

Domestic Market of Online Advertising After Labeling System Introduction

E.A. Sysoeva¹, FSBEI HE N.P. Ogarev National Research Mordovian State University, Assoc. Prof. Dr., sysoewa@mail.ru

¹ Head of Department, Saransk, Republic of Mordovia, Russia

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key words

advertisers, advertising distributors, advertising system operators, advertising data, unified information system for accounting for advertising, unique identifier

In accordance with the Federal Law of 2/07/2021 N 347-FZ On amendments to the Federal Law On advertising, a system for labeling online advertising is being created in Russia. I have reviewed the main provisions of this document, which regulates the activities of the domestic market for advertising services. This system should ensure the collection, storage, processing and analysis of information about advertising, obtaining and using reliable and up-to-date information, monitoring the reliability, completeness, relevance and timeliness of information placement in the system. The advertising market will receive a tool for the interaction of advertising agencies and media with the state, and the data that will be stored in the advertising accounting information system can be used to improve the effectiveness of advertising campaigns. I believe that the creation of a unified information system for accounting for advertising on the Internet will limit the possibilities of illegitimate schemes related to tax evasion, and will help to identify unscrupulous participants in the advertising market.

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