



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, 12.07.2010 — 18.07.2010

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	
		12.07.2010 — 18.07.2010	
1	MSIE 7.x	34.94%	- 0.65 p.p.
2	MSIE 8.x	26.62%	+ 0.41 p.p.
3	Firefox 3.x	16.32%	+ 0.2 p.p.
4	MSIE 6.x	12.93%	- 0.2 p.p.
5	Chrome 5.x	6.35%	+ 0.09 p.p.
6	Opera 10.x	0.82%	0 p.p.
7	Chrome 6.x	0.48%	+ 0.09 p.p.
8	Firefox 2.x	0.25%	0 p.p.
9	Chrome 4.x	0.22%	0 p.p.
10	Safari 5.x	0.20%	+ 0.02 p.p.
11	Safari 4.x	0.19%	- 0.01 p.p.
12	Maxthon 2.x	0.09%	0 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)		1 896 497 161	

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	
		12.07.2010 — 18.07.2010	
1	MSIE	74.51%	- 0.43 p.p.
2	Firefox	16.63%	+ 0.23 p.p.
3	Chrome	7.15%	+ 0.17 p.p.
4	Opera	0.89%	+ 0.01 p.p.
5	Safari	0.44%	+ 0.01 p.p.
6	Maxthon	0.09%	0 p.p.
Sample size (number of page views)		1 896 497 161	

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	
		12.07.2010 — 18.07.2010	
1	MSIE 7.0	46.90%	- 0.59 p.p.
2	MSIE 8.0	35.72%	+ 0.75 p.p.
3	MSIE 6.0	17.36%	- 0.16 p.p.
Sample size (number of page views)		1 413 055 337	

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	
		12.07.2010 — 18.07.2010	
1	Firefox 3.6	71.85%	+ 1.33 p.p.
2	Firefox 3.5	17.25%	- 1.02 p.p.
3	Firefox 3.0	9.03%	- 0.43 p.p.
4	Firefox 2.0	1.48%	- 0.06 p.p.
5	Firefox 4.0	0.30%	+ 0.19 p.p.
Sample size (number of page views)		315 316 808	

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	
		12.07.2010 — 18.07.2010	
1	Chrome 5.0	88.81%	- 0.93 p.p.
2	Chrome 6.0	6.75%	+ 1.11 p.p.
3	Chrome 4.0	1.68%	- 0.06 p.p.
4	Chrome 4.1	1.41%	- 0.08 p.p.
5	Chrome 3.0	0.73%	- 0.04 p.p.
6	Chrome 2.0	0.27%	0 p.p.
7	Chrome 1.0	0.11%	- 0.01 p.p.
Sample size (number of page views)		135 607 009	

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	
		12.07.2010 — 18.07.2010	
1	Opera 10.6	60.69%	+ 14.64 p.p.
2	Opera 10.5	23.34%	- 14.11 p.p.
3	Opera 10.1	5.54%	- 0.43 p.p.
4	Opera 9.6	5.43%	- 0.06 p.p.
5	Opera 10.0	2.88%	- 0.1 p.p.
6	Opera 9.5	1.24%	- 0.12 p.p.
7	Opera 9.2	0.42%	- 0.05 p.p.
Sample size (number of page views)		16 785 807	

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	
		12.07.2010 — 18.07.2010	
1	Safari 5.0	44.74%	+ 2.73 p.p.
2	Safari 4.0	37.20%	- 2.62 p.p.
3	Safari 3.0	4.38%	- 0.15 p.p.
4	Safari 3.1	3.91%	- 0.16 p.p.
5	Safari 3.2	2.89%	+ 0.07 p.p.
6	Safari 2.0	0.66%	- 0.01 p.p.
7	Safari 1.3	0.13%	- 0.01 p.p.
Sample size (number of page views)		8 389 222	

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	
		12.07.2010 — 18.07.2010	
1	Maxthon 2.0	100.00%	0 p.p.
Sample size (number of page views)		1 784 764	

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	
		12.07.2010 — 18.07.2010	
1	MSIE	74.51%	- 0.43 p.p.
2	Gecko	16.66%	+ 0.23 p.p.
3	WebKit/KHTML	7.59%	+ 0.18 p.p.
4	Opera	0.95%	+ 0.01 p.p.
Sample size (number of page views)		1 896 497 161	

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	
		12.07.2010 — 18.07.2010	
1	Windows XP	70.03%	- 0.2 p.p.
2	Windows 7	15.42%	+ 0.37 p.p.
3	Windows Vista	13.01%	- 0.2 p.p.
4	Mac OS X	0.55%	+ 0.01 p.p.
5	Windows 2003	0.36%	+ 0.01 p.p.
6	Windows 2000	0.21%	- 0.01 p.p.
7	Linux	0.19%	0 p.p.
Sample size (number of page views)		1 895 254 739	

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	
		12.07.2010 — 18.07.2010	
1	Windows	99.08%	- 0.03 p.p.
2	Unix	0.82%	+ 0.02 p.p.
3	other OS	0.10%	+ 0.01 p.p.
Sample size (number of page views)		1 895 254 739	

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	
		12.07.2010 — 18.07.2010	
1	Apple iPhone	35.95%	+ 0.23 p.p.
2	Nokia 5800	11.99%	- 0.01 p.p.
3	Apple iPad	4.76%	+ 0.54 p.p.
4	Nokia E71	4.46%	- 0.05 p.p.
5	Nokia 6300	2.68%	- 0.02 p.p.
6	Apple iPod	2.55%	+ 0.12 p.p.
7	Nokia E72	1.98%	- 0.33 p.p.
8	Nokia N97	1.74%	+ 0.15 p.p.
9	Nokia 5130 XpressMusic	1.62%	- 0.07 p.p.
10	Nokia 2730	1.46%	+ 0.07 p.p.
11	Nokia E63	1.42%	- 0.21 p.p.
12	Nokia N95	1.30%	0 p.p.
13	Nokia 6303 classic	1.14%	- 0.12 p.p.
14	Nokia N73	1.08%	- 0.04 p.p.
15	HTC HD2	1.06%	0 p.p.
16	Nokia N95 8GB	0.94%	- 0.03 p.p.
17	Nokia N79	0.80%	- 0.08 p.p.
18	Nokia N70	0.70%	+ 0.12 p.p.
19	Nokia 6500 slide	0.67%	- 0.01 p.p.
20	Samsung GT-S8500	0.66%	+ 0.13 p.p.
21	Nokia 2700 classic	0.64%	+ 0.15 p.p.
22	Sony Ericsson W800	0.64%	- 0.09 p.p.
23	Nokia 5230	0.58%	+ 0.03 p.p.
24	BlackBerry 9000	0.49%	+ 0.09 p.p.
25	Nokia 3120 classic	0.49%	+ 0.08 p.p.
26	Samsung SGH-E250	0.47%	+ 0.15 p.p.
27	BlackBerry 9700	0.46%	- 0.1 p.p.
28	Nokia E66	0.46%	- 0.12 p.p.
29	Samsung SGH-L700	0.46%	0 p.p.
30	Samsung GT-S3653	0.45%	+ 0.08 p.p.
31	Nokia N86	0.44%	+ 0.01 p.p.
32	Samsung GT-S5620	0.44%	+ 0.07 p.p.
33	Nokia X6	0.43%	+ 0.05 p.p.
34	Nokia 6630	0.36%	- 0.05 p.p.
35	Nokia 6120 classic	0.34%	+ 0.09 p.p.

36	Nokia 5530 XpressMusic	0.33%	- 0.03 p.p.
37	Nokia E51	0.30%	+ 0.04 p.p.
38	Nokia 6220 classic	0.29%	+ 0.01 p.p.
39	Sony Ericsson W810	0.27%	+ 0.02 p.p.
40	Nokia N82	0.23%	+ 0.02 p.p.
41	Nokia 3500 classic	0.22%	0 p.p.
42	Nokia 6700 classic	0.22%	- 0.05 p.p.
43	Sony Ericsson K750	0.21%	+ 0.05 p.p.
44	Nokia X3	0.21%	- 0.01 p.p.
45	Nokia 6210 Navigator	0.21%	+ 0.05 p.p.
46	Nokia 3600 slide	0.20%	- 0.08 p.p.
47	Nokia N96	0.20%	- 0.07 p.p.
48	Samsung GT-B7300 (Omnia Lite)	0.20%	- 0.03 p.p.
49	Samsung SGH-D900i	0.19%	- 0.09 p.p.
50	Sony Ericsson W910	0.19%	+ 0.01 p.p.
51	HTC Touch2	0.18%	+ 0.01 p.p.
52	Nokia 5310 XpressMusic	0.18%	+ 0.08 p.p.
53	Sony Ericsson G705	0.18%	+ 0.01 p.p.
54	Samsung GT i800 (Omnia ii)	0.18%	- 0.04 p.p.
55	Samsung GT-S5233A	0.18%	+ 0.02 p.p.
56	Samsung GT-B5310	0.18%	- 0.02 p.p.
57	Nokia N78	0.18%	+ 0.02 p.p.
58	Nokia 6600	0.17%	- 0.04 p.p.
59	Nokia N81	0.16%	0 p.p.
60	Samsung SGH-i900	0.15%	- 0.05 p.p.
61	Samsung S8003	0.14%	+ 0.03 p.p.
62	Nokia 2330 classic	0.14%	- 0.01 p.p.
63	Nokia E52	0.14%	+ 0.02 p.p.
64	Nokia N85	0.14%	+ 0.03 p.p.
65	Sony Ericsson C510	0.13%	- 0.04 p.p.
66	Samsung SGH-L760	0.13%	- 0.04 p.p.
67	HTC Hero	0.12%	- 0.04 p.p.
68	Sony Ericsson X1	0.12%	0 p.p.
69	BlackBerry 8520 (Curve)	0.12%	+ 0.02 p.p.
70	Sony Ericsson K790	0.11%	- 0.01 p.p.
71	Nokia 6730 classic	0.11%	- 0.01 p.p.
72	Nokia 6230i	0.10%	- 0.03 p.p.
73	Sony Ericsson W995	0.10%	- 0.01 p.p.
74	Nokia 6280	0.10%	- 0.01 p.p.
75	Nokia 7610	0.09%	- 0.01 p.p.

76	Sony Ericsson T700	0.09%	+ 0.02 p.p.
77	Nokia 5320	0.09%	- 0.03 p.p.
78	Sony Ericsson J105i	0.08%	- 0.02 p.p.
79	Nokia N72	0.07%	- 0.02 p.p.
80	Nokia 6600 slide	0.07%	0 p.p.
81	Samsung SGH-U800	0.06%	- 0.05 p.p.
82	HTC Tattoo	0.06%	+ 0.01 p.p.
83	HTC Touch Diamond 2	0.04%	- 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	
		12.07.2010 — 18.07.2010	
1	Nokia	44.17%	- 0.72 p.p.
2	Apple	43.26%	+ 0.89 p.p.
3	Samsung	5.92%	- 0.25 p.p.
4	Sony Ericsson	3.30%	+ 0.1 p.p.
5	HTC	1.85%	- 0.01 p.p.
6	BlackBerry	1.17%	+ 0.01 p.p.
7	LG	0.24%	+ 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	
		12.07.2010 — 18.07.2010	
1	version 10	96.16%	- 0.02 p.p.
2	version 9	2.04%	- 0.02 p.p.
3	not installed	1.12%	+ 0.02 p.p.
4	version 6	0.51%	+ 0.02 p.p.
5	version 8	0.12%	+ 0.01 p.p.
Sample size (number of page views)		1 896 629 603	

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	
		12.07.2010 — 18.07.2010	
1	1024x768	38.99%	- 0.3 p.p.
2	1280x800	16.24%	- 0.1 p.p.
3	1280x1024	11.19%	+ 0.04 p.p.
4	1440x900	6.85%	+ 0.05 p.p.
5	1366x768	6.49%	+ 0.14 p.p.
6	1152x864	4.34%	- 0.04 p.p.
7	1680x1050	1.81%	+ 0.04 p.p.
8	1280x960	1.79%	+ 0.01 p.p.
9	1280x768	1.64%	0 p.p.
10	1360x768	1.24%	+ 0.03 p.p.
11	1280x720	1.10%	0 p.p.
12	1024x600	1.01%	+ 0.01 p.p.
13	1920x1080	0.77%	+ 0.03 p.p.
14	1600x900	0.54%	+ 0.02 p.p.
15	800x600	0.48%	- 0.01 p.p.
16	1024x640	0.35%	0 p.p.
17	1024x819	0.34%	+ 0.01 p.p.
18	1093x614	0.27%	0 p.p.
19	1152x720	0.26%	+ 0.01 p.p.
20	1024x576	0.24%	0 p.p.
21	1311x737	0.19%	+ 0.01 p.p.
22	1920x1200	0.16%	0 p.p.
23	1080x810	0.16%	0 p.p.
24	983x737	0.14%	0 p.p.
25	1600x1200	0.12%	+ 0.01 p.p.
26	1400x1050	0.12%	+ 0.01 p.p.
Sample size (number of page views)		1 896 511 654	

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	
		12.07.2010 — 18.07.2010	
1	32 bits	84.72%	- 0.43 p.p.
2	24 bits	12.46%	+ 0.39 p.p.
3	16 bits	2.68%	+ 0.03 p.p.
Sample size (number of page views)		1 896 478 103	

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	
		12.07.2010 — 18.07.2010	
1	google	68.57%	+ 0.71 p.p.
2	arabul.com	20.03%	+ 0.78 p.p.
3	dmoz.org	10.55%	- 1.47 p.p.
4	liveinternet.ru	0.73%	- 0.01 p.p.
5	yahoo	0.08%	- 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	
		12.07.2010 — 18.07.2010	
1	google	97.63%	+ 0.67 p.p.
2	bing (msn/live)	0.76%	- 0.49 p.p.
3	conduit.com	0.51%	+ 0.01 p.p.
4	search.handycafe.com	0.49%	+ 0.01 p.p.
5	yahoo	0.37%	- 0.03 p.p.
6	ask.com	0.11%	- 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	
		12.07.2010 — 18.07.2010	
1	Google	98.76%	+ 0.67 p.p.
2	MSN	0.76%	- 0.5 p.p.
3	Yahoo	0.37%	- 0.03 p.p.
4	AskJeeves	0.11%	- 0.03 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	
		12.07.2010 — 18.07.2010	
1	Germany	28.53%	+ 0.27 p.p.
2	United States	14.64%	- 0.26 p.p.
3	Netherlands	5.61%	+ 0.05 p.p.
4	United Kingdom	5.45%	+ 0.2 p.p.
5	France	4.72%	+ 0.16 p.p.
6	Azerbaijan	4.26%	+ 0.39 p.p.
7	Belgium	4.21%	- 0.15 p.p.
8	Austria	2.85%	- 0.08 p.p.
9	Bulgaria	2.64%	- 0.26 p.p.
10	Switzerland	2.47%	- 0.04 p.p.
11	Russian Federation	2.09%	+ 0.14 p.p.
12	Australia	1.21%	+ 0.05 p.p.
13	Sweden	1.18%	- 0.06 p.p.
14	Canada	1.17%	+ 0.06 p.p.
15	Greece	1.17%	+ 0.24 p.p.
16	Saudi Arabia	1.01%	- 0.1 p.p.
17	Iran	0.99%	+ 0.23 p.p.
18	Italy	0.94%	+ 0.05 p.p.
19	Denmark	0.77%	+ 0.04 p.p.
20	Romania	0.77%	- 0.02 p.p.
21	Georgia	0.55%	+ 0.02 p.p.
22	Kazakhstan	0.54%	- 0.08 p.p.
23	Poland	0.52%	- 0.03 p.p.
24	Macedonia	0.51%	- 0.06 p.p.
25	Ukraine	0.47%	- 0.14 p.p.
26	Norway	0.46%	- 0.18 p.p.
27	Spain	0.43%	+ 0.01 p.p.
28	Japan	0.43%	- 0.01 p.p.
29	United Arab Emirates	0.41%	+ 0.01 p.p.
30	Lybia	0.40%	- 0.07 p.p.
31	China	0.39%	- 0.32 p.p.
32	Albania	0.39%	+ 0.03 p.p.
33	Iraq	0.34%	0 p.p.
34	Republic of South Africa	0.30%	+ 0.05 p.p.
35	Tunisia	0.29%	+ 0.02 p.p.
36	Finland	0.28%	- 0.01 p.p.

37	Czech Republic	0.27%	- 0.01 p.p.
38	Qatar	0.27%	0 p.p.
39	Mexico	0.26%	+ 0.11 p.p.
40	Cyprus	0.26%	- 0.02 p.p.
41	Brazil	0.23%	- 0.03 p.p.
42	Israel	0.22%	- 0.05 p.p.
43	Slovakia	0.21%	+ 0.05 p.p.
44	Hungary	0.19%	- 0.03 p.p.
45	Ireland	0.18%	- 0.01 p.p.
46	India	0.17%	- 0.04 p.p.
47	Uzbekistan	0.16%	+ 0.02 p.p.
48	Bosnia & Hercegovina	0.16%	- 0.04 p.p.
49	Morocco	0.15%	+ 0.01 p.p.
50	Argentina	0.13%	- 0.03 p.p.
51	Syria	0.13%	+ 0.03 p.p.
52	Indonesia	0.12%	- 0.01 p.p.
53	Turkmenistan	0.11%	0 p.p.
54	Egypt	0.10%	+ 0.02 p.p.
55	New Zealand	0.10%	+ 0.01 p.p.
56	Portugal	0.10%	+ 0.02 p.p.
57	Uganda	0.07%	+ 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	
		12.07.2010 — 18.07.2010	
1	cookie	99.09%	- 0.01 p.p.
2	non-cookie	0.91%	+ 0.01 p.p.
Sample size (number of page views)		1 896 637 144	