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MEDIA BUSINESS IN CONDITIONS OF SINGULARITY

The strengthening of globalization processes is constantly leading the world to the transformation of many sectoral markets with their complex structure, large-scale genesis and network relations, and the media market is no exception, because it embodies advertising, economic, social and other components of the evolutionary process. An important addition to this can be the fact that the structure of the specified market undergoes constant transformational changes as a result of the appropriate reaction to the information of the global society. However, it is worth noting that the media business itself can transform quite quickly, because, on the one hand, it acts as an important producer of creative goods and services, but on the other hand, it advertises itself quite widely. Such dualism gives rise to different forms, different strategies of expansion, as well as different tastes and preferences of consumers who find themselves in a situation, when "I don't know what I want." On the other hand, as a result of these changes, additional risks appear for the media company, which must guess exactly what the consumer really wants and not make a mistake with the service life of the created creative product. Well-known television formats, such as "Ukraine has talent", "Everybody's dancing" and others with corresponding national versions of the content, were

extremely popular in some regions and declared unprofitable in others.

In today's conditions, the latest models of production of creative goods and services are an extremely important argument, but there is a completely understandable question about the volume of their replication and the geography of distribution. However, it seems to us that we should already think about the problem of self-reproduction in the media environment of those products that can be created at all subsequent stages with specific address changes. First of all, we are talking about the singularity, a term that has undergone quite rapid changes, starting from a science fiction interpretation (robots produce robots with improved qualities), astronomy (within its limits it was claimed that a big explosion took place, which is still going on) and ending with the cognitive revolution (it is about the human brain, the evolution of which, according to Y. Harari, acts as a kind of prerequisite for the second cognitive revolution and "...the transformation of Homo sapiens into something completely unprecedented" [1, p. 505]).

Naturally, this will lead to a new singularity [1, p. 515], the consequences of which are quite difficult to predict. It is clear that recipes for preventing the negative transformations of globalization and the emergence of its new form do not yet exist. Nevertheless, some proposals for our common future already exist. E. McAfee and E. Brynjolfsson in their rather outrageous book "Machine, Platform, Crowd. How to tame our digital future" note that an important modern trend should be the complete decentralization of the entire information environment [2, p. 251–255].

Another researcher A. Ross is convinced that the industries of the future should include robots, human-machines, a reformatted market of money and trust, the use of software code as a weapon [3] and digital data for everything. A rather interesting opinion was expressed by the Dutch scientist J. Roimer [4], with his

fundamental idea – a changed person. This is no longer Homo sapiens, but Homo urbanus (Urban man) with its inherent features of globalized life. As an "information person", she actively absorbs all the advantages of the technological revolution, actively changing herself and the society to which she belongs.

Therefore, it can be predicted that the media business in the conditions of strengthening singular processes will be one of the first to undergo powerful transformational changes, because the need for information, emotions, feelings, and experiences will grow year by year, and its deep technologization will become inevitable.

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