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**STRUCTURAL TRANSFORMATIONS OF THE MEDIA INDUSTRY**  
**AND ITS EFFECT ON THE ECONOMIC DEVELOPMENT OF THE**  
**COUNTRIES**

The media market is one of the structural elements of international economic relations, characterized by a high level of profitability and a significant growth rate due to the digitization of all world economic processes. Global transformations are under the influence of the information revolution and the availability of online resources to promote their products and services.

A study based on the use of economic and mathematical modeling has confirmed the hypothesis regarding the relationship between GDP and the number of Internet users (% of Ukraine's population). The Digital Market is a powerful tool for business development and revenue generation in the information space. During 2019, Ukraine has seen a significant increase in the media market in the Digital Advertising segment, including digital video in 2019 compared to 2018 increased by 70%, sponsorship by 30%, search engines by 36%. The presidential election has seen a 25% increase in direct advertising and a 20% increase in sponsorship. For example, in TV inventory, political advertising had a significant impact on the market, as it exceeded 12% of the total for the six months.

Structural transformations of the media market change the priority of use of media products of leading corporations of the world and countries. Considering the rapid growth of consumers of services and goods through the electronic communication system, it is necessary to note the perspective of this market and its profitability. Significant sales of goods via the Internet have transformed little-known commercial platforms into modern giants of product promotion (Alibaba Group, Amazon, etc.). The level of internet coverage serves as an indicator of comparing basic conditions to the promotion of goods and the economic growth of countries. Ukraine needs modernization of the economy and investment inflows into all spheres of economic activity. Ukraine is actively trying to fill in the gaps in information education, create technical conditions for expanding the communication system, creating its own media products and selling them to neighboring countries, developing infrastructure and state support for Ukrainian national media resources. This is the basis for further intensive growth in conditions of increasing the competitiveness of the state and determining its place in the system of world economic relations.

**Keywords:** media industry, media market structure, gross domestic product by information and telecommunications activities, Global B2B, DIGITAL market, Digital advertising, Event Marketing and Sponsorship.