

## ECONOMICS

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### **Russian telecommunication companies. Analysis of the newest tendencies of development**

This article is devoted to the analysis of Russian telecommunication companies activity from the point of view of competitive and development strategic directions. The structure of telecommunications branch in Russia is described, the factors interfering branch to reach the maximum indicators are revealed. Practical novelty of work is that authors allocated and analyzed key features in development of the enterprises of branch which are of today's priority both for them, and for branch as a whole.

Key words: branch of telecommunications, market structure, remote channels of sales, paid television, digital inequality.

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