



## THE ECONOMIC MODEL OF MASS MEDIA: ADVERTISING, AUDIENCE, AND CONTENT MARKET

*Scientific Supervisor: Sadoqat Maxsumova*

***Qarshiyev Alibek Yashnar o'g'li***

*Master's Student, 2nd Year,*

*University of Journalism and Mass Communications of Uzbekistan,*

*Department of General Journalism*

[qarshiyevali0@gmail.com](mailto:qarshiyevali0@gmail.com)

**Abstract:** *This article analyzes the economic model of mass media in Uzbekistan, its main structural components, and the processes of media commercialization. The study highlights advertising revenues, audience coverage, and the content market as the key factors ensuring the economic stability of mass media organizations. In addition, the expansion of private media entities in the post-independence period, their role in the competitive media environment, the quality of journalism, and democratic processes are examined. The article also discusses the commercial significance of internet publications in the modern media space, including the use of interactive services and digital platforms to attract audiences.*

**Keywords:** *Mass media, media economics, media commercialization, advertising revenue, audience coverage, content market, private media, internet publications, digital media, media market, information space, journalism, democratic processes, interactive platforms, media strategy.*

**Main Part:** The economic model of mass media serves as the primary structure and source of economic stability for all entities operating in the media market of Uzbekistan. This model is based on several key components: advertising revenue, audience size, and the quality content market. Advertising revenue is the most important source ensuring the financial independence of mass media organizations, allowing media companies to expand their activities, implement new projects, and attract talented and qualified journalists.



Audience demand and coverage represent the second major factor in the economic model of mass media, playing a decisive role in shaping media content policy. By carefully analyzing their audiences and producing content that corresponds to their social, political, cultural, and economic interests, media companies not only increase audience trust but also enhance revenues from advertising and commercial projects.

The content market is the third significant component of media economics, ensuring economic stability, expanding audience reach, and delivering high-quality and diversified information. The content market includes not only print media and television but also the internet, social networks, and mobile platforms.

In the post-independence period, the expansion of private media entities in Uzbekistan has played a significant role in ensuring the economic and social stability of the country's media system. Private television channels, radio stations, print publications, and internet platforms have created a competitive environment in the media market and stimulated the production of diverse and high-quality content.

In recent years, internet publications have increasingly become an important commercial segment in Uzbekistan's media space. Internet publications, including websites, blogs, online newspapers and television channels, social media platforms, and interactive portals, provide opportunities to expand audiences, create quality content, and diversify financial resources through advertising and sponsorship.

## REFERENCES

1. Constitution of the Republic of Uzbekistan. – Tashkent: Uzbekistan, 2023.
2. Law of the Republic of Uzbekistan “On Mass Media”. – Tashkent, 2007.
3. Law of the Republic of Uzbekistan “On Principles and Guarantees of Freedom of Information”. – Tashkent, 2002.
4. Law of the Republic of Uzbekistan “On Informatization”. – Tashkent, 2003.
5. Mirziyoyev Sh.M. Strategy of New Uzbekistan. – Tashkent: Uzbekistan, 2021.



6. McQuail D. Mass Communication Theory. – London: Sage Publications, 2010.
7. Albarran A.B. Media Economics: Understanding Markets, Industries and Concepts. – Iowa: Blackwell Publishing, 2017.
8. Doyle G. Understanding Media Economics. – London: Sage Publications, 2013.
9. Picard R.G. The Economics and Financing of Media Companies. – New York: Fordham University Press, 2011.
10. Jenkins H. Convergence Culture: Where Old and New Media Collide. – New York: New York University Press, 2008.
11. Castells M. The Rise of the Network Society. – Oxford: Blackwell Publishers, 2010.