

produce, and they want to exclude it from the agreement. On the other hand, agriculture is a strategic field for Ukraine. There were several rounds of negotiations, and by the end of 2018 the FTA is to be signed, which will accelerate investment processes and increase cooperation between Ukraine and Turkey [3: 10].

**Conclusion.** Today Ukrainian-Turkish trade and economic relations are significantly intensifying, because of the steady growth of trade turnover and Turkish investment. Strategic partnership between the two countries is based on close economic relations and a common vision of the future prospects for regional development. The signing of the Free Trade Agreement will give Ukraine free access to the Turkish market. Thus, Turkey acts as a long-term partner for Ukraine's economic development.

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## THE STRATEGY AND ITS ELEMENTS OF WARGAMING.NET TNC

**Introduction.** Nowadays, transnational corporations are the most important element of the development of the world economy and international economic relations. In order to be a market leader, TNCs need a clear action plan. The strategy of TNCs can have a significant impact on its further development, and grow from a small business to a TNC of a global scale. The issue of the right choice of the strategy is important in today's market economy which makes this paper topical.

**Review of recent publications.** A significant contribution to the research of the market of computer games has been made by various Internet magazines, for example, the Russian *Igromania* and the Ukrainian *Hi-tech*. Moreover, A. Volkov wrote about the TNC strategies in his book “TNC development strategies”.

**Objectives of the paper.** The purpose of this paper is to study the development strategy of Wargaming.net TNC.

**Results of research.** TNC Wargaming.net is a privately owned company, the developer of free-to-play MMO-genre computer games and other gaming services for different platforms. The Head office is located in Nicosia, the Republic of Cyprus, development centers – in Minsk (main), Kyiv, St. Petersburg [2]. The company could not become a market leader for a long time, but could only be satisfied with temporary “moments of fame”, but it was a gorgeous idea and a good strategy that made its owners dollar billionaires, and the company famous all over the world [1].

The company began with the takeover of Victor Kyslyi in 1995 by the development of computer games. In 1998, Victor and other enthusiastic developers founded Wargaming.net, which began to develop its first commercial project – the DBA Online game, which was released in 2000 [2].

In 2001, the company developed AdRevolver, an intellectual system for optimizing the display of online advertising. However, in 2004 this innovation was purchased by one of the largest in the US and UK advertising networks BlueLithium. In 2007 BlueLithium was taken over by Yahoo! Internet Giant for \$ 300 million [2].

On March 3, 2008 Victor Kislyi registered an investment partnership Wargaming.net, LLP in London, which became the owner of the rights of the World of Tanks trademark [2]. On August 12, 2010, the official release of the free-to-play MMO game World of Tanks was officially released, subsequently won numerous awards and became the main project of the company [2].

In general, there are 2 business strategies for selling products to companies, which produce computer games. They can sell them through popular online digital distribution services for computer games and applications, such as Steam, or to distribute their product for free, through their own services, as Wargaming.net does [1]. I compared the income of two types of TNCs who sell their products for money and those who sell it for free, and will earn revenue through donation in domestic stores in Table 1.

Table 1

TNC Income on the Computer Games Market

*Source: created by the author based on [3]*

<b>№</b>	<b>TNC</b>	<b>Profit</b>	<b>TNC «free-to-play»</b>	<b>Profit</b>
1	Bluehole	\$771M	Riot/Tencent (LOL)	\$2.1B
2	Blizzard(Overwatch)	\$328M	Nexon/Tencent (Dungeon)	\$1.6B
3	Valve	\$341M	Nexon/Tencent (CrossFire)	\$1.4B
4	Blizzard (Destiny 2)	\$218M	Wargaming	\$471M

As we can see, the income of companies distributing their product for free, including Wargaming.net, is much higher than the income of TNCs which sell their

product for money. With less resources and opportunities, Wargaming.net always receives high income, and is at the top of the list. It implies that the chosen strategy is effective: consumers think they get the product for free but later they spend money on the benefits of the game. Nowadays, this is a very popular and dominant strategy for TNCs in the computer game market. In fact, players in “free” games spend much more money than in paid games [1].

In the course of its rapid development since 2009, the corporation has never experienced a decline. The company has always been able to adapt and react to the markets challenges. Now they are actively involved in the strategy of geographical expansion, especially in Europe, adding to the tanks of Italy, Sweden, Poland, to make users their game more interesting. Moreover, product endorsement by famous people, such as the legend of the Italian football Gianluigi Buffon adds to promotion [2].

Improve and create a new product, adapt it to new markets. At the moment, they have almost completely won the market of Eastern Europe, so the game is fully represented by the tanks of the USSR and the spirit of patriotism and the Great Victory, which is important for men from these countries. Table 1 shows popularity of Wargaming.net in Eastern Europe.

Table 2

Number of players in % using Wargaming.net TNC products

*Source: created by the author based on [2]*

№	Country	Percentage of players
1	Ukraine	29.7%
2	Russian Federation	26.6%
3	Czech Republic	19.5%
4	Hungary	15.1%
5	Poland	14.3%

**Conclusion.** On this basis, we conclude that a properly selected strategy should be transformed from medium-sized business to TNC, which will become a market leader. The free-to-play strategy has become almost a novelty in the world market and is well integrated with our mentality. And the game itself, with its gameplay qualities, has become perfect for users.

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## **RECREATIONAL RESOURCES OF OCEANIA**

**Introduction.** The use of recreational resources for economic purposes is one of the sectors with the most rapid development of the present. The recreation industry is a complete and separate type of economic activity. For many Oceania countries, revenues from the recreational sector make up the significant part of all profits, and therefore the analysis of this area is strategically important.

**Review of recent publications.** This topic is partly investigated in the writings of such scientists as P.O. Masliak [5] and I.V. Smal [2]. In general, the topic is not sufficiently studied and requires additional research from both domestic and foreign scientists. Analytical data on the recreational economy are updated annually by international organizations such as UNWTO (World Tourism Organization) and WTTC (World Travel & Tourism Council).

**Objectives of the paper.** The aim of the paper is to analyze the recreational resources of Oceania, as well as their economic benefits.

**Results of research.** Recreational resources are a combination of the nature, socio-economic factors and cultural values, which are the conditions for meeting the recreational needs of people [1]. They are natural, cultural-historical and socio-economic. The combination of these resources affects to a different extent the tourists' choice of a place for recreation [2].

Oceania is rich in outstanding recreational resources. Most of the islands are situated in equatorial, subequatorial and tropical climatic zones. This causes a warm and mild climate. Beaches are usually sandy.

Being remote from other continents, the unique flora and fauna are well preserved. The islands of Oceania are covered with evergreen, tropical forests. Most of the plant species are not found anywhere else in the world. The animal world is also different from other regions. Many marsupial animals and eggplants: woody kangaroos, antheloids, marsupials and others. There is a large variety of birds and the sea world species. On the islands there are many parrots, more than 50 species of paradise birds that are extremely beautiful.

It is worth mentioning that historical monuments in the region are not as numerous as in Europe, for example, but they still exist. One of the most mysterious