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Adapting the publishing industry to the digital revolution: Strategies for online publishing and content distribution

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Abstract. The study aimed to identify key aspects of promoting Ukrainian authors and publications on global platforms. The methodology involved a comparative analysis of digital platforms, case studies of Ukrainian and international publishers from countries such as the USA, Germany, Poland, and China, respondent surveys, statistical analysis of sales data, and a SWOT analysis. Research on adapting publishing to the digital revolution has shown that Ukrainian consumers are increasingly favouring electronic book formats, particularly audiobooks. The collected data indicate a growing preference for audio content due to its convenience and accessibility for various user groups. The analysis identified the main trends in the digital transformation of the publishing sector. Leading international platforms such as Amazon Kindle, Google Books, and Apple Books have demonstrated a high level of functionality, particularly due to their user-friendly interfaces, advanced monetisation opportunities, and integration with wide reader audiences. At the same time, it was found that Ukrainian publishing houses such as Nash Format, Yakaboo, and Vivat are actively implementing digital strategies but face certain challenges related to insufficient technical infrastructure and limited access to global markets. An analysis of these companies' experiences identified key factors for successful digitalisation, including the importance of adapting to consumer needs, expanding opportunities for self-publishing, and enhancing interactive engagement with audiences. Based on a survey of 200 respondents, trends in audiobook consumption, popular platforms, thematic preferences, and behavioural patterns across different age groups were identified. The findings indicate that demand for audiobooks in Ukraine has significant growth potential, particularly among younger audiences willing to pay for subscriptions to digital platforms. An analysis of platform functionality and publishing industry practices highlighted key areas for improving digital services: localisation, the development of marketing tools, and the optimisation of user interaction

Keywords: emerging technologies; information platforms; content distribution; innovation; media business

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Introduction

The adaptation of the publishing industry to the digital revolution is a pivotal process transforming the methods of content production, distribution, and consumption. These changes encompass not only technological aspects but also strategic, organisational, and economic ones. The development of digital technologies creates new opportunities for online publishing, where platforms and content distribution tools allow for rapid reach of global audiences. Technological advancements significantly reduce the costs of production and distribution, which previously required substantial resources. However, this process is accompanied by challenges, including the need for publishers to adapt to new business models, changes in legal regulation, copyright protection, and ensuring content quality. Additionally, questions arise regarding the effectiveness of using digital platforms to provide access to knowledge and cultural products.

Online publishing strategies require adaptation to rapidly changing consumer preferences, expanding opportunities for interactive content formats, and developing new distribution models. At the same time, significant attention should be paid to content monetisation, as new technologies and business models create additional risks and opportunities for the financial stability of publishers. A significant number of researchers have studied this topic, presenting various perspectives. For instance, H.A. Albadri (2023) explored the integration of traditional media into the digital environment, highlighting the gap between the capabilities of digital technologies and the level of their implementation. The author's conclusions emphasised the importance of strategic planning for publishing houses to successfully adapt to change. G. Appel *et al.* (2020) examined the impact of social media on marketing, particularly in the context of content promotion and audience engagement. The authors noted that publishing houses used social platforms to interact with readers, expand markets, and increase sales, demonstrating their effectiveness in the digital age. In their research, W.W. Baber *et al.* (2019) analysed the transition of publishing companies to digital platforms and the evolution of their business models. They found that adapting to digital distribution improved access to global markets and allowed publishers to experiment with new forms of content monetisation. R. Birner *et al.* (2021) investigated the digital revolution across various sectors, including publishing. Their research highlighted the role of pioneering players who introduced digital technologies, such as platforms for distributing ebooks and audiobooks. D. Casciani *et al.* (2022) examined the nature of digital transformation in different industries, emphasising innovations in business models and supply chains. The authors highlighted the need for implementing innovations in business models and supply chains, particularly through digital transformation, which is crucial for publishers to adapt to modern market conditions and maintain

competitiveness. M. Cosa (2024) explored the adaptation of business strategies during digital transformation. The author concluded that publishing houses that invested in developing online platforms ensured their sustainability and competitiveness in the market.

In their research, W. Liu (2023) examined strategies for developing electronic publishing in small markets, particularly the role of content localisation and the use of innovative formats such as audiobooks. They emphasised the importance of collaboration with local authors and platforms to achieve success. A.M. GomezTrujillo & M.A. Gonzalez-Perez (2022) investigated how digital transformation contributed to achieving sustainable development. The conclusions of these authors are significant for publishing houses that have integrated environmental strategies into their business models. A. Hanelt *et al.* (2020) conducted a systematic literature review of digital transformation, particularly in the publishing industry. They noted that success depended on companies' ability to adapt their organisational structures to digital challenges. M.A. Hashim *et al.* (2022) analysed digital transformation strategies in education, which partially overlapped with the publishing industry. The authors argued that innovations in platform environments contributed to engaging larger audiences. Yu. Palekha & V. Sadoenko (2022), Y.A. Ishchuk & M.L. Varlamova (2023) explored the digitalisation of publishing as part of global creative industries. They stated that the use of e-books and audiobooks contributed to increasing publishing house profits and attracting a younger audience.

Despite significant progress in researching the digital adaptation of the publishing industry, there remain several gaps that require further analysis. Authors have predominantly focused on global aspects, such as leading international platforms, but the impact of local context, including cultural and economic particularities, remains under-researched. Additionally, there is a lack of comprehensive analysis of the environmental consequences of digital transformation and its impact on the industry's sustainable development. Insufficient attention has been paid to a deep understanding of consumer behaviour, particularly differences in the use of digital formats among various demographic groups. The issue of copyright protection and combating piracy has been superficially explored, without a detailed analysis of the effectiveness of existing solutions. Thus, there is a need to focus on consumer behavioural characteristics and mechanisms for protecting intellectual property to further refine approaches in the field.

The aim of this study was to examine the specific features of the process of adapting Ukrainian publishing houses to digital formats.

Materials and Methods

The research employed a variety of materials to achieve the goals of analysing the digital transformation of the

publishing industry. Specifically, statistical data from companies such as Nash Format (2022), Yakaboo (2022), and Vivat (2023) and the Booknet platform were utilised. These case studies enabled the assessment of the dynamics of e-book and audiobook sales, particularly across age groups and sales channels such as Google Play and Amazon. Additionally, practical case studies of international publishing houses were examined, including HarperCollins Publisher (2025) in the USA, Bertelsmann Company (2025) in Germany, Virtualo (2025) in Poland, and China Publishing Group (2025) in China. Their strategies served as a benchmark for comparing digital transformation methods in different market conditions. A comparative analysis was conducted of documents regulating copyright protection and the fight against piracy in Ukraine, the USA, Poland, and Germany. This included the Digital Millennium Copyright Act (DMCA) (1998) in the USA, the Law of Ukraine No. 2811-IX (2022), the Law of Ukraine No. 1234-VII (2010), EU legislation on copyright in the digital age, applicable to Germany (Directive (EU) 2019/790, 2019), and the Berne Convention for the Protection of Literary and Artistic Works (World Intellectual Property Organization, 1971). These documents were examined to analyse approaches to copyright protection in the digital environment and the effectiveness of anti-piracy measures in different jurisdictions.

A comparative analysis was conducted of leading digital platforms, such as Amazon Kindle, Google Books, and Apple Books, based on criteria such as content monetisation, user experience, content distribution, support for various devices (smartphones, tablets, computers, e-readers), author and publisher features, availability of marketing tools, support for localisation and translation, and reader interaction features. A survey was conducted among 200 participants who volunteered through social media and online survey platforms. Participants were divided into two age groups: 100 aged 25-30 and 100 aged 31-35. Of the respondents, 120 were women and 80 were men. All participants resided in Ukraine, specifically in Kyiv, Lviv, Odesa, and Kharkiv. The survey consisted of eight questions aimed at understanding respondents' preferences for digital book formats, particularly audiobooks:

1. Which format of books do you usually read (paper, e-book, audiobook)?
2. How much of your time do you spend listening to audiobooks?
3. What genre of audiobooks interests you the most?
4. How often do you purchase or rent audiobooks through online platforms?
5. Which platforms do you use for listening to audiobooks?
6. What was your average age when you first started listening to audiobooks?
7. How do you rate the convenience of using audiobooks compared to other formats?
8. Are you willing to pay for a subscription to audiobooks or platforms for listening to content?

Responses were evaluated using quantitative methods. Participants were able to select one or more options for each question. The results were analysed using statistical methods to determine the frequency of responses and identify key trends in respondent preferences. The study was conducted following the principles of ASA's Committee on Professional Ethics (COPE) (1997).

A comparative analysis was conducted to examine the features and strategies of leading digital platforms such as Amazon Kindle, Google Books, and Apple Books, enabling the identification of their strengths and weaknesses. Case studies were employed to investigate the successful digital transformation of Ukrainian publishing houses like Nash Format, Folio, Yakaboo, and Vivat. Similarly, case studies of international publishers, including HarperCollins, Bertelsmann, Virtualo, and China Publishing Group, were analysed to compare their strategies with those of Ukrainian counterparts. Statistical analysis of e-book and audiobook sales data was used to study changes in demand for these formats across different age groups. A SWOT analysis was conducted to assess the strengths, weaknesses, opportunities, and threats associated with the digital adaptation of Ukrainian publishing houses.

Results

Analysis of case studies of Ukrainian publishing houses in digital transformation: An environmental and legal perspective. The digital revolution has significantly transformed the publishing industry, altering traditional approaches to content creation, distribution, and consumption. There is a growing emphasis on e-books, audiobooks, interactive publications, and digital distribution platforms. These changes not only present new opportunities but also pose challenges for market participants. The digital transformation of publishing in Ukraine is occurring amidst global trends, as printed books are gradually being replaced by electronic and audio formats. In this context, Ukrainian publishing houses play a significant role as they strive to adapt to market changes. One of the most successful examples of digital transformation is the Yakaboo platform, which has become a leading online bookstore in Ukraine. In addition to printed publications, Yakaboo actively promotes e-books and audiobooks, collaborating with popular publishers and authors. The platform boasts a substantial user base and its digital library is continually updated, offering convenient access to a wide range of literature in various formats. Another example is the publishing house Nash Format, which reported a 1.7-fold increase in revenue from e-books and audiobooks in 2023 (Forbes Ukraine, 2024). This demonstrates how Ukrainian publishing houses are adapting to new market demands and responding to consumer needs. However, Ukrainian publishing houses face challenges in successfully implementing digital transformation. One barrier is the insufficient technical preparedness of some

publishers for effective e-book distribution. Many of these publishers still rely on traditional distribution models, focusing on print books, which limits their capabilities in the digital market. This is often due to a lack of investment support for building technical infrastructure and integrating new technologies.

The legal framework governing digital transformation in the Ukrainian publishing industry is another crucial aspect. The enactment of the Law of Ukraine No. 2811-IX (2022) marked a significant milestone in regulating this sector. This law provides a legal foundation for electronic transactions, including the sale of e-books and other digital goods. It governs the formation of electronic contracts, consumer protection, and the interaction between sellers and buyers in the digital environment. Copyright laws also play a pivotal role for publishing houses as they define the conditions for protecting intellectual property in the digital realm. The Law of Ukraine No. 2811-IX (2022) ensures that authors' rights to electronic copies of their works are respected. Additionally, the Law of Ukraine on the Protection of Personal Data (2024) is a crucial component of the legal framework, regulating the collection and use of personal information of users who register on ebook platforms. This is necessary to ensure the security and confidentiality of data provided by users during online purchases.

Additionally, the Law of Ukraine No. 2811-IX (2022) serves as the cornerstone for protecting authors' rights and combating copyright infringement. This law grants creators control over their works, including the rights of reproduction, distribution, and public performance. It establishes licensing mechanisms and enforcement procedures, detailing the legal processes for addressing infringements such as unauthorised use or piracy. The law is also aligned with international copyright conventions, facilitating the protection of Ukrainian creators' rights on a global scale. However, the effectiveness of this regulatory framework remains a pressing issue due to ongoing problems with piracy and limited resources for monitoring digital platforms, indicating a need for strengthened control and protection mechanisms. Complementing these laws, Ukraine also has various programs and initiatives aimed at fostering the development of digital technologies. One such measure is government grants for small and medium-sized enterprises in the digital technology sector, which can be utilised by publishing houses to create digital platforms and content. The digital transformation of Ukrainian publishing houses is a complex process. Successful examples, such as Yakaboo and Nash Format, demonstrate the potential and opportunities for digital adaptation, but several challenges remain, including insufficient technical preparedness and regulatory limitations. Legal challenges may include difficulties with copyright and content licensing on international platforms, limiting the possibilities for book sales and distribution. Additionally, regulations governing digital formats and intellectual

property protection vary across countries, creating further barriers for publishers.

The introduction of amendments, particularly to the Law of Ukraine No. 2811-IX (2022), defining terms such as "digital content" and "digital services", establishing legal frameworks for their provision, protecting consumer rights, strengthening personal data protection, and regulating supplier obligations and electronic contracts, should contribute to the further development of this sector. These legal changes create a solid foundation for effective operation in the digital market and ensure the protection of authors' and publishers' rights. In this context, international agreements and conventions, such as the Berne Convention for the Protection of Literary and Artistic Works (World Intellectual Property Organization, 1971), play a crucial role in providing a legal framework for the protection of authors' and publishers' rights in various countries, including Ukraine. However, in the context of globalisation and the complexity of internet platforms, copyright infringements have taken on a global character, necessitating increased international cooperation to prevent and combat piracy. New technologies, such as blockchain, are being employed to protect copyright. Blockchain enables the storage of information about authorship and content transactions in an immutable ledger, allowing for continuous tracking of the use of digital products. This could become an effective way to combat copyright infringement in the future. For Ukrainian publishing houses to successfully adapt to digital formats, it is essential to consider the specifics of local markets, including understanding the behaviour of Ukrainian consumers and effectively protecting intellectual property. These factors will contribute to the development of sustainable strategies that will allow publishing houses and authors to maintain their income and support the growth of Ukraine's digital economy, a crucial aspect of adapting to the modern global market.

Ukraine is experiencing a surge in digital publishing. According to Yakaboo, the market for e-books and audiobooks in Ukraine grew by 20% in 2023 compared to the previous year (Forbes, 2024). Approximately 15% of Ukrainian readers prefer ebooks, aligning with global trends (RBC Ukraine, 2020). The utilisation of platforms for digital content distribution has significant environmental implications. The shift to digital formats offers a substantial reduction in the environmental impact compared to traditional print books, which require paper, energy, and transportation. E-books, on the other hand, eliminate the need for physical resources, reducing deforestation and carbon emissions associated with transportation. This allows publishing houses to significantly decrease their carbon footprint, positively impacting the environment. However, while the production of e-books does not have direct environmental costs, the digitalisation process itself is not entirely waste-free.

A significant aspect of digital transformation is the substantial energy consumption associated with

processing and storing digital data. Servers supporting online platforms for selling e-books and audiobooks, as well as data centres required for content storage, consume vast amounts of electricity. Considering that a significant portion of this energy is still generated from non-renewable sources, digitalisation can contribute to increased greenhouse gas emissions. This highlights the need for improvements in energy infrastructure to ensure sustainable development. Publishing houses seeking to minimise their environmental impact can focus on cloud services and data centres that utilise renewable energy sources. Digital transformation also impacts sustainable development by enabling publishers to conserve resources and reduce costs by minimising physical expenditures on paper, transportation, and logistics. However, it is important to note that this transition is not without challenges for Ukrainian publishing houses. Publishing houses actively integrating digital platforms are facing new environmental challenges, such as the need for energy-efficient technologies and the search for more sustainable methods of content storage and delivery. A crucial aspect of sustainable development is its social component, and reducing energy consumption through ecoinitiatives in the publishing industry helps to ensure greater environmental responsibility in business. While the digitalisation of publishing can reduce the negative environmental impact compared to traditional book production methods, it is important to remember the environmental consequences associated with energy consumption and technology use. As publishing houses continue their digital transformation, they should focus on the energy efficiency of their operations and work to optimise their energy consumption to ensure sustainable development and minimise their environmental impact.

International experience of digital adaptation of publishing houses compared to Ukraine. The global digital publishing market is experiencing significant growth. According to Statista (2024), the worldwide

e-book market was valued at over 15 billion USD in 2024, with an average annual growth rate of 4-5%. This indicates a steady expansion of the industry, driven by new technologies and digital content distribution platforms. The popularity of digital formats varies across countries. E-books account for approximately 25-30% of the book market in developed countries, where they have become a staple for readers who value convenience, accessibility, and the ability to store vast libraries on a single device. However, audiobooks are the fastest-growing segment, demonstrating growth of over 20% annually. Demand for this format is increasing as more people listen to books while commuting or exercising, adding convenience to traditional reading. Countries leading in digital publishing have adopted diverse approaches to developing this market. In the USA, over 50% of e-book sales are conducted through the Amazon Kindle platform, solidifying its position as the undisputed market leader. In Germany, Tolino is a strong competitor to Kindle and is popular among European readers. China, on the other hand, has a developed ecosystem of local platforms such as WeRead and DangDang, where over 60% of young people prefer e-books, indicating a high level of digital literacy and the popularity of such formats among Chinese users (Meyer *et al.*, 2023). Amazon Kindle remains one of the primary platforms for Ukrainian authors seeking to reach the international market, providing access to a global audience (Amazon Kindle, 2023). This development in digital publishing is actively creating new opportunities for authors and publishers, opening up access to international markets. Such a shift to digital platforms and the integration of new formats is a crucial part of the strategy of Ukrainian publishers adapting to the changes occurring in the global industry. Table 1 presents a comparison of practical approaches and strategies used for the transition to digital platforms, which is essential for understanding current trends and the prospects for the development of publishing in the digital revolution.

Table 1. Comparison of case studies of digital adaptation of publishing houses in Ukraine and other countries

Country	Case studies	Features
Ukraine	Thanks to collaboration with platforms such as Amazon Kindle and Audible, Nash Format was able to increase e-book and audiobook sales, which accounted for 30% of total sales in 2022	This phenomenon is driven by the convenience of accessing books through various devices, allowing readers and listeners to store, organise, and quickly access books without the need to physically visit a bookstore. Focus on non-fiction literature, collaboration with Amazon Kindle and Audible
	A doubling of demand for audiobooks among young people (25-35 years old) in 2022 on Yakaboo was made possible by the active development of digital platforms and the popularisation of the audio format among this age group	Local platform for e-books and audiobooks, actively integrating into the digital market
	The successful sale of books through Google Play and Amazon at Vivat was made possible by an effective distribution strategy, which allowed the company to reach a wide audience and provide access to content on popular international platforms	Active collaboration with international platforms to expand the audience
USA	HarperCollins: Use of its own platform for e-book sales and collaboration with Audible for audiobooks	Creation of an ecosystem that allows for maximum control over publishing, sales, and distribution processes

Country	Case studies	Features
Germany	Bertelsmann: The platform brought together local publishers to compete with Amazon	Localised platform supporting independent publishers, helping them avoid reliance on major players
Poland	Virtualo: Focus on digital books, collaboration with local authors	Active engagement with the local market, particularly through supporting authors and localising content
China	China Publishing Group: Monetisation of content through subscriptions, allowing authors to earn higher incomes	A powerful ecosystem with a high level of audience engagement, aimed at the mass market and supporting authors through innovative monetisation models

Source: created by the authors based on data from Nash Format (2022), Yakaboo (2022), Vivat (2023), HarperCollins Publisher (2025), Bertelsmann Company (2025), China Publishing Group (2025)

A comparative analysis of digital adaptation strategies among Ukrainian and international publishing houses reveals both commonalities and distinctive approaches. Ukrainian publishers have been leveraging international platforms to expand their reach. For instance, Nash Format (2022) has significantly increased its sales, particularly in non-fiction, through partnerships with Amazon Kindle and Audible. Meanwhile, Yakaboo has observed a surge in audiobook demand among young adults, demonstrating the success of its localised platform. Vivat has also successfully distributed its books through global platforms like Google Play and Amazon. In the USA, HarperCollins Publisher (2025) has prioritised building its own ecosystem for e-book sales and partnering with Audible for audiobooks, enabling greater control over the publishing and distribution process. In Germany, Bertelsmann Company (2025) has united local publishers to compete with Amazon, creating a national platform to support independent publishers. Poland's Virtualo has focused on digital books and collaborated with local authors, offering solutions tailored to the domestic market. China offers a unique approach with platforms like WeRead, which employ a subscription-based monetisation model, enabling authors to earn higher royalties (China Publishing Group, 2025). The Chinese experience also showcases the effectiveness of integrating platforms into users' daily lives, demonstrated by high levels of audience engagement. Self-publishing platforms like Amazon Kindle Direct Publishing (KDP) and Apple Books have empowered authors globally. By self-publishing, authors retain a larger share of royalties, can quickly respond to market demands, and receive direct feedback from readers worldwide. Selfpublishing allows authors to control the entire publication and promotion process, fostering personal branding on a global scale. To succeed in international markets, Ukrainian authors must adapt their works to the cultural and linguistic nuances of different countries. Translations into foreign languages are crucial. Employing professional translators who can preserve the cultural essence of the work while ensuring linguistic accuracy is essential for producing high-quality content for international audiences. Cultural adaptation also involves adjusting the context to align with the interests and perceptions of specific target audiences. This can increase demand for Ukrainian books in

markets such as Europe, the USA, and Asia, where there is growing interest in new cultures and literature.

Targeted advertising and active use of social media are powerful tools for promoting Ukrainian publications on global platforms. Facebook Ads, Google Ads, Instagram, and Twitter enable precise targeting of potential readers worldwide, considering their interests, demographics, and behavioural factors. This allows authors and publishers to spend their advertising budget efficiently, reducing the cost of misdirected ads. Additionally, active engagement with readers on social media platforms fosters online communities around books, increasing audience loyalty and stimulating sales. Sharing reviews, announcements, video reviews, and author interviews all contribute to promoting works and strengthening author branding. International literary events such as book fairs (like the Frankfurt Book Fair), festivals, and awards are crucial for popularising Ukrainian authors on a global scale. Participation in such events provides opportunities to showcase works to an international audience, establish contacts with foreign publishers and agents, and connect with other authors. Literary awards like the Booker Prize or the Goncourt Prize can be significant milestones in achieving international recognition, helping to draw attention to Ukrainian writers. Recognition at such prestigious competitions boosts sales and creates opportunities for further publications abroad. In conclusion, a combination of these strategies enables Ukrainian authors and publishers to successfully promote their works on international markets, expanding their readership and unlocking new growth opportunities. Not only does this contribute to economic success but also facilitates cultural exchange, introducing Ukrainian literature to a global audience.

Digital formats for books and audiobooks have become integral to the modern publishing industry, offering new avenues for content distribution and transforming how readers engage with literature. The shift to digital formats allows publishers to significantly reduce printing and storage costs while increasing content accessibility for a wider audience. Moreover, digital platforms empower users to access books anytime, anywhere, expanding the market and enhancing user convenience. Thanks to technological advancements, digital book formats, such as e-books and audiobooks, have become increasingly popular. Their convenience and the ability to

personalise content to user preferences have driven this growth. Therefore, understanding consumer preferences and attitudes towards digital formats is crucial for comprehending the evolving trends in the publishing industry. To gain a better understanding of the preferences of participants, a survey was conducted among residents of

Kyiv, Lviv, Odesa, and Kharkiv. Participants were selected based on voluntary participation through social media and online survey platforms. The survey included a diverse group of people, which provided a more varied picture of attitudes towards digital book formats and audiobooks. The results of the survey are presented in Table 2.

Table 2. Survey results on participants' preferences for digital book and audiobook formats

Question	Primary Responses
1. What format of books do you usually read (paper, electronic, audiobook)?	Paper – 45%, Electronic – 35%, Audiobook – 20%
2. How much time do you spend listening to audiobooks?	Less than 1 hour per week – 50%, 1-3 hours – 35%, More than 3 hours – 15%
3. What genre of audiobooks are you most interested in?	Fiction – 40%, Self-development and motivation – 30%, Popular science – 20%, Other – 10%
4. How often do you buy or rent audiobooks through online platforms?	Rarely (1-2 times per year) – 60%, Occasionally (once every few months) – 30%, Regularly (monthly) – 10%
5. What platforms do you use for listening to audiobooks?	Storytel – 40%, Audible – 25%, Google Books – 15%, Other – 20%
6. What was your average age when you started listening to audiobooks?	Under 25 years – 50%, 25-30 years – 35%, Over 30 years – 15%
7. How do you rate the convenience of using audiobooks compared to other formats?	Convenient – 70%, Neutral – 20%, Inconvenient – 10%
8. Are you willing to pay for a subscription to audiobooks or content listening platforms?	Yes – 55%, No – 45%

Source: created by the authors

Table 2 presents the results of a survey conducted to investigate participants' preferences for digital book and audiobook formats. The majority of respondents expressed a preference for physical books, although e-books and audiobooks also have a significant following. Analysis of time spent listening to audiobooks revealed that half of the respondents listen for less than an hour per week, while a substantial proportion spend 1-3 hours. Regarding audiobook genres, fiction, self-development, and motivation were the most popular choices. According to the survey results, respondents infrequently purchase or rent audiobooks, doing so only a few times a year. Storytel and Audible were identified as the most popular platforms for listening to audiobooks. Most respondents began listening to audiobooks before the age of 25, and the majority rated the experience as convenient. At the end of the survey, it was found that most participants were willing to pay for a subscription to audiobooks or content listening platforms.

Advantages and disadvantages of digital transformation for Ukrainian publishers and entering global markets. The success of Ukrainian publishing houses in the digital market is evident in numerous case studies showcasing their strategies for adapting to new

conditions and expanding into the international market. For example, Old Lion Publishing House has emerged as a leading player in the Ukrainian market, actively implementing digital technologies. Their strategy involves expanding their reach beyond Ukraine by releasing e-books and audiobooks, attracting a new audience that prefers digital formats (Oklander *et al.*, 2024). The publisher has also focused on localising content into English and other languages to reach international platforms like Amazon Kindle and Apple Books. Additionally, collaborations with audiobook platforms such as Audible have expanded their audience beyond Ukraine. Nash Format is a publishing house focused on the non-fiction genre, particularly scientific literature, biographies, business books, and psychology. They actively use selfpublishing platforms, such as Amazon Kindle and Audible, where their books have seen strong demand among international readers. The publishing house has several bestsellers in its portfolio, including "The Subtle Art of Not Giving a F*ck" by Mark Manson, "Atomic Habits" by James Clear, becoming by Michelle Obama, and "Where the Crawdads Sing" by Delia Owens, all of which gained popularity through promotion on these platforms. One of the key steps was forming strategic partnerships with foreign publishers, enabling

them to publish books abroad and use international channels for distribution.

Yakaboo, one of the largest Ukrainian online platforms for e-books and audiobooks, has also successfully expanded into international markets. They created a local platform for selling and promoting books, which became a primary tool for Ukrainian authors looking to enter digital markets. However, the most significant achievement for Yakaboo is its successful expansion beyond Ukraine. They began selling Ukrainian books through international platforms such as Google Books, Amazon Kindle, and Apple Books, helping to popularise Ukrainian literature abroad. Yakaboo also actively collaborates with both Ukrainian and international publishers, particularly in the audiobook sector, and continues to expand its offerings. Joint initiatives between publishers and Ukrainian startups to develop mobile reading apps are an important part of the digital market's development in Ukraine. Publishing houses are increasingly collaborating with technology companies to develop their own mobile applications, providing convenient access to e-books and audiobooks. Ukrainian companies such as Bookmate, Librarius, GUTENBERGZ, Yakaboo, and Kniga.biz.ua specialise in developing reading apps and work closely with publishers to integrate their content onto mobile platforms. This enables

readers to access e-books and audiobooks directly from their mobile devices, making reading more convenient, especially for those who frequently travel or have limited access to traditional bookstores. Such collaborations contribute to the growing popularity of digital publications and support the development of digital infrastructure in Ukraine. These case studies demonstrate how Ukrainian publishers are adapting to the digital age, utilising modern platforms and technologies to achieve global success. The strategic use of online platforms, content adaptation for international markets, and collaborations with tech startups are creating new opportunities to promote Ukrainian literature globally. Digital transformation has significantly altered the distribution and consumption of literature, offering new avenues for publishers. A crucial aspect of this process is the development of mobile reading apps, which enable seamless integration of content into mobile platforms. This not only enhances accessibility to books and audiobooks but also transforms the way readers interact with literature. This shift demands a comprehensive approach to digital adaptation strategies for publishing houses, encompassing not only the adoption of new technologies but also strategic business model planning. The results of this process can be evaluated through a SWOT analysis, as illustrated in Table 3.

Table 3. SWOT analysis of the publishing house's digital adaptation

Strengths	Weaknesses
Digital platforms allow authors and publishers to reach readers worldwide without intermediaries	It is difficult to highlight quality works among the vast number of new publications on digital platforms
No costs for printing, delivery, and physical storage, making book publishing cheaper and more accessible	Technical failures or changes in platform algorithms can impact book visibility and sales
The ability to publish books in digital and audio formats, catering to different reader needs	In some countries, there are restrictions on access to payment systems, which complicates entry into international markets, such as Venezuela, Iran, Cuba, Syria, and North Korea
Opportunities	Threats
Localisation of content and translations into foreign languages opens new markets for Ukrainian authors	A huge number of authors and books on global platforms creates challenges in promoting and ensuring the visibility of works
The development of interactive books, multimedia content, and audiobooks allows for experimentation with new formats	Piracy and illegal content copying are significant issues on digital platforms
Collaboration with major platforms (Amazon, Google Books, Apple Books) enables the promotion of Ukrainian literature globally	Algorithms and policies of major platforms (e.g. Amazon) can change, potentially impacting revenue and book visibility
Digital platforms offer numerous promotional opportunities, including targeted advertising	Authors and publishers require specialised educational programmes to effectively use the opportunities offered by digital platforms

Source: created by the authors

In Ukraine, there is also an active process of publishers transitioning to digital formats. A notable example is the Folio publishing house, which has successfully integrated e-book sales through its own website. This approach allows for better control over pricing and sales terms while reducing reliance on international online retailers like Amazon. The publishing house actively collaborates with audiobook platforms such as Storytel, expanding its reach to an audience that prefers listening to books. These partnerships contribute to content monetisation and attract new users who value

the convenience of digital audio formats. Additionally, platforms like Yakaboo have emerged as prominent online bookstores in Ukraine, offering a range of e-books and audiobooks. This platform offers a wide range of books in Ukrainian and other languages, enabling local authors and publishers to distribute their content both domestically and internationally. Simultaneously, collaborating with digital book platforms empowers authors to reach a broader audience and gain greater visibility without relying solely on international giants. In Ukraine, Vivat Publishing House is actively developing digital

formats. They focus on expanding their e-book and audiobook offerings, partnering with platforms like Google Play Books and iBooks. These platforms enable authors and publishers to reach a global audience, providing access to international markets. Vivat actively works with Ukrainian authors, publishing books that reflect the cultural and social realities of Ukraine while simultaneously tapping into the global digital market.

Given the significant potential of Ukrainian platforms, many are focused on empowering authors to retain control over their content. Platforms like Booknet (2025) are actively working to develop the local market and distribute ebooks through partnerships and interfaces, balancing global trends with local market needs. This underscores the importance of independent platforms in supporting Ukrainian authors and publishers within the context of globalisation. Ukraine is experiencing positive dynamics in the development of digital formats, enabling local publishers to effectively collaborate with domestic platforms and access global markets. This approach strengthens the position of Ukrainian authors and publishers in the digital marketplace and reduces reliance on international corporations.

Ukrainian publishers are actively adapting to digital formats, demonstrating positive results in the development of the e-book and audiobook markets. Thus, Ukrainian publishers are focused on integration with global platforms to expand their audience, while international experience shows various approaches, from creating their own ecosystems and local platforms to innovative monetisation models. Ukrainian publishers should consider this experience to develop the national market and expand to the international level.

Recommendations for Ukrainian publishing houses adapting to digital formats. Ukrainian publishing houses should actively embrace new technologies to adapt to the digital landscape. A crucial first step is to create their own online platforms for selling e-books, enabling them to control pricing, sales terms, and retain a larger share of revenue. International examples, such as Penguin Random House, which utilises its own platforms for complete control over publication and distribution processes, can serve as a benchmark. Additionally, collaborating with international platforms like Amazon Kindle, Google Books, and Apple Books, as well as popular Ukrainian platforms like Yakaboo, can attract a wider international and local readership, increasing sales.

Investing in the development of audiobooks is another important area. The demand for audiobooks in Ukraine, especially among younger demographics, is growing rapidly. Collaborating with platforms like Audible can reduce reliance on large international players and allow Ukrainian publishers to carve out a niche in the international audiobook market. By creating additional formats such as podcasts or author interviews, publishers can further expand their audience.

Protecting intellectual property and combating piracy is equally crucial. Publishers must invest in digital content protection tools and develop legal mechanisms to safeguard the rights of authors and publishers. This includes ensuring the security of electronic formats, implementing digital watermarking systems, and creating mechanisms to monitor illegal content distribution. Only in this way can copyright be protected and a stable revenue stream from digital book sales be ensured. It is also essential to engage with government institutions and advocate for legislative initiatives that provide effective protection for intellectual property in the digital environment.

Discussion

Digital transformation has fundamentally reshaped the publishing industry. A key finding of this research is that the transformation has opened up new avenues for content distribution, enabling publishers to expand their reach and reduce costs associated with traditional publishing methods. Publishers have had to adapt their strategies, embracing online platforms, revising business models, and exploring innovative monetisation techniques. These changes have become integral to the digitalisation process and are essential for maintaining competitiveness in the modern market. Specifically, digital transformation has enabled publishers to integrate innovative marketing strategies to reach a broader audience through online platforms. This is also true for the publishing sector, where the shift to digital platforms has helped reduce costs associated with traditional publication and content distribution channels. By significantly reducing the costs associated with printing and distribution, publishers have been able to optimise their expenses and lessen their reliance on physical distribution channels. Research findings corroborate that the utilisation of digital platforms has empowered Ukrainian publishers to expand their reach and attract new audiences, enhancing their market competitiveness. Similarly, F. Pascucci *et al.* (2023) highlighted that digital technologies have become powerful tools that transform consumer behaviour and interactions with brands. Digital platforms not only enable publishers to disseminate content but also facilitate active engagement with their audience, significantly improving communication effectiveness. The research findings demonstrate that Ukrainian publishers have adapted their strategies to leverage digital channels for interacting with readers, acquiring new subscribers, and developing personalised content. The use of social media, websites, and mobile applications allows publishers to respond swiftly to evolving audience needs and adjust content according to their interests.

The research by M. Hresko (2023), D. Plekhanov *et al.* (2023) emphasised the importance of adapting business models to changing market conditions for successful digital transformation. As traditional publishing business models underwent significant changes, many publishers faced challenges when transitioning to new

digital strategies. Specifically, many companies encountered difficulties in implementing effective content monetisation strategies, particularly amid high competition on digital platforms. However, after adjusting strategies and changing their approaches to content monetisation, publishers were able to achieve significant success. The research results confirm that after the implementation of new business models focused on integrating online sales, subscriptions, and advertising, Ukrainian publishers improved their profitability and enhanced the effectiveness of content distribution. Thus, digital transformation became a key driver of change in the publishing industry, allowing publishers to adapt their strategies and ensure increased competitiveness in the global market. An important aspect of this process was the introduction of innovative monetisation models, as well as the active use of digital platforms for publishing and engaging with audiences. The analysis of the research results indicates that, although Ukrainian publishers faced certain challenges, they were able to effectively adapt to new conditions and reap significant benefits from the shift to digital technologies. Digital technologies have had a substantial impact on changes in consumer behaviour and the adaptation of businesses to new conditions.

The study by H. Kryshstal (2024) examines the impact of digital tools on intellectual development. The author analyses how various digital technologies, including online learning platforms and digital media, can contribute to increased knowledge and skills among the population, particularly in the context of rapid social and technological change. This research aligns closely with the current study, which examines the adaptation of publishing houses to digital formats – a crucial aspect of digitalisation in the cultural and educational sectors that impacts the accessibility and quality of information for a wide audience. Similar to the present study, H. Kryshstal (2024) focuses on the potential of digital platforms to enhance access to knowledge and support sustainable development through intellectual growth. These findings are also reflected in the research of A. Sharabati *et al.* (2024), underscores the importance of digital marketing for small and medium-sized enterprises. Digital technologies have become instrumental in improving the efficiency of these companies by reducing costs associated with traditional marketing channels and expanding their reach through access to global digital markets.

Within the publishing industry, this trend has been particularly evident, as Ukrainian publishers have significantly reduced costs associated with traditional distribution channels such as print and physical distribution. By leveraging digital platforms, publishers have been able to enhance their competitiveness, cut costs, and expand their reach to international markets. The research by S. Sindakis & G. Showkat (2024) supports this finding, emphasising the crucial role of digital platforms in maintaining competitiveness in the face of rapid market

changes. They highlight that the transition to digital platforms allows businesses to adapt to evolving market dynamics and remain competitive. This was also confirmed in the context of Ukrainian publishers, who managed to optimise their processes significantly by transitioning to online platforms. By leveraging platforms such as online stores, digital subscriptions, and social media, publishers were able to not only provide access to their publications for a wider audience but also effectively manage their distribution and marketing processes. This digital adaptation has enabled Ukrainian publishers to become more agile and cost-effective, ultimately improving their market position.

F. Yang & S. Gu (2021) and K. Spjeldnæs (2022) explored the changes in literary publishing brought about by platformisation, highlighting how digital platforms are transforming the ways authors, publishers, and readers interact. They emphasised the importance of new models of interaction that foster closer connections between authors and their audiences. This was corroborated in the practices of Ukrainian publishers, who began actively integrating new interaction models through digital platforms. They utilised online platforms to engage with authors, providing convenient mechanisms for publishing and feedback from readers. As a result, publishers were able to lower the barriers for new authors and create platforms for content publication without traditional limitations. This approach allowed them to maintain flexibility in working with new authors and broaden their audience, which is a key aspect of adapting to digital transformation. S. Syamsuddin *et al.* (2024) stated that adapting to the digital revolution enables businesses to enhance their efficiency by using new technologies and optimising workflows. They noted that technological changes allow businesses not only to reduce costs but also to create new opportunities for growth in global markets. By shifting to digital platforms, businesses were able to cut costs related to printing and logistics, while also ensuring quicker access to global markets. The use of cutting-edge technologies, such as e-books and platforms for content distribution, enabled publishers to respond swiftly to market changes and effectively reach new consumers.

In their study, A. Terzi *et al.* (2023) emphasised the importance of using digital technologies to support innovation and competitiveness in European markets. They noted that innovations driven by digital transformations enable companies not only to adapt to new conditions but also to maintain their market leadership. This is particularly relevant for Ukrainian publishers, as they too must not only adapt their strategies to digital technologies but also reassess their business models to maintain competitiveness. Given the significant potential of Ukrainian platforms for development, a key aspect is providing authors with the ability to retain control over their content. Platforms such as Booknet (2025) actively promote e-books among local readers and authors. They facilitate market expansion through partnership

programmes and user-friendly interfaces. This enables Ukrainian platforms to maintain a balance between global innovations in digital publishing and the specific needs of the local audience.

The article of R. Noorda & O. Schlüter (2024) explores the importance of multidisciplinary collaborations for innovation in the publishing sector, specifically how the combination of expertise in fields such as technology, design, and marketing contribute to the development of new forms of publication. The authors highlight how these collaborations can help publishers adapt to digital transformations by integrating cutting-edge technologies such as artificial intelligence and automation. This study is directly related to the current research, as it examines the process of digitalisation in publishing both in Ukraine and abroad, including countries such as China, the USA, Germany, and Poland. In particular, publishers in these countries are actively implementing online services for content distribution and refining business models to monetise e-books. Additionally, there is a shift from traditional printing methods to digital publication formats, which helps reduce costs and reach a wider audience. The experience of foreign countries demonstrates the importance of digital strategies for ensuring the competitiveness of publishing businesses in the market.

■ Conclusions

The research identified key aspects of the publishing industry's adaptation to the digital revolution, particularly in the context of digital platforms and the distribution of e-books and audiobooks. While the results demonstrate that digital formats are gaining significant traction among Ukrainian consumers, they have not yet become the dominant format in the book market. Quantitative data from the survey of 200 respondents revealed that 20% regularly use audiobooks, while 45% prefer physical books and 35% opt for e-books. Notably, 55% of respondents expressed a willingness to pay for audiobook subscriptions, highlighting the potential of this market segment. An analysis of sales data from Ukrainian publishing houses indicated a steady growth in the share of e-books and audiobooks, especially among the 25-35 age group. Qualitative data from the study revealed both the benefits and challenges of digital transformation. Leading international platforms like Amazon Kindle and Google Books offer a high level of integration for authors and readers but have limitations in localisation for the Ukrainian market. Conversely, Ukrainian publishers such as Nash Format and Yakaboo are actively adapting their models to digital environments but face challenges in competing with global platforms. The findings underscore the importance of developing localised platforms that cater to the specific needs of Ukrainian

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consumers and authors. Features such as content localisation tools, enhanced marketing capabilities, and personalised recommendations can significantly enhance the appeal of these platforms. Additionally, audiobooks exhibit significant growth potential, given their convenience and popularity among mobile device users.

Each country examined in the study, including the USA, Poland, Germany, China, and Ukraine, has developed its own regulatory framework to combat piracy and protect intellectual property. While Ukraine's digital transformation of publishing has yielded successful examples like Yakaboo and Nash Format, challenges such as technical limitations and legal restrictions persist. The recent enactment of the Law of Ukraine No. 2811-IX (2022) aims to address these issues by providing a legal framework for effective operation in the digital market and protecting the rights of authors and publishers. Recommendations emerging from the research include investments by publishing houses in digital infrastructure to facilitate integration with international platforms, the development of proprietary mobile applications for promoting econtent, and the active use of digital platforms by authors to publish their works and reach a wider audience. Additionally, government and industry associations should play a pivotal role in fostering the growth of local digital platforms through grants, educational programs for authors and publishers, and support for the export of Ukrainian content. In conclusion, the research has underscored the critical importance of digital transformation for the publishing industry, identifying key challenges and opportunities, and providing practical recommendations for Ukrainian publishers to adapt effectively to the evolving market landscape.

Limitations of the study include a limited sample size, primarily focusing on the 25-35 age group. While this demographic is representative of a significant segment of the market, it does not account for older demographics who may also be potential audiobook consumers. Moreover, the analysis was based on a limited number of platforms and publishing houses, which may not fully reflect the diversity of the market. Future research should focus on long-term consumer behaviour, the competitiveness of local platforms in a global context, and the impact of digital adaptation on content accessibility for different social groups. Additionally, investigating the effectiveness of marketing tools such as personalised recommendations and interactive content is crucial.

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■ Conflict of Interest

None.

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Адаптація видавничої справи до цифрової революції: стратегії онлайн-видавництва та дистрибуції контенту

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Анотація. Метою було виокремлення основних аспектів просування українських авторів та видань на глобальних платформах. Методологія включала порівняльний аналіз цифрових платформ, кейс-стаді українських та міжнародних видавництв таких країн, як США, Німеччина, Польща, Китай, опитування респондентів, статистичний аналіз даних про продажі та SWOT-аналіз. За допомогою дослідження адаптації видавничої справи до цифрової революції встановлено, що українські споживачі дедалі частіше надають перевагу електронним форматам книжок, особливо аудіокнигам. Зібрані дані свідчили про зростання популярності аудіоконтенту завдяки його зручності та доступності для різних категорій користувачів. У результаті проведеного аналізу було визначено основні тенденції цифрової трансформації у видавничій сфері. Провідні міжнародні платформи, такі як Amazon Kindle, Google Books та Apple Books, продемонстрували високий рівень функціональності, зокрема завдяки зручному інтерфейсу, розвиненим можливостям для монетизації контенту та інтеграції з широкими аудиторіями читачів. Водночас було виявлено, що українські видавництва («Наш Формат», Yakaboo, «Віват») активно впроваджують цифрові стратегії, однак стикаються з певними викликами, пов'язаними з недостатнім рівнем технічного забезпечення та обмеженим доступом до глобальних ринків. Аналіз досвіду цих компаній виявив ключові фактори успішної цифровізації, зокрема важливість адаптації до потреб споживачів, розширення можливостей самостійної публікації та інтерактивної взаємодії з аудиторією. На основі результатів опитування 200 респондентів, було визначено тренди використання аудіокниг, популярні платформи, тематики та поведінкові особливості різних вікових груп. Отримані результати показали, що попит на аудіокниги в Україні має значний потенціал для зростання, особливо серед молодшої аудиторії, яка готова сплачувати за підписку на цифрові платформи. Аналіз функціоналу платформ та досвіду видавництв виявив ключові напрями для вдосконалення цифрових сервісів: локалізація, розвиток маркетингових інструментів та оптимізація взаємодії з користувачами

Ключові слова: новітні технології; інформаційні платформи; розповсюдження матеріалів; інновації; медіа-бізнес