



Ipsos KMG



gemiusRanking^{TR}

Data contained in this statement is published on gemiusRanking TR and is developed basing on data obtained through the gemiusTraffic with the use of counting scripts, which are embedded in the code of sites included in the study.

gemiusTraffic is a part of Internet Audience Measurement project conducted by Gemius SA and Ipsos KMG for IAB Turkey. The gemiusTraffic study provides information on internet users web site behavior and the technical characteristics of their computers.

Source: Gemius SA, gemiusTraffic, 07.06.2010 — 13.06.2010

WEB BROWSERS

A ranking of web browsers that are used by persons connecting from Turkey with websites of members of IAB Turkey. The ranking is based on the number of page views concerning sites included in the gemiusTraffic study.

No.	Name	Page views — percentage share	
		07.06.2010 — 13.06.2010	
1	MSIE 7.x	37.21%	+ 0.05 p.p.
2	MSIE 8.x	24.27%	+ 0.33 p.p.
3	Firefox 3.x	15.51%	- 0.26 p.p.
4	MSIE 6.x	14.46%	+ 0.18 p.p.
5	Chrome 5.x	6.01%	+ 2.02 p.p.
6	Opera 10.x	0.77%	+ 0.03 p.p.
7	Chrome 4.x	0.51%	- 2.36 p.p.
8	Safari 4.x	0.36%	- 0.04 p.p.
9	Firefox 2.x	0.25%	0 p.p.
10	Chrome 6.x	0.13%	+ 0.03 p.p.
11	Chrome 3.x	0.06%	0 p.p.
12	Safari 5.x	0.05%	+ 0.05 p.p.
13	Chrome 2.x	0.02%	0 p.p.
Sample size (number of page views)		1 851 448 302	

WEB BROWSERS - GROUPS

A ranking of web browsers groups that are used by persons connecting from Turkey with with websites of members of IAB Turkey. The ranking is based on the number of page views concerning sites included in the gemiusTraffic study.

No.	Name	Page views — percentage share	
		07.06.2010 — 13.06.2010	
1	MSIE	75.97%	+ 0.57 p.p.
2	Firefox	15.77%	- 0.27 p.p.
3	Chrome	6.74%	- 0.33 p.p.
4	Opera	0.85%	+ 0.03 p.p.
5	Safari	0.47%	+ 0.01 p.p.
Sample size (number of page views)		1 851 448 302	

WEB BROWSERS GROUPS - DETAILS >> MSIE

A detailed ranking of browser versions that are used by persons connecting from Turkey with websites of members of IAB Turkey. The ranking is based on the number of page views concerning sites included in the gemiusTraffic study.

No.	Name	Page views — percentage share	
		07.06.2010 — 13.06.2010	
1	MSIE 7.0	48.99%	- 0.29 p.p.
2	MSIE 8.0	31.95%	+ 0.2 p.p.
3	MSIE 6.0	19.03%	+ 0.09 p.p.
Sample size (number of page views)		1 406 492 740	

WEB BROWSERS GROUPS - DETAILS >> Firefox

A detailed ranking of browser versions that are used by persons connecting from Turkey with websites of members of IAB Turkey. The ranking is based on the number of page views concerning sites included in the gemiusTraffic study.

No.	Name	Page views — percentage share	
		07.06.2010 — 13.06.2010	
1	Firefox 3.6	68.32%	+ 0.44 p.p.
2	Firefox 3.5	20.32%	- 0.48 p.p.
3	Firefox 3.0	9.68%	+ 0.04 p.p.
4	Firefox 2.0	1.56%	0 p.p.
Sample size (number of page views)		291 959 254	

WEB BROWSERS GROUPS - DETAILS >> Chrome

A detailed ranking of browser versions that are used by persons connecting from Turkey with websites of members of IAB Turkey. The ranking is based on the number of page views concerning sites included in the gemiusTraffic study.

No.	Name	Page views — percentage share	
		07.06.2010 — 13.06.2010	
1	Chrome 5.0	89.14%	+ 32.7 p.p.
2	Chrome 4.1	5.66%	- 33 p.p.
3	Chrome 4.0	1.88%	- 0.09 p.p.
4	Chrome 6.0	1.88%	+ 0.47 p.p.
5	Chrome 3.0	0.83%	- 0.05 p.p.
6	Chrome 2.0	0.30%	- 0.03 p.p.
7	Chrome 1.0	0.12%	0 p.p.
Sample size (number of page views)		124 859 156	

WEB BROWSERS GROUPS - DETAILS >> Opera

A detailed ranking of browser versions that are used by persons connecting from Turkey with websites of members of IAB Turkey. The ranking is based on the number of page views concerning sites included in the gemiusTraffic study.

No.	Name	Page views — percentage share	
		07.06.2010 — 13.06.2010	
1	Opera 10.5	77.81%	- 0.1 p.p.
2	Opera 10.1	8.03%	- 0.08 p.p.
3	Opera 9.6	7.05%	- 0.4 p.p.
4	Opera 10.0	3.52%	+ 0.02 p.p.
5	Opera 9.5	1.67%	+ 0.01 p.p.
6	Opera 10.6	1.09%	+ 0.65 p.p.
7	Opera 9.2	0.61%	- 0.07 p.p.
Sample size (number of page views)		15 777 369	

WEB BROWSERS GROUPS - DETAILS >> Safari

A detailed ranking of browser versions that are used by persons connecting from Turkey with websites of members of IAB Turkey. The ranking is based on the number of page views concerning sites included in the gemiusTraffic study.

No.	Name	Page views — percentage share	
		07.06.2010 — 13.06.2010	
1	Safari 4.0	75.75%	- 10.33 p.p.
2	Safari 5.0	9.84%	+ 9.84 p.p.
3	Safari 3.0	4.97%	- 0.21 p.p.
4	Safari 3.1	4.09%	- 0.31 p.p.
5	Safari 3.2	3.37%	- 0.1 p.p.
6	Safari 2.0	0.59%	0 p.p.
7	Safari 1.3	0.16%	+ 0.02 p.p.
Sample size (number of page views)		8 618 223	

WEB BROWSERS - ENGINES

A ranking of web browsers engines that are used by persons connecting from Turkey with websites of members of IAB Turkey. The ranking is based on the number of page views concerning sites included in the gemiusTraffic study.

No.	Name	Page views — percentage share	
		07.06.2010 — 13.06.2010	
1	MSIE	75.97%	+ 0.57 p.p.
2	Gecko	15.79%	- 0.26 p.p.
3	WebKit/KHTML	7.21%	- 0.32 p.p.
4	Opera	0.90%	+ 0.03 p.p.
Sample size (number of page views)		1 851 448 302	

OPERATING SYSTEMS

A ranking of operating systems that are used by persons connecting from Turkey with websites of members of IAB Turkey. The ranking is based on the number of page views concerning sites included in the gemiusTraffic study.

No.	Name	Page views — percentage share	
		07.06.2010 — 13.06.2010	
1	Windows XP	71.09%	+ 0.46 p.p.
2	Windows Vista	13.77%	- 0.33 p.p.
3	Windows 7	13.55%	- 0.11 p.p.
4	Mac OS X	0.58%	- 0.01 p.p.
5	Windows 2003	0.38%	- 0.01 p.p.
6	Windows 2000	0.25%	+ 0.01 p.p.
7	Linux	0.20%	- 0.01 p.p.
Sample size (number of page views)		1 850 459 465	

OPERATING SYSTEMS - FAMILIES

A ranking of operating system families that are used by persons connecting from Turkey with websites of members of IAB Turkey. The ranking is based on the number of page views concerning sites included in the gemiusTraffic study.

No.	Name	Page views — percentage share	
		07.06.2010 — 13.06.2010	
1	Windows	99.11%	+ 0.03 p.p.
2	Unix	0.84%	- 0.02 p.p.
3	other OS	0.05%	- 0.01 p.p.
Sample size (number of page views)		1 850 459 465	

MOBILE DEVICES - MODELS

A ranking of mobile devices that are used by persons connecting from Turkey with websites of members of IAB Turkey. The ranking is created on the basis of the website-averaged percentage share of page views on sites participating in gemiusTraffic.

No.	Name	Page views — average percentage	
		07.06.2010 — 13.06.2010	
1	Apple iPhone	34.14%	+ 2 p.p.
2	Nokia 5800	11.88%	- 0.8 p.p.
3	Nokia E71	4.46%	- 0.25 p.p.
4	Nokia 6300	3.36%	- 0.37 p.p.
5	Apple iPad	3.15%	+ 0.26 p.p.
6	Apple iPod	3.04%	+ 0.27 p.p.
7	Nokia E72	2.42%	+ 0.54 p.p.
8	Nokia N97	1.72%	+ 0.23 p.p.
9	Nokia 5130 XpressMusic	1.56%	- 0.4 p.p.
10	Nokia N95	1.55%	- 0.05 p.p.
11	Nokia N73	1.41%	- 0.17 p.p.
12	Nokia 2730	1.32%	- 0.07 p.p.
13	Nokia E63	1.29%	+ 0.05 p.p.
14	Nokia N95 8GB	1.24%	+ 0.08 p.p.
15	HTC HD2	1.21%	- 0.07 p.p.
16	Nokia N79	1.13%	+ 0.1 p.p.
17	Nokia 6303 classic	0.84%	- 0.23 p.p.
18	Nokia N70	0.82%	- 0.14 p.p.
19	Nokia 6500 slide	0.80%	+ 0.06 p.p.
20	Sony Ericsson W800	0.62%	- 0.54 p.p.
21	Nokia N81	0.58%	+ 0.04 p.p.
22	Samsung SGH-E250	0.57%	- 0.29 p.p.
23	Sony Ericsson W810	0.54%	- 0.1 p.p.
24	Nokia 3120 classic	0.54%	0 p.p.
25	Nokia E66	0.53%	- 0.05 p.p.
26	Nokia N86	0.50%	- 0.08 p.p.
27	BlackBerry 9000	0.48%	+ 0.02 p.p.
28	Samsung SGH-L700	0.47%	- 0.06 p.p.
29	BlackBerry 9700	0.46%	+ 0.01 p.p.
30	Nokia 5230	0.44%	- 0.13 p.p.
31	Samsung GT-B7300 (Omnia Lite)	0.39%	+ 0.13 p.p.
32	Nokia 6630	0.39%	- 0.06 p.p.
33	Nokia E51	0.36%	+ 0.01 p.p.
34	Nokia 6120 classic	0.35%	+ 0.02 p.p.
35	Nokia 6220 classic	0.35%	- 0.02 p.p.

36	Nokia 2700 classic	0.34%	- 0.06 p.p.
37	Nokia 5530 XpressMusic	0.33%	- 0.1 p.p.
38	Nokia 3500 classic	0.32%	0 p.p.
39	Nokia 6600	0.31%	0 p.p.
40	Samsung GT-S5620	0.30%	+ 0.02 p.p.
41	Samsung SGH-i900	0.30%	+ 0.13 p.p.
42	Nokia N82	0.29%	+ 0.06 p.p.
43	Samsung GT-S3653	0.26%	+ 0.06 p.p.
44	Nokia 3600 slide	0.26%	+ 0.01 p.p.
45	HTC Touch2	0.25%	+ 0.08 p.p.
46	Nokia N78	0.24%	+ 0.03 p.p.
47	Samsung SGH-D900i	0.24%	+ 0.15 p.p.
48	Sony Ericsson W910	0.24%	- 0.04 p.p.
49	Nokia N85	0.24%	+ 0.1 p.p.
50	Nokia N96	0.22%	- 0.08 p.p.
51	Samsung S8003	0.22%	+ 0.06 p.p.
52	Nokia 5610 XpressMusic	0.21%	+ 0.12 p.p.
53	Nokia 6230i	0.21%	- 0.02 p.p.
54	Samsung GT-B5310	0.20%	+ 0.09 p.p.
55	Samsung GT i800 (Omnia ii)	0.19%	+ 0.07 p.p.
56	Nokia 6700 classic	0.19%	+ 0.03 p.p.
57	Nokia X6	0.17%	+ 0.04 p.p.
58	Sony Ericsson G705	0.16%	- 0.11 p.p.
59	Samsung SGH-L760	0.16%	+ 0.02 p.p.
60	Sony Ericsson K750	0.15%	0 p.p.
61	Nokia E52	0.15%	+ 0.04 p.p.
62	Samsung GT-I8910 (Omnia HD)	0.14%	- 0.06 p.p.
63	Nokia 2330 classic	0.13%	- 0.08 p.p.
64	Samsung GT-S5233A	0.13%	0 p.p.
65	Nokia 6710 navigator	0.12%	- 0.04 p.p.
66	HTC Hero	0.12%	- 0.01 p.p.
67	Nokia 5730	0.11%	- 0.01 p.p.
68	Nokia 6210 Navigator	0.11%	- 0.03 p.p.
69	Sony Ericsson C510	0.11%	- 0.03 p.p.
70	Nokia 5320	0.10%	- 0.01 p.p.
71	Samsung SGH-U800	0.09%	- 0.04 p.p.
72	Sony Ericsson W995	0.09%	+ 0.01 p.p.
73	Nokia X3	0.09%	- 0.04 p.p.
74	BlackBerry 8520 (Curve)	0.08%	- 0.02 p.p.
75	Sony Ericsson X1	0.06%	- 0.02 p.p.

76	Sony Ericsson P990	0.05%	- 0.02 p.p.
77	Samsung GT-S8500	0.00%	0 p.p.

MOBILE DEVICES - PRODUCERS

A ranking of mobile devices by producers, as used by persons connecting from Turkey with websites of members of IAB Turkey. The ranking is created on the basis of the website-averaged percentage share of page views on sites participating in gemiusTraffic.

No.	Name	Page views — average percentage	
		07.06.2010 — 13.06.2010	
1	Nokia	46.79%	- 1.59 p.p.
2	Apple	40.33%	+ 2.53 p.p.
3	Samsung	5.70%	+ 0.04 p.p.
4	Sony Ericsson	3.28%	- 1.11 p.p.
5	HTC	1.96%	- 0.04 p.p.
6	BlackBerry	1.20%	- 0.01 p.p.
7	LG	0.56%	+ 0.27 p.p.
8	HP	0.10%	- 0.09 p.p.

FLASH PLAYER

A ranking of the Flash Player versions that are used by persons connecting from Turkey with websites of members of IAB Turkey. The ranking is based on the number of page views concerning sites included in the gemiusTraffic study.

No.	Name	Page views — percentage share	
		07.06.2010 — 13.06.2010	
1	version 10	95.86%	- 0.14 p.p.
2	version 9	2.42%	+ 0.06 p.p.
3	not installed	0.90%	+ 0.02 p.p.
4	version 6	0.64%	+ 0.06 p.p.
5	version 8	0.11%	- 0.01 p.p.
Sample size (number of page views)		1 851 562 708	

SCREEN RESOLUTIONS

A ranking of the screen resolutions that are used by persons connecting from Turkey with websites of members of IAB Turkey. The ranking is based on the number of page views concerning sites included in the gemiusTraffic study.

No.	Name	Page views — percentage share	
		07.06.2010 — 13.06.2010	
1	1024x768	40.50%	+ 0.55 p.p.
2	1280x800	16.55%	- 0.57 p.p.
3	1280x1024	11.51%	+ 0.07 p.p.
4	1440x900	6.65%	- 0.01 p.p.
5	1366x768	5.68%	- 0.18 p.p.
6	1152x864	4.34%	+ 0.03 p.p.
7	1680x1050	1.81%	- 0.05 p.p.
8	1280x960	1.73%	+ 0.01 p.p.
9	1280x768	1.57%	0 p.p.
10	1360x768	1.10%	+ 0.01 p.p.
11	1280x720	1.04%	+ 0.01 p.p.
12	1024x600	0.88%	- 0.02 p.p.
13	1920x1080	0.71%	- 0.01 p.p.
14	800x600	0.55%	+ 0.01 p.p.
15	1600x900	0.49%	+ 0.01 p.p.
16	1024x640	0.33%	+ 0.01 p.p.
17	1024x819	0.31%	+ 0.02 p.p.
18	1152x720	0.24%	+ 0.01 p.p.
19	1093x614	0.22%	+ 0.01 p.p.
20	1024x576	0.19%	0 p.p.
21	1920x1200	0.17%	- 0.01 p.p.
22	1311x737	0.14%	0 p.p.
23	1080x810	0.14%	0 p.p.
24	983x737	0.13%	0 p.p.
25	1400x1050	0.12%	- 0.01 p.p.
26	1600x1200	0.11%	- 0.01 p.p.
Sample size (number of page views)		1 851 474 118	

COLOR SETTINGS

A ranking of screen color settings that are used by persons connecting from Turkey with websites of members of IAB Turkey. The ranking is based on the number of page views concerning sites included in the gemiusTraffic study.

No.	Name	Page views — percentage share	
		07.06.2010 — 13.06.2010	
1	32 bits	85.80%	+ 0.11 p.p.
2	24 bits	11.35%	- 0.13 p.p.
3	16 bits	2.76%	+ 0.02 p.p.
Sample size (number of page views)		1 851 446 031	

WEB DIRECTORIES

A ranking of web sites directories that are used by persons connecting from Turkey with websites of members of IAB Turkey. The ranking is created on the basis of the website-averaged percentage share of visits begun by entering gemiusTraffic participating websites via links displayed in web directories.

No.	Name	Visits — average percentage	
		07.06.2010 — 13.06.2010	
1	google	57.29%	- 6.7 p.p.
2	arabul.com	26.28%	+ 6.63 p.p.
3	dmoz.org	15.83%	+ 0.15 p.p.
4	liveinternet.ru	0.44%	- 0.16 p.p.
5	yahoo	0.14%	+ 0.06 p.p.
6	toplist.cz	0.03%	+ 0.03 p.p.

SEARCH - DOMAINS

Ranking of search domains from which internet users reach websites of members of IAB Turkey when connecting from Turkey. The ranking is created on the basis of website-averaged percentage share of visits begun by entering gemiusTraffic participating websites via search domains.

No.	Name	Visits — average percentage	
		07.06.2010 — 13.06.2010	
1	google	97.44%	+ 0.52 p.p.
2	bing (msn/live)	0.80%	+ 0.03 p.p.
3	conduit.com	0.56%	- 0.49 p.p.
4	search.handycafe.com	0.46%	0 p.p.
5	yahoo	0.44%	+ 0.05 p.p.
6	ask.com	0.13%	+ 0.02 p.p.

SEARCH - ENGINES

A ranking of search engines, from which internet users reach websites of members of IAB Turkey when connecting from Turkey. The ranking is created on the basis of the website-averaged percentage share of visits begun by entering gemiusTraffic participating websites via search engines.

No.	Name	Visits — average percentage	
		07.06.2010 — 13.06.2010	
1	Google	98.63%	- 0.1 p.p.
2	MSN	0.80%	+ 0.03 p.p.
3	Yahoo	0.44%	+ 0.05 p.p.
4	AskJeeves	0.13%	+ 0.02 p.p.

COUNTRIES

Countries from which internet users connect with websites of IAB Turkey members. The countries are identified by analyzing data stored in the relevant IP geolocation base. The ranking is created on the basis of the website-averaged percentage share of page views on sites participating in gemiusTraffic.

No.	Name	Page views — average percentage	
		07.06.2010 — 13.06.2010	
1	Germany	26.72%	- 0.27 p.p.
2	United States	18.07%	- 0.01 p.p.
3	Netherlands	5.91%	+ 0.03 p.p.
4	France	5.46%	+ 0.47 p.p.
5	Belgium	4.52%	+ 0.36 p.p.
6	United Kingdom	4.40%	- 0.17 p.p.
7	Azerbaijan	3.34%	+ 0.27 p.p.
8	Austria	2.95%	- 0.39 p.p.
9	Switzerland	2.72%	+ 0.1 p.p.
10	Bulgaria	2.64%	- 0.1 p.p.
11	Russian Federation	2.14%	+ 0.13 p.p.
12	Sweden	1.31%	+ 0.06 p.p.
13	Canada	1.05%	+ 0.06 p.p.
14	Denmark	0.98%	- 0.05 p.p.
15	Saudi Arabia	0.97%	- 0.04 p.p.
16	Australia	0.95%	- 0.06 p.p.
17	Italy	0.78%	- 0.12 p.p.
18	Greece	0.76%	- 0.03 p.p.
19	Romania	0.74%	- 0.1 p.p.
20	Iran	0.64%	+ 0.01 p.p.
21	Kazakhstan	0.60%	+ 0.07 p.p.
22	Macedonia	0.57%	- 0.04 p.p.
23	Poland	0.55%	- 0.31 p.p.
24	Ukraine	0.52%	- 0.03 p.p.
25	China	0.51%	+ 0.03 p.p.
26	Norway	0.50%	+ 0.03 p.p.
27	Spain	0.50%	+ 0.12 p.p.
28	Georgia	0.40%	0 p.p.
29	Japan	0.40%	+ 0.06 p.p.
30	Iraq	0.38%	- 0.03 p.p.
31	Qatar	0.38%	+ 0.05 p.p.
32	Lybia	0.33%	- 0.06 p.p.
33	United Arab Emirates	0.30%	- 0.09 p.p.
34	Cyprus	0.29%	- 0.02 p.p.
35	Finland	0.27%	- 0.01 p.p.
36	Republic of South Africa	0.26%	+ 0.08 p.p.

37	Czech Republic	0.25%	- 0.07 p.p.
38	Tunisia	0.23%	+ 0.02 p.p.
39	Slovakia	0.21%	+ 0.09 p.p.
40	India	0.20%	+ 0.06 p.p.
41	Bosnia & Hercegovina	0.20%	- 0.02 p.p.
42	Israel	0.19%	- 0.04 p.p.
43	Ireland	0.18%	+ 0.04 p.p.
44	Brazil	0.18%	- 0.04 p.p.
45	Albania	0.18%	+ 0.03 p.p.
46	Hungary	0.17%	- 0.06 p.p.
47	Turkmenistan	0.15%	0 p.p.
48	Indonesia	0.14%	+ 0.01 p.p.
49	Morocco	0.12%	- 0.01 p.p.
50	Argentina	0.12%	- 0.01 p.p.
51	Egypt	0.11%	+ 0.04 p.p.
52	Mexico	0.09%	- 0.01 p.p.
53	Croatia	0.08%	- 0.04 p.p.
54	New Zealand	0.07%	- 0.02 p.p.

COOKIES ACCEPTANCE RATE

Cookie acceptance rate in internet users visiting websites of members of IAB Turkey connecting from Turkey. The ranking is based on the number of page views concerning sites included in the gemiusTraffic study.

No.	Name	Page views — percentage share	
		07.06.2010 — 13.06.2010	
1	cookie	99.05%	0 p.p.
2	non-cookie	0.95%	0 p.p.
Sample size (number of page views)		1 851 572 066	