

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
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FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
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**PROMOTION OF VIDEO PRODUCTS ON THE INTERNET
(for example, streaming platforms)**

Diploma work

ANNOTATION

Specialty 1-23 01 15 Social communications

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ANNOTATION

The structure of the thesis consists of an introduction, two chapters and a conclusion. The first chapter is theoretical, it discusses features of video marketing in the Internet, the essence and features of video streaming services, as well as opportunities and restrictions to promote video products streaming services on the Internet.

The graduate work consists of 56 pages and includes 2 annexes and 49 used sources. The object of research thesis - streaming services. The subject of research thesis - features of promotion of video products on streaming services.

The purpose of the thesis is to determine the main trends in the promotion of video products streaming platforms.

The methodological basis of the thesis was made up of general scientific methods: method of analysis and synthesis, method of induction and deduction, method of comparison, descriptive method, as well as comparative analysis.

In the process of writing the thesis the following results were obtained: the forms of promotion of video products streaming services on the Internet were described; the features of the online cinemas, their specifics, the main advertising tools were highlighted, used by services to promote their products, recommendations for improving communication with the audience by revising the marketing tools used.

The novelty of the work is due to the low degree of development of the topic of the promotion of streaming services due to the novelty of this area. Materials and research results can be used by video services to review their advertising strategies to improve their communication with their audiences.

The materials and results of the thesis were obtained on the basis of reliable sources and independently conducted theoretical and practical research.

Materials and research results can be used by video services to review their advertising strategies to improve their communication with their audiences.

Keywords: promotion strategies, advertising tools, online cinemas, streaming services, OTT-services, VOD-platform, advertising, marketing technologies, video products.