

**SIGNIFICANCE OF COMMERCIALIZATION OF INFORMATION IN THE ERA OF
GLOBALIZATION****Ortiqov Farmonboy Raxmon o'g'li**

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Abstract. This article presents the history, essence and important aspects of the concept of commercialization of information that has arisen as a result of development. Also, in the process of globalization, it is envisaged to use digital marketing, that is, content marketing and digital advertising, to establish an information business.

Key words: information commercialization, globalization, Internet, technology, economic growth, knowledge sharing, competitive advantage, technology transfer, social impact.

INTRODUCTION. It is known that in the era of globalization, the commercialization of information is becoming more and more widespread and attention - grabbing. With the rapid development of technology and the internet, information is now more accessible and valuable than ever. Companies and individuals are constantly looking for ways to monetize information through various tools such as data analytics, content marketing, and digital advertising.

The Law of the Republic of Uzbekistan "On Informatization" also pays special attention to this issue: “The state policy in the field of informatization is aimed at creating a national information system taking into account the modern world principles of information resources, information technologies and information systems development and improvement”. (Article 4)

The end of the 20th century and the beginning of the 21st century were marked by the transition from an industrial society to an information society, in which information becomes an important factor of production that creates social wealth. However, the information society as a model of human development cannot appear in a vacuum. For this, a powerful, serious intellectual-technological basis is necessary. In today's economy, such a basis is the information business. Information business is a large multi-disciplinary complex with its own established infrastructure and is a relatively new field of business activity. Information business, on the one hand, is part of the infrastructure of the entire system of business activity, along with banks, stock exchanges, auditing companies, etc., and on the other hand, it is an independent field of business.

Information commercialization appeared in Western countries in the 60s of the 20th Century, in the 70s it was formed as an independent industry, and in the 80s it became a large, multidisciplinary complex with its own infrastructure. Initially, due to the complexity and cost of information technology, it was used only in scientific centers and large industrial companies. As information technology has improved and become cheaper, it has penetrated into various industries and made it possible to improve and improve the efficiency of these industries. As a result of the development of information technologies, new needs of society appeared and formed.

Information society - based on the use of information and communication technologies (ICT), strengthens relations between the state administration, private sector, international organizations and civil societies, determines the socio-economic development of the country. Nowadays, it is an active process and is characteristic of every society that has followed the path of sustainable development. Uzbekistan is also taking bold steps towards the formation of an information society.

Information commercialization is the process of converting information or knowledge into marketable products or services.

We can cite the following as important aspects of information commercialization in the era of globalization:

- Monetization of intellectual property: Through information commercialization, individuals or organizations can monetize their content marketing assets and earn revenue from their knowledge, research or expertise.
- Economic growth: Commercialization of information can contribute to economic growth by creating new business opportunities, jobs and industries. It can stimulate innovation and entrepreneurship, leading to overall economic development.
- Knowledge sharing: Commercialization of information often involves sharing knowledge with a wider audience, which can lead to the dissemination of valuable information and the development of various fields.
- Competitive advantage: Companies that effectively commercialize information can have a competitive advantage in the market. By offering unique products or services based on valuable information, they can differentiate themselves from their competitors.
- Technology transfer: Commercialization of information can facilitate the transfer of technology from research institutes or universities to the market, where it can be further developed and used for practical applications.

➤ Social impact: Commercialization of information can positively impact society by solving critical problems, improving quality of life, and fostering social progress through innovative solutions.

The experience of the developed countries in the world shows that their economic growth is realized at the expense of information, knowledge and intellectual potential. The source of economic growth of developed countries is the production of information products and services (AMX), including software products and their effective use. India started reforms in this regard 40-50 years ago, and in 2016, the share of Internet applications in the country's gross domestic product was 20.4 billion. made up of dollars. In the experience of countries such as South Korea, China, India, Finland, 2 times as much investment is spent in the field of information communication technologies (ICT) as compared to others, and it is mainly necessary equipment, software, telecommunication products. and oriented to the production of information services.

Today's trends in the development of the information business are such that it is steadily moving ahead of traditional industries in terms of growth rates, employment and other economic indicators.

Content marketing is another popular strategy for commercializing information in the digital age. The primary goal of content marketing is to engage and educate a target audience rather than directly promoting a product or service. By providing valuable information, businesses strive to build credibility and relationships with their customers. Companies are creating valuable and compelling content to attract and retain customers, resulting in increased sales and revenue. This content can take many forms, including blog posts, videos, infographics, and social media posts.

Digital advertising is also a key player in the commercialization of information. Digital advertising allows businesses to target specific audiences based on demographics, interests, behavior and other criteria. This targeted approach helps you reach the right people with relevant ads, increasing your chances of engagement and conversion. Companies are using online platforms like Google and Facebook to target specific audiences with personalized ads based on their browsing history and online behavior.

CONCLUSION. In general, commercialization of information plays a decisive role in the use of knowledge and experience for economic, social and technological development. It enables individuals and organizations to harness the value of data and turn it into tangible benefits for themselves and society as a whole. The targeted advertising mentioned above has been found to be a very effective way to drive conversions and generate revenue for a business. Evaluating the effectiveness of your content marketing strategy is a key step in

evaluating the success of your online marketing business. Using key metrics, analytics, and measurement methods to continuously improve your content, you can optimize your strategy and achieve superior results in information commercialization.

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