

Третьим по перспективности направлением использования нейронных сетей является управление сетями и ИТ-операциями (прогнозируемый объем годового дохода в 2025 – около 4 млрд долларов). Большую часть спроса в этой отрасли формирует сектор телекоммуникаций [3].

На данный момент нейронные сети активно применяются крупнейшими транснациональными компаниями. Google активно применяет нейронные сети во многих своих сервисах: YouTube, поисковая система, фильтрация почты, Google Translate и многие другие. LinkedIn применяет нейронные сети при анализе записей, которые распространяются через данную платформу. Система автопилота Tesla также основана на нейронных сетях, распознающих и анализирующих объекты возле автомобиля. Facebook для таргетированной рекламы использует алгоритм анализа текста DeepText, основанный на работе нейронных сетей.

Таким образом, нейронные сети позволяют бизнесу увеличить свою конкурентоспособность за счет улучшения качества продуктов и услуг, автоматизации бизнес-процессов, возможности точного прогнозирования, эффективной работы с большими объемами данных. Потребители, в свою очередь, все чаще выбирают сервисы на базе искусственного интеллекта, так как такие сервисы способны существенно быстрее обрабатывать их запросы. На основании вышеперечисленного можно сделать вывод о том, что мировой рынок нейронных сетей продолжит стремительно развиваться.

Литература

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World natural gas market: current state and development trends

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In recent decades, the global natural gas market has become one of the most important global energy markets. Taking into account the rapidly growing global demand for natural gas, in many countries the gas industry is becoming a strategic one, it means that it has the decisive influence on the development of national

economies. In the future, due to the growing consumption of natural gas, experts say, the importance of the world natural gas market will exceed the importance of the world oil market.

The world's natural gas reserves are extremely unevenly distributed around the world. Russia is the leader in proven natural gas reserves accounting for 19% of the world's proved natural gas reserves, followed by Iran (16%) and Qatar (12%). However, in terms of natural gas production, the USA is in the lead accounting for 23% of the world's natural gas production, followed by Russia (17%) and Iran (6%). However, of course, not all of the produced gas is exported, because many of these countries have a large domestic market [1].

When it comes to export, there are 5 major players on the world natural gas market: Russia (19,9%), Qatar (10,0%), USA (9,6%), Norway (9,0%) and Australia (8,1%). Russia and Norway supply mainly by pipeline transport, Qatar, USA and Australia supply chiefly liquefied natural gas (LNG) [1].

The main importers of natural gas are Europe and the Asia-Pacific region. They account for over 75% of the world's natural gas imports. It is for these markets that the main struggle unfolds between the main players on the world market. Australia and Qatar are the main suppliers of natural gas to the Asia-Pacific, occupying 26% and 18% of the market respectively. In general, the Asia-Pacific is supplied by 83% with LNG, since Australia and Qatar supply only LNG to this region. Russia and USA occupy small shares in the Asia-Pacific market, while Norway is not represented on the market. Russia and Norway are the main suppliers of natural gas to Europe occupying 35% and 19% of the market respectively. 80% of the European region is supplied with gas by pipeline transport, since Russia and Norway transport supplies mainly by pipeline transport. Qatar and USA have small market shares, while Australia is not represented on the market at all [1].

At the same time, the USA was unable to gain a significant share in any of the largest regional markets in the world. Thus, it is making every effort to stop the construction of Nord Stream 2, as this will significantly strengthen Russia's position both in the German market and in Europe as a whole, while not allowing the US to increase its share in this market. Another important point is that Qatar does not occupy a leading position in the European market, although it is geographically located no further from Europe than from the Asia-Pacific region, which is Qatar's main buyer currently. It is explained by the fact that Qatar supplies LNG, which cannot fully compete with Russian and Norwegian pipeline gas. Consequently, in the 2000s, Qatar took actions to build a pipeline through the Arabian Peninsula, the Middle East and Turkey to Europe in order to compete on price on the European market. However, the Syrian government did not agree to the laying of a pipeline through its territory, defending the economic interests of its strategic ally – Russia. Therefore, experts argue that it was gas that served as the main reason for the ongoing armed conflict in Syria.

What concerns the development trends, it can be of interest that the coronavirus pandemic hasn't had a devastating impact on the global natural gas market: global demand has fallen by only 2,4%, global supply – by 2,7%. Already in the autumn of 2020, the gas market began to recover from the crisis and the global demand for natural gas is expected to exceed its pre-crisis level in 2021. This resistance to the crisis is explained by the fact that the main areas of natural gas application – industry and heating – have not been fully affected by quarantine and other epidemiological measures taken during the pandemic [2].

One of the trends of the market is the rapid increase in the global demand for natural gas, which is due to environmental trends. Gas is the most environmentally friendly type of fossil fuels. In developed countries, first of all in Europe, governments refuse from nuclear energy and, to a lesser extent, from oil in favour of natural gas. In developing countries, primarily in the Asia-Pacific region, countries are refusing to use coal in favour of gas [3].

Another trend is that the share of the LNG submarket will grow rapidly due to its mobility. In the conditions of current economic and political uncertainty, countries prefer to buy more expensive LNG in order to avoid raw material binding from the supplier. The Asia-Pacific will primarily contribute to the increase in the share of LNG [3].

To sum up, there are 5 major players in the global natural gas market: Russia, Qatar, USA, Norway and Australia. The main importers of natural gas are the Asia-Pacific region and Europe. The global natural gas market is growing: natural gas consumption will increase under the influence of green trends. The coronavirus pandemic has not had a devastating effect on the global natural gas market. The Asia-Pacific region will become the driver of global demand for natural gas, and LNG will become the main form of international gas trade.

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Влияние пандемии на рынок труда ЕС

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В ноябре 2019 г. был зарегистрирован первый случай нового коронавируса. Никто тогда не мог прогнозировать масштабы влияния пандемии на сфе-