



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, 21.06.2010 — 27.06.2010

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	
		21.06.2010 — 27.06.2010	
1	MSIE 7.x	36.88%	- 0.33 p.p.
2	MSIE 8.x	25.01%	+ 0.51 p.p.
3	Firefox 3.x	15.41%	- 0.02 p.p.
4	MSIE 6.x	14.11%	- 0.21 p.p.
5	Chrome 5.x	6.14%	- 0.04 p.p.
6	Opera 10.x	0.75%	- 0.01 p.p.
7	Firefox 2.x	0.26%	0 p.p.
8	Safari 4.x	0.24%	- 0.03 p.p.
9	Chrome 6.x	0.23%	+ 0.05 p.p.
10	Chrome 4.x	0.23%	- 0.03 p.p.
11	Safari 5.x	0.15%	+ 0.04 p.p.
12	Chrome 3.x	0.05%	0 p.p.
13	Chrome 2.x	0.02%	0 p.p.
Sample size (number of page views)		1 962 000 575	

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	
		21.06.2010 — 27.06.2010	
1	MSIE	76.01%	- 0.04 p.p.
2	Firefox	15.68%	- 0.02 p.p.
3	Chrome	6.70%	- 0.01 p.p.
4	Opera	0.82%	- 0.02 p.p.
5	Safari	0.45%	0 p.p.
Sample size (number of page views)		1 962 000 575	

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	
		21.06.2010 — 27.06.2010	
1	MSIE 7.0	48.52%	- 0.41 p.p.
2	MSIE 8.0	32.90%	+ 0.68 p.p.
3	MSIE 6.0	18.57%	- 0.25 p.p.
Sample size (number of page views)		1 491 342 912	

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	
		21.06.2010 — 27.06.2010	
1	Firefox 3.6	69.08%	+ 0.35 p.p.
2	Firefox 3.5	19.50%	- 0.35 p.p.
3	Firefox 3.0	9.66%	- 0.01 p.p.
4	Firefox 2.0	1.65%	+ 0.02 p.p.
Sample size (number of page views)		307 698 834	

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	
		21.06.2010 — 27.06.2010	
1	Chrome 5.0	91.68%	- 0.42 p.p.
2	Chrome 6.0	3.48%	+ 0.83 p.p.
3	Chrome 4.0	1.80%	- 0.03 p.p.
4	Chrome 4.1	1.63%	- 0.38 p.p.
5	Chrome 3.0	0.79%	0 p.p.
6	Chrome 2.0	0.30%	- 0.01 p.p.
7	Chrome 1.0	0.10%	- 0.01 p.p.
Sample size (number of page views)		131 469 775	

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	
		21.06.2010 — 27.06.2010	
1	Opera 10.5	78.91%	+ 0.54 p.p.
2	Opera 10.1	6.99%	- 0.31 p.p.
3	Opera 9.6	6.59%	- 0.35 p.p.
4	Opera 10.0	3.04%	- 0.26 p.p.
5	Opera 10.6	2.17%	+ 0.48 p.p.
6	Opera 9.5	1.49%	- 0.1 p.p.
7	Opera 9.2	0.59%	0 p.p.
Sample size (number of page views)		16 089 933	

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	
		21.06.2010 — 27.06.2010	
1	Safari 4.0	48.50%	- 9.27 p.p.
2	Safari 5.0	33.82%	+ 8.13 p.p.
3	Safari 3.0	4.94%	+ 0.08 p.p.
4	Safari 3.1	4.19%	+ 0.11 p.p.
5	Safari 3.2	3.22%	- 0.02 p.p.
6	Safari 2.0	0.55%	- 0.01 p.p.
7	Safari 1.3	0.16%	- 0.02 p.p.
Sample size (number of page views)		8 875 255	

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	
		21.06.2010 — 27.06.2010	
1	MSIE	76.01%	- 0.04 p.p.
2	Gecko	15.72%	- 0.01 p.p.
3	WebKit/KHTML	7.15%	- 0.01 p.p.
4	Opera	0.87%	- 0.02 p.p.
Sample size (number of page views)		1 962 000 575	

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	
		21.06.2010 — 27.06.2010	
1	Windows XP	71.00%	- 0.16 p.p.
2	Windows 7	14.09%	+ 0.31 p.p.
3	Windows Vista	13.35%	- 0.16 p.p.
4	Mac OS X	0.56%	+ 0.01 p.p.
5	Windows 2003	0.39%	- 0.01 p.p.
6	Windows 2000	0.24%	- 0.01 p.p.
7	Linux	0.19%	0 p.p.
Sample size (number of page views)		1 961 039 140	

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	
		21.06.2010 — 27.06.2010	
1	Windows	99.13%	- 0.02 p.p.
2	Unix	0.81%	+ 0.01 p.p.
3	other OS	0.06%	+ 0.01 p.p.
Sample size (number of page views)		1 961 039 140	

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	
		21.06.2010 — 27.06.2010	
1	Apple iPhone	33.92%	+ 0.84 p.p.
2	Nokia 5800	12.03%	- 0.55 p.p.
3	Nokia E71	4.49%	+ 0.11 p.p.
4	Apple iPad	3.65%	0 p.p.
5	Apple iPod	2.99%	- 0.01 p.p.
6	Nokia 6300	2.83%	- 0.17 p.p.
7	Nokia E72	2.62%	+ 0.16 p.p.
8	Nokia 5130 XpressMusic	1.83%	+ 0.31 p.p.
9	Nokia N97	1.69%	- 0.06 p.p.
10	Nokia E63	1.40%	+ 0.12 p.p.
11	Nokia N95	1.39%	+ 0.03 p.p.
12	Nokia 2730	1.31%	+ 0.04 p.p.
13	Nokia 6303 classic	1.16%	- 0.07 p.p.
14	Nokia N73	1.13%	- 0.22 p.p.
15	Nokia N95 8GB	1.08%	0 p.p.
16	HTC HD2	1.05%	- 0.05 p.p.
17	Sony Ericsson W800	0.83%	- 0.27 p.p.
18	Nokia 6500 slide	0.81%	0 p.p.
19	Nokia N79	0.76%	- 0.13 p.p.
20	Nokia N70	0.70%	- 0.14 p.p.
21	Nokia 5230	0.59%	+ 0.08 p.p.
22	BlackBerry 9700	0.58%	+ 0.02 p.p.
23	Nokia N86	0.55%	- 0.02 p.p.
24	Samsung SGH-E250	0.54%	- 0.11 p.p.
25	Samsung SGH-L700	0.51%	0 p.p.
26	Nokia 3120 classic	0.51%	0 p.p.
27	Nokia 5530 XpressMusic	0.49%	- 0.01 p.p.
28	BlackBerry 9000	0.49%	- 0.1 p.p.
29	Nokia E66	0.45%	- 0.15 p.p.
30	Samsung GT-S8500	0.43%	+ 0.34 p.p.
31	Sony Ericsson W810	0.43%	- 0.13 p.p.
32	Nokia 2700 classic	0.42%	+ 0.04 p.p.
33	Nokia X6	0.42%	+ 0.14 p.p.
34	Samsung GT-S5620	0.36%	- 0.03 p.p.
35	Nokia 6630	0.34%	- 0.04 p.p.

36	Samsung GT-S3653	0.34%	+ 0.05 p.p.
37	Nokia N81	0.32%	- 0.34 p.p.
38	Nokia 6220 classic	0.31%	+ 0.03 p.p.
39	Nokia 3500 classic	0.29%	+ 0.01 p.p.
40	Nokia E51	0.29%	- 0.03 p.p.
41	Nokia 3600 slide	0.27%	+ 0.07 p.p.
42	Nokia 6120 classic	0.26%	- 0.12 p.p.
43	Samsung SGH-i900	0.26%	+ 0.08 p.p.
44	Nokia N96	0.25%	0 p.p.
45	Nokia 6600	0.25%	+ 0.07 p.p.
46	Nokia N82	0.24%	- 0.11 p.p.
47	Sony Ericsson G705	0.24%	+ 0.07 p.p.
48	HTC Touch2	0.23%	+ 0.05 p.p.
49	Samsung GT-B7300 (Omnia Lite)	0.23%	- 0.13 p.p.
50	Samsung GT-B5310	0.22%	- 0.04 p.p.
51	Nokia 6700 classic	0.22%	- 0.02 p.p.
52	Nokia 2330 classic	0.22%	+ 0.08 p.p.
53	Sony Ericsson W910	0.20%	- 0.02 p.p.
54	Samsung S8003	0.20%	- 0.03 p.p.
55	Samsung SGH-D900i	0.20%	- 0.09 p.p.
56	HTC Hero	0.19%	+ 0.07 p.p.
57	Samsung SGH-L760	0.17%	+ 0.02 p.p.
58	Samsung GT-I8910 (Omnia HD)	0.17%	+ 0.05 p.p.
59	Nokia N78	0.17%	- 0.06 p.p.
60	Samsung GT i800 (Omnia ii)	0.16%	+ 0.01 p.p.
61	Nokia 6230i	0.15%	- 0.04 p.p.
62	Samsung GT-S5233A	0.15%	+ 0.01 p.p.
63	Nokia N85	0.15%	+ 0.03 p.p.
64	Nokia E52	0.14%	- 0.02 p.p.
65	Sony Ericsson X1	0.13%	+ 0.04 p.p.
66	Nokia X3	0.12%	0 p.p.
67	Nokia 6710 navigator	0.12%	+ 0.02 p.p.
68	Sony Ericsson K750	0.11%	- 0.03 p.p.
69	Samsung SGH-U800	0.11%	+ 0.02 p.p.
70	BlackBerry 8520 (Curve)	0.10%	0 p.p.
71	Nokia 6210 Navigator	0.10%	+ 0.01 p.p.
72	Nokia 5610 XpressMusic	0.10%	+ 0.03 p.p.
73	Nokia 5730	0.09%	- 0.02 p.p.
74	Nokia 5320	0.09%	- 0.01 p.p.
75	Sony Ericsson W995	0.09%	+ 0.01 p.p.

76	Sony Ericsson C510	0.09%	+ 0.01 p.p.
77	Sony Ericsson P990	0.09%	+ 0.03 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	
		21.06.2010 — 27.06.2010	
1	Nokia	45.65%	- 0.87 p.p.
2	Apple	40.56%	+ 0.83 p.p.
3	Samsung	6.22%	+ 0.26 p.p.
4	Sony Ericsson	3.92%	+ 0.05 p.p.
5	HTC	1.88%	0 p.p.
6	BlackBerry	1.31%	- 0.11 p.p.
7	LG	0.28%	- 0.21 p.p.
8	HP	0.11%	+ 0.03 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	
		21.06.2010 — 27.06.2010	
1	version 10	95.96%	+ 0.15 p.p.
2	version 9	2.35%	- 0.09 p.p.
3	not installed	0.99%	+ 0.02 p.p.
4	version 6	0.53%	- 0.08 p.p.
5	version 8	0.11%	0 p.p.
Sample size (number of page views)		1 962 128 955	

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	
		21.06.2010 — 27.06.2010	
1	1024x768	40.05%	- 0.25 p.p.
2	1280x800	16.36%	+ 0.08 p.p.
3	1280x1024	11.24%	- 0.25 p.p.
4	1440x900	6.76%	+ 0.02 p.p.
5	1366x768	5.98%	+ 0.17 p.p.
6	1152x864	4.38%	+ 0.01 p.p.
7	1680x1050	1.79%	- 0.02 p.p.
8	1280x960	1.78%	+ 0.01 p.p.
9	1280x768	1.62%	+ 0.02 p.p.
10	1360x768	1.17%	+ 0.02 p.p.
11	1280x720	1.08%	+ 0.02 p.p.
12	1024x600	0.93%	+ 0.05 p.p.
13	1920x1080	0.70%	- 0.01 p.p.
14	800x600	0.52%	- 0.02 p.p.
15	1600x900	0.50%	+ 0.01 p.p.
16	1024x640	0.34%	+ 0.01 p.p.
17	1024x819	0.32%	+ 0.01 p.p.
18	1152x720	0.25%	+ 0.01 p.p.
19	1093x614	0.24%	+ 0.01 p.p.
20	1024x576	0.21%	+ 0.01 p.p.
21	1311x737	0.16%	+ 0.01 p.p.
22	1920x1200	0.16%	- 0.01 p.p.
23	1080x810	0.15%	0 p.p.
24	983x737	0.14%	+ 0.01 p.p.
25	1400x1050	0.12%	0 p.p.
26	1600x1200	0.11%	0 p.p.
Sample size (number of page views)		1 962 037 606	

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	
		21.06.2010 — 27.06.2010	
1	32 bits	85.80%	- 0.02 p.p.
2	24 bits	11.36%	+ 0.04 p.p.
3	16 bits	2.74%	- 0.02 p.p.
Sample size (number of page views)		1 962 004 054	

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	
		21.06.2010 — 27.06.2010	
1	google	69.31%	- 3.52 p.p.
2	arabul.com	17.06%	+ 1.13 p.p.
3	dmoz.org	12.57%	+ 2.21 p.p.
4	liveinternet.ru	0.62%	- 0.14 p.p.
5	yahoo	0.40%	+ 0.29 p.p.
6	toplist.cz	0.05%	+ 0.05 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	
		21.06.2010 — 27.06.2010	
1	google	97.66%	+ 0.44 p.p.
2	bing (msn/live)	0.75%	+ 0.05 p.p.
3	conduit.com	0.50%	- 0.48 p.p.
4	search.handycafe.com	0.47%	+ 0.01 p.p.
5	yahoo	0.37%	+ 0.01 p.p.
6	ask.com	0.12%	0 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	
		21.06.2010 — 27.06.2010	
1	Google	98.76%	- 0.05 p.p.
2	MSN	0.75%	+ 0.05 p.p.
3	Yahoo	0.37%	+ 0.01 p.p.
4	AskJeeves	0.12%	0 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	
		21.06.2010 — 27.06.2010	
1	Germany	26.84%	- 1.04 p.p.
2	United States	18.11%	+ 0.97 p.p.
3	Netherlands	5.66%	- 0.17 p.p.
4	France	5.19%	+ 0.1 p.p.
5	United Kingdom	4.43%	- 0.04 p.p.
6	Belgium	4.16%	- 0.02 p.p.
7	Azerbaijan	3.17%	+ 0.18 p.p.
8	Bulgaria	3.07%	+ 0.31 p.p.
9	Austria	3.03%	- 0.35 p.p.
10	Switzerland	2.56%	- 0.3 p.p.
11	Russian Federation	1.68%	- 0.3 p.p.
12	Sweden	1.28%	+ 0.1 p.p.
13	Saudi Arabia	1.06%	+ 0.02 p.p.
14	Australia	0.97%	- 0.06 p.p.
15	Canada	0.96%	- 0.02 p.p.
16	Italy	0.94%	- 0.02 p.p.
17	Denmark	0.90%	0 p.p.
18	Greece	0.85%	+ 0.17 p.p.
19	Romania	0.76%	+ 0.02 p.p.
20	Poland	0.66%	- 0.02 p.p.
21	Iran	0.63%	- 0.04 p.p.
22	Georgia	0.55%	+ 0.16 p.p.
23	Spain	0.54%	- 0.03 p.p.
24	Kazakhstan	0.52%	- 0.02 p.p.
25	Macedonia	0.50%	+ 0.04 p.p.
26	Norway	0.50%	+ 0.04 p.p.
27	Ukraine	0.47%	- 0.01 p.p.
28	Lybia	0.41%	+ 0.06 p.p.
29	China	0.41%	- 0.05 p.p.
30	United Arab Emirates	0.39%	- 0.02 p.p.
31	Japan	0.38%	- 0.1 p.p.
32	Slovakia	0.34%	+ 0.04 p.p.
33	Iraq	0.31%	+ 0.01 p.p.
34	Qatar	0.29%	- 0.01 p.p.
35	Cyprus	0.29%	- 0.06 p.p.
36	Finland	0.27%	- 0.06 p.p.

37	Israel	0.26%	+ 0.07 p.p.
38	Czech Republic	0.25%	- 0.06 p.p.
39	Morocco	0.24%	+ 0.12 p.p.
40	Indonesia	0.22%	+ 0.09 p.p.
41	Hungary	0.22%	+ 0.01 p.p.
42	Bosnia & Hercegovina	0.22%	+ 0.03 p.p.
43	Republic of South Africa	0.21%	0 p.p.
44	Mexico	0.19%	+ 0.07 p.p.
45	Brazil	0.19%	0 p.p.
46	Tunisia	0.18%	- 0.15 p.p.
47	Ireland	0.18%	+ 0.03 p.p.
48	Albania	0.17%	+ 0.02 p.p.
49	Argentina	0.16%	+ 0.03 p.p.
50	India	0.16%	+ 0.01 p.p.
51	Egypt	0.11%	+ 0.03 p.p.
52	Croatia	0.10%	- 0.01 p.p.
53	Turkmenistan	0.10%	0 p.p.
54	New Zealand	0.08%	- 0.05 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	
		21.06.2010 — 27.06.2010	
1	cookie	99.09%	+ 0.01 p.p.
2	non-cookie	0.91%	- 0.01 p.p.
Sample size (number of page views)		1 962 138 958	