



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, 05.07.2010 — 11.07.2010

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	
		05.07.2010 — 11.07.2010	
1	MSIE 7.x	35.59%	- 0.53 p.p.
2	MSIE 8.x	26.21%	+ 0.57 p.p.
3	Firefox 3.x	16.12%	+ 0.19 p.p.
4	MSIE 6.x	13.13%	- 0.4 p.p.
5	Chrome 5.x	6.26%	+ 0.02 p.p.
6	Opera 10.x	0.82%	+ 0.04 p.p.
7	Chrome 6.x	0.39%	+ 0.08 p.p.
8	Firefox 2.x	0.25%	- 0.01 p.p.
9	Chrome 4.x	0.22%	- 0.02 p.p.
10	Safari 4.x	0.20%	- 0.01 p.p.
11	Safari 5.x	0.18%	+ 0.01 p.p.
12	Maxthon 2.x	0.09%	+ 0.02 p.p.
13	Chrome 3.x	0.05%	0 p.p.
14	Chrome 2.x	0.02%	0 p.p.
Sample size (number of page views)		1 943 438 890	

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	
		05.07.2010 — 11.07.2010	
1	MSIE	74.94%	- 0.36 p.p.
2	Firefox	16.40%	+ 0.19 p.p.
3	Chrome	6.98%	+ 0.1 p.p.
4	Opera	0.88%	+ 0.03 p.p.
5	Safari	0.43%	- 0.01 p.p.
6	Maxthon	0.09%	+ 0.02 p.p.
Sample size (number of page views)		1 943 438 890	

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	
		05.07.2010 — 11.07.2010	
1	MSIE 7.0	47.49%	- 0.47 p.p.
2	MSIE 8.0	34.97%	+ 0.92 p.p.
3	MSIE 6.0	17.52%	- 0.45 p.p.
Sample size (number of page views)		1 456 378 134	

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	
		05.07.2010 — 11.07.2010	
1	Firefox 3.6	70.52%	+ 0.59 p.p.
2	Firefox 3.5	18.27%	- 0.44 p.p.
3	Firefox 3.0	9.46%	- 0.14 p.p.
4	Firefox 2.0	1.54%	- 0.08 p.p.
5	Firefox 4.0	0.11%	+ 0.08 p.p.
Sample size (number of page views)		318 779 016	

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	
		05.07.2010 — 11.07.2010	
1	Chrome 5.0	89.74%	- 0.96 p.p.
2	Chrome 6.0	5.64%	+ 1.2 p.p.
3	Chrome 4.0	1.74%	- 0.04 p.p.
4	Chrome 4.1	1.49%	- 0.17 p.p.
5	Chrome 3.0	0.77%	- 0.02 p.p.
6	Chrome 2.0	0.27%	- 0.01 p.p.
7	Chrome 1.0	0.12%	+ 0.01 p.p.
Sample size (number of page views)		135 616 599	

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	
		05.07.2010 — 11.07.2010	
1	Opera 10.6	46.05%	+ 37.95 p.p.
2	Opera 10.5	37.45%	- 36.57 p.p.
3	Opera 10.1	5.97%	- 0.44 p.p.
4	Opera 9.6	5.49%	- 0.83 p.p.
5	Opera 10.0	2.98%	- 0.06 p.p.
6	Opera 9.5	1.36%	0 p.p.
7	Opera 9.2	0.47%	- 0.05 p.p.
Sample size (number of page views)		17 123 560	

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	
		05.07.2010 — 11.07.2010	
1	Safari 5.0	42.01%	+ 2.84 p.p.
2	Safari 4.0	39.82%	- 3.12 p.p.
3	Safari 3.0	4.53%	- 0.11 p.p.
4	Safari 3.1	4.07%	- 0.01 p.p.
5	Safari 3.2	2.82%	- 0.21 p.p.
6	Safari 2.0	0.67%	+ 0.01 p.p.
7	Safari 1.3	0.14%	+ 0.01 p.p.
Sample size (number of page views)		8 413 033	

WEB BROWSERS GROUPS - DETAILS >> Maxthon

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	
		05.07.2010 — 11.07.2010	
1	Maxthon 2.0	100.00%	0 p.p.
Sample size (number of page views)		1 663 908	

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	
		05.07.2010 — 11.07.2010	
1	MSIE	74.94%	- 0.37 p.p.
2	Gecko	16.43%	+ 0.19 p.p.
3	WebKit/KHTML	7.41%	+ 0.09 p.p.
4	Opera	0.94%	+ 0.04 p.p.
Sample size (number of page views)		1 943 438 890	

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	
		05.07.2010 — 11.07.2010	
1	Windows XP	70.23%	- 0.42 p.p.
2	Windows 7	15.05%	+ 0.47 p.p.
3	Windows Vista	13.21%	- 0.06 p.p.
4	Mac OS X	0.54%	- 0.01 p.p.
5	Windows 2003	0.35%	0 p.p.
6	Windows 2000	0.22%	0 p.p.
7	Linux	0.19%	0 p.p.
Sample size (number of page views)		1 942 198 822	

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	
		05.07.2010 — 11.07.2010	
1	Windows	99.11%	- 0.03 p.p.
2	Unix	0.80%	+ 0.01 p.p.
3	other OS	0.09%	+ 0.02 p.p.
Sample size (number of page views)		1 942 198 822	

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	
		05.07.2010 — 11.07.2010	
1	Apple iPhone	35.72%	+ 4.38 p.p.
2	Nokia 5800	12.00%	- 0.7 p.p.
3	Nokia E71	4.51%	- 0.2 p.p.
4	Apple iPad	4.22%	- 0.08 p.p.
5	Nokia 6300	2.70%	- 0.34 p.p.
6	Apple iPod	2.43%	- 0.62 p.p.
7	Nokia E72	2.31%	- 0.11 p.p.
8	Nokia 5130 XpressMusic	1.69%	- 0.15 p.p.
9	Nokia E63	1.63%	+ 0.2 p.p.
10	Nokia N97	1.59%	- 0.21 p.p.
11	Nokia 2730	1.39%	+ 0.1 p.p.
12	Nokia N95	1.30%	- 0.43 p.p.
13	Nokia 6303 classic	1.26%	- 0.07 p.p.
14	Nokia N73	1.12%	- 0.04 p.p.
15	HTC HD2	1.06%	+ 0.09 p.p.
16	Nokia N95 8GB	0.97%	+ 0.02 p.p.
17	Nokia N79	0.88%	+ 0.07 p.p.
18	Sony Ericsson W800	0.73%	0 p.p.
19	Nokia 6500 slide	0.68%	- 0.1 p.p.
20	Nokia N70	0.58%	- 0.12 p.p.
21	Nokia E66	0.58%	0 p.p.
22	BlackBerry 9700	0.56%	- 0.32 p.p.
23	Nokia 5230	0.55%	- 0.05 p.p.
24	Samsung GT-S8500	0.53%	+ 0.05 p.p.
25	Nokia 2700 classic	0.49%	- 0.12 p.p.
26	Samsung SGH-L700	0.46%	- 0.16 p.p.
27	Nokia N86	0.43%	- 0.04 p.p.
28	Nokia 3120 classic	0.41%	- 0.11 p.p.
29	Nokia 6630	0.41%	+ 0.1 p.p.
30	BlackBerry 9000	0.40%	- 0.02 p.p.
31	Nokia X6	0.38%	+ 0.11 p.p.
32	Samsung GT-S3653	0.37%	- 0.03 p.p.
33	Samsung GT-S5620	0.37%	+ 0.05 p.p.
34	Nokia 5530 XpressMusic	0.36%	+ 0.01 p.p.
35	Samsung SGH-E250	0.32%	- 0.13 p.p.

36	Samsung SGH-D900i	0.28%	- 0.05 p.p.
37	Nokia 6220 classic	0.28%	0 p.p.
38	Nokia 3600 slide	0.28%	+ 0.03 p.p.
39	Nokia 6700 classic	0.27%	+ 0.04 p.p.
40	Nokia N96	0.27%	+ 0.07 p.p.
41	Nokia E51	0.26%	- 0.15 p.p.
42	Sony Ericsson W810	0.25%	- 0.27 p.p.
43	Nokia 6120 classic	0.25%	- 0.11 p.p.
44	Samsung GT-B7300 (Omnia Lite)	0.23%	- 0.11 p.p.
45	Nokia X3	0.22%	+ 0.06 p.p.
46	Samsung GT i800 (Omnia ii)	0.22%	+ 0.07 p.p.
47	Nokia 3500 classic	0.22%	- 0.06 p.p.
48	Nokia 6600	0.21%	- 0.02 p.p.
49	Nokia N82	0.21%	- 0.03 p.p.
50	Samsung GT-B5310	0.20%	- 0.09 p.p.
51	Samsung SGH-i900	0.20%	- 0.1 p.p.
52	Sony Ericsson W910	0.18%	- 0.06 p.p.
53	Sony Ericsson G705	0.17%	- 0.02 p.p.
54	Sony Ericsson C510	0.17%	+ 0.02 p.p.
55	HTC Touch2	0.17%	+ 0.01 p.p.
56	Samsung SGH-L760	0.17%	+ 0.01 p.p.
57	Samsung GT-S5233A	0.16%	+ 0.01 p.p.
58	Nokia N78	0.16%	- 0.09 p.p.
59	Nokia N81	0.16%	- 0.33 p.p.
60	Nokia 6210 Navigator	0.16%	+ 0.05 p.p.
61	HTC Hero	0.16%	- 0.01 p.p.
62	Sony Ericsson K750	0.16%	+ 0.05 p.p.
63	Nokia 2330 classic	0.15%	- 0.02 p.p.
64	Nokia 6230i	0.13%	- 0.1 p.p.
65	Sony Ericsson K790	0.12%	+ 0.04 p.p.
66	Nokia 6730 classic	0.12%	+ 0.04 p.p.
67	Nokia E52	0.12%	- 0.04 p.p.
68	Sony Ericsson X1	0.12%	- 0.02 p.p.
69	Nokia 5320	0.12%	- 0.01 p.p.
70	Nokia N85	0.11%	- 0.02 p.p.
71	Sony Ericsson W995	0.11%	- 0.03 p.p.
72	Nokia 6280	0.11%	+ 0.05 p.p.
73	Samsung SGH-U800	0.11%	- 0.07 p.p.
74	Samsung S8003	0.11%	- 0.07 p.p.
75	Nokia 5310 XpressMusic	0.10%	+ 0.02 p.p.
76	Nokia 7610	0.10%	+ 0.01 p.p.
77	Sony Ericsson J105i	0.10%	+ 0.01 p.p.

78	BlackBerry 8520 (Curve)	0.10%	- 0.05 p.p.
79	Nokia N72	0.09%	+ 0.02 p.p.
80	Nokia 6600 slide	0.07%	0 p.p.
81	Sony Ericsson T700	0.07%	- 0.03 p.p.
82	HTC Tattoo	0.05%	0 p.p.
83	HTC Touch Diamond 2	0.05%	+ 0.01 p.p.
84	Nokia E60	0.01%	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	
		05.07.2010 — 11.07.2010	
1	Nokia	44.89%	- 2.45 p.p.
2	Apple	42.37%	+ 3.68 p.p.
3	Samsung	6.17%	- 0.39 p.p.
4	Sony Ericsson	3.20%	- 0.45 p.p.
5	HTC	1.86%	+ 0.17 p.p.
6	BlackBerry	1.16%	- 0.45 p.p.
7	LG	0.23%	- 0.05 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	
		05.07.2010 — 11.07.2010	
1	version 10	96.18%	- 0.01 p.p.
2	version 9	2.06%	- 0.08 p.p.
3	not installed	1.10%	+ 0.09 p.p.
4	version 6	0.49%	- 0.01 p.p.
5	version 8	0.11%	0 p.p.
Sample size (number of page views)		1 943 577 244	

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	
		05.07.2010 — 11.07.2010	
1	1024x768	39.29%	- 0.4 p.p.
2	1280x800	16.34%	- 0.02 p.p.
3	1280x1024	11.15%	- 0.06 p.p.
4	1440x900	6.80%	- 0.01 p.p.
5	1366x768	6.35%	+ 0.21 p.p.
6	1152x864	4.38%	- 0.02 p.p.
7	1280x960	1.78%	+ 0.01 p.p.
8	1680x1050	1.77%	- 0.01 p.p.
9	1280x768	1.64%	+ 0.01 p.p.
10	1360x768	1.21%	+ 0.02 p.p.
11	1280x720	1.10%	+ 0.02 p.p.
12	1024x600	1.00%	+ 0.04 p.p.
13	1920x1080	0.74%	+ 0.01 p.p.
14	1600x900	0.52%	+ 0.01 p.p.
15	800x600	0.49%	- 0.02 p.p.
16	1024x640	0.35%	+ 0.01 p.p.
17	1024x819	0.33%	+ 0.01 p.p.
18	1093x614	0.27%	+ 0.02 p.p.
19	1152x720	0.25%	0 p.p.
20	1024x576	0.24%	+ 0.03 p.p.
21	1311x737	0.18%	+ 0.01 p.p.
22	1920x1200	0.16%	0 p.p.
23	1080x810	0.16%	+ 0.01 p.p.
24	983x737	0.14%	0 p.p.
25	1400x1050	0.11%	- 0.01 p.p.
26	1600x1200	0.11%	0 p.p.
Sample size (number of page views)		1 943 456 081	

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	
		05.07.2010 — 11.07.2010	
1	32 bits	85.15%	- 0.25 p.p.
2	24 bits	12.07%	+ 0.23 p.p.
3	16 bits	2.65%	- 0.01 p.p.
Sample size (number of page views)		1 943 415 081	

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	
		05.07.2010 — 11.07.2010	
1	google	67.86%	+ 3.45 p.p.
2	arabul.com	19.25%	+ 1.1 p.p.
3	dmoz.org	12.02%	- 4.69 p.p.
4	liveinternet.ru	0.74%	+ 0.15 p.p.
5	yahoo	0.14%	- 0.01 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	
		05.07.2010 — 11.07.2010	
1	google	96.96%	- 0.71 p.p.
2	bing (msn/live)	1.25%	+ 0.55 p.p.
3	conduit.com	0.50%	- 0.02 p.p.
4	search.handycafe.com	0.48%	0 p.p.
5	yahoo	0.40%	+ 0.03 p.p.
6	ask.com	0.13%	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	
		05.07.2010 — 11.07.2010	
1	Google	98.09%	- 0.71 p.p.
2	MSN	1.26%	+ 0.56 p.p.
3	Yahoo	0.40%	+ 0.03 p.p.
4	AskJeeves	0.14%	+ 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	
		05.07.2010 — 11.07.2010	
1	Germany	28.26%	+ 0.96 p.p.
2	United States	14.90%	- 4.02 p.p.
3	Netherlands	5.56%	- 0.14 p.p.
4	United Kingdom	5.25%	+ 0.51 p.p.
5	France	4.56%	- 0.18 p.p.
6	Belgium	4.36%	+ 0.59 p.p.
7	Azerbaijan	3.87%	+ 0.42 p.p.
8	Austria	2.93%	0 p.p.
9	Bulgaria	2.90%	+ 0.28 p.p.
10	Switzerland	2.51%	- 0.08 p.p.
11	Russian Federation	1.95%	+ 0.24 p.p.
12	Sweden	1.24%	+ 0.04 p.p.
13	Australia	1.16%	+ 0.17 p.p.
14	Canada	1.11%	+ 0.11 p.p.
15	Saudi Arabia	1.11%	+ 0.08 p.p.
16	Greece	0.93%	+ 0.14 p.p.
17	Italy	0.89%	- 0.03 p.p.
18	Romania	0.79%	+ 0.11 p.p.
19	Iran	0.76%	+ 0.01 p.p.
20	Denmark	0.73%	- 0.07 p.p.
21	China	0.71%	+ 0.23 p.p.
22	Norway	0.64%	+ 0.21 p.p.
23	Kazakhstan	0.62%	+ 0.06 p.p.
24	Ukraine	0.61%	+ 0.02 p.p.
25	Macedonia	0.57%	+ 0.07 p.p.
26	Poland	0.55%	- 0.02 p.p.
27	Georgia	0.53%	+ 0.03 p.p.
28	Lybia	0.47%	+ 0.09 p.p.
29	Japan	0.44%	- 0.03 p.p.
30	Spain	0.42%	- 0.22 p.p.
31	United Arab Emirates	0.40%	+ 0.05 p.p.
32	Albania	0.36%	+ 0.24 p.p.
33	Iraq	0.34%	+ 0.03 p.p.
34	Finland	0.29%	+ 0.02 p.p.
35	Czech Republic	0.28%	+ 0.05 p.p.
36	Cyprus	0.28%	0 p.p.

37	Tunisia	0.27%	+ 0.06 p.p.
38	Qatar	0.27%	- 0.05 p.p.
39	Israel	0.27%	+ 0.02 p.p.
40	Brazil	0.26%	+ 0.05 p.p.
41	Republic of South Africa	0.25%	0 p.p.
42	Hungary	0.22%	0 p.p.
43	India	0.21%	+ 0.06 p.p.
44	Bosnia & Hercegovina	0.20%	0 p.p.
45	Ireland	0.19%	+ 0.02 p.p.
46	Slovakia	0.16%	- 0.13 p.p.
47	Argentina	0.16%	+ 0.03 p.p.
48	Mexico	0.15%	- 0.13 p.p.
49	Morocco	0.14%	- 0.03 p.p.
50	Uzbekistan	0.14%	+ 0.05 p.p.
51	Indonesia	0.13%	+ 0.02 p.p.
52	Turkmenistan	0.11%	- 0.01 p.p.
53	Syria	0.10%	0 p.p.
54	New Zealand	0.09%	- 0.03 p.p.
55	Egypt	0.08%	- 0.02 p.p.
56	Portugal	0.08%	0 p.p.
57	Uganda	0.04%	+ 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	
		05.07.2010 — 11.07.2010	
1	cookie	99.10%	- 0.01 p.p.
2	non-cookie	0.90%	+ 0.01 p.p.
Sample size (number of page views)		1 943 584 687	