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ORGANIZATIONAL AND FINANCIAL ASPECTS OF DISTRIBUTION MANAGEMENT OF DIGITAL CONTENT

ABSTRACT

In today's crisis conditions caused by military, financial, economic, social, environmental political upheavals and threats, the role of innovative technologies in trade is growing significantly. First of all, this applies to digital distribution in the book trade. Compared to traditional forms of trade, it does not require extensive infrastructure, large production facilities, or numerous staff. This helps to reduce transaction costs, respond more quickly to changing market conditions and simplify access to international trading platforms. However, the further development of digital distribution requires constant monitoring and analysis of global trends, and implementation of the best domestic and foreign practices to ensure efficient management of trading operations.

The purpose of the study is to formulate the main financial and organizational measures to improve the management of digital distribution and increase its efficiency. To achieve this goal, the following tasks were solved: based on scientific publications and statistical data, the author monitored the trends in the development of digital distribution and the e-book market in Ukraine and in the world; analyzed the rank and level of visits to the websites of leading online e-book and audiobook stores in Ukraine; identified external and internal factors that affect the efficiency of digital distribution, in particular, e-books and audiobooks in the current conditions of military aggression and other risks; developed a model for generating revenue for a digital distribution platform.

Financial, economic and organizational measures to improve the company's distribution management of digital content are proposed. These include areas of customer incentives and rewards, improved communication with digital goods manufacturers, priority funding for projects to improve the platform interface and mobile application, improved accounting, reporting, operational and strategic planning, and the introduction of artificial intelligence.

Keywords: digital technologies, digital distribution, digital content industry, digital content trade, digital content, trade, entrepreneurship, management, innovation, innovative technologies

JEL Classification: O33, M11, M37

INTRODUCTION

The development of innovative digital technologies, increasing the digital literacy of consumers, and improving digital infrastructure create favourable conditions for the development of the digital content industry and distribution management of digital content. The peculiarity of the digital content industry — using high-tech tools and information technology to integrate the image, text, images, audio and other content into products and services [1].

The world digital content creation market will grow from USD 24.72 billion in 2023 to USD 28.33 billion in 2024 at a compound annual growth rate (CAGR) of 14.6% [2]. The global Digital Content market size is projected to reach USD 241570 million by 2027, from USD 161540 million in 2020, at a CAGR of 5.9% during 2021-2027 [1].

Digital distribution greatly simplifies traditional business processes (production, marketing, planning, etc.), helps reduce transaction costs, and accelerates innovation. Digital

content and services can be distributed and consumed without significant physical infrastructure, allowing companies to enter national and international markets relatively easily. The globalization of trade has led to increased competition, but at the same time opens up opportunities for cooperation and innovation on a global scale [3, p. 5]. Despite the market advantages, the distribution of digital content has organizational features. They require the application of certain management approaches and methods.

In order to win new market segments and maintain positions in highly competitive digital content markets, it is important to improve distribution management by developing and using a model for generating revenue for companies, taking into account the main factors of influence in the context of military, financial, economic, environmental, political and other challenges. This will help optimize business processes, including through the implementation of modern digital technologies in marketing, artificial intelligence and cybersecurity.

LITERATURE REVIEW

Given the important role of digital distribution of digital content in the formation of the digital economy and the development of e-business, scientists are comprehensively studying its organizational, economic, managerial and security aspects. P.S. Yeshchenko, V.V. Zhebka, S.V. Stupak analyzed the ways of monetisation of the digital content market [4]. Loebbecke C. identified the distinctive characteristics of electronic trading. Compared to other forms of trading content as well as electronic trading in physical goods. Based on the case of a medium-sized specialized publisher, the benefits and problems of moving into the business of electronic trading in ODC are discussed [5]. López J. G. and Jouanjean Marie-Agnes explored the definition, measurement, and policy implications of digital trade, proposing a tentative typology of digital trade that can be used to unpack transactions and analyze the issues [6]. Wunsch-Vincent S. developed the measures for how WTO Members can maintain the relevance of the multilateral trade framework of digital content in a changing technological and economic environment [7]. Cheng W. and Brandi C. continued by exploring the role of the WTO in regulating international trade in digital goods. The authors examined such important issues as the application of customs tariffs to exports and imports of digital goods, the regulatory framework for international trade in such goods, etc. [8].

Chia-Chen L. and Po-Hsuan C. proposed a model of mobile trading in digital content based on the concept of digital rights. The authors substantiated the possibility of purchasing digital content through telecommunications companies using personal mobile devices [9]. Luxem R. proposed the Retail-H-Model for digital product trading. The scientist examined some of the underlying functional models and adapted them in order to fulfil the requirements for trading digital products [10].

Konstantas D. and Morin J.-H. specified the terms and conditions for the commercialization of intangible goods. They defined the meaning and limits of purchasing, accessing, redistributing, copying, and preserving user anonymity for intangible goods, and specified the requirements that a digital commercialization system of intangible goods should fulfil in order to guarantee the rights of its users [11].

Choi B., Lee I., Lee K., Jung S., Park S., and Kim J. constructed and verified the research model identifying the relationships among the attributes of the transaction, users' perceived fun and transaction cost, and the intention to trade and use digital contents, all of which are modulated by users' motivation [12].

The subject of research by many scholars is the industry specifics of digital distribution. Thus, M. I. Zhenchenko focused on the study of the evolution of digital distribution of e-books. An important scientific contribution is the author's proposed business models for e-book distributors [13]. Sytnyk V. investigated the peculiarities of the development of aggregator services in Ukraine during the war. The study analyzed the activities of 23 services operating in Ukraine as of the beginning of 2023 [14].

The developed ways of copyright protection are of great theoretical and practical importance for the development of digital distribution. Pérez-Solà C. and Herrera-Joancomartí J. propose BArt, a transparent and distributed mechanism for artists to commercialize their digital artwork, keeping control of the copies, monetising its usage, and maintaining ownership [15]. Heo G., Yang D., Doh I., and Chae K. developed proposals for the use of a Blockchain System for the Protection of Personal Information in a Digital Content Trading Environment [16].

AIMS AND OBJECTIVES

The purpose of the study is to formulate the main financial and organizational measures to improve the management of digital distribution and increase its efficiency. To achieve this goal, the following tasks were solved: based on scientific publications and statistical data, the author monitored the trends in the development of digital distribution and the e-book

market in Ukraine and in the world; analyzed the rank and level of visits to the web-sites of leading online e-book and audiobook stores in Ukraine; identified external and internal factors that affect the efficiency of digital distribution, in particular, e-books and audiobooks in the current conditions of military aggression and other risks; developed a model for generating revenue for a digital distribution platform.

METHODS

RESEARCH METHODS

Traditional methods of economic analysis and stochastic factor analysis are used to study the trends in the development of digital distribution and the problems of its management. In assessing the dynamics of the markets for digital content (e-books, video games, etc.), the methods of comparison, time series, index, and average values are used. The results are presented using the tabular method.

Areas for improving the management of digital distribution are identified and highlighted using the method of detailing. The graphical method is used to analyze the pricing policy of online bookstores.

In studying the direction and intensity of the impact of external and internal factors on the efficiency of digital distribution in the context of military aggression, economic, financial and technological risks, correlation and regression analysis were applied.

RESULTS

Global markets for e-goods are actively developing. The e-Publishing market worldwide is projected to reach a revenue of USD 54.87 billion by 2024. The market is expected to grow at an annual growth rate (CAGR 2024-2027) of 2.07%, resulting in a projected market volume of USD 58.35 billion by 2027. The largest market segment within e-Publishing market is e-Papers Advertising, which is expected to have a market volume of USD 15.20 billion in 2024. By 2027, the number of readers in the e-Publishing market is expected to reach 1.6 billion users. The user penetration rate in the e-Publishing market is projected to be at 18.9% in 2024. The average revenue per user (ARPU) is expected to be USD 37.49. In terms of global comparison, in the United States is anticipated to generate the highest revenue, with USD 21,770.00 million in 2024. In the worldwide e-Publishing market, countries like the United States and the United Kingdom are leading the way with innovative digital platforms and a strong demand for digital reading materials [17].

The Video-on-Demand market worldwide is projected to reach a revenue of USD 182.40 billion by 2024. It is expected to show an annual growth rate (CAGR 2024-2027) of 8.27%, resulting in a projected market volume of USD 231.50 billion by 2027. The largest market segment is Video Streaming (SVoD)), which is estimated to have a market volume of USD 108.50 billion in 2024. In global comparison, in the United States is expected to generate the highest revenue, amounting to USD 80,300.00 million in 2024. The number of users in the Video-on-Demand market is projected to reach 3.4 billion users by 2027. The user penetration rate is expected to be 38.3% in 2024 and is projected to increase to 43.2% by 2027. As a journalist with deep knowledge of history, facts, insights, and a good understanding of the Video-on-Demand market, I would like to provide you with a country-specific statement about current trends in this market worldwide: "Despite facing stiff competition from international streaming platforms, local Video-on-Demand services in each country are gaining popularity by offering region-specific content and catering to the unique preferences of their local audiences [18].

In Ukraine, the e-book market is one of the most dynamic. In the context of pandemic and security risks, and reduced solvency of the population, the price factor has the greatest impact on the development of the e-book market. We have compared the prices of the most popular 40 titles of audio and e-books available on Vivat platforms. Family Leisure Club, Nash Format, Folio, etc. platforms with their paper analogues. The analysis found that e-books are cheaper than their paper counterparts by an average of 54.37% and audiobooks by 54.86%. The popularity of digital goods in society as more affordable and convenient to use is growing (Figure 1).

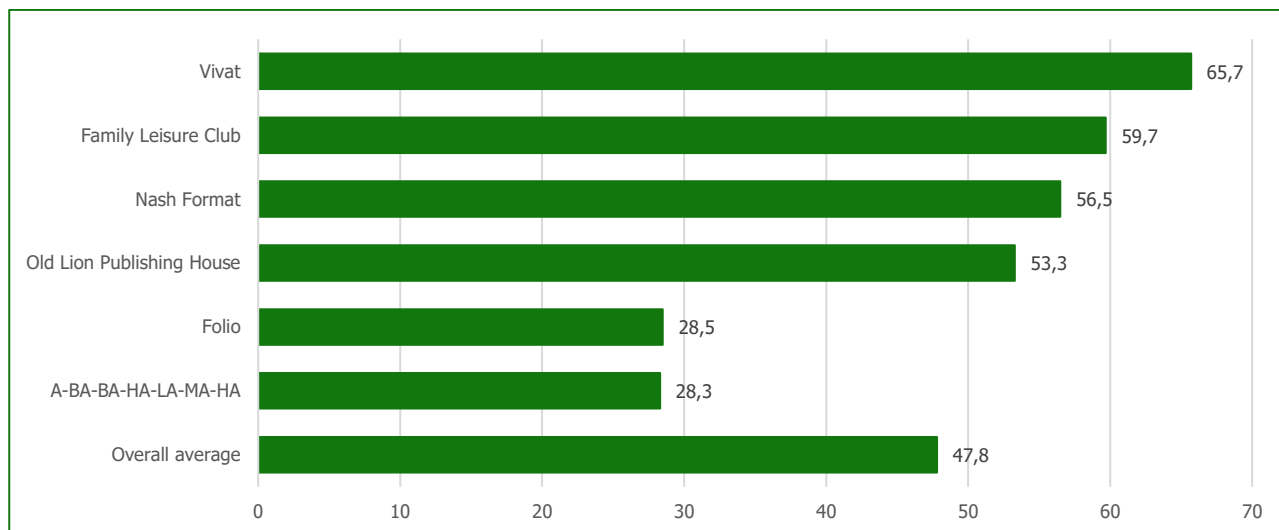


Figure 1. Average price index of the TOP-50 e-books compared to paper books by leading Ukrainian publishers, 11.07.2024, %. (Source: compiled by the authors based on [19-23])

Demand for e-books and other products has been growing steadily in recent years. Between 2020 and 2023, the share of e-book consumers in Ukraine aged 16-59 grew by 7 percentage points, and audiobooks by 16 percentage points (Figure 2).

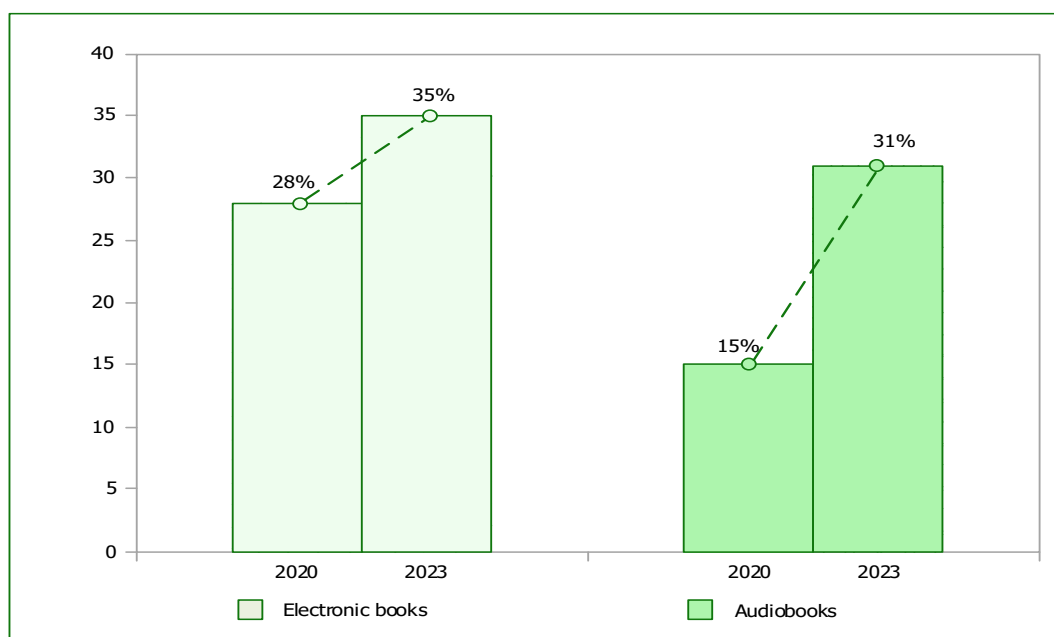


Figure 2. Dynamics of the share of consumers of electronic and audiobooks in Ukraine aged 16-59, 2020-2023, in % of the total number of respondents. (Source: compiled by the authors based on [24, p. 16])

To ensure effective e-distribution management, taking into account the organizational and financial peculiarities of the book market, and interaction with customers, priority should be given to the following measures: developing an effective scheme for organizing the sale of digital goods; determining the best form of payment for digital goods; substantiating the directions for improving the efficiency of e-distribution, taking into account the influence of internal and external factors.

Developing an effective scheme for organizing the sale of digital goods. Sales of a company's digital goods may include different forms of distribution, among which: direct sales, subscriptions, advertisement form, other forms or their combinations. As for the e-Publishing market, we suggest a combination of direct sales and subscriptions, meaning that consumers have two options for purchasing e-books and audiobooks. The first (simpler) option is to purchase a specific unit of digital goods and download the corresponding file. The second (mixed) option involves paying for a subscription.

To study the practical aspects of organizing trade in digital goods, the authors conducted a monographic survey based on the materials of LLC "YAKABOO TRADE", Kyiv, Ukraine. The YAKABOO online store has been one of the leaders of the Ukrainian book market for 15 years [25]. The company sells digital books in text and audio formats. In 2021, a digital distribution platform with a mobile application was created on the basis of LLC "YAKABOO TRADE". They give customers access to more than 9,000 books and 2,000 audiobooks in the mobile app. In February 2023, the subscription price per month was UAH 100.00 [26-27]. The studied company uses a mixed sales option, which includes certain features (Figure 3).

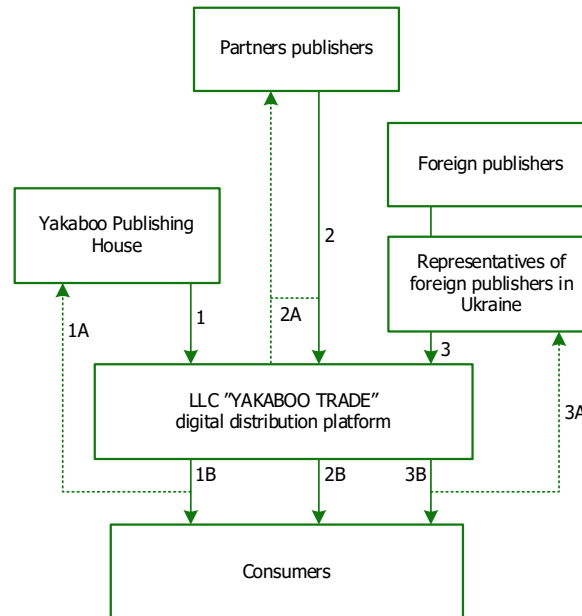


Figure 3. The scheme of organization of sales of digital goods of LLC "YAKABOO TRADE" when subscribing to a digital distribution platform. (Source: systematized by the authors on the basis of [26-28])

Line 1 indicates the placement of electronic and audiobooks prepared by Yakaboo Publishing House on the website of the online store and mobile application. It is assumed that payments (line 1A) will be made immediately after the purchase by the consumer.

The placement of other partner publishers' digital products on the platform is indicated by line 2. These include Nash Format, Family Leisure Club, Knigolove, Folio, The Old Lion Publishing House, and others, as well as foreign publishers. Digital goods are supplied by transferring a digital copy of the product to Yakaboo, which can be posted on the online store's website and mobile application.

Solid line 3 indicates the supply of digital goods from representatives of foreign publishers in Ukraine, who also place their own digital goods in the online store and mobile application.

Determining the best form of payment for digital goods.

Due to the peculiarities of digital goods and their delivery (only one copy of the goods is required for a potentially unlimited number of sales), the most rational form of payment for delivered digital goods is to settle with digital content producers based on the volume of sales after a specified accounting period. This allows for the sale of digital goods without increasing the accounts payable of the retailer. A prerequisite is the transparency of sales and usage statistics, which is ensured by automated sales accounting available to each publisher in the online store and mobile application.

Electronic payment methods such as Visa and Mastercard (including ApplePay and GooglePay) help to simplify payments. For automated online payments, it is advisable to use an online payment system, such as the XPay payment service. After the payment, users get access to the file of the purchased digital product, or they get access to all digital products of the library in the Yakaboo mobile application (more than 11,000 e-books and audiobooks) for a period of one month.

Substantiation of directions for improving the efficiency of electronic distribution, taking into account the impact of internal and external factors.

Due to its active marketing policy and customer focus, LLC Yakaboo Trade holds a leading position in the Ukrainian book market. Thus, in January 2023, the "Yakaboo.ua" website was visited 1.52 million times [29, 30]. This is significantly higher

than similar indicators of competitors. At the same time, LLC Yakaboo Trade lags far behind foreign competitors in terms of traffic and global website rank (Table 1).

Table 1. Rank and level of visits to the websites of the surveyed online e-book and audiobook stores, January 2023. (Source: Compiled by the authors based on [29; 30])

Company	Website rank		Number of visits, mln.
	in Ukraine	in the world	
"Yakaboo"	575	33416	1,52
"Family leisure club"	1473	78835	0,42
"Nash Format"	3394	171854	0,20
"The Old Lion Publishing House"	3999	204734	0,17
"Litres"	-	2558	18,56
"Bookmate"	-	28456	1,98

The rank of Yakaboo's website in Ukraine, calculated by Google Analytics based on traffic, was 575 at the beginning of 2023. The closest competitor among Ukrainian online stores of electronic, audio, and paper books is the online store of the Family Leisure Club publishing house (rank 1473), although it lags behind Yakaboo by almost 900 positions.

In the context of global competition and the intensification of European integration processes, the primary need is to identify external and internal factors that determine the effectiveness of digital distribution in today's challenging conditions of military aggression and other risks.

It has been found that the following factors (variables) have the greatest impact on the efficiency of digital distribution: the price of a monthly subscription to books, online advertising costs, the average daily time spent on the platform, the number of downloads of the mobile application, the number of books and the number of audiobooks in the assortment (Table 2).

Table 2. Factors affecting the effectiveness of digital distribution in the context of military aggression and other risks.

Variable (factor)	Variable designation	Characteristics of the variable
Dependent variable		
Digital platform revenue, USD	R	Weekly revenue of a digital platform from the sale of digital goods and subscriptions
Independent variables		
Monthly subscription price, USD	P	The cost of a monthly subscription for consumers at the current US dollar exchange rate according to the rate of the National Bank of Ukraine
Online advertising costs, USD	F	The company's weekly expenditure on online advertising (in search engines, social networks, and other mobile applications)
Average daily time spent on the platform, minutes	T	Average time spent per user on the platform (searching, reading or listening to books)
Number of mobile app downloads, units	U	Number of new mobile app downloads by consumers to mobile devices per week
Number of books in the assortment, units	B	Number of books on the digital distribution platform on average per week
Number of audiobooks in the assortment, units	A	Number of audiobooks on the digital distribution platform on average per week

The Monthly Subscription Price indicator was chosen as a price factor. It defines the main offer of the digital platform – unlimited access to a large library of digital goods.

The indicator "Online advertising costs" is included based on the assumption of the effectiveness of the company's advertising activities on the Internet. The key hypothesis for this variable is that an increase in online advertising costs also increases the revenue of the digital distribution platform of LLC "Yakaboo Trade".

The average daily time spent on the platform and the number of mobile app downloads are considered indicators of the mobile app's usability and attention-grabbing ability. The number of e-books and audiobooks in the assortment as model indicators is chosen based on the assumption that the depth of the assortment directly affects the revenue of the digital platform.

Observation period – 19.10.2021-22.01.2023, frequency – weekly, number of observations – 66.

As a result of building a linear regression model using the least squares method in the EViews software environment, the following model was obtained:

$$R = 375,78P + 237,28T + 0,56F - 0,12B + 0,84A - 2412,64 \quad (1)$$

where R is the revenue of the digital platform, P is the price of a monthly subscription on the platform, T is the average daily time spent on the platform, F is the cost of online advertising, B is the number of books in the assortment, A is the number of audiobooks in the assortment.

Based on the results of the analysis, the number of mobile app downloads was excluded from the model. Firstly, there was multicollinearity with the indicator of online advertising expenditure, and secondly, the model coefficient was not significant.

Figure 4 shows a graph of the actual revenue of the digital platform (dashed line "Actual"), the revenue of the digital platform calculated by the model (dashed line "Fitted"), and the value (solid line "Residual") indicating the difference between the actual and model-calculated revenue.

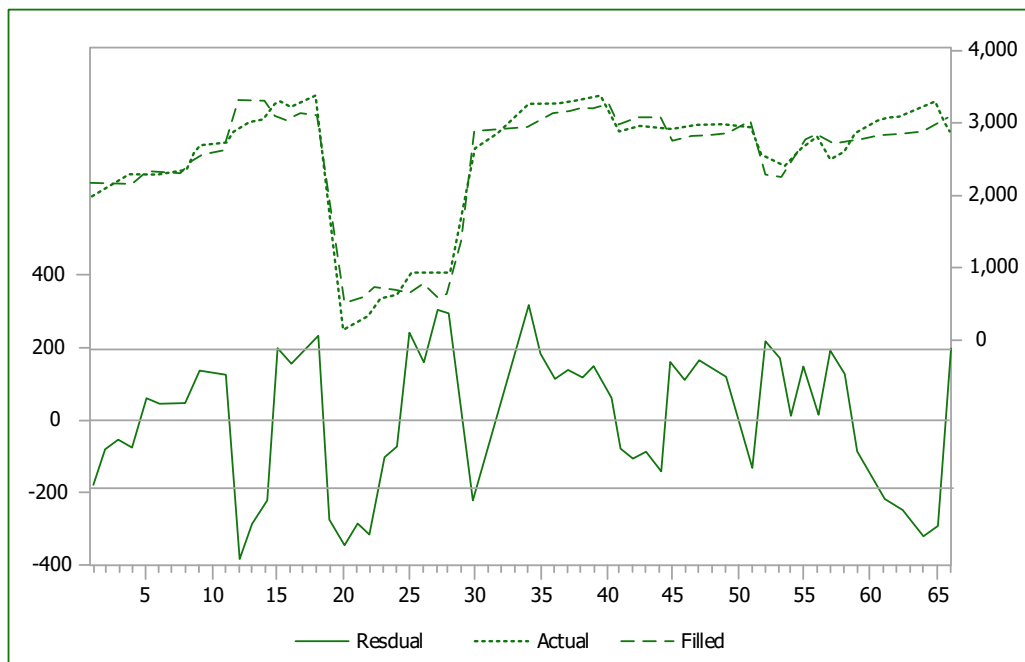


Figure 4. Revenue generation graph for the digital distribution platform of LLC "Yakaboo Trade".

The largest deviations of the model's calculated values from the actual values are observed at observation number 19, which corresponds to the time period 21.02.22-27.02.22, i.e., at the beginning of the full-scale invasion of the Russian Federation. Table 3 shows the results of the qualitative analysis of the model.

Table 3. Results of a qualitative analysis of the revenue generation model of a digital distribution platform.

Indicator	Value	Conclusion
Coefficient of determination R ²	$R^2 = 0,953$	The revenue of a digital distribution platform is 95.3% dependent on changes in the factors under study. The model is adequate
Fisher's Prob test (F-statistic)	$Prob(F - statistic) = 0,000$	The model is adequate
Student's t-test	$Prob(P) = 0,000$ $Prob(T) = 0,000$ $Prob(F) = 0,000$ $Prob(B) = 0,000$ $Prob(A) = 0,000$ $Prob(C) = 0,000$	The coefficients on the independent variables P, T, F, B, A with the constant C are significant
Value of the Jarque–Bera test statistic	$Prob(Jarque - Bera) = 0,119$	Residuals are normally distributed
VIF coefficient (variance inflation factor)	$VIF_{centered}(P) = 3,849$ $VIF_{centered}(T) = 2,918$ $VIF_{centered}(F) = 3,339$ $VIF_{centered}(B) = 6,181$ $VIF_{centered}(A) = 7,736$	None of the independent variables P, T, F, B, A has an index greater than 10. Multicollinearity is not detected
Chow's criterion (Chow Break-point Test)	$Prob_F(6,54) = 0,026$	The hypothesis of no structural change in the 19th observation is rejected
Elasticity coefficient	$E_{(P)} = 0,443$ $E_{(T)} = 0,622$ $E_{(F)} = 0,332$ $E_{(B)} = -0,613$ $E_{(A)} = 1,191$	Variables A and T have the strongest direct proportional impact on income. Variable B has an inverse proportional impact on income

Based on the obtained elasticity coefficients, we can state that the priority indicators are the number of audiobooks on the platform and the average daily time spent on the platform. Thus, an increase in the number of audiobooks on the platform by 1% contributes to a 1.191% increase in the company's revenue. A 1% increase in the average daily time spent by a consumer on the platform will increase revenue by 0.622%.

The results of the analysis showed that to increase the efficiency of digital distribution, it is important to expand the range of audio-visual content, especially that which can be listened to on the go. Audiobooks should be categorized by their type. It is important to improve the usability of the platform interface, recommendation algorithms and other aspects that positively affect the length of time spent on the platform. These areas of improvement of the digital distribution platform for LLC "Yakaboo Trade" can be considered as the key ones. In addition, a 1% increase in the subscription price contributes to a 0.443% increase in platform revenue. These model results are explained, among other things, by the low subscription price on the Yakaboo platform.

A 1% increase in online advertising spend would increase revenue by 0.332%. The lower strength of the impact of online advertising costs on digital distribution platform revenues can be explained by the lack of data on offline advertising costs.

On the basis of the above-analyzed indicators, a model of income generation of a digital distribution platform has been developed. It can be used in short-term planning, forecasting the financial condition of an enterprise, and in determining the priority areas for the development of digital goods trade not only at LLC "Yakaboo Trade", but also at other similar enterprises.

By utilizing the built regression model, it is possible to forecast the results of LLC "Yakaboo Trade" business decisions – Table 4.

Table 4. Forecasting examples of practical application of the revenue generation model of a digital distribution platform.

Options	Planned weekly values of income factors					Projected weekly income, USD
	Monthly subscription price, USD	Online advertising costs, USD	Average daily time spent on the platform, minutes	Number of books in the assortment, units	Number of audiobooks in the assortment, units	
1	2.73	1954.00	9.82	9120	2256	2838.21
2	2.73	1954.00	12.00	9120	3000	3980.44
3	4.00	1800.00	9.82	8750	2256	3273.61

The 3 given options may be described as:

- option 1 – “basic” – values derived from the last observation;
- option 2 – “quality-of-life” – the improvement of user experience and widening the assortment of audiobooks;
- option 3 – “cost optimization” – an increase of the monthly subscription price, decrease of online advertising costs, narrowing the assortment of books.

Thus, depending on the company’s business strategy and based on the projected weekly income the company management is able to choose the proper direction of further investments.

DISCUSSION

In the context of security risks, the declining solvency of the population, and the development of the digital economy, the following financial, economic, and organizational measures should be implemented to improve digital distribution management and increase its efficiency (Figure 5).

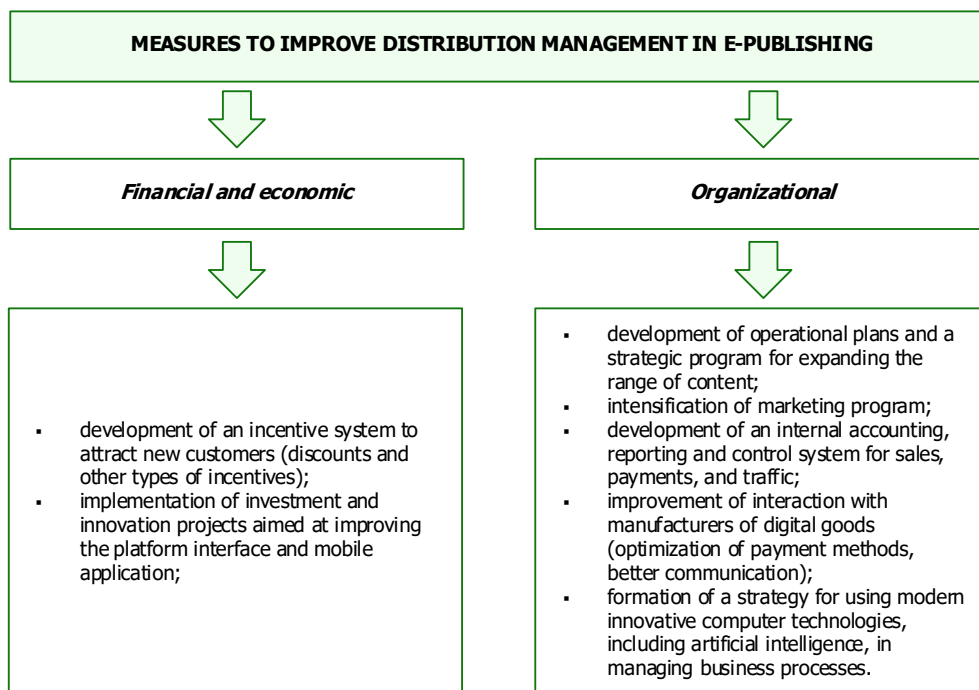


Figure 5. Measures to improve distribution management of digital content in the face of economic and security instability.

Improvement of the platform interface and mobile application is particularly important as it directly affects time spent on the platform – a factor that has been found to have a great impact on the income of the digital distribution platform in the built regression model. Expansion and optimization of the assortment help both to promote the digital distribution platform among potential customers and to cut unneeded costs.

Innovative computer technologies, including artificial intelligence, demonstrate great potential to reduce costs in creating new digital goods, gathering business data, and improving marketing algorithms. Thus, there is a need to develop a corresponding strategy to invest in given fields and outrun competitors. The implementation of these measures will help to create a general management system, improve its organizational and control functions, and increase the competitiveness of companies.

CONCLUSIONS

In recent years, digital distribution of electronic goods such as audiobooks, video and computer games, music, etc. has been actively developing in the retail sector. This has been driven by improvements in digital infrastructure, increased consumer awareness, and the expansion of the content on offer.

Digital distribution has a number of advantages over traditional sales methods, such as lower operating costs, better market entry potential, and the ability to attract consumers from different countries. In order to optimize the benefits and mitigate the impact of negative factors (high competition, the need for copyright protection, rapid development of digital content, etc.), certain management approaches and methods should be applied.

Digital goods markets are actively developing and will increase in capacity from a strategic perspective. The e-Publishing market worldwide is expected to grow at an annual growth rate of 2.07%, resulting in a projected market volume of USD 58.35 billion by 2027. The Video-on-Demand market worldwide is expected to show an annual growth rate (CAGR 2024-2027) of 8.27%, resulting in a projected market volume of USD 231.50 billion by 2027.

The e-book market in Ukraine is growing rapidly despite the ongoing hostilities. In the current environment, the price factor has the greatest impact on market growth. It was found that e-books are cheaper than their paper counterparts by an average of 54.37% and audiobooks by 54.86%.

Financial aspects are important for the effective management of e-distribution. Priority tasks include developing an effective scheme for organizing the sale of digital goods, determining the best form of payment for digital goods, and formulating priority areas for improving the efficiency of e-distribution, taking into account the impact of internal and external factors.

According to the results of the correlation and regression analysis, it was found that the following indicators have the greatest impact on the formation of digital e-book distribution revenue: the number of audiobooks on the platform and the average daily time spent by a customer on the platform. A 1% increase in the number of audiobooks on the platform leads to a 1.191% increase in revenue. A 1% increase in the average daily time spent by a customer on the platform will increase revenue by 0.622%.

In the face of security risks, declining solvency of the population, and the development of the digital economy, financial, economic, and organizational measures are needed to improve digital distribution management and increase its efficiency. Financial and economic measures include: developing an incentive system to attract new customers; improving interaction with digital goods manufacturers; and implementing investment and innovation projects aimed at improving the platform interface and mobile application. Organizational measures should be aimed at drawing up operational plans and a strategic program to expand the range of content; intensifying marketing programs; and implementing effective systems of internal accounting, reporting and control of sales, payments and traffic. An urgent requirement of the time is to develop a strategy for the use of modern innovative computer technologies, including artificial intelligence, in managing business processes.

ADDITIONAL INFORMATION

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Conceptualization: *Halyna Kupalova, Evhenii Oleshko*

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ОРГАНІЗАЦІЙНІ ТА ФІНАНСОВІ АСПЕКТИ УПРАВЛІННЯ ДИСТРИБУЦІЄЮ ЦИФРОВОГО КОНТЕНТУ

У сучасних кризових умовах, викликаних воєнними, фінансовими, економічними, соціальними, екологічними політичними стресами й загрозами, роль інноваційних технологій у торгівлі значно зростає. Перш за все, це стосується цифрової дистрибуції в книжковій торгівлі. Порівняно з традиційними формами торгівлі, вона не вимагає розгалуженої інфраструктури, великих виробничих потужностей або численного персоналу. Це допомагає знизити транзакційні витрати, швидше реагувати на мінливі ринкові умови та спростити доступ до міжнародних торгових майданчиків. Однак подальший розвиток цифрової дистрибуції вимагає постійного моніторингу та аналізу світових тенденцій, упровадження найкращих вітчизняних і зарубіжних практик для забезпечення ефективного управління торговельними операціями.

Метою дослідження є формулювання основних фінансових та організаційних заходів щодо вдосконалення управління цифровою дистрибуцією й підвищення її ефективності. Для досягнення поставленої мети були виконані такі завдання: на основі наукових публікацій і статистичних даних автори провели моніторинг тенденцій розвитку цифрової дистрибуції та ринку електронних книг в Україні та світі; проаналізували рейтинг і рівень відвідування сайтів провідних інтернет-магазинів електронних та аудіокниг в Україні; виявили зовнішні та внутрішні чинники, що впливають на ефективність цифрової дистрибуції, зокрема електронних та аудіокниг, у сучасних умовах воєнної агресії й інших ризиків; розробили модель формування доходу цифрової дистрибуції.

Запропоновано фінансово-економічні та організаційні заходи для вдосконалення управління дистрибуцією цифрового контенту на підприємстві: заохочення та винагорода клієнтів, покращення комунікації з виробниками цифрових товарів, пріоритетне фінансування проєктів з удосконалення інтерфейсу платформи та мобільного додатка, покращення бухгалтерського обліку, звітності, оперативного та стратегічного планування, впровадження штучного інтелекту.

Ключові слова: цифрові технології, цифрова дистрибуція, індустрія цифрового контенту, торгівля цифровим контентом, торгівля, підприємництво, менеджмент, інновації, інноваційні технології

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