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## PR MEANS IN CONTEMPORARY ART YOUTUBE MEDIA PLATFORM

**Muhamedov Umarxon Sobitovich**

*Senior Lecturer Of The Department Of Informatics And Management National Institute Of Art And Design  
Named After Kamoliddin Behzod, Uzbekistan*

## ABOUT ARTICLE

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**Abstract:** For the success of art projects, events, initiatives in the field of contemporary art, it is important to build the right communication with the audience. At the same time, understanding and ability to do this is necessary for all participants in the process - from artists and curators to art managers and representatives of art institutions. Marketing and PR in modern art occupies a special place, because along with traditional proven techniques, there are nuances, knowing and considering which you can increase the effectiveness of communications, the popularity and success of your project. YouTube is the most popular video hosting in the world and one of the most popular resources on the entire Internet.

## INTRODUCTION

YouTube is a website for watching, downloading, and promoting videos on a variety of topics, from product reviews to self-produced TV shows. The YouTube audience is more than two billion people, it is used in almost all countries of the world, including Uzbekistan. There are no analogues equal in terms of attendance and coverage.

If you have always wondered what YouTube is and what this word means, the answer lies in foreign jargon. The name of the site is formed from two words: you ("you") and tube (literally translated as "pipe", in slang it means "TV"). It hints at the specifics of the portal: from the very beginning it was created as a site where you can upload videos, share them with other people and watch videos that someone else has uploaded. Now YouTube has really become the Internet analogue of television.

YouTube - this term is very common among young people, and is often used in dialogue. The reason for this is the replacement of information sources with more popular ones at the moment among the younger generation. The majority of young people use cable channels less and less, headlong to the Internet. They go to such social sources of information as YouTube, VKontakte, Twitter, etc. YouTube as

a means of promotion was chosen not only due to its audience, but also due to other pluses and its capabilities. As already highlighted, YouTube video hosting is located on the Internet, which is currently a popular destination for the younger generation. The main content on YouTube is video content. And this, in turn, is auditory and visual contact with the audience, that is, you can send certain images to visualize your thoughts or words. Creating a channel itself is not difficult, you just need to have a Google account and use this account to create a channel on a YouTube channel. The interface is simple and clear, everyone can get comfortable and register in it, you just need to follow the steps. After the channel is created, it is necessary to fill it with content, the content must be of high quality, with good ideas and thoughts, in order for the number of subscribers to be recruited. After this process, the opportunity opens up to sign an affiliate program from YouTube or third-party organizations. This is a kind of lawyer who will protect you and your content, and will also provide additional financial means from embedded advertising. For each video that comes out on the channel, a certain amount of dollars is charged, which are calculated from the number of views. One of the opportunities to earn money on the channel will be advertising, which is directly ordered from the owner. As a rule, these are ads on the same topics as the target audience of the channel, but there are also general-purpose ads that are mentioned at the beginning of the video or at the end. In most cases, a link is also left in the description of the video to the source of the advertisement. A pleasant fact is that these video content can be distributed in social networks, portals and other information sources, which in turn increases views. YouTube, thanks to its ease of use and simplicity of design, has become not only the most popular video hosting site, but also the third most visited site in the world. Every year, developers surprise with their decisions regarding the functioning and appearance, adding new elements that will be pleasant for new and established visitors. Personal profiles also have at their disposal the "messaging" functionality, which once again proves the social component. Any user registered on the site can send the video he likes to all his friends on Facebook, Twitter, Tumblr, VK, and other networks. You can also get the html code for any video and embed it on your site, add it to dilute the content. On Youtube, you can create your own playlist, comment on the videos of 33 other users, subscribe to interesting channels, rate videos, and a number of other interesting features.

A feature of Youtube, as they say, will be: First, there is an opportunity to get high-quality traffic: those people who find you by key request are already interested in your topic and watch the video. Thus, the cold audience is "warmed up": it has some degree of trust. Once in the database, people are ready to buy something. Secondly, YouTube videos are a great branding tool. When people watch videos, they gradually get addicted to the content. If video content is published regularly, the brand will be automatically promoted. Regularity is the key to success. Periodic posting of new videos, for example, on Mondays. People will get used to it, they will start waiting for the commercials, thinking: "What new thing will I see this Monday?"

"YouTube" can be used as a tool to gain customer trust and increase the status of "Star". And the main advantage of "YouTube" is free. The only thing you have to spend is personal time. The results will not keep you waiting: views will grow, both new videos and previous ones. The YouTube site is designed so that a person stays on it for as long as possible. To do this, on the page with the selected video, you are invited to watch other videos of similar topics. The more provocative the video, the more similar videos with this topic. Each author is trying to express his opinion and much more and more provocatively curl about any event. The site uses competent marketing moves aimed at keeping the visitor. All YouTube optimization is aimed at bringing an interesting video to the top lines of the tops. If you show at least the appearance that the video is insanely interesting, then there is an opportunity to stimulate its

promotion. To date, YouTube is the best source of traffic, the following highlighted factors contribute to this:

1. Unlike contextual advertising, you do not need to pay money for placing a video on YouTube.
2. YouTube video views are growing exponentially. Unlike Twitter, where all previous tweets are lost, on YouTube, each new video helps promote the old one. YouTube channels only get better over time, because with an increase in subscribers, the incentive to make a better video increases.
3. YouTube is a great brand building tool. Videos help in building the trust of the target audience.
4. The YouTube platform has amazing statistics today. Which you can read about in Stunning YouTube Statistics.
5. In 2006, "YouTube" was bought by "Google," and since then, YouTube videos have been found on the first pages of Google searches. It is very difficult to get on the first page in Google search for some key query. But with the help of YouTube videos, this can be done.
6. YouTube videos are a great way to provide content. Unlike podcasts, where only the auditory channel is involved, while watching a video, the viewer gets much more emotions. We live in a time of constant acceleration of life, there is no time to read long articles, people want to receive information quickly. YouTube satisfies these needs by providing the ability to watch short videos Today, YouTube's statistics are quite impressive. 3rd place in the world in terms of traffic, free content placement, good optimization due to the connection with Google and other useful nuances that are ideal for promoting services/products.

The first point - views, is important. because for the first 2-3 days you need to gain the maximum number of views. This ensures that the video gets into the top category, all the way to the main page. Abstract is a powerful tool to achieve any KPI. Calls to action help and remind ordinary things for the user. Put "I like" or "leave a comment", which in turn affects the loyalty and promotion of the channel. Tags are phrases, words that facilitate the optimization of the video, and also contribute to reaching the top views.

A thumbnail is a preview (image) that should display the essence of the video before viewing it directly. Analytics is important. YouTube has built in a huge number of statistics that can be traced from the beginning of the channel's creation to its current state. See which videos are most popular, what time the most views come in, adjusting outputs to this time and other useful statistics that make it easier to work on improving the channel.

YouTube as a video advertising distribution channel is ideal for this role. Attendance is one of the highest and accommodation is not expensive.

Video advertising is information that uses the media and is aimed at drawing attention to a particular product, service or other object of advertising. The task of video advertising is to encourage the audience to take action, choose a particular product or service. Many will consider this a paradox, but the founders of online advertising systems are confident that, despite the crisis, this type of advertising will grow at a very high rate. In our country, as in other countries, consumers want to be shown ads that could really interest them, that is, that would be related to their interests, favorite brands and brands. A person learns most of the information visually and audibly, video advertising combines both of these possibilities, giving creators room for imagination. A successful video can captivate a person enough to make them want to share it with others. That is why video advertising is so often used in viral marketing, posting videos on video hosting sites and sending out links to it. For each of this type, appropriate projects will be suitable that are conceived according to certain criteria. It can be concluded that YouTube is an effective and promising video marketing tool for business promotion, as it allows you to

promote various companies, their brands, products and services, and makes it possible for the company to communicate directly with its potential and current customers.

The undoubted advantage of video marketing on YouTube is the numerous options for the form of promotional videos, as well as placement methods, targeting convenience and promotion flexibility. The variety of advertising formats and ways of cooperation with video blogs makes video marketing a flexible business promotion tool that is suitable for solving both image and commercial purposes, and also allows businesses to reach new audiences. In addition, a business can either enter into cooperation with video bloggers or create its own channels and distribute its own advertising, informational and entertainment videos in various formats that will be of interest to the audience.

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