization Strategies and the Official Monetization Program for Content Creators" [5] examines self-publishing and money-making programs. It also provides analytical data on the degree of monetization in improving the effectiveness of monetary policy in Uzbekistan [6], the relationship between macroeconomic fundamentals and the relationship between money supply and inflation [7], and the demand for money in social networks and its role in stimulating the economy, as well as its theoretical foundations [8].

Main part

Marketing, which can be considered the most dynamically developing element in the overall picture of the global economy and management, has reached a stage where traditional methods of competition are no longer effective. The consumer has reached a level of saturation with all possible types of social and household services in practically existing markets. In practice, consumer choice is increasingly moving to an irrational and independent format. The reason for this is the mass culture that has combined the irrationality of consumers with the individualization of products and the

segmentation of consumption that is capable of extreme diversification. It can be considered a means of monetization as a result of the influence of social networks .

First, we need to explain the actual phenomenon of the concept of monetization. In the scientific literature, it is considered a general concept that describes the process of converting a resource or process into a legal means of payment . In essence, the concept of monetization is an economic term that began to acquire various meanings after the global integration of the Internet into industries. Website and software developers have given this process an economic color by introducing paid services and advertisements into their products from their projects. Product authors pay money for advertisers' attitude to the process . Simply put, the process of information exchange has changed from a simple to a paid one. In the field of information exchange, monetization has proven to be the strongest trend, and for several years now it has become a type of activity that generates revenue for social networks. Software , content, and various websites, both entertainment and information, all use the monetization process. First , it is necessary to analyze its simplest model , as well as the monetization of Internet traffic. The concept of monetization in social networks means a source of income from advertising. This concept usually means attracting consumers through advertising, but rather influencing their consumption culture . Often, consumers do not even realize that they are being monetized in the process of receiving information. Unlike traditional audiovisual advertising delivery channels, the Internet allows you to understand the number of consumers who have seen advertising, as well as the number of those who are interested in it, as well as the number of those who follow it. From the advertiser's point of view, this method of advertising is an ideal information exchange process. Firstly, the advertiser has the opportunity to deliver targeted advertising to consumers exactly when and where they need it. Secondly, they pay only for consumers who have seen their ads.

Indicators	Description	Global trends and earnings	Source
Global Digital Advertising Revenue	Annual revenue from platforms like Google AdSense, Meta (Facebook/Instagram).	Trillions of dollars . 10-15 % growth every year.	Statista, eMarketer: <i>Digital advertising and media market reports</i>
Mobile Application Monetization (In-App Purchase)	Revenue from users' in-app purchases.	2024 , it will amount to hundreds of billions of dollars.	Sensor Tower, App Annie (Data.ai): <i>Mobile application market analysis</i>
Creator Economy Earnings	The total income of bloggers through platforms such as YouTube, TikTok, and Patreon is.	Hundreds of billions of dollars .	from the platforms themselves (YouTube Creator Reports) and publications like Bloomberg/Forbes

Indicators	Description	Global trends and earnings	Source
YouTube/TikTok Monetization in Uzbekistan (Estimated)	Total revenue of Uzbek content creators (market) .	There are no official statistics , but the market has grown by more than 100%.	the Uzbek IT park and content marketing agencies.

To find monetization statistics in economic sources, the following sources can be referred to as the main source:

1. **Central Bank of Uzbekistan (CB):** Macroeconomic analyses and monetary policy reports .
2. **Uzbekistan Statistics Agency :** GDP , monetary aggregates and financial indicators .
3. **International Financial Institutions (WB , IMF):** Reports on the economy of Uzbekistan .
4. **Global Analytics Agencies (Statista, Sensor Tower):** Data on digital monetization and advertising markets .

The monetization ratio is calculated as the ratio of the money supply (mainly the M2 aggregate) to the Gross Domestic Product (GDP) and is expressed as a percentage :

$$\text{Monetization coefficient} = \frac{\text{Gross Domestic Product (GDP)}}{\text{Monetary Aggregate (M2)}} \times 100\%$$

M2 Monetary Aggregate : Includes currency in circulation (M0), demand deposits at commercial banks, and time deposits .

Coefficient level	Economic interpretation
High (result above 70-80%)	The economy is highly monetized , trust in the banking system is strong, cash accounts are widely used.
Low (result below 30-25%)	is dominated by cash or barter. The " shadow " part of the economy is large or the population has low confidence in the banking system.

that the monetization of social networks used by consumers comes mainly from advertising and subscriptions, which is carried out through e-commerce. The monetization results of the largest media conglomerates are as follows:

Media	Annual income	Monetization method	Assets
Meta (Facebook)	\$80.7 billion	Advertisement	Platform with the largest audience
Instagram	\$49.8 billion	Advertising , electronic shopping	A major meta project
YouTube	\$31.5 billion	advertising , subscription	Video content monetization leads the way
TikTok	\$16.1 billion	Advertising Live broadcast gifts	Short reels
WeChat	\$16.3 billion	Ecosystem , electronic payments and services	The leading audience of the Chinese audience

In conclusion, it is worth noting the dual function of the concept of monetization . It originally appeared as a term for the process of obtaining money from things that were not intended for its production . However, in the process, it was proven that the producer can fulfill the demands of a new audience . In addition, the new pricing mechanism provided by monetization allows for the manipulation of consumer rationality . Thus, it can be said that the main trend in the application of monetization will be its transition from the purely intangible sphere of commercialization of intellectual property assets to the sphere of highly tangible services and technologically complex goods.

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