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**INNOVATION IN PUBLISHING: DIFFICULTIES, MICROPAYMENTS,
BLOCKCHAIN**

Innovation classifications take into account sources of innovation from past years or try to determine where to look for new innovations in the future. The variety of types of innovation shows that the benefits of innovation are not limited to the development of new products.

The aim of the work is the definition and use of innovation in publishing. The article discusses the classification models used to discuss types of innovations, business solutions as an innovative basis, the main functions of a publisher taking into account changes in the information environment, the choice of a text editor for an innovative project, innovations in working with authors and readership, micropayments in publishing (on the example of news publications), the difficulties faced by the publishing business in introducing innovations, blockchain technology in publishing.

Keywords: innovation, innovation, innovation, publishing, advertising, micropayments, blockchain, investments.

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Code, MicroCap, Sublime Text, Notepad++, Vim, Emacs, Atom, Gedit, Kate, Howl, Spacemacs, Geany, Kakoune [15, 16].

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