



Figure 3. Dynamic of mobile advertisement market in the world

Conclusion. During the last years there was observed an instantaneous development of Bluetooth marketing in the world's countries. This tendency is explained by the facts that this communication method is the cheapest, has personal and bilateral character and many other advantages. For Ukraine this type of mobile marketing is new but very promising. Taking into account experts analysis and our researches in 3 years its share among standard mobile advertizing methods will increase more than 2 times and involve more total costs. So, we can assert that in few years Bluetooth marketing will occupy its niche in mobile marketing of Ukraine.

REFERENCES

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