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**MODERN MEDIA MARKET:
CONTENT AND GEOGRAPHICAL ASPECTS**

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***Research Methodology****. In the course of the research, the methods of induction and deduction have been used to reveal the peculiarities of the formation of the media market; factor analysis has been used to study the impact of changes in the consumer information demands on the content of the media market.*

***Results****. The dependence of the formation of content of modern media products on the information requests of consumers, which is also amplified by the phenomenon of convergence has been revealed. It has been determined that the characterized combination of content and geographical profiles of the media is a significant element that should be taken into account when forming a competitive strategy of enterprises.*

***Novelty****. Changes in the nature of consumption of media production and strengthe­ning of their influence on the formation of the media market content have been revealed.*

***Practical Significance****. The determined content and geographic profiles of modern me­dia products allow to characterize the target segments of the media market quantitatively and qualitatively more accurately, and, taking into account the style of consumption, to adjust the commodity and price policies.*