

und vile andere. Es gibt auch Unternehmen (insgesamt 117) mit 100 % deutschem Kapital: "Ortex GmbH", "Robert Bosch", "DaKaS Expedition GmbH" ua. Mehrere Vertreter der deutschen Firmen haben ihren Sitz in Belarus. Darunter "BASF AG", "LUFTHANSE", "BAYER AG", "SIEMENS AG".

Seitens der deutschen Wirtschaft besteht also weiterhin ein grosses Interesse an Belarus. Dies wurde durch die Eroeffnung der Repraesentenz der Deutschen Wirtschaft noch mal unterstrichen. Belarus nimmt an mehreren Messen und Ausstellungen in Deutschland teil (Hannover Messe, CeBIT, "Grucne Woche", ANUGA usw). Jedes Jahr treffen sich die deutschen und belarussischen Unternehmer auf den sogenannten "Brandenburger Tagen". Zur Unterstuetzung der deutschen Firmen, die auf dem weissrussischen Markt Fuss fassen moechten wird vom Deutschen Industrie- und Handelstag das Projekt "Firmenpul" finanziert. Nach vielen Jahren Zusammenarbeit sagen die Leiter des Transform-Projektes:

"Gerade in solchen kleinen ueberschaubaren von der Groesse Laendern wie Belarus kann man recht viel mit wenigen Mitteln erreichen, und auch hier trotz aller Probleme gibt es engagierte Leute, die etwas fuer ihre Zukunft tun wollen."

В скором времени Беларусь станет соседним для стран Европейского союза государством. Тем самым она будет в большей степени привлекать к себе внимание со стороны Западной Европы и, в частности, Германии — как со стороны политики, так и со стороны предприятий. Немецкий бизнес лидирует по количеству созданных в Беларуси СП. Важная роль в реформировании экономики Республики Беларусь отводится программе Трансформ, которая охватывает практически все области экономики, науки и образования. По осуществлению ряда направлений экономического сотрудничества Германия занимает ведущее место среди других стран в Беларуси, однако в силу внешних и внутренних причин многие проекты реализуются пока, к сожалению, не в полной мере.

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### **ON-LINE ADVERTISING: PROBLEMS AND FUTURE (РЕКЛАМА В ИНТЕРНЕТ: ПРОБЛЕМЫ И ПЕРСПЕКТИВЫ)**

Internet advertising appeared approximately six years ago and immediately caused essential changes in the advertising market. Thousands of dotcoms, the companies that own web-sites, saw it as a substi-

tute for a business plan, a blithe answer to the question of how to make money from the traffic on free web-sites. As a result, as analysts describe it, such advertisements polluted millions of screens of web-viewers all over the world, making every inch of valuable property a no-go zone of garish clutter.

But let's see what happened next: the facts show that on-line advertising has largely failed because it gave too measured results for advertisers and publishers. When the Internet bubble burst, investors saved the harshest punishment for dotcoms built on advertising. The problem is simple - too many pages and too few advertisers, i.e. the number of pages on which to advertise is increasing while Internet using is going up and at the same time the number of advertisers is falling as the most profligate of them pull back or go bust.

What does that mean to the market prices? The answer is that the amount of money that remaining advertisers are willing to pay is falling to as little as \$1 per thousand viewers, down from 10 times that a couple of years ago.

This current situation on the market contradicts the expectations concerning Internet advertising that was supposed to break through all that was weak and irritating about traditional advertising. The main advantages of on-line advertising are believed to be the following:

1. On-line advertising is accountable, because software could track which ads led to which sales.
2. It is considered to be non-disruptive, meaning that unlike TV and radio ads, it doesn't need to interrupt a viewer.
3. On-line advertising can be targeted, so that only the most prospective customers would see an ad. That greatly improves response rates.
4. It is entertainingly interactive, encouraging viewers to learn as much or as little about the product as they want to.

The fact is that each of the advantages has shown a dark side. Take accountability. The old cliché of the off-line advertising is that you know half of your advertising will be wasted, but you do not know which half. On the web the answer is too clear: it is the half that generates the fewest clicks.

The belief that on-line advertising is non-disruptive also has a sting in its tail. Banners may not interrupt reading but they are very easy to ignore: average click-through rates have fallen to less than one in 200, half that of the early days.

Despite all this, the long-term future of web advertising is promising. The problem is not that the underlying theories are wrong, but that the necessary ingredients have not yet come together to make them work. Gradually, this will change. As the dotcom advertisers go away, they will be replaced by brick-and-mortar firms, many of which are among the largest off-line advertisers. Since these firms tend to understand the value of building brands, and worry less about seeing measurable results in short term, the advantages of such Internet advertising will be more obvious.

Реклама в Интернет переживает сейчас тяжелые времена несмотря на то, что она имеет немало преимуществ перед обычной рекламой. Однако специалисты предсказывают Интернет-рекламе большое будущее.