

Media Communications in Digital Day

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Abstract

The development of digital technologies has transformed not only the life of the ordinary person, but also journalism. As an industry that is perhaps the most responsive to social changes and reflects the style of a particular time, it has undergone significant transformations in genre forms, tools, technical means, and communication technologies. Modern media gravitate towards digitalization, multimedia, convergence, the development of new formats and types of content, conciseness and infotainment, changing approaches in interaction with the audience, when the media consumer becomes the central one.

Therefore, the relevance of the study is due to several factors:

- 1) the approval of a new philosophy of modern media content in the digital age;
- 2) the need to explore new formats of digital communication, its specifics and development prospects;
- 3) the implementation into the media space of innovative samples of professional activity and the study of the experience of the media, which are leading in modern society.

The purpose of the study is to determine the specifics of modern media formats in the context of the development of the information space.

Keywords: Ukrainian mass media, digital technologies, new formats, economic conditions, media sites.

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Introduction

The rapid development of technology and the Internet prompts states to form new principles of governance. The philosophy of technological neutrality and the development of new media in national markets are becoming the two main bases for the development of information societies. This will open the way for every citizen to access the full range of information and to use the chance to influence the making of power decisions. The digital revolution that the European community is currently undergoing will require a new culture of balance, balance of openness and protection of the individual. Information is the main trend of democracy and during the digital era it is important not only to remember this historical norm, but also to create all conditions for free access to content.

The digital revolution provides a unique opportunity for journalists: now information

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is becoming online, it becomes easier and easier to investigate society's problems, because now there are thousands of open sources. The citizen journalism allows every citizen to be a reporter.

However, the societies already at this stage understand how simplified the world begins to look. After all, the style of online information is supplanting deep analytics, serious balanced approach, data validation and a culture of respect for public speakers. These changes also require the attention of international organizations. However, the national level in establishing new responsibilities and promoting self-regulation of new media is also important. The problems of new media are explored by J. Kissa (Kissa, 2020); L. Eckgard (Eckgard, 2010); M. Semenchenko (Semenchenko, 2011). O. Ivanova in her dissertation research "Professionalization of Internet journalism in the blogosphere" defines this journalism as a subgroup of Internet journalism, reveals the internal structure of the professional group of blog journalists, assesses the features of this structure, forms and development trends (Ivanova, 2011). The topic of new journalism is highlighted by B. Potiatynyk in the book "Internet journalism in the aspect of anonymity of blog authors, compliance with legal and ethical standards" (2011). The study of the content of blogs in Ukraine, the emergence of new media professionals continue to interest researchers in various aspects. The term "new media" first appeared at the end of the last century. Until the 1980s, the basis for the media – periodicals, radio and television – was analog and print media. However, with the rapid development of digital, network, computer, information, gaming technologies and communications, mass media have undergone a significant transformation. Based on new, digital media

directly related to the evolution of computers and the Internet, widely introduced in various fields, they have become more interactive than traditional ones, which also significantly differed from them. However, at the beginning of the emergence of new media, this term was often understood as the aforementioned process of the emergence and development of digital and network technologies and communications.

Among new means of communication, digital media are gaining popularity as arbitrary, informal, impartial information through social networks, Internet means, Internet versions of traditional mass communication are called popular, civic, alternative journalism. Therefore, the question arises of a detailed study of this new means of communication and their legal factors.

The research used methods of collecting information, describing reality based on observations, as well as the method of analyzing information material (Mudrak, 2021).

Modern communications and interactive information networks

The development of a new communication system, new media, which is most often viewed as a union of interactive communication technologies and digital broadcasting media, in which the Internet becomes the main intermediary, continues throughout humanity. This process acts as the basis for changing the conditions of interaction, that is, it is not only a technical or technological, but also a socio-cultural process. Thus, new media fell into the focus of sociological research and today are analyzed in the concepts of transformation of modern society as one of the key factors. The communicative revolution of the 20th century provided audiovisual culture with a historical revenge over written

discourse. The noble alphabetical order, first in film and radio broadcasting, then on television, gave way to sensual, non-reflective communication. No less large-scale technological transformations took place at the turn of the century. It is embodied in the integration of various communication methods into interactive information networks. In other words, supertext and metalanguage were formed for the first time in history by combining written, oral and audiovisual means of communication in one system.

The information sphere of the last decade has been embodied in the integration of various communication methods into interactive information networks. Combining texts, images, symbols and sounds in one system in a global network with affordable and inexpensive access is radically changing the nature of social communication.

The history of the development of the media is not only the history of technical innovations, because their formation is also associated with grandiose social innovations. The mass media is a relatively new social institution, the function of which is the production and dissemination of knowledge in the broadest sense of the word. The most important characteristics of this relatively new institution are the following: 1) like most modern institutions, the media is an institutional and organizational unity; 2) the institution of the mass media performs a special, solely inherent function of creating an information analogue of society by building a certain picture of the world, as well as highlighting the functioning of other social institutions; 3) acting as a leader of public opinion, the institution of mass communication, due to its mobilization potential - the ability to influence large groups of people - plays a special role in the modern political process. The stages

of media development are closely related to changes in society. Urbanization, an increase in living standards and an increase in free time, the formation of a modern bureaucracy and other global socio-cultural processes would be impossible without the media, which are not only one of the symbols of the modern world, but also a very active catalyst for all social changes.

The first European Conference of Ministers Responsible for the Media and the Information Society took place in Belgrade. It was attended by delegations from 40 countries, representatives of the UN, OSCE, the Parliamentary Assembly of the Council of Europe, the European Broadcasting Union, UNESCO, the Association of European Journalists, the European Publishers Association, the Black Sea Region Regulators Forum (BRAFF) and others. Ukraine was represented at this important forum by the Deputy Chairman of the National Council of Ukraine on Television and Radio Broadcasting Larisa Mudrak; and Head of the International Relations Sector of the National Council Liudmyla Vasylenko (Mudrak, 2021).

The leitmotif of the conference is the development of framework documents for the era of development of digital media and the Internet. The standards, which are already being shaped by new technologies and the Internet, require clear definitions to preserve freedom of speech, the safety of journalists, and to guard against the increasingly common phenomenon of incitement to hatred and intolerance and intolerance of the Internet.

The wave of online calls for terrorist attacks, xenophobia, racism, Nazism and hatred of humanity has increased tenfold over the past few years. The member states of the Council of Europe attach great importance to the preservation of the important role

of the media in the digital age. They try to create reliable mechanisms for the effective safety of journalists, ensuring freedom on the Internet and at the same time ensuring individual rights; survival in the context of the global economic crisis.

Discussion context: the media is constantly evolving, societies enjoy new and new forms of media and expression, every day there are new opportunities for the creation, dissemination and innovation of information. The digital age provides unprecedented opportunities, and the revolutionary development of new media will inevitably lead to the destruction of traditional media.

The digital revolution promotes freedom of speech and free expression of opinion and therefore enriches the public space with a multitude of voices. The digital revolution promotes freedom of public information by making government and government documents available to many people and thus creating a new culture of full transparency of pro-government institutions. At the same time, however, the digital revolution is increasing vulnerability and weakening press freedom.

The Council of Europe member states say that the European community has entered a new stage of digital convergence, with new media connected to the Internet, significantly diversifying content and viewing options. The Internet destroys all borders, and this is, on the one hand, unlimited freedom, and on the other hand, such unlimited freedom is seriously abused. Therefore, the European community must create new regulatory mechanisms that fully take into account respect for the individual and new aspects of the protection of human rights, while preserving freedom of speech and the right to freedom of expression. It was also stressed that freedom of speech and Internet access are seriously

changing the world. Remembering the Twitter and Facebook revolutions of the last decade, we can talk about a change in the balance of power in the world. Maintaining democratic standards in today's digital age means protecting journalists, respecting freedom of the Internet, and protecting people and personal data. The culture and behavior of all participants in public life in each country individually and in Europe as a whole will determine what the future information and digital world will be like.

The digital age requires new legislation. This is noted by both the leadership of the Council of Europe and representatives of the countries participating in the conference. A third of humanity has access to the Internet. 72% of European citizens have free Internet access, but in some European countries the level of Internet access for households is much lower (in Greece, Bulgaria, Romania, no more than 50% of citizens have free Internet access). In Russia, 60% of consumers have mobile Internet. At the same time, the number of Internet users using mobile devices and smartphones is starting to grow rapidly - statistics account for 39% of such consumers in Europe as a country. According to experts' forecasts, it is the Internet that is becoming a system-forming and profitable sphere in the context of the economic crisis. The Internet is growing precisely because of decentralization, and the use of international agreements and recommendations is not recommended here. Some national telecommunication laws are becoming important because the quality, openness, speed of free broadband Internet are fundamental to Internet access.

Internet access combined with the protection of the individual and human rights dominated the First European Conference of Ministers Responsible for the Media and the

Information Society. First of all, they talked about the risks.

Personal data protection requires high standards of restoring the trust of citizens of European countries. And here European experts once again talk about the possibility of toughening data protection legislation, as well as the necessary media education for young people. As a separate vector of activity, the experts identified the need for active work to protect children from potentially dangerous content (for example, television marking – protection in the Internet environment). At the same time, European experts talk about the effectiveness of media education programs. Safe Click is a large-format program for teaching children how to use the Internet safely. All Council of Europe member states join this program (Mudrak, 2021).

To talk about such a strategy, you need to start a public dialogue. Finland proposed principles for starting such a dialogue: free access to the Internet, recognition by the state of the need for access to the Internet, a public goal and the need to have access to the Internet for all groups of people (including people with disabilities), technical superiority for every citizen of the country to obtain at least 1 MGB for free internet access.

Estonia (which, by the way, is recognized as the first electronic country in the European community) advises all states to first of all take care of the technological component of creating access for citizens to a safe, fast, open and inexpensive Internet. As a result of the discussions at the conference, a political declaration and resolution “Freedom of the Internet”, “Maintaining the important role of the media in the digital age” and “Safety of journalists” (Mudrak, 2021) were adopted.

The structure of information consumption and analysis of the preferences of the Ukrainian audience

According to a study commissioned by the NGO Detector Media by the Ilko Kucheriv Foundation for Democratic Initiatives in conjunction with the sociological service of the Razumkov Center, from August 14th to 19th 2020 in all regions of Ukraine, with the exception of Crimea and the occupied territories of Donetsk and Luhansk region, respondents over 18 years old were interviewed using the face-to-face interview method, the theoretical sampling error does not exceed 2.3%, in Ukraine, against the background of a pandemic, the demand for information and stratification of the media audience by age is growing.

Firstly, among Ukrainians as a whole, the demand for information has grown, since in many positions there is a noticeable increase in part of the audience without falling on other positions.

Although the central Ukrainian TV channels remain the most popular source – they are watched by 75% of respondents, social networks are in second place – their share increased from 24% (according to the Media Detector survey) in 2019 to 44% in 2020.

The share of those who receive information from relatives and friends has significantly increased – from 11% to 23% (according to the Media Detector survey). So far, this position competes for third place with Ukrainian online media, of which at least 27% of respondents received information about Ukraine and the world. This is followed by instant messengers (Viber, Telegram, WhatsApp, etc.) with a share of 11%, Ukrainian national radio stations and local television, which were mentioned by almost 9% of respondents, Ukrainian national

print media (8%) and local Internet media (6%).

The COVID-19 pandemic has boosted demand for local print media. If in 2019 they were mentioned by a little less than 2% of respondents (according to a survey by KIIS

and Media Detector), then in 2020 their share increased to 4%. Analysis of the survey data shows that such an increase was due to respondents aged 50 and over, living in rural areas and small towns.

Table 1. Sources from which Ukrainians most often receive information about the state of affairs in Ukraine and the world. Regional distribution in %

Information source name	West	Centre	South	East
Ukrainian television (national channels)	77,9	78,7	70,5	69,1
Social networks	42,9	49,0	44,4	38,0
Ukrainian online media	30,2	24,5	28,2	26,6
Relatives, friends, neighbors, fellow robot acquaintances	19,0	21,2	25,7	29,4
Messengers (Viber, Telegram, WhatsApp)	6,7	13,5	4,6	15,4
Ukrainian radio (national channels)	7,7	13,5	2,1	5,8
Local TV	8,5	6,8	10,0	11,5
Ukrainian newspapers (national editions)	4,2	8,8	4,6	10,7
Local online media	6,0	4,4	9,2	6,4
Russian television	1,7	3,5	5,4	12,1
Local print media	3,8	4,5	3,3	4,7
Local radio	2,3	2,2	0,8	2,3
Russian prints	0,4	0,4	0,4	-
Russian sites	0,2	0,4	-	0,4
LPR-DPR mass media (including websites)	0,4	-	-	0,2
Other	0,4	1,7	5,8	0,9

A source: (Detector Media, 2020)

The choice of some sources of information is influenced by the age of the respondents. In particular, social networks are preferred by respondents of the two youngest ages: almost 70% among people aged 18-29, and 64% among people aged 30-39, while among respondents aged 60 and older there are only 14% of them.

At the same time, Ukrainian national TV channels are turning into the primary source of information mainly for elderly citizens: they are watched by 90% of respondents aged 60

and over, 85% – at the age of 50-59, 78% - at the age of 40-49, 65% – at the age of 30 and 54% – at the age of 18-29.

Interestingly, the messengers (Viber, Telegram, WhatsApp, etc.) were more often sources of information for respondents from large cities (24% in cities with a population of one million and 14% in cities with a population of 100 thousand people) and two younger age groups (21% among respondents 18-29 years old and 15% among 30-39 years old).

Table 2. Social networks from which Ukrainians most often receive information about the state of affairs in Ukraine and the world. Regional distribution in %

Social media	2019	2020
Facebook	74,2	58,2
Instagram	33,5	24,8
Telegram channels	-	8,5
Twitter	7,2	7,8
Odnoklassniki	9,7	5,9
Vkontakte	15,4	5,1
LinkedIn	1,9	2,2
Other social media and groups	-	5,8
Other	1,5	2,9

A source: (Detector Media, 2020)

In choosing different sources of information, Ukrainians are most often guided by curiosity and the desire to have fun and relax.

Demand of Ukrainians for Media Content in 2020

At the same time, studies show that the greatest potential demand among Ukrainians will have the media, which will pay more attention to such topics:

- exposure of corruption (40% of respondents would like to receive more such information);
- positive changes in condition (39%);
- analysis and explanation of the economic situation in the country (34%);
- coverage of reforms (30%);
- disclosure of acute social problems (28%).

The top ten also included: criticism of the authorities (23%), coverage of civil society initiatives (20%), educational and awareness-raising materials (18%), materials about important events in the world (17%), criticism of the work of law enforcement agencies (16%) and coverage of medical work (15%).

New media in Ukraine

The Media Institute presented a study on how the coronavirus crisis has had a significant impact on the online media market. In March-April, site traffic increased by an average of 30–40%, and for individual sites, it doubled. However, after the end of strict quarantine, there was an even greater decrease – by an average of 12% compared to the pre-quarantine period.

Such “slides“ led to the fact that in eight months of 2020 the top three in the rating of visits to Ukrainian sites changed.

These are the results of a study by the Institute of Mass Communications of the 50 best Ukrainian Internet media in terms of attendance.

IMI experts analyzed data from SimilarWeb. This site, in turn, analyzes the traffic of more than 80 million sites from all over the world and provides the main statistics of this traffic in the public domain. This article presents the results of a study of the attendance of the 50 most visited Ukrainian Internet media.

Based on these statistics, IMI has compiled a rating of visits to Ukrainian Internet media, which looks like this:

Table 3. Rating of visits to Ukrainian online media in 2020 (according to data from SimilarWeb)

A place	Site	Views, million	A place	Site	Views, million
1.	Pravda.com.ua	39,88	26.	golos.ua	3,76
2.	Strana.ua	28,44	27.	Ukrinform.ua	3,54
3.	24tv.ua	26,27	28.	vesti.ua	3,17
4.	Korrespondent.net	26,19	29.	Kp.ua	3,01
5.	Rbc.ua	25,30	30.	Fakty.ua	2,89
6.	Obozrevatel.com	24,05	31.	Hvylyya.net	2,65
7.	Nv.ua	19,95	32.	telegraf.com.ua	2,43
8.	Censor.net.ua	18,33	33.	Slovoidilo.ua	2,29
9.	Tsn.ua	17,10	34.	Bykvu.com	2,24
10.	Gordonua.com	16,86	35.	prm.ua	2,23
11.	Politeka.net	14,74	36.	Hromadske.ua	2,17
12.	Znaj.ua	11,73	37.	Interfax.com.ua	2,00
13.	Unian.net	10,55	38.	Lb.ua	1,98
14.	Liga.net	9,78	39.	Zn.ua	1,92
15.	112.ua	8,09	40.	zik.ua	1,74
16.	vgolos.com.ua	7,26	41.	suspilne.media	1,70
17.	Gazeta.ua	7,17	42.	Focus.ua	1,70
18.	segodnya.ua	6,87	43.	From-ua.com	1,66
19.	Glavcom.ua	6,47	44.	Newsone.ua	1,60
20.	Apostrophe.ua	6,00	45.	Ictv.ua	1,28
21.	Zaxid.net	4,34	46.	antikor.com.ua	1,22
22.	Unn.com.ua	4,10	47.	Comments.ua	1,10
23.	Ukranews.com	4,03	48.	enovosty.com	1,03
24.	Espresso.TV	3,89	49.	Bagnet.org	0,71
25.	Radiosvoboda.org	3,85	50.	Podrobnosti.ua	0,61

As noted above, during 2020, as many as three media outlets changed at the head of this rating. So, in February, Obozrevatel.com became the leader in views (32.9 million views), in the next two months - Rbc.ua (58.2 million views in March and 52.1 million views in April). In May, Ukrainska Pravda came to the fore with 49.09 million views and until August did not concede its leading position.

The institute compared the latest online media rankings with data from a 2018 sample.

It is interesting that two years ago the leaders were Obozrevatel, Segodnya and TSN. During this time, Facenews.ua, Expres.ua and Hronika.info disappeared from the top list. Instead, new sites appeared: vgosol.com.ua, Espresso.TV, golos.ua, prm.ua, suspilne.media and antikor.com.ua. Ukranews.com has

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the most progress among the top 50 – plus 24 points, and Zaxid.net – plus 17 points. The biggest regression: the site Ictv.ua – minus 36 places and Newsone.ua – minus 24 places. Sites Segodnya.ua, Unian.net and Ictv.ua dropped out of the top ten. They were replaced by Ukrainska Pravda (progress – plus 10 seats), Korrespondent.net and Censor.net.ua. Pravda.com.ua came out on top due to a record increase in traffic. In August, Ukrainska Pravda received 13.49 million views more than in February. The sites Liga.net (+5.53 million views over the same period in 2020) and Gordonua.com (+3.66 million) showed the greatest progress. In relative terms, the largest increase in views was shown by Liga.net: in August 2020, the site received 2.3 times (230%) more than in February.

Table 4. Rating of visits to Ukrainian online media in 2020 (according to data from SimilarWeb)

Media	Views,%
Liga.net	230,12%
suspilne.media	154,55%
Pravda.com.ua	151,12%
Zaxid.net	135,63%
Hromadske.ua	135,63%
Unn.com.ua	132,26%

The largest audience churn occurred on the Fakty.ua website – minus 14.71 million views compared to August-February 2020. Then there are segodnya.ua – minus 10.53 million and Obozrevatel.com - minus 8.85 million

Top 10 sites get the most traffic from Ukraine. However, if for Obozrevatel.com this figure is 88.61%, then for Nv.ua it is only 63.67%.

Russia is the second country providing traffic to Ukrainian sites. For Rbc.ua only, users from Russia are not among the top three views. Most views from Russia: Korrespondent.net – 13.81%, Gordonua.com – 11.21%, Strana.ua – 11.16%.

The three leading countries that provided the largest traffic to Ukrainian media in August 2020 included the United States, Belarus and Kazakhstan (only for Rbc.ua – 3.68%).

The most direct traffic is for Korrespondent.net – 71.02% and Strana.ua – 67.91%. They have the lowest traffic source indicators – referrals from other sites. On Korrespondent.net, the most traffic from other sites was provided by i.ua, on Strana.ua – by mediametrics.ru. For the rest of the online media, ukr.net is in the lead in terms of traffic from other sites in the top 10. There is no such consensus regarding the transition to other sites.

Table 5. Traffic source metrics in 2020 (based on data from SimilarWeb)

Site	Most often, visitors go from the site to:	Index
Pravda.com.ua	epravda.com.ua	56,07%
Korrespondent.net	idealmedia.io	18,46%
Strana.ua	smi2.ru	24,38%
Tsn.ua	idealmedia.io	20,74%
Rbc.ua	t.me	20,90%
Obozrevatel.com	facebook.com	20,77%
24tv.ua	facebook.com	9,92%

Site	Most often, visitors go from the site to:	Index
Censor.net.ua	youtube.com	19,22%
Nv.ua	idealmedia.io	63,15%
Gordonua.com	youtube.com	22,22%

Apparently, from Pravda.com.ua most often visitors go to the linked site epravda.com.ua. Censor.net.ua and Gordonua.com are located on Youtube.com due to their own content on their YouTube channels, which are linked on the site. And only Strana.ua has a Russian resource smi2.ru, the leader in referrals to other sites: every fourth reader who left the Strana site in August switched to smi2.ru.

When it comes to social media, Facebook provides the most traffic for the top 10 sites. In Rbc.ua, 89.83% of the readers coming to the site come from Facebook. RBC-Ukraine is the only site that does not have Twitter, in the top five social networks from which readers come.

YouTube is the second social network to drive more conversions for the top 10 sites. It is from YouTube that every third reader of Korrespondent.net and Tsn.ua comes from among those who visit these sites from social networks.

The share of referrals from Odnoklassniki.ru from all social networks is highest for Obozrevatel.com (8.53%), from VKontakte – for Korrespondent.net (15.39%)

SimilarWeb notes that search traffic for the four sites has a paid basis. That is, sites to attract traffic from search engines pay for certain keywords that search results lead to this site. SimilarWeb recorded more “paid” readers at Rbc.ua. 0.18% of users who appear on the site by search, SimilarWeb defines “paid”. Korrespondent.net, Tsn.ua and Nv.ua each have 0.01% of such readers.

There are three more key metrics that SimilarWeb identifies. This is the time that visitors spend on the site, the number of pages viewed on the site and the bounce rate (refers to the percentage of the number of visitors who left the site directly from the login page or viewed no more than one page from the site). These indicators are summarized in the following table.

Table 6. Traffic Source Metrics in 2020 (Based on SimilarWeb)

Site	Hour on site	Browse Pages	Bounce rate
Pravda.com.ua	0:02:53	2,02	63,48%
Korrespondent.net	0:04:18	3,09	45,90%
Strana.ua	0:06:49	2,48	52,89%
Tsn.ua	0:07:13	2,23	63,43%
Rbc.ua	0:02:25	2,81	51,17%
Obozrevatel.com	0:09:55	2,67	57,71%
24tv.ua	0:01:47	2,03	60,91%
Censor.net.ua	0:44:43	3,42	46,94%
Nv.ua	0:07:37	2,49	55,05%
Gordonua.com	0:03:56	2,66	46,17%

Digital media predictions for the future

Just 15 years ago, traditional offline publications dominated the media market almost without restrictions. But in recent years, the situation has changed dramatically, moreover, some experts, including the CEO of Business Insider Henry Blodgett (Henry Blodgett), are confident that the balance of power in this market will continue to change rapidly. Below we list 14 directions in which media can develop in the era of digital (14 predictions, 2021).

1. The consumption of media content has actually reached its peak. This statement applies to almost all developed countries. For example, in the United States, thanks to “multitasking”, that is, the ability to perform multiple tasks at the same time, consumers are reducing daily orders to 31 hours of activity. At the same time, they spend an average of 5 hours 13 minutes on work, on all kinds of household chores and communication – 6 hours 55 minutes, on sleep – no more than 7 hours, on the media and using gadgets – 12 hours.

The field of digital media is the most popular today. A consumer spends an average of 5 hours 50 minutes on this, while he spends only 4 hours watching television, radio – 1.5 hours, print media – 25 minutes, other types of media – 21 minutes.

These 6 hours of daily consumption of digital media are made possible by the fact that we spend more and more time with desktops and mobile devices. After all, now we are all almost constantly online.

In addition, in the next 5 years, the time that we can devote to the media and our gadgets will increase by only 18 minutes. According to Henry Blodgett’s forecast, the duration of video viewing will increase by only 1 minute:

from 5:05 to 5:07 (indicated hours: minutes), listening to audio only will remain at the 2:08 mark, social networks will increase to 1:23, game time will also grow very slightly – up to 1:26, by only 4 minutes (14 forecasts, 2021).

Meanwhile, the Internet is breaking down the geographic and physical barriers that classic media companies have previously defended. Every media competes with others for consumer attention, and every field of technology competes with others. But where will this lead in the future? As you know, it is more convenient for advertisers to work with several large partners, and it is more profitable for consumers to purchase several large complex subscriptions instead of many small ones. This will cause massive media consolidation.

All media compete for the consumer. Moreover, one technology area competes with another.

2. People always want to read / view the most interesting stories and receive the most valuable and relevant information. Moreover, they want to consume, share and discuss these stories in the most convenient way. This is the second forecast from Business Insider and it is worth noting that such human wishes will always be relevant.

3. The phenomenon of “peak media consumption”, which we mentioned in the first paragraph, is relevant only in the developed world. However, another 4 billion people will also face a similar phenomenon if the Internet plays the same important role in their lives as the lives of citizens of developed countries!

4. Digital ad spending continues to rise in developed markets, but growth is much more robust in Asia. In fact, the Asia Pacific region will soon become the world’s largest digital advertising market. Hence, businesses may need to consider moving east. In addition,

digital platforms have a global reach. For example, half of Netflix's subscribers are outside the US.

5. "Modern television networks" will increasingly dominate the video content market. The decline in the share of traditional Pay TV has accelerated significantly in recent years. As the study of Moffet Nathanson shows, over the past 7 years, the number of cable TV subscribers has decreased by 4%, but only in 2016 their number decreased by 1%, in the 1st quarter of 2017 – by 0.5%. Young people massively reject classical television. The share of viewers under the age of 24 decreased by almost 40% between 2012 and 2016. At the same time, the number of subscribers to modern television networks is growing rapidly. Indeed, for a young audience, modern TV channels are more convenient and valuable. Digital radio services are also growing. The penetration of online radio listeners in the United States increased from 2% in the distant 2000 to 53% in 2017. In addition, advertising spending in the podcast (digital audio) segment is on the rise.

6. However, the theory that a "focus on video" will save text publishers going through difficult times is completely absurd. You cannot increase the popularity of your post by simply adding a lot of videos to your content. But modern video production is a completely different approach.

7. The theory that all media will soon become video media is also absurd. This theory is based on a trend that video consumption has grown in recent years and will continue to grow. But each publication must occupy its own niche, the expert notes.

8. Smart speakers and self-driving cars will gradually increase media consumption, but not as much as you might think. In fact, self-driving cars allow you to focus on your

gadgets and not on the road. But a modern person already consumes too much content, so he can devote his free time, for example, to take a nap or just relax. In addition, although the average person spends up to 5 weeks a year in a car, drivers usually listen to audio recordings (such as radio) and passengers have smartphones. However, smartphone users consume more information compared to those who do not have gadgets, but still a little more.

9. "Augmented reality" will soon be used everywhere. "Virtual reality" will find its application mainly in games and training.

10. "Social Stories" have tremendous potential for growth. Social stories are a new type of story. They can be intimate or spoken, with or without sound, targeting a wide or vertical audience, together or separately.

11. "Duopoly" is a fact (not news). Yes, this includes Google, Facebook and others. But the big content distributors have always had a huge impact on the media. On the other hand, large media distributors need quality media. Big digital distributors are already making real money from content producers, and co-sales will grow every year.

12. The distributors (also called "technology platforms") must be responsible for the content they distribute. So it was in the old world, so it should be in the new.

13. The innovative digital video ad has finally arrived. A 30 second video ad on your phone is as effective as an hour of TV ad. In addition, short digital videos of up to 10 seconds are more attractive to the consumer, or longer if they can be skipped. But it should be noted that the consumer can watch the commercial to the end, even if it can be "skipped" if he is really interested in it. Major brands and agencies are finally starting to

produce commercials of the required “digital length”.

14. There is no such thing as “right digital media” – all models should work. That is, the subscription distribution model and advertising model (business through advertising), distribution on gadgets and other models are also relevant. Consequently, the media will face difficult times in the future, but this will allow them to get better.

Conclusion

Digital media provide a quick connection with the audience, here they contact with the readers, encourage them to have a frank dialogue. These media affect the quality of traditional media. Digital and traditional media are two dissimilar types of mass media and communication activities, between which there are many similarities and differences, but the same moral responsibility for content.

Digital media are powerful producers of information and, as a result, correlators of network information flows.

Websites and social networks systematically rank the most popular digital media. In such cases, the frequency of entries and transitions is displayed, as well as the dynamic change in ratings. The number of visits to digital platforms is growing. The problems in question are of concern to the entire European community in a number of unexplored areas.

We see research prospects in the further study of digital media as a communicative activity, as well as the legal aspects of research.

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