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# IMPROVING MECHANISMS FOR CONTENT PLACEMENT AND MANAGEMENT BASED ON ARTIFICIAL INTELLIGENCE

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**Abstract.** The rapid advancement of the digital economy and the widespread adoption of Internet technologies have significantly transformed the processes of content creation, distribution, and management. The increasing volume of digital information and the growing demand for personalized services require the development of intelligent mechanisms capable of improving the efficiency of content management systems. This study aims to improve content placement and management mechanisms through the application of Artificial Intelligence (AI) technologies integrated with Content Delivery Network (CDN) infrastructure.

The research employs a combination of comparative analysis, system analysis, econometric modeling, artificial intelligence algorithms, and digital platform development methods. Based on these approaches, the AI-CDN Economic Efficiency Platform was developed as an integrated digital solution that combines real-time monitoring, Key Performance Indicator (KPI) evaluation, AI-based optimization, econometric analysis, forecasting, and scientific reporting within a unified information environment. The platform utilizes Machine Learning, Natural Language Processing, and intelligent optimization algorithms to automate content distribution, optimize server resource allocation, and support evidence-based decision-making.

The findings indicate that the proposed platform may improve content delivery performance by supporting more efficient server resource utilization, lower network latency, reduced operational costs, and greater economic efficiency of the CDN infrastructure. The econometric results indicated an acceptable level of explanatory and forecasting performance within the scope of the study, while the integrated forecasting module generated optimistic, realistic, and pessimistic development scenarios through 2030. The results suggest that integrating artificial intelligence with CDN management may contribute to improvements in infrastructure performance, service quality, and strategic planning capabilities.

The proposed AI-CDN Economic Efficiency Platform represents an integrated digital solution that combines artificial intelligence, econometric analysis, and real-time monitoring within a unified framework for intelligent content placement and management. The platform provides both theoretical and practical contributions to the development of AI-driven digital content management systems and supports the digital transformation of modern information infrastructure.

**Keywords:** Artificial Intelligence (AI), Content Delivery Network (CDN), Content Management, Content Placement, Digital Economy, Machine Learning, Econometric Modeling, Digital Platform, Key Performance Indicators (KPI), Real-Time Monitoring, Forecasting, Digital Infrastructure, Decision Support System.

**Аннотация.** Стремительное развитие цифровой экономики и широкое распространение интернет-технологий существенно трансформировали процессы создания, распространения и управления контентом. Увеличение объёма цифровой информации и растущий спрос на персонализированные услуги обусловливают необходимость разработки интеллектуальных механизмов, способных повысить эффективность систем управления контентом. Целью данного исследования является совершенствование механизмов размещения и управления контентом посредством применения технологий искусственного интеллекта (ИИ), интегрированных с инфраструктурой сетей доставки контента (CDN).

В исследовании использован комплекс методов, включающий сравнительный и системный анализ, эконометрическое моделирование, алгоритмы искусственного интеллекта и методы разработки цифровых платформ. На основе данных подходов была разработана платформа оценки экономической

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эффективности AI-CDN, представляющая собой интегрированное цифровое решение, объединяющее мониторинг в режиме реального времени, оценку ключевых показателей эффективности (KPI), оптимизацию на основе ИИ, эконометрический анализ, прогнозирование и формирование научных отчётов в единой информационной среде. Платформа использует машинное обучение, обработку естественного языка и интеллектуальные алгоритмы оптимизации для автоматизации распределения контента, оптимизации использования серверных ресурсов и поддержки принятия решений на основе данных.

Полученные результаты показывают, что предложенная платформа может способствовать повышению эффективности доставки контента за счёт более рационального использования серверных ресурсов, снижения сетевой задержки, сокращения операционных затрат и повышения экономической эффективности инфраструктуры CDN. Результаты эконометрического анализа продемонстрировали приемлемый уровень объяснительной и прогнозной способности в рамках исследования, а интегрированный модуль прогнозирования сформировал оптимистический, реалистический и пессимистический сценарии развития до 2030 года. Результаты свидетельствуют о том, что интеграция искусственного интеллекта в управление CDN может способствовать повышению эффективности инфраструктуры, качества обслуживания и возможностей стратегического планирования.

Предлагаемая платформа оценки экономической эффективности AI-CDN представляет собой интегрированное цифровое решение, объединяющее искусственный интеллект, эконометрический анализ и мониторинг в режиме реального времени в рамках единой системы интеллектуального размещения и управления контентом. Платформа вносит теоретический и практический вклад в развитие систем управления цифровым контентом на основе искусственного интеллекта и способствует цифровой трансформации современной информационной инфраструктуры.

**Ключевые слова:** искусственный интеллект (ИИ), сеть доставки контента (CDN), управление контентом, размещение контента, цифровая экономика, машинное обучение, эконометрическое моделирование, цифровая платформа, ключевые показатели эффективности (KPI), мониторинг в режиме реального времени, прогнозирование, цифровая инфраструктура, система поддержки принятия решений.

## INTRODUCTION

The rapid expansion of the digital economy and the continuous advancement of information and communication technologies have fundamentally transformed the way digital content is created, distributed, and managed. With the exponential growth of Internet users, online services, cloud computing, and digital platforms, the volume of digital content generated worldwide has increased dramatically. As a result, ensuring the efficient placement, delivery, and management of digital content has become a critical challenge for organizations, businesses, and digital service providers. Modern users expect fast, reliable, personalized, and uninterrupted access to digital content regardless of their geographical location, making content management systems an essential component of contemporary digital infrastructure.

Content Delivery Networks (CDNs) have become one of the most important technological solutions for improving the performance of digital platforms by reducing latency, balancing network traffic, and optimizing the utilization of server resources. However, conventional CDN management mechanisms are primarily based on predefined rules and centralized control models, which may have limited adaptability to rapidly changing user behavior, fluctuating traffic patterns, and increasing infrastructure complexity. Consequently, digital platforms frequently encounter problems such as inefficient resource allocation, excessive operational costs, network congestion, increased response times, and reduced quality of service (QoS).

In recent years, Artificial Intelligence (AI) has emerged as one of the most influential technologies driving digital transformation across various sectors of the economy. AI technologies, including Machine Learning (ML), Deep Learning (DL), Natural Language Processing (NLP), and Computer Vision (CV), enable intelligent data analysis, automated decision-making, predictive modeling, and adaptive optimization. Their integration into content management systems offers significant opportunities to automate content classification, predict user preferences, optimize content placement, improve recommendation systems, and enhance the overall efficiency of digital service delivery. AI-driven mechanisms also support real-time monitoring, dynamic resource allocation, and predictive maintenance, allowing organizations to respond more effectively to changing operational conditions.

The growing importance of AI-powered content management is reflected in the practices of leading global technology companies such as Amazon, Netflix, YouTube, Meta, TikTok, and Spotify, which employ intelligent recommendation algorithms and predictive analytics to deliver personalized digital experiences to billions of users. These developments demonstrate that the future competitiveness of digital platforms increasingly depends on their ability to integrate artificial intelligence into content placement and management processes.

## LITERATURE REVIEW

The rapid advancement of digital technologies has significantly increased scholarly interest in artificial intelligence (AI)-based content management and distribution systems. Numerous researchers have emphasized that the digital economy is increasingly dependent on intelligent technologies capable of improving information processing, personalization, and decision-making. The emergence of Artificial Intelligence (AI), Machine Learning (ML), Deep Learning (DL), and Natural Language Processing (NLP) has created new opportunities for optimizing digital content management and enhancing the operational efficiency of digital platforms.

Several scholars have investigated the role of artificial intelligence in digital transformation and intelligent content management. Russell and Norvig (2021) define artificial intelligence as a computational system capable of performing tasks that normally require human intelligence, including learning, reasoning, prediction, and autonomous decision-making. Their research highlights AI as one of the key technologies driving digital innovation across multiple industries.

The application of AI in content recommendation and personalization has been extensively studied by Ricci, Rokach, and Shapira (2022). They demonstrate that AI-based recommendation systems analyze user behavior, preferences, and interaction history to deliver highly personalized digital content. Their findings indicate that recommendation algorithms substantially improve user satisfaction, customer engagement, and platform competitiveness.

Research conducted by Goodfellow, Bengio, and Courville (2016) emphasizes the importance of deep learning algorithms in analyzing complex multimedia content, including text, images, audio, and video. According to their findings, deep neural networks significantly improve automatic content classification, semantic analysis, and intelligent information retrieval compared with traditional machine learning approaches.

The development of Natural Language Processing technologies has also contributed considerably to intelligent content management. Jurafsky and Martin (2023) argue that NLP enables automated text analysis, sentiment analysis, content moderation, language translation, and information extraction. These technologies have become essential components of modern digital platforms, particularly in social media, digital marketing, and intelligent search engines.

## RESEARCH METHODOLOGY

This study employed a comprehensive research methodology integrating theoretical analysis, empirical investigation, econometric modeling, and software development to improve mechanisms for content placement and management based on Artificial Intelligence (AI). A mixed-method research approach was adopted to combine qualitative and quantitative techniques, enabling a comprehensive evaluation of both the technological and economic aspects of AI-driven content management systems.

## ANALYSIS AND RESULTS

The rapid development of the digital economy and the widespread adoption of Internet technologies have fundamentally transformed the processes of content creation, publication, and management. The exponential growth of information flows, increasing user demands, and the expansion of digital platforms require the development of innovative approaches to effective content management. In this context, the application of Artificial Intelligence (AI) technologies has emerged as an important direction for modernizing content management systems. Artificial intelligence not only enables the rapid analysis of large volumes of data but also provides opportunities to predict user behavior, automatically classify content, generate personalized recommendations, and optimize content delivery.

AI-based content management represents a comprehensive system of intelligent algorithms designed to collect, process, analyze, and manage information while identifying user preferences and delivering relevant content in real time. Technologies such as Machine Learning (ML), Deep Learning (DL), Natural Language

Processing (NLP), and Computer Vision (CV) significantly improve the efficiency of content management systems. These technologies enable the automated analysis of textual, visual, audio, and video content, facilitating the identification of semantic meaning and the distribution of information according to users' interests and preferences.

The Analytics and Results Layer generates Key Performance Indicator (KPI) results, artificial intelligence-based recommendations, econometric evaluation outcomes, forecast indicators extending to 2030, scientific reports, and interactive charts. Consequently, users are provided with the capability to monitor and analyze the economic efficiency of the Content Delivery Network (CDN) infrastructure in real time, enabling more effective decision-making and performance assessment.

The Technological Infrastructure Layer consists of HTML, CSS, JavaScript, Chart.js, Firebase, web platform technologies, cloud computing services, and information security tools, ensuring the continuous, reliable, and secure operation of the platform. The proposed architecture facilitates the digitalization of CDN infrastructure management processes, supports AI-driven decision-making, and integrates mechanisms for evaluating and forecasting economic efficiency within a unified digital platform. Furthermore, the architecture enables the seamless interaction of data management, analytical processing, and intelligent optimization modules, thereby enhancing the scalability, flexibility, and operational performance of the entire system.

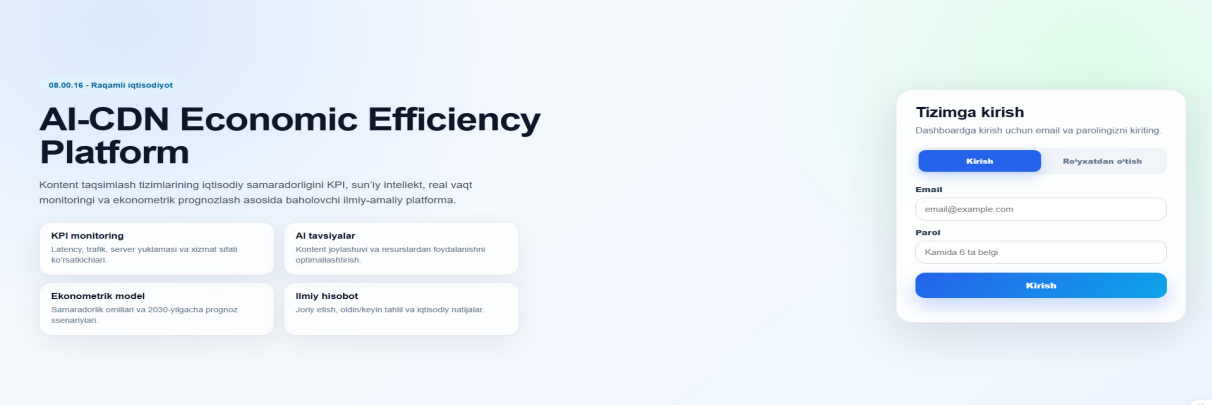


**Figure 1. Authentication and User Interface Window of the AI-CDN Economic Efficiency Platform[1].**

The home page of the platform presents the core modules designed to evaluate the economic efficiency of Content Delivery Network (CDN) systems. These modules include KPI monitoring, artificial intelligence-based recommendations, econometric modeling, and scientific report generation, all of which are provided through a user-friendly interface. Together, these modules enable a comprehensive analysis of the technical and economic performance indicators of the CDN infrastructure.

On the right side of the interface, an authentication panel is provided, allowing users to log in to the system or register a new account. The authentication mechanism, based on email and password verification, ensures the information security of the platform. This approach protects data confidentiality and prevents unauthorized access to the system.

The platform interface enables users to enter data related to CDN systems, monitor performance indicators in real time, receive artificial intelligence-generated recommendations, view econometric forecasting results, and generate scientific reports. Furthermore, the platform has been developed using modern web technologies to provide an intuitive, responsive, and user-friendly experience while ensuring stable performance and accessibility across different devices.

The presented interface demonstrates the practical implementation of the AI-CDN Economic Efficiency Platform as a software application. It also illustrates how the theoretical concepts and methodological approaches proposed in this study have been transformed into a functional digital solution. Consequently, the platform functions as a decision-support tool for evaluating the economic efficiency of CDN infrastructures, integrating artificial intelligence, econometric analysis, and real-time performance monitoring within a unified digital environment.

1 **Source:** Developed by the author based on the research results.

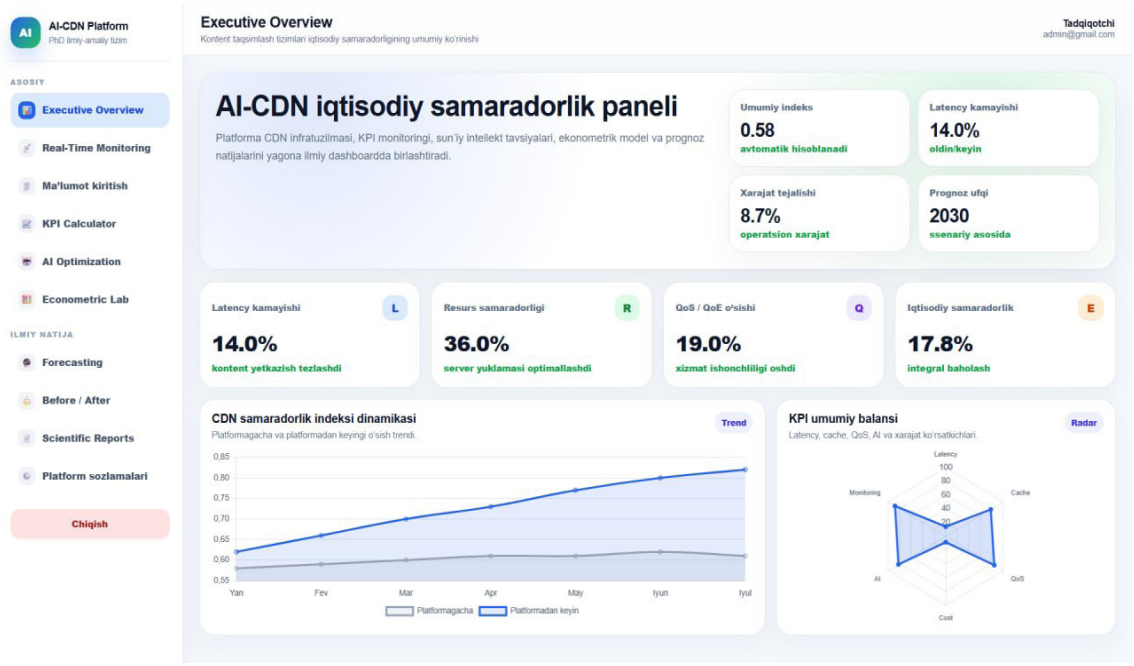


**Figure 2. Dashboard of the AI-CDN Economic Efficiency Platform[2].**

The theoretical, methodological, and practical aspects of improving content placement and management mechanisms based on Artificial Intelligence (AI) were comprehensively investigated in this study. It was demonstrated that the increasing demand for content distribution systems, the rapid growth in the number of users, and the exponential expansion of information flows in the digital economy have created a necessity to improve existing content management mechanisms. As a result of the research, the AI-CDN Economic Efficiency Platform, which integrates artificial intelligence technologies, econometric modeling, and modern digital platform capabilities, was developed.

The platform's operational algorithm, multi-layer functional architecture, and integrated modules, including authentication, real-time monitoring, KPI calculation, AI-based optimization, econometric analysis, forecasting, and scientific report generation, were designed as a unified information system. This integrated approach enables comprehensive monitoring of the technical and economic performance indicators of Content Delivery Network (CDN) systems, rapid data processing, and the automation of management decision-making processes.

The practical effectiveness of the platform was evaluated, and the results indicated potential improvements in content delivery speed, server resource utilization, network latency, and operational cost efficiency. Furthermore, an econometric model was employed to assess the impact of traffic volume, the level of artificial intelligence adoption, monitoring quality, and latency indicators on the economic efficiency of the CDN infrastructure. The results indicated that the model achieved an acceptable level of explanatory and predictive performance within the scope of the study. In addition, the platform incorporates a forecasting module that generates optimistic, realistic, and pessimistic development scenarios extending to 2030, thereby providing model-based forecasts that may support strategic management decisions.

The AI-CDN Economic Efficiency Platform has been developed as a comprehensive digital solution that integrates artificial intelligence, Content Delivery Networks (CDNs), and econometric analysis within a unified digital environment. The platform is designed to automate selected content placement and management processes, support more efficient infrastructure resource utilization, facilitate real-time performance monitoring, and provide analytical information for managerial decision-making. Consequently, the proposed platform may contribute to improving the economic efficiency of CDN infrastructures and provide a methodological basis for the further development and application of AI-driven content management systems on other digital platforms.

## CONCLUSION AND SUGGESTIONS

This study comprehensively examined the theoretical, methodological, and practical aspects of improving content placement and management mechanisms based on Artificial Intelligence (AI). The findings

2 **Source:** Developed by the author based on the research results.

demonstrate that the rapid expansion of the digital economy, the increasing volume of digital information, and the growing number of users require more intelligent, automated, and economically efficient approaches to content management. Traditional content distribution mechanisms may require further improvement to meet the increasing performance, scalability, and personalization requirements of modern digital platforms.

To address these challenges, the research developed the AI-CDN Economic Efficiency Platform, which integrates Artificial Intelligence technologies, Content Delivery Network (CDN) infrastructure, econometric modeling, and real-time performance monitoring within a unified digital environment. The proposed platform combines authentication, KPI monitoring, AI-based optimization, econometric analysis, forecasting, and scientific reporting modules into a comprehensive decision-support system capable of automating content management processes while improving operational efficiency.

The econometric analysis further verified the reliability of the proposed approach by identifying the significant influence of traffic volume, AI adoption level, monitoring quality, and latency on the overall economic efficiency of the CDN infrastructure. Statistical evaluation indicated that the developed model demonstrated an acceptable level of explanatory and predictive performance within the analyzed dataset. In addition, the forecasting module generated optimistic, realistic, and pessimistic development scenarios extending to 2030, providing valuable insights for long-term strategic planning and infrastructure investment.

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