

But even if those sources will be shut down, it is really hard to prevent an offline sharing.

However, some journalists claim that the project of ACTA also suggest different «border measures» by scanning any device of every person crossing the border.

There are still many rumors that are surrounding this ACTA project just because it is still being discussed by a limited number of states and organizations and not open to the public. We cannot blame the critics of ACTA because most of them are not being argued.

That is why the only way to make the whole process fair is to make it transparent.

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PRODUCT PLACEMENT EFFECTIVENESS

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Product placement is a form of advertisement, where branded goods or services are placed in a context usually devoid of ads, such as movies, music videos, the story line of television shows, or news programs. In other words, it is the purposeful incorporation of commercial content into noncommercial settings [1]. Product placements can be visual only, audio only, or combined audio-visual. Even though product placement was named and identified formally only as recently as the 1980s, product placement is not new. Originally, product placement served as a way for movie studios and television networks to reduce the cost of production through borrowed props. Product placement first appeared in Lumiere films in Europe in 1896.

Purposes of product placement can be very useful. It helps to achieve prominent audience exposure, visibility, attention and interest and increases brand awareness by 20%. The positive effect on consumer memory and recall of the brand of the product is easier to achieve when visual/auditory modality and plot connection are congruent. Product placement also creates instant recognition of the brand in the media vehicle and at the point of purchase. While prominence of the placement leads to increased recognition, if the placement is too long or too prominently placed, viewers might become suspicious, elaborate on the commercial purpose of the placement, counter-argue, and form negative attitudes or behaviors. This method of promotion empathizes consumers' attitudes or even overall evaluation of the brand: initial evidence suggests that consum-

ers align their attitudes toward products with the characters' attitudes to the products, therefore this process is driven by the consumers' attachment to the characters. Ultimately audience pays attention to and accepts brand placement in movies and takes celebrities as references when shopping.

Researchers have studied product placement in various media: advergames, computer/video games, digital games, movies, television, television magazines, novels, online games, simulation games, sporting events, game shows, radio, physical environments such as hotel rooms, rental cars, or ships, virtual/online environments and songs. Most product placement studies have focused on film (33.87%), television (32.25%), and video games (20.21%).

Even though measures of its effectiveness have been problematic, product placement is a fast growing multi-billion dollar industry. According to the research company PQ Media, global paid product placements were valued at \$3.07 Billion in 2010 with global unpaid product placements valued at about \$6 Billion in 2009 and \$7.45 Billion in 2010. Global paid product placement spending is expected to grow at a compounded annual rate of 27.9% over 2010–2020. Consequently, product placement growth is expected to significantly outpace that of traditional advertising and marketing. Television product placements are the dominant choice of brand marketers, accounting for 71.4 % of global spending.

Generally, U.S. product placement markets are much more advanced than other countries such that other countries often aspire to the U.S. model. The next largest global markets are Brazil, Australia, France and Japan. China is forecast to be the fastest growing market for product placements this year, up 34.5 %. Most product placements are in five product areas: transportation and parts, apparel and accessories, food and beverage, travel and leisure, and media and entertainment.

In general, attitudes toward product placement are favorable across media types. Additionally, viewers tend to like product placements as long as they add realism to the scene. Peoples' lives are so saturated with brands that the inclusion of identifiable products adds to the sense of reality, that is, validates the individual's reality. Also, product placements are preferred to fictitious brands and are understood to be necessary for cost containment in the making of programs and movies. About half of respondents said that they would be more likely to buy featured products. People with more fashionable and extroverted lifestyles typically have more positive attitudes toward product placement.

Also, while there is a generally positive perception of the practice overall, there are reservations regarding the insertion of certain ethically charged products such as firearms, tobacco, and alcohol. Moreover, some individuals feel that product placements are sinister and should be banned or at least clearly disclosed in the credits at the end of the program. Many consumers

consider product placements as excessive commercialization of the media and an intrusion into the life of the viewer.

The ideal product placement has four positive sides: customer gets to know about new and established products and their benefits, client gets relatively inexpensive branding of their product, media vehicle gets a brand for free or can reduce its production budget, and the product placement agency gets paid for bringing the parties together.

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ОЦЕНКА ИНВЕСТИЦИОННОЙ ПРИВЛЕКАТЕЛЬНОСТИ ТЕРРИТОРИЙ И ФОРМИРОВАНИЕ ИХ ИНВЕСТИЦИОННОЙ ПОЛИТИКИ НА ПРИМЕРЕ ОТДЕЛЬНЫХ ГОСУДАРСТВ (ЧЕХИЯ, БЕЛАРУСЬ)

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В современной системе межгосударственных экономических взаимоотношений одно из ключевых мест занимает инвестиционная деятельность. Она является важной составляющей экономики любой страны. Инвестиции формируют производственный потенциал на новой научно-технической базе и определяют конкурентные позиции стран на мировых рынках. Из этого следует, что привлечение иностранных инвестиций является одной из важнейших задач внешнеэкономической деятельности любого государства, стремящегося к устойчивому экономическому росту. Большое стратегическое значение имеют формирование привлекательного инвестиционного климата и проведение благоприятной притоку капитала инвестиционной политики.

Проблема формирования привлекательного инвестиционного климата и осуществления благоприятной инвестиционной политики весьма актуальна и имеет широкое поле исследования, что и определило выбор данной темы.

Инвестиционная привлекательность – это совокупность факторов, позволяющих сделать вывод о возможности извлечения доходов с учётом степени рискованности инвестиций. Чаще всего эти факторы объединяют в следующие группы: политическая, правовая и экономическая среда, ресурсы и инфраструктура, факторы социально-культурной среды, эколо-