

FEATURES OF STRUCTURE AND REGULATION OF THE INFORMATION MARKET

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In conditions of an information society stresses of attention and the importance are displaced from traditional kinds of resources on information. Though information resources of a society exist basically so much, as long as a mankind, they were never considered as an economic category. Transition to market relations has caused occurrence of system of the markets within the limits of which the significant place should belong to the information market.

Development of market relations during an epoch of prompt growth of information of economic relations allows to speak about occurrence of the new subject of the global market - the market of information services. The specificity of modern market relations assuming interaction of various on structure, interests and the pursuing purposes of subjects, causes presence of the following part providing availability to all information resources. Information market is used as such link.

The information market - set of the economic, legal and organizational relations arising during manufacture, an exchange, consumption and protection of the information in the commodity form. Thus the information market is characterized by the certain nomenclature of goods and services, quotations of prices, influence of a conjuncture, conditions and the mechanism of their sale and purchase.

As the basic elements of the information market it is necessary to allocate the following:

- Information products;
- Manufacturers of information products;
- Intermediaries in the exchange of information products;
- Consumers of information products.

Now, anyhow, to the information market we refer: manufacture and the exchange of knowledge and innovations, including usage and development; distribution of information products and creation of modern communication systems; the industry of processing and transfer of information products; the industry of advertising and advertising service; help and information service; bank activity and insurance.

It would be incorrect to identify the information market with the market of electronic information products. Traditional data carriers, such as books, newspapers, films do not lose their value. Development of modern computer technologies, having no consumption of information products, as a matter of fact, changes only a degree of availability and the form of consumption and purchase.

Strategic character of the information as resource of economic and social development causes a high degree of state regulation, a significant level of concentration and monopolization of information manufacture.

Tendencies existing today in this area are brightly illustrated by the situation in the market of communications. So, among 13 developed countries of the world only in the USA, Great Britain and Japan the monopoly for traditional communication means is not present.

Many products of an information work under the status are the public blessings (fundamental scientific researches, the government, national networks of communications, etc.). They possess properties of indivisibility and non-exception from consumption. As the world experience shows, on the basis of only one market principles it is impossible to reveal and satisfy requirements for such blessings.

As a rule, the state incurs regulation of process of manufacture and distribution of information products without which the society cannot develop normally. It creates more or less equal opportunities in the sphere of consumption of information products. In fact interests of a society demand, significant part of the information to be accessible, that is why the state and the profitless organizations incur a covering of charges on providing of access to the information. In some cases

private business is also interested in simple and cheap access to the information, for example at carrying out advertising campaigns.

Non-profitable information services in difference from state follow laws of the market in a greater degree. But their activity is directed not to replacement of created by private business and the state of the goods and services, but to the opportunity of their alternative granting to a consumer.

One of the kinds of income formation of non-profitable sector is a paid realization of information products alongside with budgetary appropriations, charitable payments, operations with securities.

As the practice shows, the rules of law of regulation of the problems connected with intellectual property, are still insufficiently developed even in the developed countries. According to estimations of experts, in the beginning of 90th years loss from "piracy" in the market of the information goods and services only for the USA made up about 17 billion dollars annually.

Also there are disputable questions of a monetary estimation in book keeping non-material actives which include objects of intellectual property (the right to invent, the rights to industrial samples, trade marks, the rights to "know-how", that is technical experience and know-how, copyrights, business reputation of firm and etc.).

So, we see, that, on the one hand, regulation of the information markets in many cases submits to the common tendencies, on the other hand, features of the information as goods demand development of essentially new approaches at the estimation of efficiency of its manufacture and opportunities of its use.