

from the perspective of their effectiveness of the searching information process. As for the other services of these corporations, most of them are very similar, but the quality of Google ones is higher.

Such services as Yahoo, DuckGoGo, Mail.ru are not so popular in Ukraine that is proved by the fact that only 5% of respondents vote for them. It could be rooted in that all these services are free, and they earn money primarily from advertising.

The statistics of profits demonstrates that Google is the most profitable company; consequently it can use expensive advertisement to promote itself. Promotion of Yandex is very intensive in former Soviet Union countries such as Ukraine, Russia and Belarus, but it is not known in the world. The situation with Yahoo and DuckGoGo is vice versa. They are popular in some regions of the USA, but are not spread in Ukraine. Mail.ru is famous by its mail resource, but its search engine is not so comfortable as the mentioned above.

Table 1

Search engine corporation	Place of foundation	Net profit (2014)	Number of results on random request	Number of people	Rating	%	Using of other products of these corporations			
							Number of products	Products	Number of people	%
Google	USA	14,444 milliard dollars	6 880 000	20	1	100%	7	Translator	20	100%
								Maps	16	80%
								Mail	20	100%
								Browser	14	70%
								YouTube	19	95%
								Cloud technologies	8	40%
								Notes	2	10%
News	1	5%								
Yandex	Russia	302,5 million dollars	5 000 000	5	2	25%	6	Translator	2	10%
								Maps	2	10%
								Mail	7	35%
								Browser	4	20%
								Cloud technologies	2	10%
								Music	1	5%
Yahoo	USA	313,9 million dollars	1 000 000	1	3	5%	1	Tumblr	1	5%
DuckGoGo	USA	-	124	1	3	5%	0	-	-	-
Mail.ru	Russia	190 million dollars	53	0	4	0%	1	Mail	3	15%

The research proved that Google is a leading corporation in Ukrainian cyberspace now. It is the oldest corporation among presented and it show the best results in such criterion as “Number of people, using this search engine and its products”, “Number of results on random request” and other.