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Main types of podcast advertising: foreign and Ukrainian experience

Основні види реклами в подкастах: зарубіжний та український досвід

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Abstract

The article is devoted to considering podcast advertising as a means of monetizing. The podcast advertising types are characterized. An analysis of the domestic experience of using podcasts for advertising purposes was carried out. The purpose of the article is to consider the main types of podcast advertising and analyse their use in the Ukrainian segment of the media market. Podcasts of Radio NV, Suspilny, "The Ukrainians", "Ukrainian Pravda" have been analysed. Content analysis of podcasts was chosen as the main research method to identify the types of advertising used in domestic podcasts. The main characteristics of the classification of podcast advertisements and the types that are distinguished within these characteristics have been established. It was found that Ukrainian podcasts most often use self-promotion, but there are isolated cases of partnership and sponsorship (usually at the end of the podcast) and mentions that can be identified as native advertising. It was concluded that it is too early to talk about the monetization of podcasts thanks to advertising as a mass phenomenon, it is rather an exception to the rule than a regularity. An effective way of interacting with the audience is thematic projects and those

Анотація

Статтю присвячено розгляду реклами в подкастах як засобу їх монетизації. Охарактеризовано види реклами, що використовують у подкастах. Проаналізовано вітчизняний досвід залучення подкастів у рекламних цілях. Мета статті – розгляд основних видів реклами, що застосовують у подкастах та аналіз їх використання в українському сегменті медійного ринку. Проаналізовані подкасти Радіо НВ, Суспільного, «The Ukrainians», «Українська правда». Основним методом дослідження обрано контент-аналіз подкастів на предмет виявлення видів реклами, що застосовують у вітчизняних подкастах. Встановлено основні ознаки класифікації подкаст-реклами та види, що виокремлюють у межах цих ознак. З'ясовано, що українські подкасти найчастіше використовують саморекламу, але є поодинокі випадки партнерства та спонсорства (зазвичай наприкінці подкасту) та згадки, котрі можна ідентифікувати як нативну рекламу. Визначено, що про монетизацію подкастів завдяки рекламі як масове явище говорити рано, це радше виняток з правил, ніж закономірність. Дієвим способом взаємодії з аудиторією є тематичні проєкти та ті, що

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ones, which are designed for a specific brand, which is their sponsors.

Keywords: advertising, podcasts, podcast advertising, podcast monetization.

Introduction

In recent times, the Ukrainian media landscape has seen a surge in podcasts. This rise can be attributed to their unique form of communication and the current epidemiological and socio-political climate both in Ukraine and globally. Podcasts have become a vital tool to bridge the gap caused by reduced travel and face-to-face interactions. With this growth, a pertinent issue has emerged: the need for effective monetization to ensure their sustainability. Podcast advertising stands out as a promising avenue for this monetization. This study delves into the extent of podcast advertising adoption both within Ukraine and internationally, aiming to identify the most effective advertising strategies. The findings will offer insights to Ukrainian podcasters on maximizing their monetization efforts through targeted advertising techniques.

Literature Review

The problem of studying podcast advertising is popular among scientists around the world. In particular, Havryliuk (2022) and Dmytrovskiy (2015, 2017) studied signs of podcasts and their types, as well as Shekhavtsova & Protopopova (2019) researched using them for special purposes, e.g. for learning languages or improving images of organizations. So, Havryliuk (2022) studied the thematic range and genre variety of podcasts, presented in the Ukrainian Internet media, and Dmitrovsky – signs and typology of Ukrainian podcasts. Shekhavtsova & Protopopova (2019) considered the theoretical foundation of podcasting as the most modern interactive and communicative technology for learning English, as well as defining characteristics and selection criteria from the point of view of foreign language teaching methods. Benkivska (2017) studied the role of podcasting as a tool for marketing communications, and Romanenko & Semchuk (2021) emphasized podcasts' significance in digital marketing in the modern world. Dosenko (2018) paid attention to researching perspectives of podcast journalism as a popular form of radio broadcasting on the Internet nowadays while Dubenska (2020) explained how to develop the podcast market in Ukraine. In the context of advertising podcasts' classification works by Bulakh (2021) devoted to online advertising

розроблені під конкретний бренд, який є їх спонсорами.

Ключові слова: реклама, подкасти, подкаст-реклама, монетизація подкастів.

classification and Karpenko (2009) – about type-species composition of advertising publications are of great interest too. Unfortunately, there have not been any scientific works dedicated to the level of using advertising podcasts.

Foreign studies concerning the effectiveness of advertising podcasts and consumers' attitudes to them are presented by Wang & Chan-Olmsted (2023), Bezbaruah & Brahmhatt (2023), Kim et al., (2022), Brinson & Lemon (2022), Moe (2021), Reilent et al., (2022), Spinelli (2019), etc. So, the research by Wang & Chan-Olmsted (2023) is based on a national survey to examine how content engagement, host-audience connection, and ad format relate to listeners' brand attitudes. The results of the research confirm that content engagement can play both a positive and a negative role. At the same time, scientists emphasize that relationships between the host and the audience (host-audience), including both relational perceptions and real online interaction, as well as a host's advertising format, are positive prognostic factors. They also point out that susceptibility to advertising may reinforce or cancel some associations.

Bezbaruah & Brahmhatt (2023) emphasize that the effectiveness of advertising podcasts is their growing popularity among consumers because of their ability to offer valuable content. As a result, brand owners are watching consumers on podcast platforms and trying to reach them with advertising. This is evidenced by the growth of brand budgets spent on podcasts. However, behavioural intentions as a result of such interactions between brands and consumers have not been sufficiently studied. Bezbaruah & Brahmhatt (2023) in the research on the development of such concepts as advertising value, attitudes to advertising and to the brand, formation of purchase intention, etc., paid attention to the moderating role of advertising placement before, after and in the middle of the video. The study confirmed the effectiveness of advertising podcasts to create a relationship between the consumer and the brand. In particular, informative advertising was the most effective.

Kim et al., (2022) researched the positive and negative impact of personalized and non-personalized advertising on online newsreaders in conditions of multitasking. Scientists studied the interaction between the level of ad personalization and media multitasking, as well as the effect of both on the level of privacy and ad evaluation. The results showed a negative impact of personalized advertising on consumers' attitudes towards advertising and the brand. Besides, privacy concerns caused the personalized advertising message to have a negative impact on ad ratings.

Based on the theory of parasocial interaction, Brinson & Lemon (2022) analyse how trust and relationships with podcast hosts influence listeners' attitudes towards the brand and their behaviour. Marketers recognize that podcast hosts become trusted influencers with loyal communities, which in turn provides additional opportunities for consumer engagement and positive reactions for brands. That is, attracting hosts to announce information about brands (native blocks) can be an effective way to their advertising.

Moe M. (2021) analyses listeners' attitudes toward advertisements in podcasts and the impact of advertisements read by the host on consumers. Because it is the host in the process of interaction with consumers who forms their trust assessment and ensures the dissemination of information. The effectiveness of podcasts as a means of distributing marketing information has been also investigated by Estonian scientists Reilent et al. (2022). Researchers note the relatively modest use of podcasts for marketing purposes, suggesting to increase podcast revenue by increasing podcast visibility, increasing customer awareness of podcast advertising opportunities, sharing podcast success stories, and implementing ways to measure podcast effectiveness. In this context, there was an interesting study by Linares de Palomar & Neira Borrajo (2017) about the experience of broadcasting the Serial podcast, which can be considered a successful example of attracting advertisers. In *Guide to Podcasting*, n.d.-c (QUIRK, 2015) the research was also devoted to the study of the Serial podcast, paying attention to podcast funding models. The purpose of this study was to examine the changes taking place in the podcasting space with an emphasis on the business aspects. In particular, the author tried to answer the questions: What business models are effective in today's conditions, and if they are viable/sustainable in the long run? The research found that sponsorships, advertising,

crowdfunding, live broadcasts, and paid subscriptions to podcast platforms are the most common funding models for podcasts. It is advertising that is a profitable stream that is developing most rapidly. Other models are long-term, trying to turn audience engagement and loyalty into permanent cash flow.

But despite the increased attention of researchers to the history, types and genres of podcasts (Havryliuk (2022), Dmytrovskyi O. (2017), methods of monetizing podcasts (QUIRK, 2015), Linares de Palomar & Neira Borrajo (2017), the level of personalization of podcasts (Kim et al., (2022), consumer attitudes towards advertising in podcasts (Moe, 2021), Wang & Chan-Olmsted (2023), and the effectiveness of podcasts as marketing channels in foreign markets (Reilent et al., (2022), Spinelli (2019), Benkivska (2017), Romanenko & Semchuk (2021), as well as other above-mentioned issues, podcast advertising in the Ukrainian media space has not been studied enough, which emphasizes the relevance of the research. The level of using advertising information for the monetization of Ukrainian podcasts is of particular interest.

Therefore, the goal of the research is to consider the main types of advertising podcasts and analyze their use in the Ukrainian segment of the media market.

Methodology

To identify the primary advertising types in domestic podcasts, we employed various research methods, including descriptive analysis, generalization, a systematic approach, and content analysis. Among these methods, content analysis was predominantly used to scrutinize 44 podcasts, which sum up to 1061 episodes, from renowned Ukrainian media outlets such as Radio NV, Suspilny, "The Ukrainians", and "Ukrainian Pravda". To be more specific, the breakdown is as follows: HB podcasts consist of 9 podcasts with 346 episodes (as of April 2023), Community podcasts have 11 podcasts with 159 episodes, "The Ukrainians" feature 7 podcasts with 101 episodes, and "Ukrainian Truth" has 17 podcasts tallying 460 episodes (all figures are up to April 2023).

Our analysis focused on the placement of advertising information—whether at the beginning, middle, or end of the podcasts. We also delved into the nature of advertising within these segments, examining them based on the ad's location within the podcast and the type of sponsoring entity.

Results and Discussion

Although the number of podcasts released in 2022 decreased compared to 2019, 2020, and 2021, according to Listen Notes (Listen Notes, n.d.), a podcast search engine and database, it is possible to consider podcasts as an effective platform for the distribution of advertising information taking into account their global total (3,126,985 and 168,201,688 episodic June 2023) (Riverside, 2023). There are several reasons for this efficiency such as:

- 1) the popularity of podcasts and their considerable number, as evidenced by the above statistics;
- 2) the thematic and genre variety of podcasts which allow segmenting the audience – consumers of advertising information – maximum clearly;
- 3) listeners' loyal attitude to podcast advertising. For example, Edison's report indicates that 76% of listeners are receptive to podcast advertising. Besides, unlike YouTube ads, 33% of respondents “never or rarely” skip podcast ads, due to the integration of ads into the content of podcasts, thanks to which they perceive them organically, without any irritating or denying the advertising information. This kind of advertising causes more trust, which has a psychological basis, because people are inclined to trust everything they have a favourable attitude, and they listen to podcasts without any coercion and usually choose them according to their own needs and preferences;

- 4) podcast creators are interested in attracting advertisers because they allow the podcast to be monetized, and therefore to spend the received funds on developing the resource itself.

Listeners' loyal attitude to podcast advertising is also evidenced by a study by the IAB (Interactive Advertising Bureau), according to which listeners tend to trust podcast hosts and welcome their personal views and jokes about a product or service. It has become common for brands to send hosts a sample or example of the product or service they are promoting so that they can share their own experiences of using them. Consumers are more likely to respond to sincere and authentic conversations about a product than to pre-written texts and talking points.

Advertisements read by the host generate 55% of the revenue.

Summarizing the results of foreign research, it can be argued that podcast advertising can be represented by commercial breaks in podcast content. In this case, the host reads the advertising text by broadcasting a pre-recorded commercial. At the same time, ads can be integrated into the podcast content, being a single whole with it (native advertising), like an interview with a certain specialist who mainly presents his own company's services. According to the brand needs, a separate podcast can be created, the so-called branded/branded podcast, etc. All presented types of advertising interaction can be considered by the classification method. Generalized data on existing types of podcast advertising are presented in Table 1.

Table 1.
Classification of podcast advertising

Nº	Classification criteria	Types of advertising	Characteristics
1.	According to the method of providing advertising information	re-recorded commercial audio clip	the video is recorded by the host which starts automatically before the podcast. Usually such videos are professionally recorded, they are only inserted into the podcast in the right place
		spoken by the host	an announcement delivered by the podcast host
		an invited expert	the interlocutor of the podcast who is a representative of the company
		native advertising	advertising embedded in the podcast (mentioning a product or service in the context of the podcast topic)
		sponsorship/partnership presentation	mentioning the company as a sponsor/partner of the program. The listeners' loyalty to the brand and its recognition is increased
		branded podcast/ season	podcasts are created under a separate brand, by the brands themselves usually
		advertising modules / thematic episode	these are mini-podcasts on various topics within the main releases, the leitmotif of which is a certain brand. The brand can participate in the recording of

			the module and/or choose a topic that suits both the brand and the podcast
2.	According to the method of ads in podcast location	pre-roll ad	it appears at the beginning of the podcast and lasts 10-15 seconds
		mid-roll ad	it appears in the middle of the podcast and lasts 30-90 seconds
		post-roll ad	it appears at the end of the podcast and lasts 15-30 seconds
3.	According to the method of payment for the advertising information	Standard	an agreed price is paid for advertising space in audio. The price depends on the placement of advertising in the podcast and the duration of the time spent on advertising
		Affiliated	podcasters are only paid when their promotion leads to sales or conversions
		Branded	the brand creates an image event which aims to increase its recognition, establish interaction with consumers and thus stimulate sales, i.e. performs an image function.
4.	According to the method of insertion ads into podcasts	dynamic insertion	advertising is recorded separately
		embedded advertising	recorded in the main audio file of the episode
		self-promotion	podcast authors do not receive money for advertising, because they are promoting themselves
5.	According to the type of sponsor	on behalf of the manufacturer of the product/service	advertising is paid for by the manufacturer of the product or service
		on behalf of sales agents	advertising is paid for by the merchant
		cooperative advertising	advertising is paid for jointly by the manufacturer and the seller of the product
		advertising on behalf of private individuals	advertising is ordered by an individual for his own needs

All types of advertising presented in Table 1 are actively used in foreign podcasts, scientists, as evidenced by a review of foreign sources are studying their effectiveness, but it is necessary to identify their use in the Ukrainian segment of the media market. For this, the podcasts saved on the "NV.UA" website were selected, since the most relevant and popular domestic podcasts are collected on this platform.

It is important that these podcasts are not only NV, but also, as evidenced by the own analysis of the site and confirmed by Havryliuk (2022) "...the podcasts presented on its platform are republished from "Radio NV" or from the third-party media resources: "Ukrainska Pravda", "Media Kunsht", "Detector. Media", "Hromadske", "Suspilne. Podkasty", various organizations - Creative Industries Association of Ukraine, Center of United Actions, Politclub.Ucu, PeopleForce, Kyiv-Mohyla Business School, individual authors – Oleg

Novikov and Taras Chmut ("The right to float"), Eduard Kovalenko (" A pair of mouths"), Vlad Nozdrachev ("Wlad Nozdrachev"), Ivan Horovsky ("Founders") and others. In total, before the beginning of the full-scale invasion of the Russian Federation on the territory of Ukraine, 255 podcast projects were presented on the "NV.UA" platform. With the beginning of the war, the platform is replenished with new podcasts, the topics of which are closely related to Russia's military actions against our country."

It was found that in Radio NV podcasts (9 podcasts, 346 episodes, April 2023), promotional information tended towards self-promotion (repetition of the podcast title or tagline with that title) at the beginning and end of the podcast. There are usually no ads in the middle of podcasts. There are isolated cases of partner advertising (partner of the "pharmaceutical company Arterium" program in the podcast Antibiotics according to the rules.) (Fig. 1, 2).

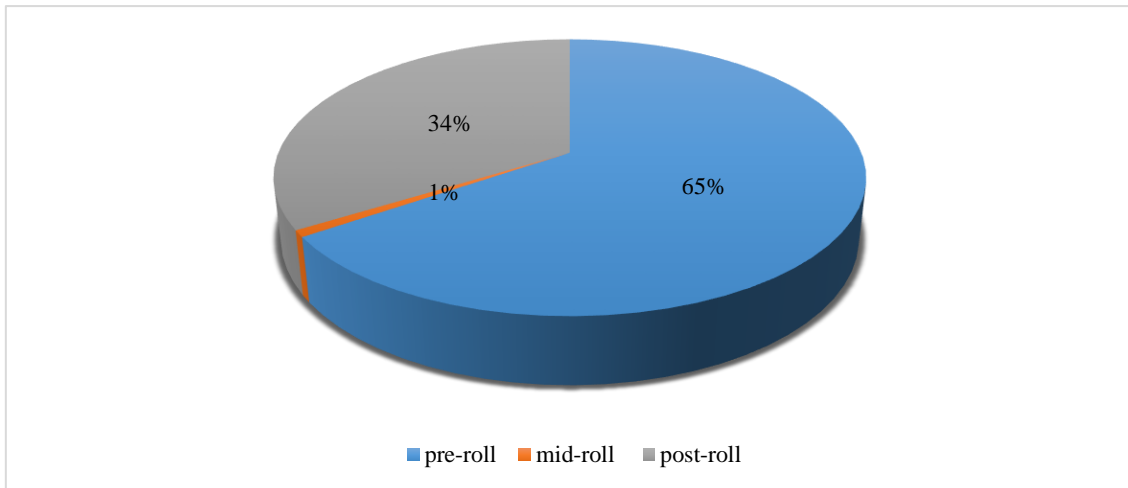


Figure 1. Radio NV. Type of advertising according to the method of ads in podcast location.

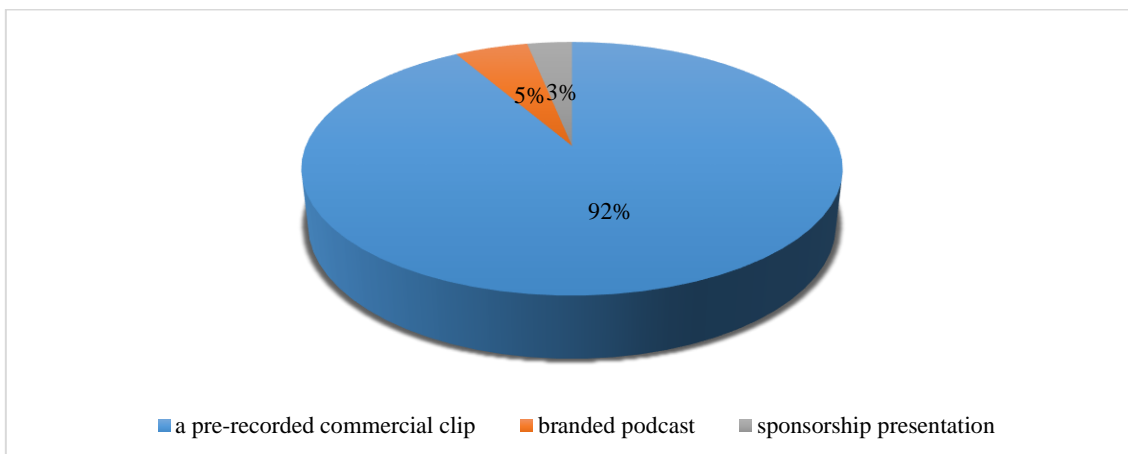


Figure 2. Radio NV. Type of advertising according to the method of providing advertising information.

The situation with advertising on Suspilny (11 podcasts, 159 episodes as of March 2023) is almost the same as on Radio NV: mostly self-promotion is used at the beginning (You are listening to Suspilny podcasts), calls for interaction (“We are waiting for your thoughts.....”), there are no ads in the middle of podcasts, except for rare exceptions. At the end of most podcasts, advertising tends towards self-promotion: no third-party ads, there are calls to subscribe to podcasts and set favourites, as well as announcements of upcoming episodes, which can be considered as self-promotion too. For example, in one of the podcasts Kyiv-Mohyla Business School is mentioned at the end, in another one a partner was mentioned, and at last, Media Kunsht was called in one of podcasts. Such mentions made by hosts can be identified as partnerships. Therefore, Suspilny does not use

commercial advertising. However, some mentions can be identified as native advertising. So, for example, in the Main podcast (11 episodes), at the beginning of each episode, there is a pre-recorded video, and an announcement of the podcast itself (its title, summary and participants), which can be marked as self-promotion. In the middle of the episodes, there is no advertising, but during the episodes from time to time, the DSM 5 manual is mentioned, which can be taken as a native advertisement. At the end of the podcast, it was noted that the Kunsht media podcast was created, which can be considered as its advertisement. In general, the analysis of Suspilny's podcasts has proved that advertising in them tends to self-promotion (advertisement of the project itself), there are isolated cases of partners of the release, which is less an exception than a regularity (Fig.3,4).

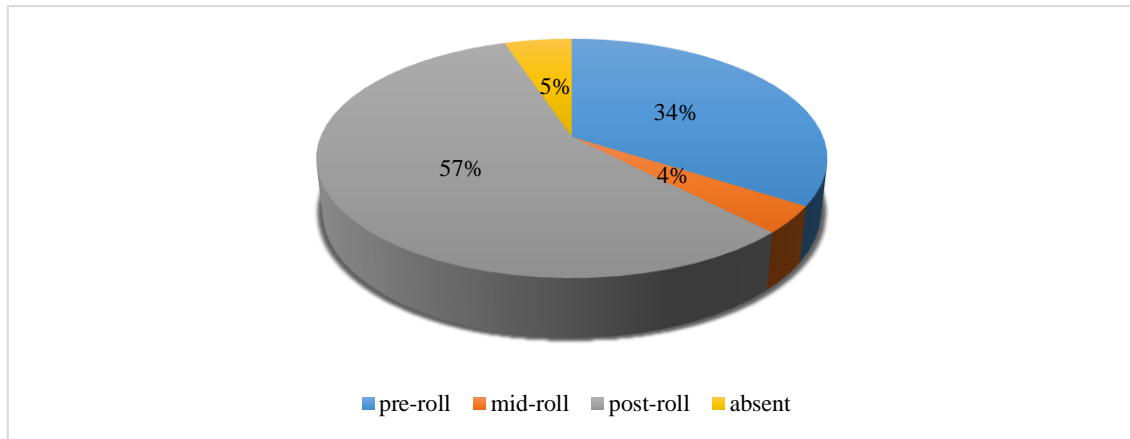


Figure 3. Suspilne. Podkasty. Type of advertising according to the method of ads in podcast location.

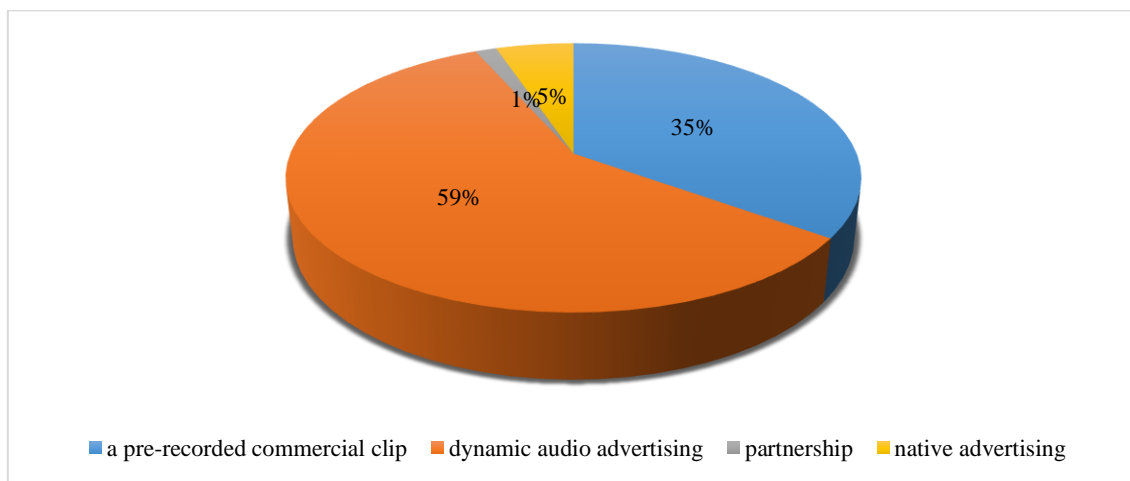


Figure 4. Suspilne. Podkasty. Type of advertising according to the method of providing advertising information.

The study of advertising information in the podcasts of the community "The Ukrainians" (7 podcasts, 101 episodes) showed that self-promotion prevails at the beginning of the podcast. This is usually information about the podcast and the host, the podcast tagline, an

invitation to join the community, etc. At the end, hosts also often offer to join the community, rate the podcast, favorite, add constructive criticism, recommend to friends, and more. Ads are usually absent in the middle of listened podcasts. (Fig. 5)

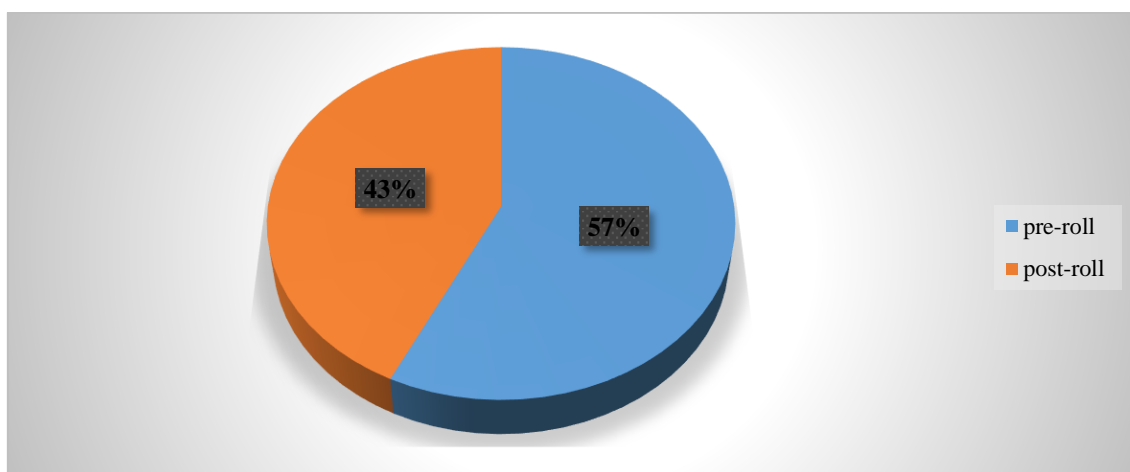


Figure 5. «The Ukrainians». Type of advertising according to the method of ads in podcast location (7 podcasts, 101 episodes)

There are isolated cases of partner advertising (IREX, Gurgura recording studio, Zero Waste Alliance Ukraine, etc.). For example, in the podcast "Home" (in 11 episodes) there was advertising of Zero Waste Alliance Ukraine as the partner of the program. Here the partners are mentioned at the beginning of each podcast. In three episodes of the "Reporters" podcast, they emphasize that the Gurgura recording studio made the recording. In the "Life in the Sideboard" podcast (in 6 episodes), the partner IREX is named at the end.

According to the method of providing advertising information in the podcasts of "The Ukrainians" community, advertising delivered by the host prevails (usually at the beginning or end of the podcast), it's more self-promotional in content. There are also pre-recorded audio clips that invite listeners to join the community or inform about a podcast partner, for example, Zero Waste Alliance Ukraine in the "Home" podcast. Therefore, there is also a presentation of the partnership. Unfortunately, branded podcasts were not detected within the analysed ones. (Fig. 6)

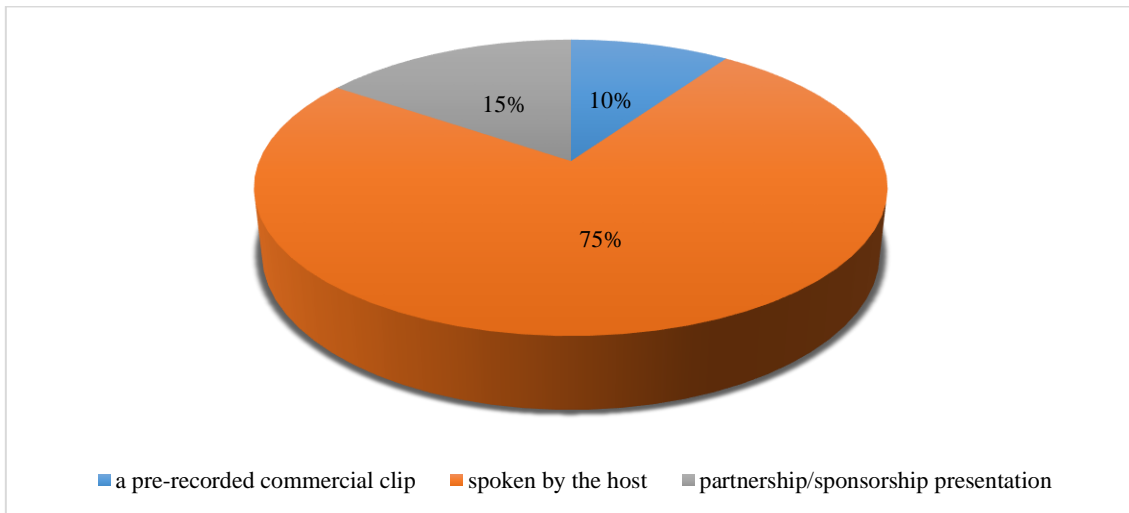


Figure 6. «The Ukrainians». Type of advertising according to the method of providing advertising information.

In the podcasts of the online publication "Ukrainian Pravda", self-promotion prevails at the beginning of the podcast (information about the podcast and the host, the slogan of the podcast, and an invitation to join the community). In the end, the hosts also often offer to join the community, rate the podcast, set favorites, add constructive criticism, recommend to friends etc.

The study of advertising information in the podcasts of the "Ukrainian Pravda" community (17 podcasts, 460 episodes) proved that self-advertisement prevails at the beginning (27%) and at the end (73%) of the podcast. In the middle of the analyzed podcasts, advertising information is usually absent (Fig. 7).

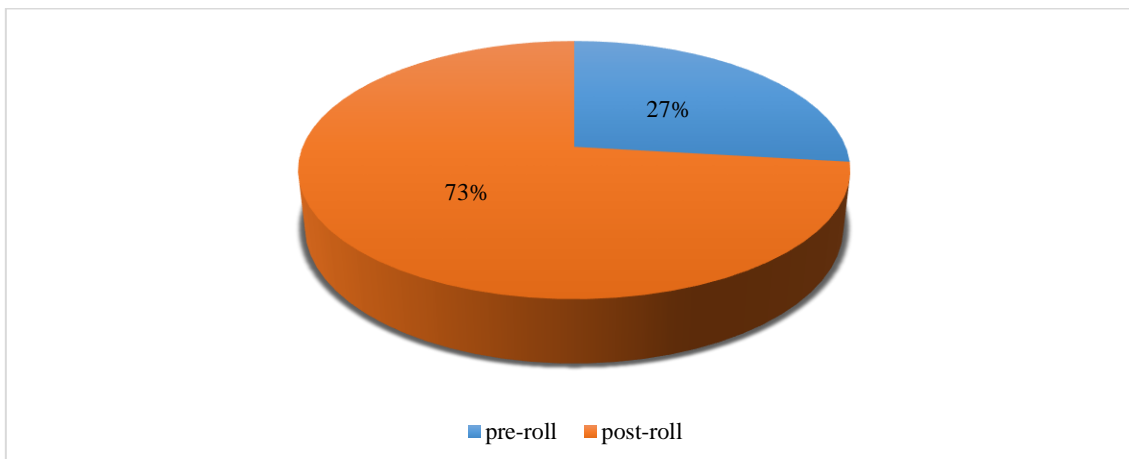


Figure 7. «Ukrainian Pravda». Type of advertising according to the method of ads in podcast location.

According to the method of providing advertising information, these are pre-recorded videos, in particular, which invite the community to social networks. There are isolated cases of

partner advertising (program partner: OLX, Centre for Defense Strategies, Consulate General of Germany in Donetsk with an office in Dnipro).

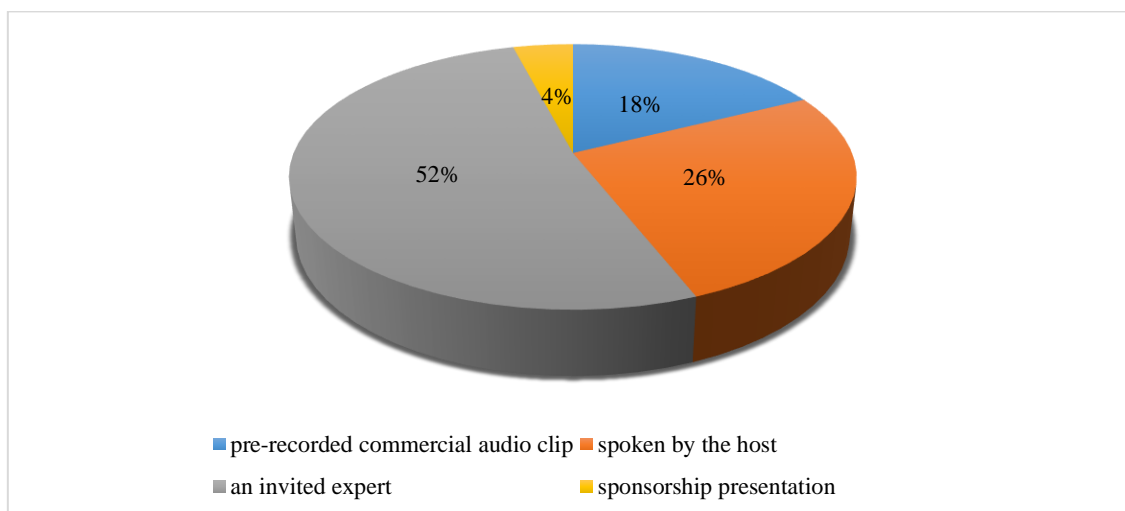


Figure 8. «Ukrainian Pravda». Type of advertising according to the method of providing advertising information.

It was found out that advertising podcasts (branded podcasts) are a separate phenomenon in the Ukrainian podcast industry. These are those podcasts that are specially created for advertising purposes, but their leading functions are informative and entertaining, thanks to which a loyal attitude towards the advertiser is achieved, and data about whom is perceived as accompanying information that does not cause negative emotions. A series of podcasts from FUIB bank "Wheel of Stories" posted on the Radio NV platform, in which the history of the bank itself is presented in the context of the thirty-year history of the formation of the Ukrainian state, can be an example. The announcement of the podcast on the website of Radio NV says: "To mark the 30th anniversary of Ukraine and the FUIB bank, audio plays about the life of Ukrainians during the years of independence were presented in 30 booths of the Ferris wheel. The project continues to live on in the NV podcast, presenting 11 audio plays of the series... Through episodes from the lives of Ukrainians, in which we can hear echoes of our own experiences, PUMB invites us to take a spin on the "Wheel of Stories" to remember the path we have travelled and be inspired for new achievements together!". By updating the memory of certain historical moments, the podcast stirs its own memories in the soul of every Ukrainian, at the same time, combining the stories of the FUIB into the history web by emphasizing the reliability of the bank itself, achieving the main advertising goal of the podcast. Therefore, this experience can be called

a successful example of a branded podcast. The podcast "Comfort Begins with Safety" is also advertising, aimed at advertising the holding of SHERIF security companies, but at the same time, the content is informative and useful for ordinary citizens, because the programs raise issues that interest everyone.

Another type of brand presence in a podcast is a partnership. An example of a podcast of this type is five episodes of "Antibiotics according to the rules", which explain the history of antibiotics, the rules of use, debunk myths about them, that is, the content is primarily useful for consumption, and the pharmaceutical company Arterium is mentioned as a partner of the program. The short duration of the video (only 1-2 minutes) helps to listen to them to the end. Another podcast of this type, "Frankly about cancer", recorded with the support of TomoClinic, is dedicated to modern approaches to combating this disease, the clinic's employees answer the following questions: "Can one doctor cure cancer on his own? "Is treatment available in Ukraine? etc.

According to the foreign experience of recent years, there is an obvious tendency to increase the audience and, accordingly, the number of loyal listeners, which means opportunities for monetizing podcasts thanks to advertising. The conducted research proved that commercial advertising is almost never used in the analyzed Ukrainian podcasts. Mentions of the program's partners and sponsors are rather common, and

branded podcasts can be considered as a separate niche. The most significant part of advertising information in Ukrainian podcasts is self-promotion. At the same time, information is often duplicated at the beginning and end of the program. The difference is that, according to the method of providing advertising information, a pre-recorded commercial clip is usually used at the beginning of the podcast, at the end the information is spoken by the host (sponsorship/partnership presentation). At the same time, one

or another option prevails on different platforms. Thus, NV prefers advertising at the beginning, Suspilne – at the end of podcasts, "Ukrainian Pravda", and "The Ukrainians" are both at the end and at the beginning of the podcast. Promotional information in the middle of the podcast is usually absent. Single cases of native advertising have been fixed. In some cases, there is no advertising information in podcasts at all (Fig.9).

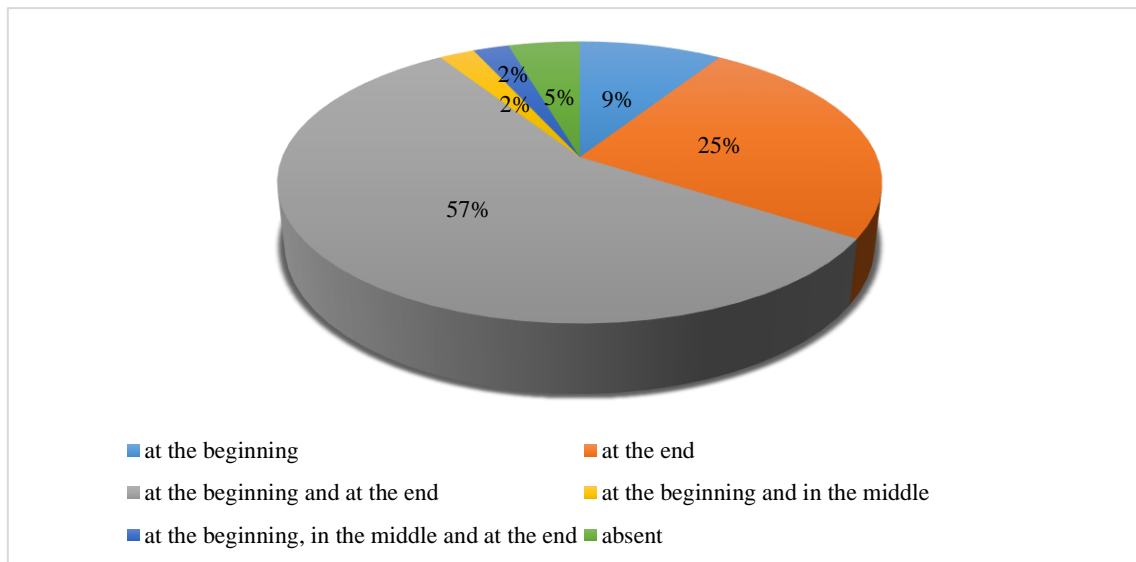


Figure 9. Use of advertising in Ukrainian podcasts.

According to quantitative indicators of the diagram (Fig. 9) only 4 podcasts (9%) of 44 use advertising only at the beginning of the program, in the middle – none, at the end of the podcast – 11 podcasts (25%). Besides, there is also advertising both at the beginning and at the end of the program – 25 (57%), at the beginning and in the middle – in 1 podcast (2%), at the beginning–in the middle–at the end – 1 podcast too (2%), and absent at all – in 2 podcasts (5%).

Conclusions

Thus, the results of the research made it possible to conclude that the use of advertising by Ukrainian podcasts for the purpose of monetization is at an initial level. It requires, firstly, familiarizing domestic entrepreneurs with the possibilities of podcasts as a channel for the distributing marketing information, and secondly, disseminating the information about the advantages of different ways of presenting advertising information in podcasts and their effectiveness in foreign countries. In particular, it can be recommended for compatriots to pay attention to use native advertising, which is treated more loyally, advertising delivered by

presenters and advertising blocks placed in the middle of the podcast, which were almost never used in the analyzed podcasts.

In general, it is possible to state that podcasts are gradually becoming a new trend in the Ukrainian media market, providing additional opportunities for interaction with the audience, in particular through advertising. With a stable increase in the audience, the options for monetizing podcasts will also grow, in particular through advertising, which will be facilitated by an in-depth study of foreign experience, which is a perspective for our further research.

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