

Peculiarities of using the multiplier method for evaluating the market value of Internet resources

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Problems of conventional approaches to evaluating the market value of Internet resources are addressed. A classification and characteristic features of basic types of Internet resources are given. A methodology of forming a multiplier system for evaluating different types of Internet resources based on defining key indicators of the scale of activities is proposed.

Keywords: *Internet resource, commercial value, market approach, multiplier, scale of activity*

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