

Youth as the main consumer in the media sector in the 21st century

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Transnational corporations which sell global media goods are actively targeting young people as a consumer class. Being relevant in the field of technological and design innovations, young people are ready to spend their money in these areas. Young people determined from post-adolescent to adulthood are perceived as the main growth engine of the world media culture and constitute the technologically competent and most media sector.

Keywords: youth, economics, technology, globalization, media, innovation

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