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## **DEVELOPMENT OF MEDIA TECHNOLOGIES IN THE FINANCIAL INDUSTRY**

« », « », « - ».

The development of media technologies for interaction between a client and a bank is due to the rapid development of the Internet, a gradual increase in the number of Internet users. The increased competition in the financial industry between banking organizations is a driver of growth in the implementation of technological innovations, namely media technologies, to increase the competitive advantage over other banks. All this determines the relevance of the research topic. The aim of the work is to study the practical experience of implementing media technologies in commercial structures using the example of the banking sector. The article assesses the role of media in modern society. Studied modern models of management in the context of digitalization of society. The development of media technologies was assessed on the example of Sberbank PJSC, Tinkoff PJSC, PSB-Bank PJSC. The advantages and disadvantages of the influence of media technologies on the banking sector are revealed.

*Keywords:* media technologies, technological innovations, financial industry, banking organizations, the Internet, brand, reputation.

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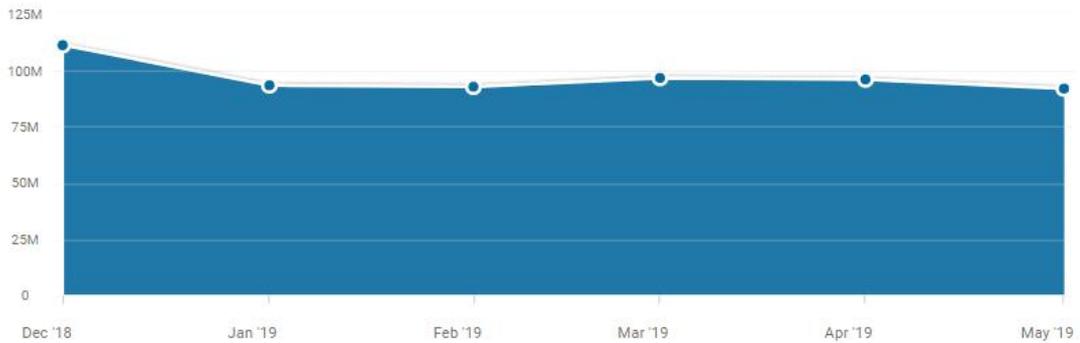
[7, .225].

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 91,9 . ( .2). ( .3). -  
 : 25,83 %, 56,25 %, -  
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 — 2,22 %.

4. , -  
 1,39 %, -

## Total Visits ⓘ

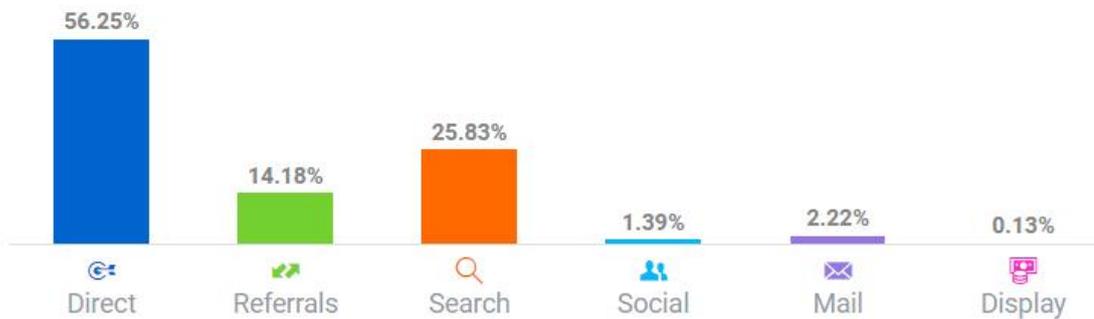
📱 On desktop & mobile web, in the last 6 months



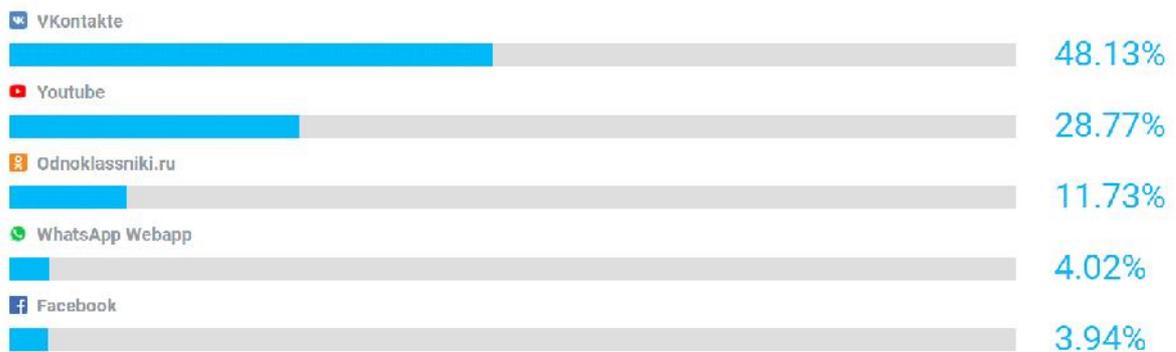
. 2. <> 6 . [14]

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📱 On desktop



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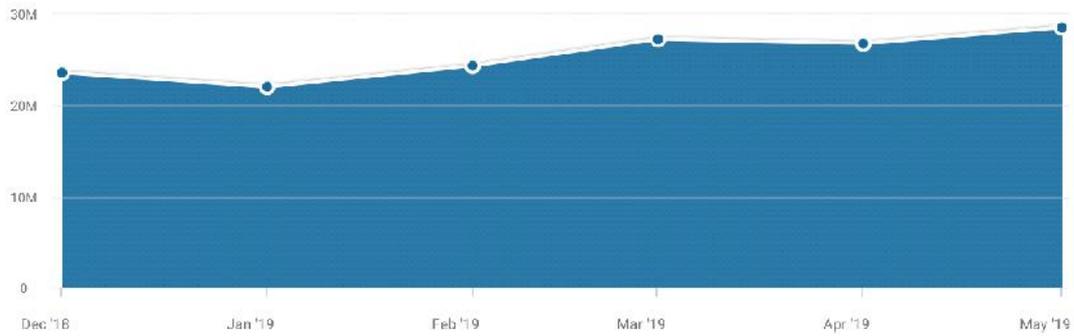


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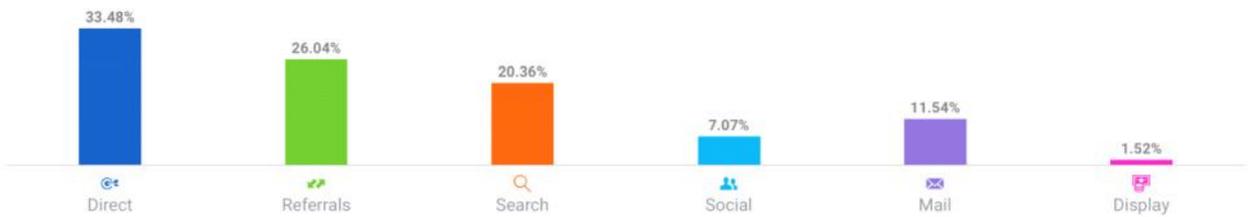


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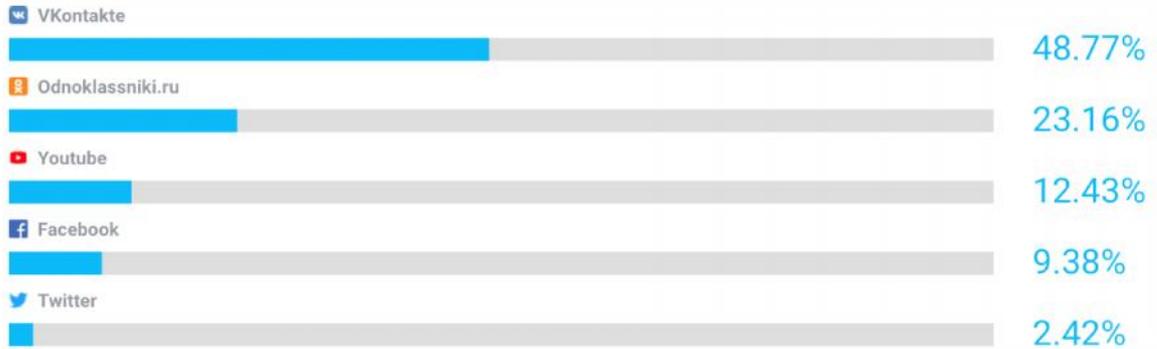
. 6. [14]

7 %, — 26 %, : 33,48 %, — 11,54 %, , 20,3 %, -

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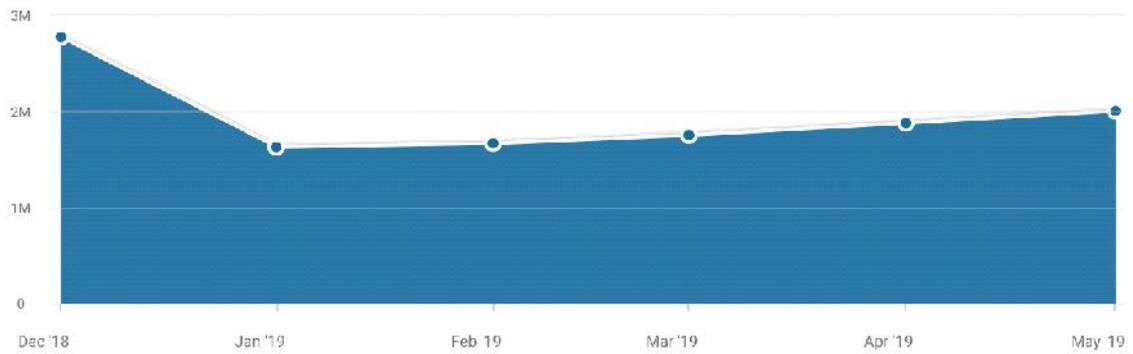


. 7.

[14]

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On desktop & mobile web, in the last 6 months

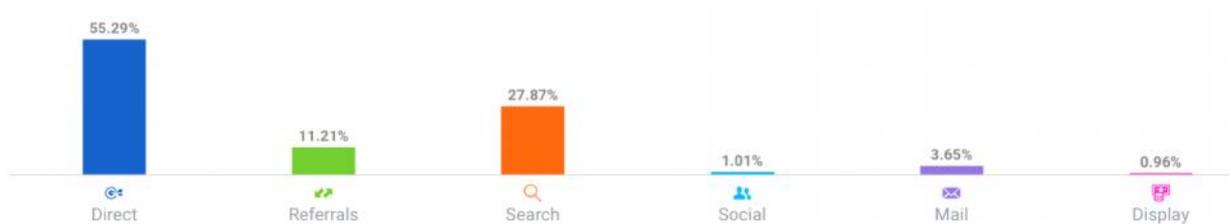


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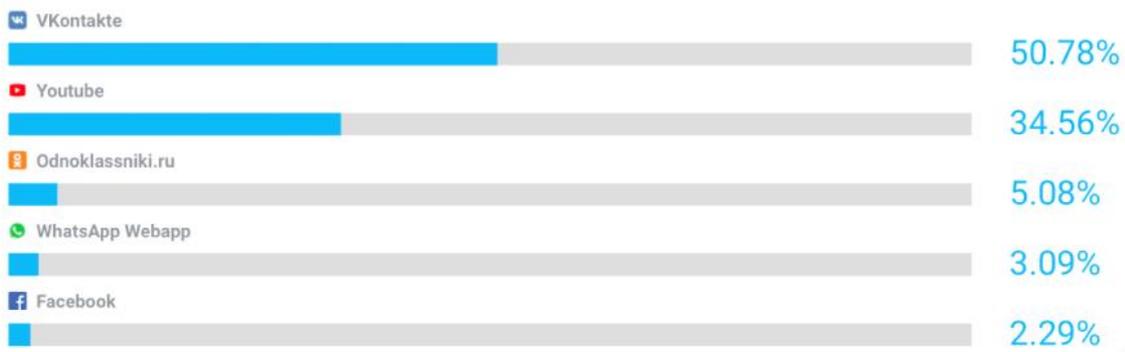


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## Social <sup>①</sup>



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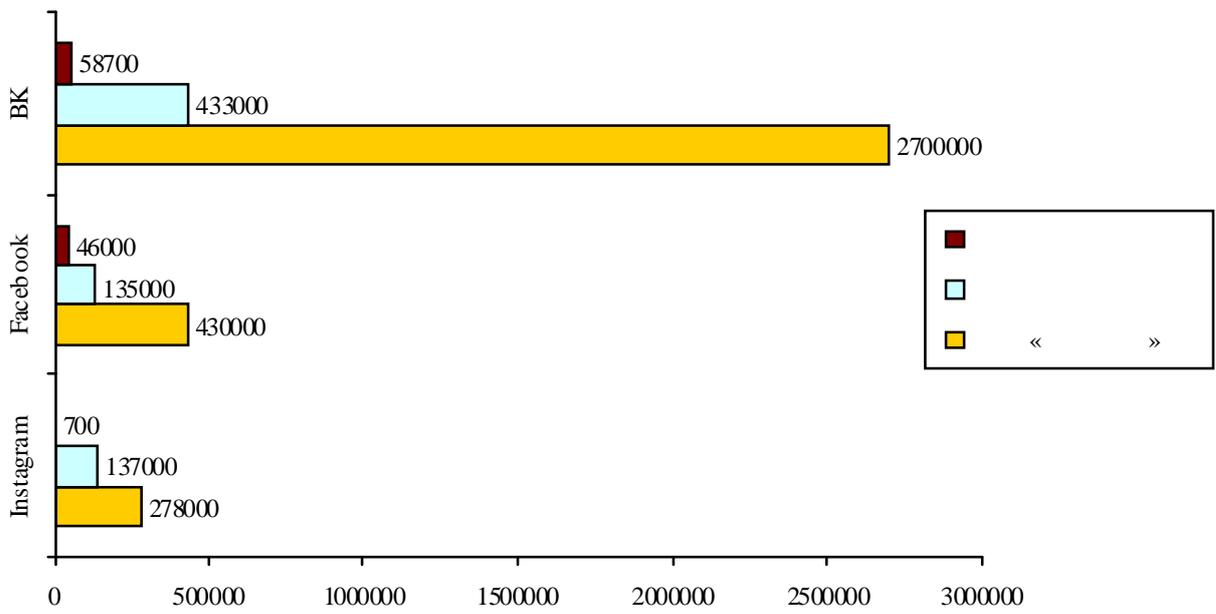
Engagement Rate ( )—

0,52 % 0,43 % 0,1 %.

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[14, 15, 18–21].  
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