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**ARTIFICIAL INTELLIGENCE SERVICES: DIRECTIONS AND
APPLICATION ISSUES**

**СЕРВІСИ ШТУЧНОГО ІНТЕЛЕКТУ: НАПРЯМИ І ПРОБЛЕМАТИКА
ЗАСТОСУВАННЯ**

The diversity of artificial intelligence (AI) services requires the development of a balanced policy for their use. First and foremost, this needs to involve the systematization of information on the types of AI, areas of application, problems, and ways to overcome them, which is the aim of this study. The following methods were used for the study: an experiment for working with AI services; a comparison method for choosing the most efficient AI service; an analysis and synthesis method for determining the types of AI construction/development. Based on the results of testing various AI services, the following types of their construction/development

have been identified: horizontal, vertical, multimodal, conglomerate, and mixed. Despite the constant development and improvement of AI services, a number of problems related to their use still remain relevant. We have identified the ways to overcome them: synchronized with the development of AI, intensification of information and educational support, development of critical thinking, AI skills, and software engineering, preservation of access to the free AI service plan, government regulation, and development of a corporate policy on the use of AI.

Key words: *artificial intelligence, artificial intelligence in the media, problems of artificial intelligence application, types of artificial intelligence construction/development.*

Розмаїття ІІІ вимагає побудови виваженої політики щодо їхнього використання. Передусім це потребує систематизації інформації щодо різновидів ІІІ, напрямів їх використання, проблем та напрямів їх подолання, – що є метою дослідження. Для виконання дослідження використано такі методи: експеримент для роботи із сервісами штучного інтелекту; метод порівняння для вибору ефективнішого в роботі сервісу штучного інтелекту; метод аналізу і синтезу для визначення видів побудови/розвитку ІІІ; метод узагальнення для формулювання висновків на основі проведеного дослідження. Поширення ІІІ як глобального інструменту для оперативного вирішення виробничих і невиробничих завдань стало можливим завдяки доступу до безкоштовних версій ІІІ, постійного їх удосконалення та появи на ринку нових сервісів. За результатами тестування різних сервісів ІІІ виявлено такі їх види побудови/розвитку: горизонтальний, вертикальний, мультимодальний, конгломератний, змішаний. Горизонтальний вид дозволяє розширити асортимент контенту в межах одного класу (наприклад, аудіо); вертикальний – забезпечує цілісність виробничого циклу, додаючи операції, які передують та/або є наступними після базової, мультимодальний – уможливорює створення кількох різновидів інформаційних продуктів, різних за природою (текст, аудіо, зображення, відео тощо); конгломератний – являє

собою поліфункціональне цифрове середовище для виконання набору функцій: інформаційно-комунікаційних, соціальних, освітніх, маркетингових; змішаний – передбачає поєднання кількох вказаних вище видів. Незважаючи на постійний розвиток та удосконалення сервісів ШІ, усе ще актуальною залишається низка проблем, пов'язаних з їх використанням. Для подолання проблеми нерівності потрібно забезпечувати належний рівень просування ШІ, навчання користування сервісами ШІ, зберігати доступ до безкоштовного плану. Для мінімізації соціальних проблем, що пов'язані й з проблемами галюцинацій ШІ, необхідно безперервно удосконалювати сервіси ШІ, посилювати функцію контролю, розвивати навички використання ШІ та критичне мислення, застосовувати релевантні шаблони для написання промπτу. Юридична проблематика ШІ має вирішуватися як на рівні державних регуляторів, так і на рівні суб'єктів господарювання, які мають виробляти відповідні політики використання ШІ, здійснювати маркування відповідних продуктів. Означене, у сукупності з навчанням медіаграмотності, сприятиме підвищенню рівню довіри до ШІ, вирішенню етичної проблеми.

Ключові слова: *штучний інтелект, штучний інтелект в медіа, проблеми застосування штучного інтелекту, види побудови/розвитку штучного інтелекту.*

Problem statement. AI skills are a necessity in today's environment. AI services are very diverse: they generate content, edit, provide information, act as personal assistants, act as tutors, and solve a range of tasks in production and non-production areas. The constant development of AI encourages users to continuously improve their skills in interacting with it and choose the right AI services in accordance with their goals and objectives.

Analysis of the latest research and publications. The concept of AI was introduced into scientific circulation by American cyberneticist John McCarthy. During a seminar at Dartmouth College in 1956, the researcher set a task for ten scientists: to make computers use natural language, form abstractions and concepts,

solve problems that only humans can do, and improve themselves. This brainstorming session, which lasted for two months, initiated the creation of scientific laboratories for AI development in different countries [12].

AI affects all areas of the economy, helps reduce costs, saves time and labor resources, and also speeds up and optimizes decision-making through the provision of adequate information. However, the use of AI also raises a number of issues. First of all, it is a global problem of inequality, as emphasized by United Nations Secretary-General António Guterres : “Without adequate guardrails, AI could further exacerbate inequalities and digital divides and disproportionately affect the most vulnerable” [1].

Scientists studying the social problems of the spread of AI name the following manifestations: a decrease in the number of jobs; discrimination against human rights in employment, lending, and state aid – if you fully trust automated algorithms when making a decision [19].

The problem of legal regulation of AI is also relevant. In particular, researcher Oksana Stepanenko concludes that automated generation of intellectual property creates new opportunities for scaling business, reducing development costs, increasing the speed of innovation, but at the same time, legal uncertainty in the regulation of such objects complicates their commercialization [17, pp. 141-142]. In our opinion, when regulating the economic and legal framework, it is necessary to take into account that AI services imitate content based on other primary data on which they were trained. Some companies use precautionary tools to avoid legal conflicts For example, Meta, when developing its Meta AI assistant product, negotiates with actors and other famous people to include their voices in its digital product [6].

Despite the constant and intensive development of AI, the issue of trust in AI still remains open. According to the Kantar Ukraine survey, 25.4% of respondents do not trust text written by ChatGPT or another AI-based program; 34.1% said they do. Answering the question about the ability to recognize text written by ChatGPT or another AI-based program (rather than a human), only 19.6% of respondents said they could recognize such text, and 42.2% said they could not [2, p. 8].

The ethical problem of using AI is becoming more acute. There are precedents of creating fake materials, publications, video illustrations, etc. with the help of AI, in order to form a deliberately false opinion of the audience and society [19, p. 258].

The problem of hallucinations is also relevant for AI. Scientists distinguish the following types of AI hallucinations [10; 11; 18]:

- factual hallucinations – incorrect facts or incorrect references to sources (e.g., fake quotes);
- contextual hallucinations – answers that are not related to the user's query;
- logical hallucinations – nonsensical reasoning or those with internal contradictions;
- creative hallucinations – deliberate inventions when solving creative tasks.

Researcher Joshi S. identifies the main factors that influence hallucinations: data quality issues, model complexity, lack of justification, and limitations inherent in the generative process. The researcher notes that in the context of the increasingly active integration of AI into the decision-making process, the consequences of hallucinations, such as misinformation, undermining trust, and loss of productivity, are dangerous [10].

It is also worth mentioning the threat of leakage of personal data of AI users, internal company data, and trade secrets.

Dmytro Zhukovskyi emphasizes that in the context of the exponential growth of the number of AI tools, it is difficult to choose the optimal solution for a particular field of activity. The scientist warns that the wrong choice of model can lead to inefficient use of business resources. The lack of a model selection methodology leads to the need for additional research, testing, and adaptation of AI solutions to the specific needs of enterprises and economic sectors [22, p. 165].

Aim. Taking into account that one of the most popular areas of AI use is the automation of content generation, which is the basis of media operations, the research aims to test AI services for working with text, illustration, audio, and video material, identify the most advanced services, determine the types of AI service construction/development, the problems of their use, and ways to overcome the

problems, which will create a basis for choosing the most effective services for business and minimize the risks of using AI.

Main results of the study. Users interact with AI services in the following stages:

1. The emergence of the need to use AI.
2. Determination of user goals and objectives.
3. Search for AI services.
4. User registration.
5. Familiarization with the functionality and instructions for using AI.
6. Writing a prompt (can be done in stages, with clarifying questions formulated by AI, with the ability to select options and test certain parameters of the future product; with the ability for the user to upload files to be processed by AI).
7. Familiarization with the product (result) generated by AI.
8. Editing the product created by AI, clarifying the request.
9. Exporting the file/content generated by AI.
10. Deciding on the further use of AI, subscribing, testing alternative AI.

Guided by these stages, in order to test the most relevant AI services for use in the media, we have formed a sample of the services included in the ranking of the best AI services [8; 9; 13; 14; 21], which have a high rating indicated on the AI's website and/or in the Chat GPT library [7]. All tested AI services as of July 2025 are available on a free plan, and most of them also offer several tariff plan options.

At the stage of user registration, two basic models were identified: a simplified registration procedure (via email or Google account or social networks) or registration with an input questionnaire for better personalization, and thus more efficient use of AI, as well as a better understanding of the user's portrait and identification of the main communication channels through which users learned about AI. A number of services warn that they have access to more personal information than the email address, name, and image from the user's account, which raises the issue of information security.

The next stage of interaction with AI is familiarization with the instructions and functionality of the AI. The proper level of information support for users is an important factor in building loyalty, and AI services show a significant difference in this area. We have identified the following groups of AI services according to the level of information support for users:

- services that seek to simplify interaction as much as possible and do not overload the resource with detailed instructions. This is justified in the case of limited functionality/available options;
- more customer-oriented services that place key information on the main page about the variety of functionality, and for each of them define the class of tasks that can be solved and indicate the target group of consumers;
- services that implement an integrated approach: they develop professional text, video, audio, or multimedia instructional content for each class of tasks/type of content. A convenient format is a video tutorial/series of video tutorials that can be posted directly on the platform or as a hyperlink to a video on this AI's YouTube channel. It is worth emphasizing that the availability of a tutorial can be critical, especially if the interface is not intuitive and there is a wide range of content generation functionality available.

The most important stage of interaction with AI is writing a prompt. A high-quality prompt is a prerequisite for obtaining a high-quality product/content. A number of AI services are professionally suited to helping users write prompts, offering prompt templates and dividing prompts into several components. Common prompt components include: the essence of the task itself; uploading files/URLs of input information; defining the target audience. Prompt writing tips are valuable not only for new users of AI resources, they allow for fuller use of AI capabilities and are improved and supplemented as AI develops.

Next, we tested AI for generating various types of content. For working with text, we chose: Chat GPT-4o <https://openai.com/index/hello-gpt-4o/>, Claude <https://claude.ai/new>, Anyword <https://www.anyword.com/>. The AI was tasked with creating a travel-themed story. To write the prompt, we used the STAFE template:

Subject (role of AI), Essence of the task, Address/Purpose, Format, Expertise [16], since not all AI services provide an adequate level of guidance, and the specified template allows for a more complete and high-quality formulation of the task.

Chat GPT-4o created the initial version of the story with 220 words, AI Claude with 650 words, and AI Anyword has an upper limit for text generation of 2,500 words (free plan). Each of the stories mentions landmarks in Rome, but Claude AI's work is of higher quality because: the generated story is more dynamic and interesting, the story has a title, is divided into sections, each of which also has a title, and a relevant annotation has been generated for the story, highlighting its key advantages.

It is also worth noting a number of advantages of Anyword AI, most of which are related to marketing support for users:

- at the registration stage, a short survey is conducted to more accurately form a consumer portrait;
- a comprehensive solution is offered to the user: not only to create and improve texts, but also to integrate user/company marketing channels to analyze the effectiveness of publications on different platforms, improve SMM, and train their own models using Anyword;
- AI offers the user video instructions and step-by-step interaction, including determining the tone of voice, selecting the target audience, assigning a publication (blog, newsletter, case study), and choosing a social network to post/content;
- alternative headline options for the text are generated, and a percentage effectiveness score is indicated for each of them;
- AI recommends the structure of the content, adding facts and hyperlinks it finds.

We can conclude that Anyword AI is a highly effective assistant that teaches and interacts. The generated story is different in style than the one proposed by Claude AI, it does not contain elements of science fiction and mysticism, but it is also interesting and entertaining, which indicates that the task was performed well.

The next group of AI services we tested for text processing is translators: Bing (translator from Microsoft) <https://www.bing.com/translator>, DeepL <https://www.deepl.com/uk/translator>, Monica <https://monica.im/>, and DeepSeek <https://www.deepseek.com/>.

All of the services we looked at give you a professional translation. But DeepL AI is easier to work with for a bunch of reasons:

- more characters to translate in one go: 1,500 characters;
- you can pick translation options, replace words, phrases, and sentences on your own;
- text editing: DeepL automatically makes corrections in accordance with the rules for the use of upper and lower case letters, etc.

Generated text content can be presented in various forms, one of the most common being presentations. The demand for AI services that generate presentations is explained by the fact that they simultaneously solve the problem of content generation/selection and its graphic interpretation, and also allow you to obtain a presentation based on a text file uploaded by the user, without violating copyright. To create a presentation, we tested the following AI services: Smallppt <https://smallppt.com/aiPowerPoint>, Slidesgo <https://slidesgo.com/ai-presentations>, and Gamma <https://gamma.app/>.

AI Gamma allows you to create a presentation based on notes, existing content (including specific hyperlinks), or create one based on a prompt without downloading the base document. The free version allows you to create presentations of up to 9 slides, choose a design, and edit slides. Having monitored this resource over several years, we can highlight a number of improvements: significant increases in the quality of presentations created; expansion of alternative sources of input information; expansion of functionality: the service not only generates presentations, but also creates webpages, documents, and content for social networks; the ability to select the language of the generated content, which may differ from the language of the input content; the ability to select the percentage of text content in slides; expansion of file export formats: currently, export to PDF,

PowerPoint, Google Slides, PNGs, and the ability to post directly to LinkedIn are offered.

Smallppt AI offers a wide range of features: presentation creation, text creation, summarization, PDF file creation, mind maps, and more. Working with Smallppt is intuitive and easy. It offers a preview of the presentation before downloading, which is important for users of the free version, given the limitations on the number of presentations that can be generated. It is possible to edit presentations: add audio, video, images, etc. Various slide options are available free of charge: up to 10, 11-20, but with a limited selection of designs – 9 options. However, a significant limitation of the free version of Smallppt is that the generated presentation cannot be downloaded. Overall, using the text file we uploaded as the source, Smallppt's AI generated a fairly informative presentation that contains a balanced amount of illustrative material: photos, icons; has a high-quality and diverse design in the form of diagrams, grouping, text layout, and combination with illustrative material; summarizes text, structures it, and independently formulates headings not only for slides but also for each group of information.

To create the presentation, we used another service – Slidesgo AI. Like Smallppt, it is multifunctional, offering lesson plan generation, quizzes, etc., and also has an editing option. The advantages of Slidesgo compared to Smallppt are as follows: the free version offers the option to export the generated file; the presentation contains a table of contents slide and a final slide with contact information that you need to fill in yourself. However, in terms of design, information systematization, and informativeness, Slidesgo AI is inferior to Smallppt AI, as it offers a small presentation size (10 slides), a relatively simple design without diagrams, and information within the slide is not grouped.

Thus, AI services for creating presentations are actively developing in the direction of creating a value chain for consumers: expanding the variety of products that AI can generate; integrating with social networks for direct posting of generated content; offering comprehensive solutions (e.g., creating presentations, lesson plans, quizzes).

Another relevant area of AI development is image generation. We included the following AI services in our test sample: Microsoft Copilot, Leonardo.ai <https://leonardo.ai/>, and Recraft <https://www.recraft.ai/>.

Microsoft Copilot is a multimodal AI that provides a high level of information support for users and offers professional prompt engineering. In order to perform tasks more efficiently, the AI asks a series of clarifying questions to write the prompt step by step and offers answer options. Microsoft Copilot generates illustrations based on a text description or a downloaded visual prototype. However, media and copyright lawyer Olena Spesivtseva recommends not creating images based on prototypes of other artists' works and not mentioning the names of other artists in the prompt to avoid copyright infringement [5]. We uploaded the text of an adventure story about traveling through Rome, also generated by AI. As a result, Microsoft Copilot created relevant illustrations (fig. 1) that correspond to the content of the work. They can be edited using a prompt, and the resource itself generated a text description for each illustration. This is a convenient AI option, as it simultaneously teaches the user to create prompts. A significant competitive advantage of the Microsoft Copilot AI resource is that there is no limit to the amount of content generated.



Fig. 1. Images for the cover of the story “Lost in Time. Journey to Rome” generated by Microsoft Copilot AI

To create images, we used another AI service – Leonardo.ai, which specializes in working with illustrative material. According to the information posted on the AI's website, as of July 2025, it has generated over 1 billion images and artworks, and has over 1.2 million artists as users. Leonardo.ai provides high-quality informational support: users are offered instructions on how to use the resource to create images/videos, etc.; presets are available to achieve better results (image dimension, style, and others). However, there is a character limit for entering prompts in the free version. It is better to write prompts in English. The generated images (fig. 2) are not as realistic as those proposed by Microsoft Copilot (see fig. 1), they are publicly available, and privacy settings are available in the paid version. It is possible to edit images (using prompts) and create videos based on images. Both Microsoft Copilot and Leonardo offer the ability to download images in their free versions. In the original version, the image generated by Leonardo.ai does not have a story title. Considering the above arguments, we can conclude that Microsoft Copilot's AI is more effective and of higher quality.



**Fig. 2. Images for the cover of the story “Lost in Time. Journey to Rome”
generated by Leonardo.ai**

We tested another AI service – Recraft. When registering, the user must fill out a questionnaire, including questions about the source of information about the resource and the types of images for which the resource is intended to be used. The generated images (fig. 3) are relevant to the task at hand. The advantage of Recraft is that it automatically creates several images in different styles. It is one of the few resources that, after completing the task, asks the user to evaluate their experience

of using the resource and to justify their assessment. However, it should be noted that Microsoft Copilot is more intuitive and easier to interact with.



Fig. 3. Images for the cover of the story “Lost in Time. Journey to Rome” generated by Recraft AI

As research has shown, AI can make a significant contribution to the implementation of the concept of sustainable development by saving costs on various tasks and creating different forms of content. Thanks to the development of AI, the media are paying more and more attention to creating audio content that is posted on media websites alongside the main publication, thus ensuring inclusiveness. In general, the increase in demand for audio content is a modern trend in the book market. According to statista.com [3], the global book market in 2025 is estimated at \$94.94 billion in revenue, namely: the paper book market – \$70.17 billion (73.9%), e-books – \$14.92 billion (15.7%), audiobooks – \$9.84 billion (10.4%), with the audiobook market experiencing the fastest growth – 24.2% in 2025 compared to 2024.

To create audio content, we tested the following AI services: ElevenLabs <https://elevenlabs.io/>, Murf <https://murf.ai/studio>, and Monica <https://monica.im/>.

Elevenlabs service asks for a lot of personalized information during registration and, as is becoming increasingly common for AI services, asks users to specify where they found out about AI. The resource not only allows users to select a voice, but also gives them the option to write a prompt for voice generation.

Analyzing our experience with Elevenlabs AI, we can conclude that the generated audio sounds realistic, with correctly placed intonations. The developers of the resource strive to improve customer focus by placing a feedback icon on the website. However, it would be advisable to make it more prominent or turn it into a pop-up window.

The next AI we tested for audio creation, Murf, has the following advantages: an emphasis option, where the user chooses which words in each sentence to emphasize; adding pauses; changing speech speed; adding other users to create joint projects, generate voices, etc. However, the free version does not allow exporting generated content.

Another resource we used to generate audio was Monica AI. We requested the creation of audio in the form of a podcast. AI Monica generates high-quality content: the podcast features realistic dialogue and changing intonations, which emotionally engages listeners; it is possible to share and download the podcast; in addition to the podcast, AI also generates its script, which can be exported as a PDF file. However, the number of languages in which the podcast is generated is currently limited, and Ukrainian is not available.

Based on the results of our analysis of the development of AI services for generating audio content, we can conclude that they are among the most advanced and are now capable of generating human voices that sound natural and realistic.

Modern AI services are actively developing in the field of video generation. We tested the following AI services for video creation: Runway <https://runwayml.com/>, Artflow <https://app.artflow.ai/character-builder>, and Synthesia <https://www.synthesia.io/>. As a task, we chose to create a promotional video for applicants to higher education institutions.

AI Runway provides valuable advisory support to users. Of particular note are the following items posted on the website: a video presentation of AI featuring the co-founder, CEO, and Head of Runway Studios (also available at <https://www.youtube.com/watch?v=uRkfkYFOxc>); the best examples of generated videos, including the winners of the AI Film Festival

(<https://watch.runwayml.com/>), which contributes to the formation of a high level of user trust. Overall, the AI Runway website is a full-fledged corporate website that contains a range of categories of relevant information: news, products, user experiences, job vacancies, etc., and gives the impression of a progressive and effective company. It is also worth noting the transparency of the resource's policy: when registering a user, the company warns that upload content with faces or voices to the Services may be used by the company itself or its third-party suppliers to provide certain functions, such as Act-One and Custom Voice. For informational support in writing prompts, the resource offers to familiarize yourself with a sample generated image and agree on whether it is appropriate to create a video in this style.

However, even at the image creation stage, we can see AI hallucinations, in particular, text errors (Fig. 4). In addition, in the free version, a video without sound was generated, and the option to add subtitles is also unavailable. Therefore, we can conclude that it is impossible to fully complete the task we set in the free version of Runway AI.

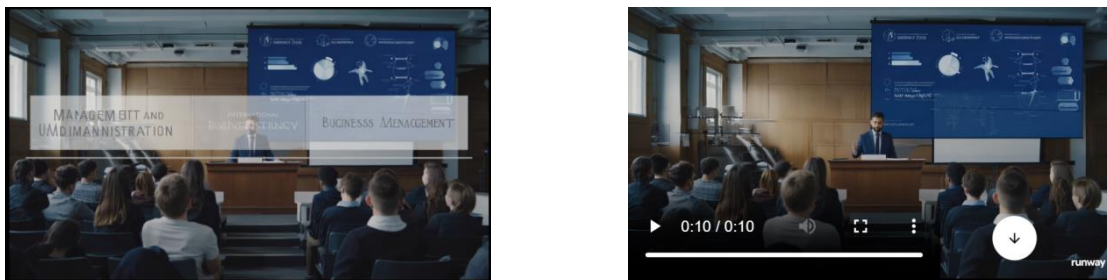


Fig. 4. Image and video screenshot generated by Runway AI

User registration in the next AI we tested, Artflow, has more requirements: the resource informs users about the use of cookies and warns them that it will access more personal data than just their email address. The AI Artflow we studied also offers the option “You. Reimagined” — creating a new image of yourself based on personal photos provided to the AI. But this increases the level of cyber security risk.

Creating a prompt in Artflow AI is divided into the following stages: selecting a scene, character, voice, video effects, and text to be voiced (it is advisable to prepare specific text in advance; only 1,000 characters are available in the free

version, but this is not enough for the relevant performance of our task). It is worth emphasizing the convenience of the option to listen to the user-specified text performed by the selected voice before the video is generated. The user must formulate the title themselves. A screenshot of a frame from the video is shown in Fig. 5.

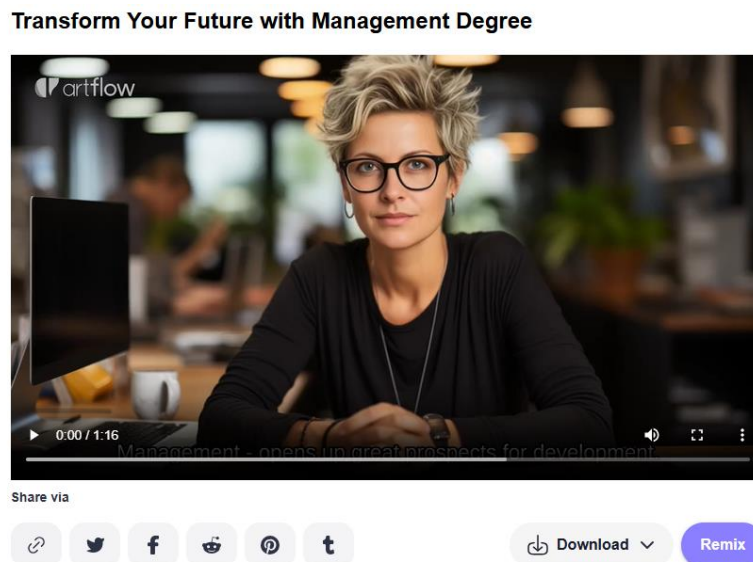


Fig. 5. Screenshot of a video generated by Artflow AI

The video is available at: <https://app.artflow.ai/gallery/story/video/8e5ae2eca88e405a8e57c7ea50279bca>.

The voice in the video sounds realistic, but it is easy to identify that the video is generated by AI.

The next AI tested, Synthesia, is more customer-oriented. Its advantages include: assistance in writing a prompt – it is divided into several components (goal, task, content, and structure), and an example of how to fill each one is provided; the ability to edit videos, change avatars, voices, backgrounds, and add music. A text translation feature is available for a fee. A screenshot of the title frame of a video generated by Synthesia AI is shown in Fig. 6.

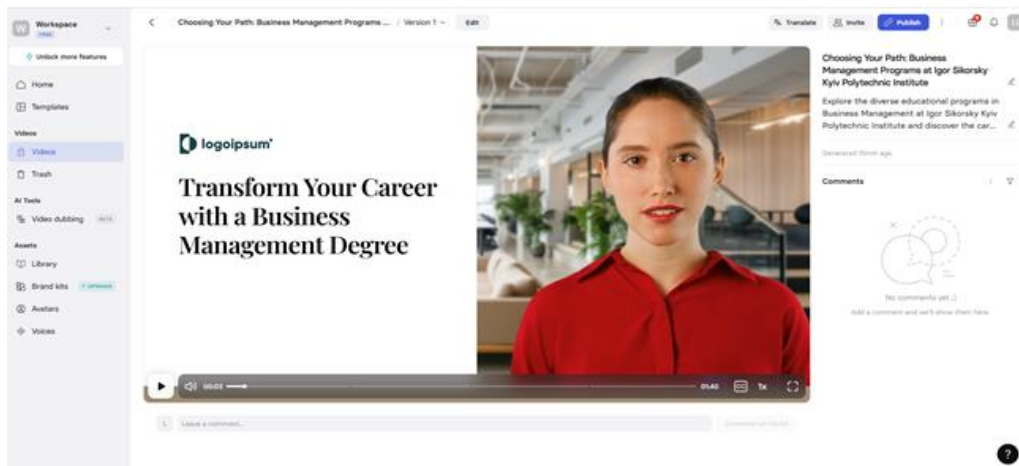


Fig. 6. Screenshot of the title frame of a video generated by Synthesia AI

The full video content is available at: <https://drive.google.com/file/d/1Fadm7ZzoyeGKlhGdMApzgUzteVrQ7doI/view?usp=sharing>. As shown by the analysis of the promotional video created by Synthesia artificial intelligence, it correctly formulated the main idea that needs to be conveyed to the target audience, reflecting it on the title slide, namely: “Transform your Career with a Business Management degree”. The generated video is interesting and dynamic, but imperfect in content and unbalanced. The promotional video does not follow a consistent structure for each of the three educational programs, and does not use the logos of the educational programs, which would be important for branding. Several sentences are voiced in a lower tone than the main part of the content. Although the service claims that the video is 3 minutes long, the actual duration is less than 2 minutes. Only one video can be created for free using this resource, but when using AI on a free basis, the function of downloading the generated file is not available. Therefore, we used the SaveFrom resource (<https://uk.savefrom.net/102XI/sf>) to complete this task.

Based on our analysis of AI services, we identified the following types of their construction and development (Table 1).

Table 1

Types of AI services by structure/development

Type of AI construction/	Essence	Example
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development		
Horizontal	It involves the addition of options/functions related to the main technological one, which allows you to expand the range of content, but within the same class	<p>Creating text in different styles: conversational, scientific, journalistic, artistic, etc.</p> <p>Expanding the range of audio content: in addition to generating classic audio recordings, it is now possible to create podcasts, audiobooks, audio guides, film dubbing, and more.</p> <p>Transcribing audio and video into text. For example, Turboscribe https://surl.li/xpsxny</p>
Vertical	Refers to the addition of technological operations that precede or follow the current one, thus ensuring the integrity of the production cycle	<p>For AI voice generators, this includes cloning/creating voices and editing recordings (removing noise, correcting speech defects).</p> <p>For example, Coqui TTS</p>
Multimodal [4]	Creating several types of information products: text, audio, images, video, computer programs, etc.	<p>Creating text and images, etc.</p> <p>For example, ChatGPT, Google AI Studio</p>
Conglomerate	The resource not only provides AI services, but also transforms into a multifunctional digital environment that performs a range of functions: informational, communicational, social, educational, and marketing	<p>The Midjourney service https://www.midjourney.com/explore?tab=top provides access to both images and prompts written by users, creating a learning base for consumers.</p> <p>Artflow.ai https://app.artflow.ai/character-builder users have access to an online platform for communication and community building</p>
Mixed	Combines several types of construction/development	<p>Horizontal and vertical construction/development, which is quite typical for AI services.</p> <p>For example, Epidemic Sound https://www.epidemicsound.com/voices/use-your-voice/, and Singify https://singify.fineshare.com/?utm_source=www.yeschat.ai</p>

Source: developed by the author using [4]

Each of the areas of AI development is relevant if the business model is based on: a deep understanding of consumer needs and their dynamics; high-quality results; competent development and promotion of competitive advantages; and a focus on continuous progress. Ultimately, this determines the popularity of AI and its commercial success.

In general, the development of AI should take place in the context of the concept of digitalization, which should perform a range of functions: improving the efficiency of resource use; communication; analysis; control and regulation [15].

Conclusions. AI services are developing and improving rapidly, confirming high market demand and growth potential. However, the use of AI is associated with a number of problems that require a series of measures to overcome them:

- the problem of inequality should be addressed primarily by intensifying digitalization, increasing access to knowledge, conducting webinars that teach how to use specific AI services, developing AI with user training functions, and increasing the number of AI services with free plans;

- social problems should be addressed by acquiring AI skills to adapt to new market demands, as well as by improving AI services themselves and strengthening control functions for an effective human+AI tandem;

- legal issues require a balanced policy on labeling content created using AI, developing appropriate AI usage policies at the business entity level, and ensuring an adequate level of protection for personal data and copyrights;

- ethical issues and trust in AI require improved legal regulation, the acquisition of skills in working with AI, and the dissemination of relevant educational materials and resources in the field of media literacy, including the recognition of fake news;

- the problem of AI hallucinations also requires a comprehensive solution and is the responsibility of developers as well as AI users, who must develop critical thinking and professional skills, verify information generated by AI, and apply relevant prompt writing templates, such as STAFE, which request the indication of information sources.

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