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EVALUATION OF TELECOMMUNICATION SERVICES MARKET IN UKRAINE AND THE MAIN DIRECTIONS FOR ITS FURTHER DEVELOPMENT

In the modern telecommunications market where the demand has reached certain saturation, the main attention of communication operators is aimed at increasing the range of services and improving their quality.

The main objectives of monitoring the quality of telecommunication services are:

- support of the competitiveness on the telecommunications market;
- determine the need for expansion and modernization of networks to support controlled values of quality telecommunications services for the growing volume of traffic crossing;
- attracting new customers and existing customers through saving publishing the results of measuring levels of quality telecommunication services that supported by the network connection.

The main segments of the telecommunications services market to remain mobile, fixed and computer communication whose common share in total revenues from telecommunication services was 94.4%.

It should be noted that the level of density for fixed communication in different regions of Ukraine is uneven. Regions with the lowest penetration of fixed telephony services are: Rivne, Ivano-Frankivsk, Transcarpathian, Luhansk and Donetsk region. Regions with the highest level are Chernihiv, Kharkiv, Dnipropetrovsk, Odessa and Zaporizhia region and Kyiv.

Further implementation of promising radio technologies in Ukraine requires additional the radio frequency spectrum, which is now practically exhausted in a market attractive frequency bands.

Main role in the development of the subscriber base broadband access to the internet (broadband access) continues to play the segment of private users. The rate penetration of broadband access into households of Ukraine at the end of June 2013 increased to almost 37.5% (according to the State Statistics Service of Ukraine at the end of 2013 there were 16.9 million households).

Insufficient penetration of fixed broadband access is associated, primarily, with the vast territory of the country, different levels of demand in rural and urban areas. During 2013 the trend did not change concerning increase of the number of operators, providers that provide services of broadband access. Despite the tendency to decrease paces broadband access market in Ukraine is still far from saturation: positive dynamics of income growth indicates about strong demand, both from commercial structures and from the population.

The main problems of development of the broadband access market include: insufficient level of the telecommunications infrastructure development in rural and depressed regions of Ukraine, the delay with the competition on frequencies of mobile communication for networks 3G, availability of organizational barriers and large financial costs in the construction of infrastructure access to the Internet and others.

The analysis revealed that among the priority tasks of the state of the industry development we can identify the following:

- providing conditions for accelerating the development of telecommunication networks and increasing the volume and the list of telecommunications services that are provided to the general population;
- ensuring the development of broadband networks of data transmission;
- ensuring efficient use of radio frequency resource;

- to continue the process of liberalization of the telecommunications market, simplify the process to exit and activities in the telecommunications market through a gradual transition from licensing activities to register;

- ensuring competition, investment attractiveness in the case of competitive allocation of scarce resources, improve mechanisms for regulation of the telecommunications market, etc.

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