
The commercial potential of cyberspace: the sociocultural context

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The Internet has enormous influence on various spheres of modern life — politics, education, social sector, mass media, daily relations, and it is evident to all. Along with this phenomenon, the commercial component of the world wide web is increasing, building a new type of economics. The paper gives a review of the Internet commercialization types in the sociocultural context: direct and hidden advertising, content and virtual goods trade, on-line selling of goods and services, using online currency.

Keywords: *Internet-content, sociocultural context, Internet advertisement, banners, virtual goods and services, Internet-marketing, bitcoin, online currency.*

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