

improvement of its efficiency.

It should be borne in mind that factors shaping the competitiveness of enterprises are not isolated, but systematically, and both are factors of increasing the efficiency of export activities and it is necessary to consider when leaving on a foreign market.

The competitiveness of enterprises may be compared with the market share. The firm, which occupies more large share of the market is more competitive than firm that occupies a smaller market share. According expansion of exports and conquest of new markets leads to increased competitiveness.

The market effect of exports as the direction of evaluating the effectiveness of export activity includes the following local indicators: rate of share growth on foreign market; the growth rate of the share of exports in total production; growth rate in sales of enterprise; the share of products whose quality meets or exceeds the best foreign analogues in total production.

To increase its market share companies should: to increase production, given all constraints on resources and explore the market on the attractiveness of products produced by the company. In this case, to make substantiated management decisions it is necessary to use the mathematical methods of optimization.

**Tikhonenko M.  
Pilova K., research supervisor  
Ivanchenko I., language adviser  
National Mining University**

## **UKRAINIAN ADVERTISING MARKET**

*Key words: advertising market, Ukrainian media market.*

At the core of modern market economy of any state is the competition; it encourages entrepreneurs to act more effectively within the market. Advertising is one of the main means to promote goods and services into the market, informing consumers about new products. It is one of the ways of leading a competitive struggle, which contributes to the formation of the common economic space.

The advertising market in economics is the place where supply and demand for advertising coincide, the place where their costs come into services. It is a part of the economic system and it provides the public demand for advertising services. The advertising market is an independent sector of the economy that includes a broad set of economic, legal, social and other relations that emerge and develop between the major market entities, namely advertisers, advertising agents, distributors and advertising consumers. There is a close economic relationship between subjects. It is the basis of the advertising process and the functioning of the market as a whole.

In the advertising market there are such things as supply and demand for advertising services, costs and profits, market conditions, price and its formation, competition, etc. Due to the development of both society and subjects relations, the functions of the advertising market are constantly changing.

The advertising market consists of several submarkets: television advertising, radio advertising, press ads, online advertising, outdoor advertising, transit advertising.

Each submarket, in its turn, has its own volume, level of supply and demand, its pricing principles, a specific provision of advertising services and other characteristics.

Let us consider the amount and structure of the Ukrainian and other countries media markets in percentage and compare the market volume of 2015 with that one of 2007 year (table 1).

Table 1

The volume and structure of the media market in different countries in 2015

Segment	Ukraine	Poland	Russia	Germany
Internet, %	24	22	26	24
TV, %	44	53	48	23
Press, %	19	9	7	43
External, %	10	7	12	5
Radio, %	3	7	5	4
Movies, %	<1	2	2	1
Altogether, inbill.dollars	0,7	2,1	10	25,3
Market volume comparing to 2007 year, in %	-33	-7	-15	-2

While analyzing the table, it becomes clear that the Ukrainian media market is not actually profitable, its income drops sharply. Now the Ukrainian advertising market is 3 times less than Polish (in 2013 it was only 20% less), 15 times smaller than the Russian, and 37 times smaller than the German (in 2013 it was 17 times less). The volume of the advertising market dropped by 33% since 2007, compared with highly developed Germany, where the market volume fell only by 2% during 8 years, the Ukrainian indicator is critical and it shows the fragility of the situation in Ukraine.

The solution to this problem lies in the sphere of Ukrainian politics. Until monopoly and oligarchy are the only form of governing the country, television is not a business but a shield for the owners. And one of the most powerful incentives for advertising growth can only be economic growth and purchasing power.

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