
ПРИКЛАДНІ СОЦІАЛЬНО-КОМУНІКАЦІЙНІ ТЕХНОЛОГІЇ

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DEPENDENCE OF ONLINE MEDIA CONTENT ON THE ECONOMIC MODEL OF OUTLET

The purpose of the work is to investigate how the economic model of online media functioning affects the formation of content, its quality, subject matter and presentation of information. The goal set included the following tasks: to analyze the main economic models of online media (advertising, subscription, mixed, crowdfunding, etc.), to determine the mechanisms of the influence of financing on editorial policy and content of materials, to investigate how different business models affect media independence and the level of manipulation in content.

Research methodology. The article uses a comprehensive approach to analyzing the dependence of online media content on their economic model, which includes both theoretical and empirical research methods. Theoretical methods cover the analysis and generalization of scientific sources, which allows systematizing approaches to the classification of economic models of online media and their influence on editorial policy. The comparative analysis method was used to compare the features of financing and content strategies of Ukrainian and international online publications. Among the empirical methods, content analysis was used to assess the thematic focus, frequency of updates, and quality of materials from different publications.

Results. Modern media business models are crucial for the effective organization of online media activities and adaptation to new realities caused by globalization and technological changes. Changes in the media market are reflected in how media find new ways to monetize content, ensure financial stability, and develop. In the context of globalization, the development of digital technologies, and changes in audience behavior, media must adapt their strategies to remain competitive.

Novelty and practical significance. It was studied that since free materials are often generic and lack uniqueness, media should focus on creating content that will differ from the general flow of news. This may include deeper analytical articles, investigations, expert opinions, and other forms of unique content for which people will be willing to pay. However, this requires significant investment in journalistic work, which in turn is associated with the need for stable funding.

Key words: online media, content, influence, economic strategy, audience.

I. Introduction

Formulation of the problem. In today's digital environment, media organizations are increasingly facing challenges related to their dependence on global platforms such as Google, Facebook, YouTube, and others. These platforms determine not only the ways of distributing content, but also the economic and editorial strategies of media. On the one hand, they provide access to a wide audience and financial opportunities through advertising, but on the other hand, they significantly limit editorial independence, forcing media to adapt their materials to algorithmic requirements that may contradict the principles of objectivity and diversity.

The dependence on global platforms such as Google, Facebook, YouTube and others has become a major problem for many media organizations around the world. These platforms dominate content distribution and control a large portion of online activity. They create an ecosystem, in which media outlets are forced to adapt their strategies to the algorithms of these platforms, which in turn significantly reduces their autonomy and control over their own content.

Global platforms, through their algorithms, largely determine what content will be visible to users. Accordingly, media outlets are forced to optimize their materials to the requirements of these platforms, which often leads to a decrease in editorial independence. Content that promotes greater interaction can gain greater popularity, even if it does not meet high journalistic standards. This leads to a situation where media organizations, in particular news outlets, adapt to algorithmic requirements that do not always meet society's needs for objective and in-depth information.

Analysis of recent research and publications. Ukrainian and foreign researchers have written about the peculiarities of content provision in online media and in particular the influence of economic and political factors on publications in the mass media. In particular, Lytvyn A. [4, p. 220] and Skryl V. [8, p. 492] consider the problems of financing Ukrainian online media. media outlets, highlighting their dependence on external donors and advertising platforms. They emphasize that market instability forces editorial offices to balance quality journalism with commercial expediency. Simultaneously Kitsa M. emphasizes that the model of paid content according to the «paywall» type will allow the media to be more independent and provide higher-quality materials [3, p. 68]. Wirtz B. [10, p. 1055] views media as part of a service economy, where content is a commodity and the economic model determines the format and quality of that commodity. McDowell W. [6, p. 40] analyzes the impact of market conditions on editorial independence, noting that commercial advertising and sponsored content often limit journalistic freedom. Karlstrom Research S. and Sjoblom J. [2, p. 46] shows that advertiser-dependent media often adapt content to consumer demands, using clickbait headlines and entertainment content. This is confirmed by Stetka V., Örnebring H. [9, p. 416], who emphasize the threat of commercialization of journalism. At the same time, Bulgarian researchers Angova S., Valchanov I. [1, p. 291] analyze the effectiveness of subscription systems and note that they stimulate the creation of high-quality, analytical content aimed at a loyal audience. Researchers pay special attention to the influence of global digital platforms (Google, Facebook) on the functioning of online media. Macnamara J. [5, p. 137] notes that social media algorithms influence the structure of content, forcing editors to create materials that will correspond to platform trends, rather than journalistic standards. Another model that can influence media content is grant and donor support. As Picard R. notes [7], such models allow for the financing of independent investigations and socially significant journalism, but at the same time make the media dependent on political or public organizations.

II. Problem statement and research methods

Global platforms have a monopoly on the content market, which limits the ability of independent media to reach a wide audience without platform dependency. Using technologies such as search algorithms and social networks, these platforms dictate what content will be popularized among users. This creates the effect of a «closed source ecosystem», where independent media are forced to focus on the advantages of the platforms, rather than on their own strategy or editorial policy. There is a significant risk of losing the uniqueness of content, which can affect the development of media as a social institution.

Another important aspect is the financial dependence of media on global platforms. Although platforms provide media with access to a huge audience, most of the advertising revenue remains in the hands of the platforms themselves. For example, Google and Facebook receive the bulk of their revenue from advertising, which is targeted at users interacting with content through these services. Media, in particular online publications, are forced to use these platforms as channels for distributing their materials, which creates a paradoxical situation: on the one hand, they receive traffic and revenue, and on the other, a significant part of the profit is taken by the platforms themselves. This limits their ability to expand their business models and secure stable financing. The aim of the study is to investigate how the economic model of online media affects the formation of content, its quality, subject matter and presentation of information. The aim was to perform the following tasks: to analyze the main economic models of online media (advertising, subscription, mixed, crowdfunding, etc.), to determine the mechanisms of the influence of funding on editorial policy and content of materials, to investigate how different business models affect media independence and the level of manipulation in content. The article uses a comprehensive approach to analyzing the dependence of online media content on their economic model, which includes both theoretical and empirical research methods. Theoretical methods include the analysis and generalization of scientific sources, which allows us to systematize approaches to the classification of economic models of online media and their impact on editorial policy. The comparative analysis method was used to compare the features of financing and content strategies of Ukrainian and international online publications. Among the empirical methods, content analysis was used to assess the thematic focus, frequency of updates, and quality of materials of different publications. The case study method allowed us to deeply investigate specific online media and determine the features of their editorial policy depending on financial sources. Such a multi-level approach allows us to comprehensively assess how financial mechanisms determine editorial policy and the quality of information in the online space.

III. Results

Presentation of the main research material. In today's media landscape, saturated with free content, media organizations face serious challenges in monetizing their content. With the increasing availability of information online, users are increasingly accustomed to the fact that news, articles, and other media materials can be accessed for free. This creates a number of challenges for media organizations trying to maintain the quality of their content while ensuring a sustainable financial model.

Reliance on global platforms also becomes a problem in the context of political influence. Since these platforms operate internationally, they may have different approaches to regulating content depending on the country or political circumstances. This creates a situation where media in individual countries, such as Ukraine, face additional difficulties in ensuring freedom of expression and editorial independence if the platforms submit to political demands of the state or external pressure.

Overall, the dependence on global platforms undermines media autonomy and jeopardizes the principles of editorial freedom. This raises a number of new challenges for the media business, in particular regarding maintaining financial sustainability, editorial independence and ensuring diversity of content. To achieve greater autonomy and develop new business models, media organizations must find a balance between the use of global platforms and their own channels of information distribution, while maintaining the principles of journalistic ethics and independence.

The media market is saturated with a huge number of free online resources, blogs, social media and news aggregators that provide users with access to news and articles for free. In such a situation, users are accustomed to consuming free content, which makes it much more difficult for traditional media that rely on advertising or paid subscriptions to find ways to monetize.

Many users, due to economic conditions or information overload, are becoming less willing to pay for access to content, even if it is high-quality and professionally prepared. The cost of subscriptions to various media resources may seem too high compared to the large amount of free information available on the Internet. This forces media to restructure their monetization strategies.

With the glut of content, media outlets are also facing the challenge of monetizing through advertising. Users who regularly encounter banner ads and other advertising formats may start to ignore these ads. Declining advertising effectiveness leads to advertisers being forced to reduce advertising spending, which reduces media organizations' revenues.

As content monetization becomes more difficult due to the oversaturation of the market with free content, some media outlets are forced to reduce the quality of their content in order to maintain financial stability. This may include reducing spending on investigative journalism, reducing the number of specialized stories, or using cheaper content formats. This, in turn, can affect reputation media and lead to a loss of trust from the audience.

In response to these challenges, media outlets are looking for new ways to monetize to ensure sustainable revenue. One possible model is a paywall, where access to exclusive content is limited to subscribers. Other options include implementing a donation or crowdfunding system, where the audience supports the media financially, or using native advertising, which can be less intrusive for users.

Since free content is often generic and lacks uniqueness, media outlets should focus on creating content that stands out from the mainstream. This could include in-depth analysis, investigations, expert opinions, and other forms of unique content that people will be willing to pay for. However, this requires a significant investment in journalistic work, which in turn is related with the need for stable financing.

IV. Conclusions

Therefore, modern media business models are crucial for the effective organization of online media activities and adaptation to new realities, caused by globalization and technological changes. Changes in the media market are reflected in how media find new ways to monetize content, ensuring financial stability and development. In the context of globalization, With the development of digital technologies and changes in audience behavior, media must adapt their strategies to remain competitive.

Modern media actively use various financing models, among which crowdfunding, paid subscriptions (paywall, freemium), as well as sponsorship and other forms of advertising stand out. For example, on the example of Ukrainian media, one can see how Public Television operates according to a model that implies certain restrictions on funding sources, but strives for self-sufficiency and attracting funds from public sources. At the same time, media such as Krytyka use a combination of different approaches, such as paid subscriptions to the electronic version of the magazine, individual issues in PDF format, as well as the organization of branded events to meet their financial needs.

One of the key aspects of a successful media business model is the ability to quickly adaptation to new conditions. The globalization and digitalization of the media market pose new challenges to editorial offices: on the one hand, the need to maintain high-quality content, and on the other, the ability to find financially effective mechanisms that allow monetizing this content in a competitive environment. In addition, new business models provide media with the opportunity to attract various sources of financing, in particular through crowdfunding platforms, which have become important for independent and startup media.

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Горлатих А. Р. Залежність контенту онлайн медіа від економічної моделі видання

Мета дослідження – простежити, яким чином економічна модель функціонування онлайн-медіа впливає на формування контенту, його якість, тематику та подачу інформації. Поставлена мета передбачала виконання таких завдань: проаналізувати основні економічні моделі онлайн-медіа (рекламна, підписна, змішана, краудфандінгова тощо), визначити механізми впливу фінансування на редакційну політику та зміст матеріалів, дослідити, як різні бізнес-моделі впливають на незалежність медіа та рівень маніпуляцій у контенті.

Методологія дослідження. У статті використано комплексний підхід до аналізу залежності контенту онлайн-медіа від їхньої економічної моделі, що включає як теоретичні, так і емпіричні методи дослідження. Теоретичні методи охоплюють аналіз і узагальнення наукових джерел, що надає змогу систематизувати підходи до класифікації економічних моделей онлайн-медіа та їхнього впливу на редакційну політику. Метод порівняльного аналізу використано для зіставлення особливостей фінансування та контент-стратегій українських і

міжнародних онлайн-видань. Серед емпіричних методів застосовано контент-аналіз для оцінювання тематичної спрямованості, частоти оновлення та якості матеріалів різних видань.

Результати. Сучасні бізнес-моделі медіа мають вирішальне значення для ефективної організації діяльності онлайн медіа та адаптації до нових реалій, спричинених глобалізацією та технологічними змінами. Зміни на медіаринку відображаються в тому, як медіа знаходять нові шляхи для монетизації контенту, забезпечення фінансової стабільності та розвитку. В умовах глобалізації, розвитку цифрових технологій і змін у поведінці аудиторії медіа повинні адаптувати свої стратегії для збереження конкурентоспроможності.

Новизна та практичне значення. Виявлено, що, оскільки безкоштовні матеріали часто є загальними й не мають унікальності, медіа повинні зосередитись на створенні контенту, який буде відрізнятися від загального потоку новин. Це може включати глибші аналітичні статті, розслідування, експертні думки та інші форми унікального контенту, за які люди будуть готові платити. Однак це потребує значних інвестицій у журналістську роботу, що, у свою чергу, пов'язано з необхідністю стабільного фінансування.

Ключові слова: онлайн медіа, контент, вплив, економічна стратегія, аудиторія.