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IN-DEPTH DIGITIZATION OF ECONOMIC RELATIONS AND THE ONLINE SERVICES MARKET IN VIRTUALIZATION CONDITIONS

Recently, the development and penetration of advanced digital technologies and tools into people's personal and professional lives, which are the result of accelerated scientific and technical progress, the strengthening of the struggle for innovation, and digital competitiveness in the world market, have been increasingly recorded in the world. Digital changes are becoming noticeable not only at the level of individual business entities, but also at the scale of entire industries and spheres of activity, the country's economy as a whole. All participants in economic relations are affected by digital transformations, because they are primarily aimed at expanding access to services and making them cheaper, facilitating the use of certain services, optimizing working hours, increasing labor productivity, etc. The growth of the audience of various digital platforms and active users of online services on a global scale is noticeable (Figures 1 – 1.1).

In 2023, the number of users of online services in the world will reach a quarter of the world's population. Among them, 1.98 billion people used online medical assistance services, more than 1.69 billion people used online travel booking services, 1.06 billion people use various digital devices and services to engage in fitness and improve well-being, and more than 110 million of people in the world in 2023 turned to doctors for online consultation.

Today, online services and services are becoming a powerful source of economic strength, and this is evidenced by the fact that the annual value of online services and services used by Internet users in 2023 (Figures 1 – 1.2) amounted to \$154 billion on a global scale account for online travel bookings, \$83.25 billion from the digital fitness and wellness market, \$63.24 billion from digital treatment and care, and \$23.75 billion from online doctor consultations. Considering the Covid-19 pandemic and its consequences on people's health, it is not surprising that the average annual cost of online doctor consultations per 1 user in the world, which in 2023 amounted to \$214 (Figures 1 – 1.3), is increasing. In view of this, the average annual cost of digital treatment and care for 1 user of online services and services is also significant, it amounted to \$32.02 in 2023. In the structure of spending on online services, online travel

booking (average annual cost of \$91.27) and digital fitness and well-being (average annual cost of \$78.56) will remain significant in 2023.

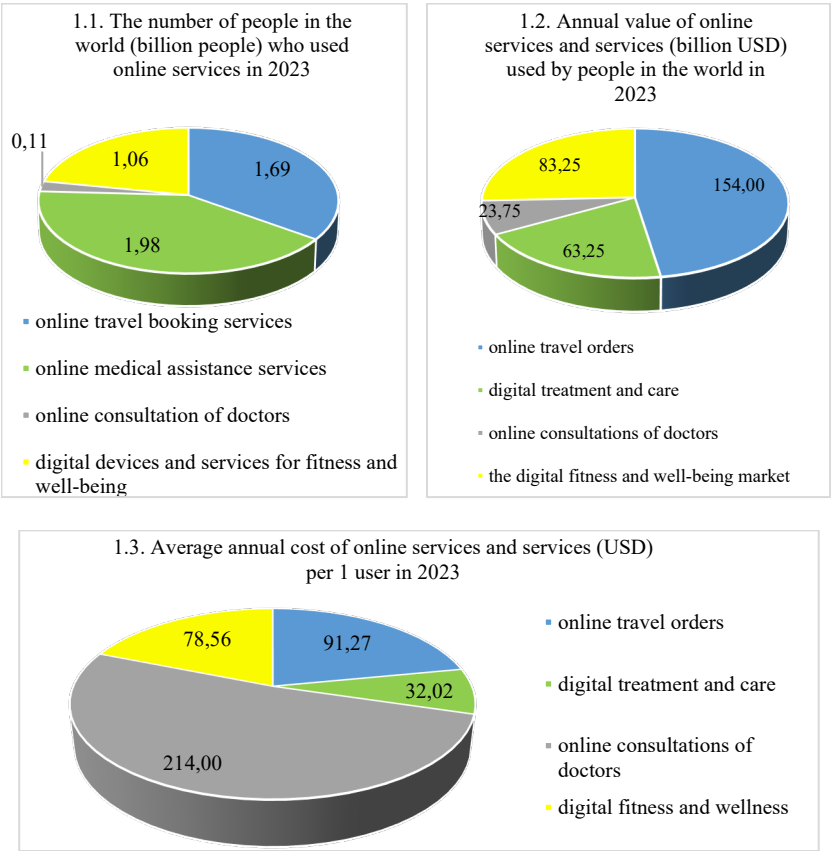


Figure 1. The state of certain demographic and economic indicators of the use of online services in the world in 2023

Source: built on the basis of sources [3, pp. 464, 468, 470, 472]

The above is evidence not only of the growth in the number of users of certain online services and services, but also confirms the growth of their economic returns for the global community. We can observe how the behavioral models of consumers/visitors, their tastes and preferences are changing. The digital era, which has already arrived, involves the integration of advanced digital technologies and innovative developments into the everyday life of a person, its socio-economic and social components.

Production processes, industry, and business are undergoing changes, because their digitalization optimizes the use of economic resources, increases labor productivity, and transforms existing business models. All this is aimed at finding new opportunities for development and driving forces of economic success. The pursued goal is to ensure the competitiveness of the market, the innovativeness of the economic system, the sustainability of development, taking into account the changing conditions of the external environment, globalization and digital transformations, which lay the foundations for the formation of a new digital economic order.

The development of digital technologies and tools stimulates business integration and the creation of strategic alliances in various spheres and industries, in order to achieve synergistic effects. Changes in the structure of the world economy are especially noticeable in the conditions of digital transformation and the formation of Society 5.0 under the influence of technical and technological changes [4, p. 76]. And at the same time, not only the sources of added value, but also the directions of spending in the field of leisure are changing. This becomes especially noticeable in the post-pandemic period of 2021–2023, where the increase in the costs of Internet users in the world for subscription and downloading of various digital content can be traced (Figure 2).

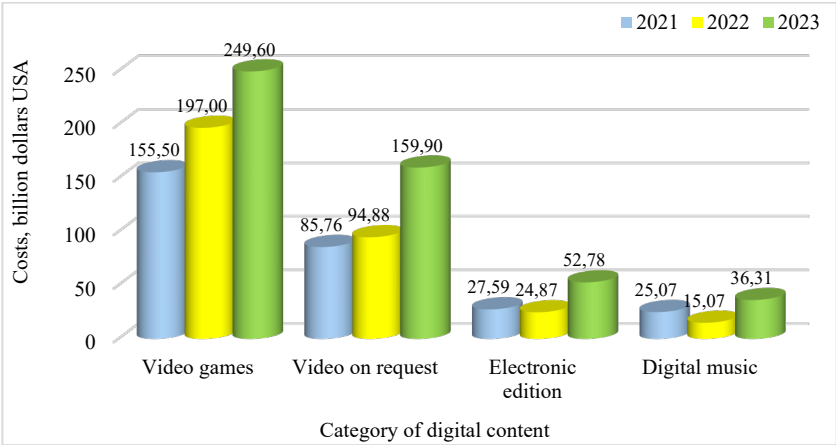


Figure 2. Dynamics of annual costs for subscription and download of digital content by all Internet users in the world in 2021–2023 (billions of USA dollars)

Source: built on the basis of sources [3, p. 479; 2, p. 388; 1, p. 252]

Over the period 2021–2023, spending on video games by Internet users on a global scale increased by almost \$100 billion and amounted to

\$249.60 billion in 2023. Internet users began to spend twice as much (\$159.9 billion in 2023 vs. \$85.76 billion in 2021) on video-on-demand. Although the subscription and download of electronic publications in the world had a downward trend in 2022, it resumed positive dynamics in 2023 and its expenditure amounted to \$52.78 billion. Marked by the growth of spending of Internet users in the world in 2023 on digital music, which amounted to \$36.11 billion, which is more than twice as much as in 2022. The above confirms the fact that advanced digital tools are deeply transforming the business models of modern leaders of the global digital content market through the introduction of innovative digital services, services and solutions that change the production components of this industry.

Thus, we can conclude that the increased attention to digital content and its users in the world today is not accidental. There is an interest in a business that produces digital content and receives an economic profit; in the governments of states that are trying to regulate and adjust its taxation; in users of digital content who get access to new services. Among the obvious advantages of the emergence and development of the digital content market: global user access, the emergence of a new constantly growing market, low costs of production and delivery of digital products, quick and easy updating, flexibility and mobility, personalization, the possibility of monetization, optimization of business processes, quick response to global market changes. The increase in the number of users and services of digital content in the world ensures the economic success of new business models in the digital age, also creates the potential for the development of innovations and advanced technologies.

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