



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, 14.06.2010 — 20.06.2010

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	
		14.06.2010 — 20.06.2010	
1	MSIE 7.x	37.21%	0 p.p.
2	MSIE 8.x	24.50%	+ 0.23 p.p.
3	Firefox 3.x	15.43%	- 0.08 p.p.
4	MSIE 6.x	14.32%	- 0.14 p.p.
5	Chrome 5.x	6.18%	+ 0.17 p.p.
6	Opera 10.x	0.76%	- 0.01 p.p.
7	Safari 4.x	0.27%	- 0.09 p.p.
8	Chrome 4.x	0.26%	- 0.25 p.p.
9	Firefox 2.x	0.26%	+ 0.01 p.p.
10	Chrome 6.x	0.18%	+ 0.05 p.p.
11	Safari 5.x	0.11%	+ 0.06 p.p.
12	Chrome 3.x	0.05%	- 0.01 p.p.
13	Chrome 2.x	0.02%	0 p.p.
Sample size (number of page views)		1 811 915 569	

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	
		14.06.2010 — 20.06.2010	
1	MSIE	76.05%	+ 0.08 p.p.
2	Firefox	15.70%	- 0.07 p.p.
3	Chrome	6.71%	- 0.03 p.p.
4	Opera	0.84%	- 0.01 p.p.
5	Safari	0.45%	- 0.02 p.p.
Sample size (number of page views)		1 811 915 569	

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	
		14.06.2010 — 20.06.2010	
1	MSIE 7.0	48.93%	- 0.06 p.p.
2	MSIE 8.0	32.22%	+ 0.27 p.p.
3	MSIE 6.0	18.82%	- 0.21 p.p.
Sample size (number of page views)		1 377 903 917	

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	
		14.06.2010 — 20.06.2010	
1	Firefox 3.6	68.73%	+ 0.41 p.p.
2	Firefox 3.5	19.85%	- 0.47 p.p.
3	Firefox 3.0	9.67%	- 0.01 p.p.
4	Firefox 2.0	1.63%	+ 0.07 p.p.
Sample size (number of page views)		284 510 553	

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	
		14.06.2010 — 20.06.2010	
1	Chrome 5.0	92.10%	+ 2.96 p.p.
2	Chrome 6.0	2.65%	+ 0.77 p.p.
3	Chrome 4.1	2.01%	- 3.65 p.p.
4	Chrome 4.0	1.83%	- 0.05 p.p.
5	Chrome 3.0	0.79%	- 0.04 p.p.
6	Chrome 2.0	0.31%	+ 0.01 p.p.
7	Chrome 1.0	0.11%	- 0.01 p.p.
Sample size (number of page views)		121 614 044	

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	
		14.06.2010 — 20.06.2010	
1	Opera 10.5	78.37%	+ 0.56 p.p.
2	Opera 10.1	7.30%	- 0.73 p.p.
3	Opera 9.6	6.94%	- 0.11 p.p.
4	Opera 10.0	3.30%	- 0.22 p.p.
5	Opera 10.6	1.69%	+ 0.6 p.p.
6	Opera 9.5	1.59%	- 0.08 p.p.
7	Opera 9.2	0.59%	- 0.02 p.p.
Sample size (number of page views)		15 272 190	

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	
		14.06.2010 — 20.06.2010	
1	Safari 4.0	57.77%	- 17.98 p.p.
2	Safari 5.0	25.69%	+ 15.85 p.p.
3	Safari 3.0	4.86%	- 0.11 p.p.
4	Safari 3.1	4.08%	- 0.01 p.p.
5	Safari 3.2	3.24%	- 0.13 p.p.
6	Safari 2.0	0.56%	- 0.03 p.p.
7	Safari 1.3	0.18%	+ 0.02 p.p.
Sample size (number of page views)		8 082 784	

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	
		14.06.2010 — 20.06.2010	
1	MSIE	76.05%	+ 0.08 p.p.
2	Gecko	15.73%	- 0.06 p.p.
3	WebKit/KHTML	7.16%	- 0.05 p.p.
4	Opera	0.89%	- 0.01 p.p.
Sample size (number of page views)		1 811 915 569	

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	
		14.06.2010 — 20.06.2010	
1	Windows XP	71.16%	+ 0.07 p.p.
2	Windows 7	13.78%	+ 0.23 p.p.
3	Windows Vista	13.51%	- 0.26 p.p.
4	Mac OS X	0.55%	- 0.03 p.p.
5	Windows 2003	0.40%	+ 0.02 p.p.
6	Windows 2000	0.25%	0 p.p.
7	Linux	0.19%	- 0.01 p.p.
Sample size (number of page views)		1 811 034 461	

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	
		14.06.2010 — 20.06.2010	
1	Windows	99.15%	+ 0.04 p.p.
2	Unix	0.80%	- 0.04 p.p.
3	other OS	0.05%	0 p.p.
Sample size (number of page views)		1 811 034 461	

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	
		14.06.2010 — 20.06.2010	
1	Apple iPhone	33.08%	- 1.06 p.p.
2	Nokia 5800	12.58%	+ 0.7 p.p.
3	Nokia E71	4.38%	- 0.08 p.p.
4	Apple iPad	3.65%	+ 0.5 p.p.
5	Apple iPod	3.00%	- 0.04 p.p.
6	Nokia 6300	3.00%	- 0.36 p.p.
7	Nokia E72	2.46%	+ 0.04 p.p.
8	Nokia N97	1.75%	+ 0.03 p.p.
9	Nokia 5130 XpressMusic	1.52%	- 0.04 p.p.
10	Nokia N95	1.36%	- 0.19 p.p.
11	Nokia N73	1.35%	- 0.06 p.p.
12	Nokia E63	1.28%	- 0.01 p.p.
13	Nokia 2730	1.27%	- 0.05 p.p.
14	Nokia 6303 classic	1.23%	+ 0.39 p.p.
15	HTC HD2	1.10%	- 0.11 p.p.
16	Sony Ericsson W800	1.10%	+ 0.48 p.p.
17	Nokia N95 8GB	1.08%	- 0.16 p.p.
18	Nokia N79	0.89%	- 0.24 p.p.
19	Nokia N70	0.84%	+ 0.02 p.p.
20	Nokia 6500 slide	0.81%	+ 0.01 p.p.
21	Nokia N81	0.66%	+ 0.08 p.p.
22	Samsung SGH-E250	0.65%	+ 0.08 p.p.
23	Nokia E66	0.60%	+ 0.07 p.p.
24	BlackBerry 9000	0.59%	+ 0.11 p.p.
25	Nokia N86	0.57%	+ 0.07 p.p.
26	Sony Ericsson W810	0.56%	+ 0.02 p.p.
27	BlackBerry 9700	0.56%	+ 0.1 p.p.
28	Nokia 3120 classic	0.51%	- 0.03 p.p.
29	Nokia 5230	0.51%	+ 0.07 p.p.
30	Samsung SGH-L700	0.51%	+ 0.04 p.p.
31	Nokia 5530 XpressMusic	0.50%	+ 0.17 p.p.
32	Samsung GT-S5620	0.39%	+ 0.09 p.p.
33	Nokia 6630	0.38%	- 0.01 p.p.
34	Nokia 2700 classic	0.38%	+ 0.04 p.p.
35	Nokia 6120 classic	0.38%	+ 0.03 p.p.

36	Samsung GT-B7300 (Omnia Lite)	0.36%	- 0.03 p.p.
37	Nokia N82	0.35%	+ 0.06 p.p.
38	Nokia E51	0.32%	- 0.04 p.p.
39	Samsung GT-S3653	0.29%	+ 0.03 p.p.
40	Samsung SGH-D900i	0.29%	+ 0.05 p.p.
41	Nokia X6	0.28%	+ 0.11 p.p.
42	Nokia 3500 classic	0.28%	- 0.04 p.p.
43	Nokia 6220 classic	0.28%	- 0.07 p.p.
44	Samsung GT-B5310	0.26%	+ 0.06 p.p.
45	Nokia N96	0.25%	+ 0.03 p.p.
46	Nokia 6700 classic	0.24%	+ 0.05 p.p.
47	Samsung S8003	0.23%	+ 0.01 p.p.
48	Nokia N78	0.23%	- 0.01 p.p.
49	Sony Ericsson W910	0.22%	- 0.02 p.p.
50	Nokia 3600 slide	0.20%	- 0.06 p.p.
51	Nokia 6230i	0.19%	- 0.02 p.p.
52	HTC Touch2	0.18%	- 0.07 p.p.
53	Nokia 6600	0.18%	- 0.13 p.p.
54	Samsung SGH-i900	0.18%	- 0.12 p.p.
55	Sony Ericsson G705	0.17%	+ 0.01 p.p.
56	Nokia E52	0.16%	+ 0.01 p.p.
57	Samsung GT i800 (Omnia ii)	0.15%	- 0.04 p.p.
58	Samsung SGH-L760	0.15%	- 0.01 p.p.
59	Nokia 2330 classic	0.14%	+ 0.01 p.p.
60	Sony Ericsson K750	0.14%	- 0.01 p.p.
61	Samsung GT-S5233A	0.14%	+ 0.01 p.p.
62	Samsung GT-I8910 (Omnia HD)	0.12%	- 0.02 p.p.
63	Nokia N85	0.12%	- 0.12 p.p.
64	HTC Hero	0.12%	0 p.p.
65	Nokia X3	0.12%	+ 0.03 p.p.
66	Nokia 5730	0.11%	0 p.p.
67	Nokia 6710 navigator	0.10%	- 0.02 p.p.
68	Nokia 5320	0.10%	0 p.p.
69	BlackBerry 8520 (Curve)	0.10%	+ 0.02 p.p.
70	Samsung SGH-U800	0.09%	0 p.p.
71	Sony Ericsson X1	0.09%	+ 0.03 p.p.
72	Nokia 6210 Navigator	0.09%	- 0.02 p.p.
73	Samsung GT-S8500	0.09%	+ 0.09 p.p.
74	Sony Ericsson W995	0.08%	- 0.01 p.p.
75	Sony Ericsson C510	0.08%	- 0.03 p.p.
76	Nokia 5610	0.07%	- 0.14 p.p.

	XpressMusic		
77	Sony Ericsson P990	0.06%	+ 0.01 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	
		14.06.2010 — 20.06.2010	
1	Nokia	46.52%	- 0.27 p.p.
2	Apple	39.73%	- 0.6 p.p.
3	Samsung	5.96%	+ 0.26 p.p.
4	Sony Ericsson	3.87%	+ 0.59 p.p.
5	HTC	1.88%	- 0.08 p.p.
6	BlackBerry	1.42%	+ 0.22 p.p.
7	LG	0.49%	- 0.07 p.p.
8	HP	0.08%	- 0.02 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	
		14.06.2010 — 20.06.2010	
1	version 10	95.81%	- 0.05 p.p.
2	version 9	2.44%	+ 0.02 p.p.
3	not installed	0.97%	+ 0.07 p.p.
4	version 6	0.61%	- 0.03 p.p.
5	version 8	0.11%	0 p.p.
Sample size (number of page views)		1 812 026 749	

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	
		14.06.2010 — 20.06.2010	
1	1024x768	40.30%	- 0.2 p.p.
2	1280x800	16.28%	- 0.27 p.p.
3	1280x1024	11.49%	- 0.02 p.p.
4	1440x900	6.74%	+ 0.09 p.p.
5	1366x768	5.81%	+ 0.13 p.p.
6	1152x864	4.37%	+ 0.03 p.p.
7	1680x1050	1.81%	0 p.p.
8	1280x960	1.77%	+ 0.04 p.p.
9	1280x768	1.60%	+ 0.03 p.p.
10	1360x768	1.15%	+ 0.05 p.p.
11	1280x720	1.06%	+ 0.02 p.p.
12	1024x600	0.88%	0 p.p.
13	1920x1080	0.71%	0 p.p.
14	800x600	0.54%	- 0.01 p.p.
15	1600x900	0.49%	0 p.p.
16	1024x640	0.33%	0 p.p.
17	1024x819	0.31%	0 p.p.
18	1152x720	0.24%	0 p.p.
19	1093x614	0.23%	+ 0.01 p.p.
20	1024x576	0.20%	+ 0.01 p.p.
21	1920x1200	0.17%	0 p.p.
22	1311x737	0.15%	+ 0.01 p.p.
23	1080x810	0.15%	+ 0.01 p.p.
24	983x737	0.13%	0 p.p.
25	1400x1050	0.12%	0 p.p.
26	1600x1200	0.11%	0 p.p.
Sample size (number of page views)		1 811 942 521	

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	
		14.06.2010 — 20.06.2010	
1	32 bits	85.82%	+ 0.02 p.p.
2	24 bits	11.32%	- 0.03 p.p.
3	16 bits	2.76%	0 p.p.
Sample size (number of page views)		1 811 915 714	

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	
		14.06.2010 — 20.06.2010	
1	google	72.83%	+ 15.54 p.p.
2	arabul.com	15.93%	- 10.35 p.p.
3	dmoz.org	10.36%	- 5.47 p.p.
4	liveinternet.ru	0.77%	+ 0.33 p.p.
5	yahoo	0.11%	- 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	
		14.06.2010 — 20.06.2010	
1	google	97.22%	- 0.22 p.p.
2	conduit.com	0.98%	+ 0.42 p.p.
3	bing (msn/live)	0.70%	- 0.1 p.p.
4	search.handycafe.com	0.46%	0 p.p.
5	yahoo	0.36%	- 0.08 p.p.
6	ask.com	0.12%	- 0.01 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	
		14.06.2010 — 20.06.2010	
1	Google	98.81%	+ 0.18 p.p.
2	MSN	0.70%	- 0.1 p.p.
3	Yahoo	0.36%	- 0.08 p.p.
4	AskJeeves	0.12%	- 0.01 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	
		14.06.2010 — 20.06.2010	
1	Germany	27.88%	+ 1.16 p.p.
2	United States	17.14%	- 0.93 p.p.
3	Netherlands	5.83%	- 0.08 p.p.
4	France	5.09%	- 0.37 p.p.
5	United Kingdom	4.47%	+ 0.07 p.p.
6	Belgium	4.18%	- 0.34 p.p.
7	Austria	3.38%	+ 0.43 p.p.
8	Azerbaijan	2.99%	- 0.35 p.p.
9	Switzerland	2.86%	+ 0.14 p.p.
10	Bulgaria	2.76%	+ 0.12 p.p.
11	Russian Federation	1.98%	- 0.16 p.p.
12	Sweden	1.18%	- 0.13 p.p.
13	Saudi Arabia	1.04%	+ 0.07 p.p.
14	Australia	1.03%	+ 0.08 p.p.
15	Canada	0.98%	- 0.07 p.p.
16	Italy	0.96%	+ 0.18 p.p.
17	Denmark	0.90%	- 0.08 p.p.
18	Romania	0.74%	0 p.p.
19	Greece	0.68%	- 0.08 p.p.
20	Poland	0.68%	+ 0.13 p.p.
21	Iran	0.67%	+ 0.03 p.p.
22	Spain	0.57%	+ 0.07 p.p.
23	Kazakhstan	0.54%	- 0.06 p.p.
24	Japan	0.48%	+ 0.08 p.p.
25	Ukraine	0.48%	- 0.04 p.p.
26	Macedonia	0.46%	- 0.11 p.p.
27	China	0.46%	- 0.05 p.p.
28	Norway	0.46%	- 0.04 p.p.
29	United Arab Emirates	0.41%	+ 0.11 p.p.
30	Georgia	0.39%	- 0.01 p.p.
31	Cyprus	0.35%	+ 0.06 p.p.
32	Lybia	0.35%	+ 0.02 p.p.
33	Tunisia	0.33%	+ 0.1 p.p.
34	Finland	0.33%	+ 0.06 p.p.
35	Czech Republic	0.31%	+ 0.06 p.p.
36	Slovakia	0.30%	+ 0.09 p.p.

37	Iraq	0.30%	- 0.08 p.p.
38	Qatar	0.30%	- 0.08 p.p.
39	Republic of South Africa	0.21%	- 0.05 p.p.
40	Hungary	0.21%	+ 0.04 p.p.
41	Bosnia & Hercegovina	0.19%	- 0.01 p.p.
42	Israel	0.19%	0 p.p.
43	Brazil	0.19%	+ 0.01 p.p.
44	India	0.15%	- 0.05 p.p.
45	Ireland	0.15%	- 0.03 p.p.
46	Albania	0.15%	- 0.03 p.p.
47	Indonesia	0.13%	- 0.01 p.p.
48	New Zealand	0.13%	+ 0.06 p.p.
49	Argentina	0.13%	+ 0.01 p.p.
50	Morocco	0.12%	0 p.p.
51	Mexico	0.12%	+ 0.03 p.p.
52	Croatia	0.11%	+ 0.03 p.p.
53	Turkmenistan	0.10%	- 0.05 p.p.
54	Egypt	0.08%	- 0.03 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	
		14.06.2010 — 20.06.2010	
1	cookie	99.08%	+ 0.03 p.p.
2	non-cookie	0.92%	- 0.03 p.p.
Sample size (number of page views)		1 812 034 673	