DIGITAL TECHNOLOGIES USED IN THE PUBLISHING INDUSTRY IN FOREIGN COUNTRIES AND THEIR CLASSIFICATION

Mannopova Manzura, daughter of Jamil
Assistant Professor,
Department of Information Systems and Technologies, TDIU
manzurkamannapova@gmail.com

Abstract

This article explores the use of digital technologies in the publishing industry in foreign countries. The research focuses on key digital technologies such as e-books, digital journals, interactive publications, as well as the role of artificial intelligence (AI) and cloud storage. The article provides information on how traditional publishing methods are being transformed and how new opportunities for growth, efficiency, and audience expansion are being created. Additionally, it discusses the development of online publishing platforms and the impact of digital marketing strategies, such as social media and email marketing, on the global distribution of publications. The study emphasizes the significant impact of digital technologies on the publishing industry, helping to enhance adaptability and competitiveness on a global scale.

Keywords. Digital publishing, E-books, AI in Publishing, cloud storage, interactive content, digital marketing, artificial intelligence.

Introduction

Digital technologies play a crucial role in increasing the efficiency of the publishing industry and creating new opportunities today. The rapid development of the Internet, the advancement of computer technologies, and the proliferation of digital platforms have led to revolutionary changes in the publishing sector.

Literature Review and Methodology

Digital technologies represent a rapidly developing sector within the publishing industry, and their impact is expanding on a global scale. In particular, Russian literature contains numerous academic works and studies on the application of digital technologies in publishing. This section analyzes the research conducted by Russian scholars on digital publishing and related technologies.

A. G. Sokolov discusses the impact of digital technologies on the publishing industry and their role in the creation of interactive content. He emphasizes that digital publications are both technically and economically efficient. According to Sokolov, digital publishing enables publishers to expand globally, with interactive elements and multimedia components (such as video and audio) playing a key role in this process.

Another important aspect of digital publishing is the use of artificial intelligence (AI) and automation systems. In his work, B. V. Frolov analyzes the role of AI in editing texts, translating content, and generating new material.

He also considers the role of artificial intelligence in increasing the efficiency of publishing to be significant, as these technologies enable publishers to produce content quickly and with high quality. In his work, V. M. Ivanov discusses the use of cloud technologies in publishing. He emphasizes that through cloud storage services, publishers can store large volumes of data and access them remotely. This, in turn, enhances the operational efficiency of publishing houses and allows for more effective resource management.

Russian scholars have also contributed significantly to the study of digital marketing and audience engagement. In his work, A. I. Petrov explores how social media, SEO, and email marketing can help develop effective strategies for publishers. Petrov also investigates the role of digital marketing in promoting publishers on a global scale and attracting new audiences.

Analysis Results

The widespread use of digital technologies in publishing across foreign countries has significantly transformed traditional publishing methods and created new opportunities. Today, these technologies play a crucial role in automating publishing processes, increasing efficiency, and reaching a global audience. The digital technologies highlighted in this study—including e-books, digital magazines, interactive publications, cloud storage, and artificial intelligence—represent a new stage of development for the publishing industry.

E-books and digital publications have brought about the most significant changes in the sector. Platforms such as Kindle, Apple Books, and Google Play Books not only enable global market penetration but also help reduce publishing costs. Digital books provide readers with fast and easy access to materials, creating new revenue streams for publishers. In many countries, these technologies have helped publishers build large global audiences.

Online publishing platforms—such as Medium, WordPress, and Substack—allow publishers to distribute their content quickly and efficiently to wide audiences. These platforms have not only improved the economic efficiency of publishing houses but also opened up new opportunities for developing marketing and advertising strategies.

Foreign publishers are reaching a wide audience by distributing their materials through social media platforms, which helps strengthen direct contact with readers. Artificial Intelligence (AI) and automated editing systems have increased the speed of publishing processes, enabling automatic editing and translation of texts. These technologies help improve the quality of publications and save time. For example, systems that check grammar and style have made it possible to enhance the quality of texts. Additionally, AI allows for the analysis of user preferences and the provision of personalized content. Abroad, these technologies enable publishers to offer higher quality and more efficient services.

Cloud storage services (such as Google Drive, Dropbox, and others) have allowed publishers to securely store large volumes of files and access them remotely. This is especially important

for multinational publishers, as they need to serve users located in different countries. The ability to quickly exchange and manage data through databases helps publishers distribute their materials effectively. Digital publications often include interactive elements.

Content that includes video, audio, and animations further engages users. Abroad, interactive publications help readers engage in interaction, better understand the material, and create interactive experiences. These technologies present new dimensions in publishing, contributing to a more active involvement of readers.In foreign countries, digital technologies are widely used to accelerate changes in the publishing industry, efficiently manage resources, and expand the global audience. This article provides a deep analysis of the key digital technologies used in publishing abroad and their classification.

Digital Publishing Technologies.E-books.E-books are one of the most important technologies in the publishing industry. E-books not only contain text and images but also incorporate interactive, audiovisual, and multimedia elements. E-books are distributed worldwide through platforms such as Kindle, Apple Books, and Google Play Books. This technology not only allows for reading text but also provides audio content in various formats. Abroad, this technology helps publishers expand globally.Table 1 can be referred to for further details.

Table 1.Growth indicators of technology-based distribution platforms

Technology	Distribution Platforms	Number of users (millions)	Annual growth rate (%)	International Distribution Systems	Digital Formats
Kindle	Amazon Kindle Store	100+	15%	Global	ePub, PDF, MOBI
Apple Books	Apple Store	50+	10%	Global	ePub, PDF
Google Play Books	Google Play	25+	20%	Global	ePub, PDF
Kobo	Kobo Store	30+	12%	Global	ePub, PDF

E-books have revolutionized the publishing industry by providing global distribution and easy access across various platforms. Now, let's examine digital distribution and online platforms. Online platforms enable publishers to distribute content on a global scale. Using these platforms, publishers can quickly present their articles, books, or magazines to a wide audience through online systems. Popular platforms include Medium, WordPress, and Substack. These platforms offer publishers the opportunity to expand their audience and engage them in new formats. These platforms have established their position worldwide, as can be seen in **Table 2**.

Table 2.The role of online platforms on a global scale

Platform	Number of Active Users (millions)	Average Annual Growth (%)	Global Position	Distribution Industries and Categories
Medium	10+	30%	3	Blogs, articles, stories
WordPress	60+	5%	1	Blogs, e-magazines
Substack	1+	50%	4	E-articles, private publications
LinkedIn Pulse	10+	10%	3	Professional articles, blogs

Databases and Cloud Storage.Cloud storage technologies (such as Google Drive, Dropbox) enable publishers to store and manage large volumes of files efficiently. Databases, on the other hand, play a crucial role in organizing digital content and providing users with quick access to information. Through these technologies, publishers can securely store data and manage it with ease.

Artificial Intelligence and Automation in Publishing.Artificial Intelligence (AI)

AI is used in the publishing industry to automate content creation and editing processes. For example, AI can analyze articles or texts, perform automatic translation, and even generate original content. Abroad, these technologies are being applied to efficiently manage publishing operations, save time, and create faster workflows.

Automated Editing and Content Creation Systems.

With the help of digital technologies, the content creation and editing processes are being carried out through automated systems. Systems that check grammar and style are widely used in publishing. These systems help publishers improve the quality of text, quickly identify errors, and present content in a more professional manner. Currently, the list of countries utilizing digital technologies in the industrial publishing sector is expanding. The list of these countries can be seen in **Table 3**.

Table 3. List of countries using digital technologies

Country	Technologies Used	Notes
USA	E-books (Kindle, Apple Books), AI, Cloud Storage (Google Drive)	Digital books are widespread in the US, and AI-powered content creation and translation work is booming.
Japan	Interactive Magazines, E-books (Kobo), Artificial Intelligence	Japan is developing digital magazines and interactive publications.
Great Britain	Online Publishing Platforms (WordPress, Medium), SEO Marketing	In the UK, blogs and articles are widely distributed through online platforms.
Germany	Automated Editing and Content Creation, Digital Magazines	In Germany, editing and content creation processes are being carried out using automated systems.
China	Digital Newspapers, E-Books (WeChat Reading), Cloud Storage	Cloud technologies and the distribution of digital newspapers are gaining momentum in China.

Social media and marketing. Social media provides publishers with the opportunity to attract new audiences and distribute content. Publishers promote their articles, books or magazines through platforms such as Facebook, Twitter, Instagram. Also, publishers advertise their content globally using SEO (Search Engine Optimization) technologies. Email Email marketing and personalization Through email marketing technologies, publishers send special offers, news and promotions to their users. Personalization technologies help provide users with content that is relevant to their interests.

Conclusion

Digital technologies used in the publishing industry in foreign countries are making a significant contribution to the comprehensive development of the industry. E-books, digital magazines and newspapers, interactive publications, artificial intelligence, and cloud technologies are enabling publishing houses to develop more efficiently and globally. This allows publishers to adapt to innovations and technologies, attract readers, and remain competitive.

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