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**Multimedia as a target of media convergence strategy - communication environments in business**

Convergence is one of the most dynamic changes in the history of the media market, creating a new marketing communication environment, that is characterized by significant variability. Emerging convergence paradigm means the disappearance of differences between the media. Audience become communities make up the media and actively influence on an increase in value at every stage of its development in the value chain. The result is that media companies adopt new strategies and business models.