



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, 28.06.2010 — 04.07.2010

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	
		28.06.2010 — 04.07.2010	
1	MSIE 7.x	36.12%	- 0.76 p.p.
2	MSIE 8.x	25.64%	+ 0.63 p.p.
3	Firefox 3.x	15.93%	+ 0.52 p.p.
4	MSIE 6.x	13.53%	- 0.58 p.p.
5	Chrome 5.x	6.24%	+ 0.1 p.p.
6	Opera 10.x	0.78%	+ 0.03 p.p.
7	Chrome 6.x	0.31%	+ 0.08 p.p.
8	Firefox 2.x	0.26%	0 p.p.
9	Chrome 4.x	0.24%	+ 0.01 p.p.
10	Safari 4.x	0.21%	- 0.03 p.p.
11	Safari 5.x	0.17%	+ 0.02 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)		1 896 599 740	

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	
		28.06.2010 — 04.07.2010	
1	MSIE	75.30%	- 0.71 p.p.
2	Firefox	16.21%	+ 0.53 p.p.
3	Chrome	6.88%	+ 0.18 p.p.
4	Opera	0.85%	+ 0.03 p.p.
5	Safari	0.44%	- 0.01 p.p.
Sample size (number of page views)		1 896 599 740	

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	
		28.06.2010 — 04.07.2010	
1	MSIE 7.0	47.96%	- 0.56 p.p.
2	MSIE 8.0	34.05%	+ 1.15 p.p.
3	MSIE 6.0	17.97%	- 0.6 p.p.
Sample size (number of page views)		1 428 188 572	

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	
		28.06.2010 — 04.07.2010	
1	Firefox 3.6	69.93%	+ 0.85 p.p.
2	Firefox 3.5	18.71%	- 0.79 p.p.
3	Firefox 3.0	9.60%	- 0.06 p.p.
4	Firefox 2.0	1.62%	- 0.03 p.p.
Sample size (number of page views)		307 384 672	

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	
		28.06.2010 — 04.07.2010	
1	Chrome 5.0	90.70%	- 0.98 p.p.
2	Chrome 6.0	4.44%	+ 0.96 p.p.
3	Chrome 4.0	1.78%	- 0.02 p.p.
4	Chrome 4.1	1.66%	+ 0.03 p.p.
5	Chrome 3.0	0.79%	0 p.p.
6	Chrome 2.0	0.28%	- 0.02 p.p.
7	Chrome 1.0	0.11%	+ 0.01 p.p.
Sample size (number of page views)		130 578 526	

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	
		28.06.2010 — 04.07.2010	
1	Opera 10.5	74.02%	- 4.89 p.p.
2	Opera 10.6	8.10%	+ 5.93 p.p.
3	Opera 10.1	6.41%	- 0.58 p.p.
4	Opera 9.6	6.32%	- 0.27 p.p.
5	Opera 10.0	3.04%	0 p.p.
6	Opera 9.5	1.36%	- 0.13 p.p.
7	Opera 9.2	0.52%	- 0.07 p.p.
Sample size (number of page views)		16 131 530	

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	
		28.06.2010 — 04.07.2010	
1	Safari 4.0	42.94%	- 5.56 p.p.
2	Safari 5.0	39.17%	+ 5.35 p.p.
3	Safari 3.0	4.64%	- 0.3 p.p.
4	Safari 3.1	4.08%	- 0.11 p.p.
5	Safari 3.2	3.03%	- 0.19 p.p.
6	Safari 2.0	0.66%	+ 0.11 p.p.
7	Safari 1.3	0.13%	- 0.03 p.p.
Sample size (number of page views)		8 327 215	

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	
		28.06.2010 — 04.07.2010	
1	MSIE	75.31%	- 0.7 p.p.
2	Gecko	16.24%	+ 0.52 p.p.
3	WebKit/KHTML	7.32%	+ 0.17 p.p.
4	Opera	0.90%	+ 0.03 p.p.
Sample size (number of page views)		1 896 599 740	

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	
		28.06.2010 — 04.07.2010	
1	Windows XP	70.65%	- 0.35 p.p.
2	Windows 7	14.58%	+ 0.49 p.p.
3	Windows Vista	13.27%	- 0.08 p.p.
4	Mac OS X	0.55%	- 0.01 p.p.
5	Windows 2003	0.35%	- 0.04 p.p.
6	Windows 2000	0.22%	- 0.02 p.p.
7	Linux	0.19%	0 p.p.
Sample size (number of page views)		1 895 597 270	

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	
		28.06.2010 — 04.07.2010	
1	Windows	99.14%	+ 0.01 p.p.
2	Unix	0.79%	- 0.02 p.p.
3	other OS	0.07%	+ 0.01 p.p.
Sample size (number of page views)		1 895 597 270	

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	
		28.06.2010 — 04.07.2010	
1	Apple iPhone	31.34%	- 2.58 p.p.
2	Nokia 5800	12.70%	+ 0.67 p.p.
3	Nokia E71	4.71%	+ 0.22 p.p.
4	Apple iPad	4.30%	+ 0.65 p.p.
5	Apple iPod	3.05%	+ 0.06 p.p.
6	Nokia 6300	3.04%	+ 0.21 p.p.
7	Nokia E72	2.42%	- 0.2 p.p.
8	Nokia 5130 XpressMusic	1.84%	+ 0.01 p.p.
9	Nokia N97	1.80%	+ 0.11 p.p.
10	Nokia N95	1.73%	+ 0.34 p.p.
11	Nokia E63	1.43%	+ 0.03 p.p.
12	Nokia 6303 classic	1.33%	+ 0.17 p.p.
13	Nokia 2730	1.29%	- 0.02 p.p.
14	Nokia N73	1.16%	+ 0.03 p.p.
15	HTC HD2	0.97%	- 0.08 p.p.
16	Nokia N95 8GB	0.95%	- 0.13 p.p.
17	BlackBerry 9700	0.88%	+ 0.3 p.p.
18	Nokia N79	0.81%	+ 0.05 p.p.
19	Nokia 6500 slide	0.78%	- 0.03 p.p.
20	Sony Ericsson W800	0.73%	- 0.1 p.p.
21	Nokia N70	0.70%	0 p.p.
22	Samsung SGH-L700	0.62%	+ 0.11 p.p.
23	Nokia 2700 classic	0.61%	+ 0.19 p.p.
24	Nokia 5230	0.60%	+ 0.01 p.p.
25	Nokia E66	0.58%	+ 0.13 p.p.
26	Nokia 3120 classic	0.52%	+ 0.01 p.p.
27	Sony Ericsson W810	0.52%	+ 0.09 p.p.
28	Nokia N81	0.49%	+ 0.17 p.p.
29	Samsung GT-S8500	0.48%	+ 0.05 p.p.
30	Nokia N86	0.47%	- 0.08 p.p.
31	Samsung SGH-E250	0.45%	- 0.09 p.p.
32	BlackBerry 9000	0.42%	- 0.07 p.p.
33	Nokia E51	0.41%	+ 0.12 p.p.
34	Samsung GT-S3653	0.40%	+ 0.06 p.p.
35	Nokia 6120 classic	0.36%	+ 0.1 p.p.

36	Nokia 5530 XpressMusic	0.35%	- 0.14 p.p.
37	Samsung GT-B7300 (Omnia Lite)	0.34%	+ 0.11 p.p.
38	Samsung SGH-D900i	0.33%	+ 0.13 p.p.
39	Samsung GT-S5620	0.32%	- 0.04 p.p.
40	Nokia 6630	0.31%	- 0.03 p.p.
41	Samsung SGH-i900	0.30%	+ 0.04 p.p.
42	Samsung GT-B5310	0.29%	+ 0.07 p.p.
43	Nokia 6220 classic	0.28%	- 0.03 p.p.
44	Nokia 3500 classic	0.28%	- 0.01 p.p.
45	Nokia X6	0.27%	- 0.15 p.p.
46	Nokia N78	0.25%	+ 0.08 p.p.
47	Nokia 3600 slide	0.25%	- 0.02 p.p.
48	Sony Ericsson W910	0.24%	+ 0.04 p.p.
49	Nokia N82	0.24%	0 p.p.
50	Nokia 6700 classic	0.23%	+ 0.01 p.p.
51	Nokia 6600	0.23%	- 0.02 p.p.
52	Nokia 6230i	0.23%	+ 0.08 p.p.
53	Nokia N96	0.20%	- 0.05 p.p.
54	Sony Ericsson G705	0.19%	- 0.05 p.p.
55	Samsung S8003	0.18%	- 0.02 p.p.
56	Samsung SGH-U800	0.18%	+ 0.07 p.p.
57	Nokia 2330 classic	0.17%	- 0.05 p.p.
58	HTC Hero	0.17%	- 0.02 p.p.
59	Nokia 5730	0.17%	+ 0.08 p.p.
60	HTC Touch2	0.16%	- 0.07 p.p.
61	Samsung SGH-L760	0.16%	- 0.01 p.p.
62	Nokia X3	0.16%	+ 0.04 p.p.
63	Nokia E52	0.16%	+ 0.02 p.p.
64	Samsung GT-I8910 (Omnia HD)	0.15%	- 0.02 p.p.
65	BlackBerry 8520 (Curve)	0.15%	+ 0.05 p.p.
66	Samsung GT-S5233A	0.15%	0 p.p.
67	Sony Ericsson C510	0.15%	+ 0.06 p.p.
68	Samsung GT i800 (Omnia ii)	0.15%	- 0.01 p.p.
69	Sony Ericsson X1	0.14%	+ 0.01 p.p.
70	Sony Ericsson W995	0.14%	+ 0.05 p.p.
71	Nokia 5610 XpressMusic	0.14%	+ 0.04 p.p.
72	Nokia N85	0.13%	- 0.02 p.p.
73	Nokia 5320	0.13%	+ 0.04 p.p.
74	Nokia 6710 navigator	0.11%	- 0.01 p.p.
75	Sony Ericsson K750	0.11%	0 p.p.

76	Sony Ericsson P990	0.11%	+ 0.02 p.p.
77	Nokia 6210 Navigator	0.11%	+ 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	
		28.06.2010 — 04.07.2010	
1	Nokia	47.34%	+ 1.69 p.p.
2	Apple	38.69%	- 1.87 p.p.
3	Samsung	6.56%	+ 0.34 p.p.
4	Sony Ericsson	3.65%	- 0.27 p.p.
5	HTC	1.69%	- 0.19 p.p.
6	BlackBerry	1.61%	+ 0.3 p.p.
7	LG	0.28%	0 p.p.
8	HP	0.10%	- 0.01 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	
		28.06.2010 — 04.07.2010	
1	version 10	96.19%	+ 0.23 p.p.
2	version 9	2.14%	- 0.21 p.p.
3	not installed	1.01%	+ 0.02 p.p.
4	version 6	0.50%	- 0.03 p.p.
5	version 8	0.11%	0 p.p.
Sample size (number of page views)		1 896 727 861	

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	
		28.06.2010 — 04.07.2010	
1	1024x768	39.69%	- 0.36 p.p.
2	1280x800	16.36%	0 p.p.
3	1280x1024	11.21%	- 0.03 p.p.
4	1440x900	6.81%	+ 0.05 p.p.
5	1366x768	6.14%	+ 0.16 p.p.
6	1152x864	4.40%	+ 0.02 p.p.
7	1680x1050	1.78%	- 0.01 p.p.
8	1280x960	1.77%	- 0.01 p.p.
9	1280x768	1.63%	+ 0.01 p.p.
10	1360x768	1.19%	+ 0.02 p.p.
11	1280x720	1.08%	0 p.p.
12	1024x600	0.96%	+ 0.03 p.p.
13	1920x1080	0.73%	+ 0.03 p.p.
14	1600x900	0.51%	+ 0.01 p.p.
15	800x600	0.51%	- 0.01 p.p.
16	1024x640	0.34%	0 p.p.
17	1024x819	0.32%	0 p.p.
18	1152x720	0.25%	0 p.p.
19	1093x614	0.25%	+ 0.01 p.p.
20	1024x576	0.21%	0 p.p.
21	1311x737	0.17%	+ 0.01 p.p.
22	1920x1200	0.16%	0 p.p.
23	1080x810	0.15%	0 p.p.
24	983x737	0.14%	0 p.p.
25	1400x1050	0.12%	0 p.p.
26	1600x1200	0.11%	0 p.p.
Sample size (number of page views)		1 896 621 293	

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	
		28.06.2010 — 04.07.2010	
1	32 bits	85.40%	- 0.4 p.p.
2	24 bits	11.84%	+ 0.48 p.p.
3	16 bits	2.66%	- 0.08 p.p.
Sample size (number of page views)		1 896 583 035	

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	
		28.06.2010 — 04.07.2010	
1	google	64.41%	- 4.9 p.p.
2	arabul.com	18.15%	+ 1.09 p.p.
3	dmoz.org	16.71%	+ 4.14 p.p.
4	liveinternet.ru	0.59%	- 0.04 p.p.
5	yahoo	0.15%	- 0.25 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	
		28.06.2010 — 04.07.2010	
1	google	97.67%	+ 0.01 p.p.
2	bing (msn/live)	0.70%	- 0.05 p.p.
3	conduit.com	0.52%	+ 0.02 p.p.
4	search.handycafe.com	0.48%	+ 0.01 p.p.
5	yahoo	0.37%	0 p.p.
6	ask.com	0.13%	+ 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	
		28.06.2010 — 04.07.2010	
1	Google	98.80%	+ 0.04 p.p.
2	MSN	0.70%	- 0.05 p.p.
3	Yahoo	0.37%	0 p.p.
4	AskJeeves	0.13%	+ 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	
		28.06.2010 — 04.07.2010	
1	Germany	27.30%	+ 0.46 p.p.
2	United States	18.92%	+ 0.81 p.p.
3	Netherlands	5.70%	+ 0.04 p.p.
4	United Kingdom	4.74%	+ 0.31 p.p.
5	France	4.74%	- 0.45 p.p.
6	Belgium	3.77%	- 0.39 p.p.
7	Azerbaijan	3.45%	+ 0.28 p.p.
8	Austria	2.93%	- 0.1 p.p.
9	Bulgaria	2.62%	- 0.45 p.p.
10	Switzerland	2.59%	+ 0.03 p.p.
11	Russian Federation	1.71%	+ 0.03 p.p.
12	Sweden	1.20%	- 0.08 p.p.
13	Saudi Arabia	1.03%	- 0.03 p.p.
14	Canada	1.00%	+ 0.04 p.p.
15	Australia	0.99%	+ 0.02 p.p.
16	Italy	0.92%	- 0.02 p.p.
17	Denmark	0.80%	- 0.1 p.p.
18	Greece	0.79%	- 0.06 p.p.
19	Iran	0.75%	+ 0.12 p.p.
20	Romania	0.68%	- 0.08 p.p.
21	Spain	0.64%	+ 0.1 p.p.
22	Ukraine	0.59%	+ 0.12 p.p.
23	Poland	0.57%	- 0.09 p.p.
24	Kazakhstan	0.56%	+ 0.04 p.p.
25	Macedonia	0.50%	0 p.p.
26	Georgia	0.50%	- 0.05 p.p.
27	China	0.48%	+ 0.07 p.p.
28	Japan	0.47%	+ 0.09 p.p.
29	Norway	0.43%	- 0.07 p.p.
30	Lybia	0.38%	- 0.03 p.p.
31	United Arab Emirates	0.35%	- 0.04 p.p.
32	Qatar	0.32%	+ 0.03 p.p.
33	Iraq	0.31%	0 p.p.
34	Slovakia	0.29%	- 0.05 p.p.
35	Mexico	0.28%	+ 0.09 p.p.
36	Cyprus	0.28%	- 0.01 p.p.

37	Finland	0.27%	0 p.p.
38	Israel	0.25%	- 0.01 p.p.
39	Republic of South Africa	0.25%	+ 0.04 p.p.
40	Czech Republic	0.23%	- 0.02 p.p.
41	Hungary	0.22%	0 p.p.
42	Tunisia	0.21%	+ 0.03 p.p.
43	Brazil	0.21%	+ 0.02 p.p.
44	Bosnia & Hercegovina	0.20%	- 0.02 p.p.
45	Ireland	0.17%	- 0.01 p.p.
46	Morocco	0.17%	- 0.07 p.p.
47	India	0.15%	- 0.01 p.p.
48	Argentina	0.13%	- 0.03 p.p.
49	Albania	0.12%	- 0.05 p.p.
50	Turkmenistan	0.12%	+ 0.02 p.p.
51	New Zealand	0.12%	+ 0.04 p.p.
52	Indonesia	0.11%	- 0.11 p.p.
53	Croatia	0.10%	0 p.p.
54	Egypt	0.10%	- 0.01 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	
		28.06.2010 — 04.07.2010	
1	cookie	99.11%	+ 0.02 p.p.
2	non-cookie	0.89%	- 0.02 p.p.
Sample size (number of page views)		1 896 735 173	