

DEVELOPMENT OF DIGITAL MEDIA AND TV TECHNOLOGIES IN UZBEKISTAN

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ABSTRACT

This article Media business is a business built on the production and sale (distribution) of all kinds of information and entertainment content: newspapers, magazines, TV and radio programs, Internet resources. The purpose of such activity, as in any other business area, is to make a profit. Media lawyer Karim Bahriev has specially prepared an overview of legal opportunities for the creation, support and development of a commercial media project in Uzbekistan for the "New Reporter". The first article was about the creation and registration of the media, this one is about its support and development.

Keywords: consolidate and expand knowledge, classification, game programs.

They say that the state supports the media. What is it expressed in?

Article 51 of the Law of the Republic of Uzbekistan "On Mass Media" states that the State may provide support to mass media by:

provision of benefits and preferences for taxes and other mandatory payments and tariffs;

providing financial support through the system of state subsidies, state grants and state social orders;

development and implementation of a set of measures to strengthen the material and technical base;

social support of editorial staff;

organization of the activities of funds to support the media;
assistance in training, retraining and advanced training of editorial staff.

State support of the mass media cannot be used to infringe on the independence of the professional activities of the mass media.

How does the distribution of media products take place?

In the media business, an important aspect is not only the production, but also the distribution and sale of media goods. According to Article 26 of the Law of the Republic of Uzbekistan "On Mass Media", the distribution of mass media products can be carried out directly by the editorial office, as well as in accordance with the established procedure by legal entities and individuals on a contractual basis.

The distribution of printed media products is carried out by organizing subscriptions to them, as well as through a retail network. Retail sale, including by hand, of the circulation of registered periodicals is carried out by regular distributors of editorial offices of publications or through legal entities with a retail network, as well as individual entrepreneurs in accordance with the procedure established by law.

In case of continuous broadcasting, the distribution of mass media products is allowed from the moment of the initial permission of the editor-in-chief for the release and until the moment of interruption of broadcasting.

The place and role of media business in the economic system

"The volume of the media market of Uzbekistan in 2021 will reach 600 billion soums with a positive dynamics of 17%, the volume of the

television advertising market will increase by 20% and amount to 410 billion soums," Elena Pivovarova, marketing director of the IMS Uzbekistan conference, said at the beginning of the year. Uzbekistan, with a population of more than 37 million people, is the largest market for content consumption.

For example, the television market of Uzbekistan consists of state TV channels that are part of the NTRK of Uzbekistan with 12 republican TV channels, four radio channels, and 12 regional TV and radio companies, as well as a number of private commercial channels, the number of which continues to increase. It should be noted that the majority of advertisers, including foreign ones, choose television advertising as the main tool for promoting goods and services, which allows reaching up to 70% of the potential audience of Uzbekistan.

One of the main constraining factors for the national television media market has been and remains the problem of filling the air with a variety of locally produced content in the required volume — more than 500 hours of airtime per day.

As it was said, the role of the media business in the general system of the economy is determined by the fact that it is one of the varieties of production. It contains all the elements of the production process. As a result of this process, there is a release of products in demand by the consumer.

The product of the media business has a dual nature. On the one hand, it is a product of spiritual production created for the purpose of influencing a person's consciousness, encouraging him to a certain activity, changing his ideas about the world or simply for his better

orientation in those life situations in which he is. On the other hand, this information enters the market and becomes a commodity. Like any product, it has a consumer value and just a value. The first means the ability of this product to satisfy the information need of the buyer, the second — the cost of labor required for the production of this product.

A tangible form of state support for the activities of print media is their exemption from value added tax. Thus, in accordance with paragraph 19 of Article 208 of the Tax Code of the Republic of Uzbekistan, "turnover on the sale of printed products, as well as editorial, printing and publishing works (services) related to the production and sale of printed products is exempt from value added tax."

Organizational and legal forms of media business

In accordance with part 2 of Article 15 of the Law of the Republic of Uzbekistan "On Mass Media", the editorial office of the media may be established in any organizational and legal form provided for by law. The decision on the choice of the organizational and legal form of the editorial office as a legal entity is made by the owner of the property. The editorial office of a print media can be created and registered with the status of a legal entity in the form of a private enterprise, a limited or additional liability company, a unitary enterprise, a joint-stock company (open or closed type), as well as in other organizational and legal forms. Each of these forms has its pros and cons.

Responsibility in the media business

The problem of economic responsibility of journalists, bloggers, editors and editorial offices of mass media, as well as authors of

materials for the dissemination of false or defamatory information is one of the most important.

Article 6 of the Law "On Mass Media" establishes cases of inadmissibility of abuse of media freedom. In particular, it is prohibited to defame the honor and dignity or business reputation of citizens through the mass media, to interfere in their private life. And it's not just the moral and ethical side of the issue. Such violations are fraught with very tangible financial sanctions for the editorial budget.

In accordance with article 100 of the Civil Code on the Protection of Honor, Dignity and Business Reputation, a citizen or a legal entity has the right to demand in court a refutation of information discrediting honor, dignity or business reputation, if the person who disseminated such information does not prove that they correspond to reality.

The right of legal entities and individuals to refute false information published in the mass media is also enshrined in article 34 the Law "On Mass Media" in the framework of pre-trial dispute settlement. Thus, legal entities and individuals whose rights and legitimate interests are violated as a result of publication have the right to publish a refutation or response in this media.

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