



Ipsos KMG



# gemiusRanking<sup>TR</sup>

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, 19.07.2010 — 25.07.2010

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	
		19.07.2010 — 25.07.2010	
1	MSIE 7.x	34.65%	- 0.29 p.p.
2	MSIE 8.x	27.15%	+ 0.53 p.p.
3	Firefox 3.x	16.12%	- 0.2 p.p.
4	MSIE 6.x	12.84%	- 0.09 p.p.
5	Chrome 5.x	6.37%	+ 0.02 p.p.
6	Opera 10.x	0.81%	- 0.01 p.p.
7	Chrome 6.x	0.55%	+ 0.07 p.p.
8	Firefox 2.x	0.24%	- 0.01 p.p.
9	Safari 5.x	0.21%	+ 0.01 p.p.
10	Chrome 4.x	0.21%	- 0.01 p.p.
11	Safari 4.x	0.19%	0 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)		2 003 105 219	

## 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	
		19.07.2010 — 25.07.2010	
1	MSIE	74.65%	+ 0.14 p.p.
2	Firefox	16.42%	- 0.21 p.p.
3	Chrome	7.22%	+ 0.07 p.p.
4	Opera	0.88%	- 0.01 p.p.
5	Safari	0.45%	+ 0.01 p.p.
6	Maxthon	0.09%	0 p.p.
Sample size (number of page views)		2 003 105 219	

## WEB BROWSERS GROUPS - DETAILS &gt;&gt; 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	
		19.07.2010 — 25.07.2010	
1	MSIE 7.0	46.42%	- 0.48 p.p.
2	MSIE 8.0	36.36%	+ 0.64 p.p.
3	MSIE 6.0	17.20%	- 0.16 p.p.
Sample size (number of page views)		1 495 338 341	

## WEB BROWSERS GROUPS - DETAILS &gt;&gt; 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	
		19.07.2010 — 25.07.2010	
1	Firefox 3.6	75.84%	+ 3.99 p.p.
2	Firefox 3.5	14.33%	- 2.92 p.p.
3	Firefox 3.0	7.97%	- 1.06 p.p.
4	Firefox 2.0	1.48%	0 p.p.
5	Firefox 4.0	0.29%	- 0.01 p.p.
Sample size (number of page views)		328 970 911	

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	
		19.07.2010 — 25.07.2010	
1	Chrome 5.0	88.28%	- 0.53 p.p.
2	Chrome 6.0	7.57%	+ 0.82 p.p.
3	Chrome 4.0	1.62%	- 0.06 p.p.
4	Chrome 4.1	1.23%	- 0.18 p.p.
5	Chrome 3.0	0.71%	- 0.02 p.p.
6	Chrome 2.0	0.26%	- 0.01 p.p.
7	Chrome 1.0	0.11%	0 p.p.
Sample size (number of page views)		144 635 641	

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	
		19.07.2010 — 25.07.2010	
1	Opera 10.6	65.12%	+ 4.43 p.p.
2	Opera 10.5	19.36%	- 3.98 p.p.
3	Opera 9.6	5.29%	- 0.14 p.p.
4	Opera 10.1	5.16%	- 0.38 p.p.
5	Opera 10.0	2.65%	- 0.23 p.p.
6	Opera 9.5	1.43%	+ 0.19 p.p.
7	Opera 9.2	0.46%	+ 0.04 p.p.
Sample size (number of page views)		17 533 990	

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	
		19.07.2010 — 25.07.2010	
1	Safari 5.0	46.62%	+ 1.88 p.p.
2	Safari 4.0	35.03%	- 2.17 p.p.
3	Safari 3.0	4.11%	- 0.27 p.p.
4	Safari 3.1	4.10%	+ 0.19 p.p.
5	Safari 3.2	2.85%	- 0.04 p.p.
6	Safari 2.0	0.65%	- 0.01 p.p.
7	Safari 1.3	0.12%	- 0.01 p.p.
Sample size (number of page views)		8 973 521	

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	
		19.07.2010 — 25.07.2010	
1	Maxthon 2.0	100.00%	0 p.p.
Sample size (number of page views)		1 741 754	

## 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	
		19.07.2010 — 25.07.2010	
1	MSIE	74.65%	+ 0.14 p.p.
2	Gecko	16.45%	- 0.21 p.p.
3	WebKit/KHTML	7.67%	+ 0.08 p.p.
4	Opera	0.93%	- 0.02 p.p.
Sample size (number of page views)		2 003 105 219	

## 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	
		19.07.2010 — 25.07.2010	
1	Windows XP	69.85%	- 0.18 p.p.
2	Windows 7	15.69%	+ 0.27 p.p.
3	Windows Vista	12.88%	- 0.13 p.p.
4	Mac OS X	0.56%	+ 0.01 p.p.
5	Windows 2003	0.38%	+ 0.02 p.p.
6	Windows 2000	0.23%	+ 0.02 p.p.
7	Linux	0.19%	0 p.p.
Sample size (number of page views)		2 001 830 759	

## 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	
		19.07.2010 — 25.07.2010	
1	Windows	99.07%	- 0.01 p.p.
2	Unix	0.83%	+ 0.01 p.p.
3	other OS	0.10%	0 p.p.
Sample size (number of page views)		2 001 830 759	

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	
		19.07.2010 — 25.07.2010	
1	Apple iPhone	34.70%	- 1.25 p.p.
2	Nokia 5800	12.68%	+ 0.69 p.p.
3	Apple iPad	5.50%	+ 0.74 p.p.
4	Nokia E71	4.15%	- 0.31 p.p.
5	Nokia 6300	2.65%	- 0.03 p.p.
6	Apple iPod	2.26%	- 0.29 p.p.
7	Nokia E72	2.10%	+ 0.12 p.p.
8	Nokia 5130 XpressMusic	1.73%	+ 0.11 p.p.
9	Nokia N97	1.66%	- 0.08 p.p.
10	Nokia 2730	1.65%	+ 0.19 p.p.
11	Nokia E63	1.35%	- 0.07 p.p.
12	Nokia 6303 classic	1.25%	+ 0.11 p.p.
13	Nokia N95	1.16%	- 0.14 p.p.
14	Nokia N73	1.09%	+ 0.01 p.p.
15	HTC HD2	1.09%	+ 0.03 p.p.
16	Nokia N95 8GB	0.86%	- 0.08 p.p.
17	Nokia N79	0.77%	- 0.03 p.p.
18	Nokia 5230	0.75%	+ 0.17 p.p.
19	Nokia N70	0.74%	+ 0.04 p.p.
20	Samsung GT-S8500	0.73%	+ 0.07 p.p.
21	Sony Ericsson W800	0.70%	+ 0.06 p.p.
22	Nokia 6500 slide	0.62%	- 0.05 p.p.
23	BlackBerry 9700	0.58%	+ 0.12 p.p.
24	Nokia 2700 classic	0.57%	- 0.07 p.p.
25	Samsung SGH-L700	0.48%	+ 0.02 p.p.
26	Nokia 3120 classic	0.45%	- 0.04 p.p.
27	BlackBerry 9000	0.45%	- 0.04 p.p.
28	Nokia X6	0.44%	+ 0.01 p.p.
29	Nokia E66	0.43%	- 0.03 p.p.
30	Samsung GT-S3653	0.42%	- 0.03 p.p.
31	Nokia N86	0.38%	- 0.06 p.p.
32	Nokia 3500 classic	0.36%	+ 0.14 p.p.
33	Nokia 5530 XpressMusic	0.35%	+ 0.02 p.p.
34	Nokia 6220 classic	0.33%	+ 0.04 p.p.
35	Sony Ericsson W810	0.32%	+ 0.05 p.p.

36	Samsung SGH-E250	0.30%	- 0.17 p.p.
37	Samsung GT-S5620	0.30%	- 0.14 p.p.
38	Nokia 6630	0.30%	- 0.06 p.p.
39	Nokia E51	0.29%	- 0.01 p.p.
40	Samsung GT-B7300 (Omnia Lite)	0.28%	+ 0.08 p.p.
41	Nokia 6210 Navigator	0.28%	+ 0.07 p.p.
42	Nokia 6120 classic	0.24%	- 0.1 p.p.
43	Nokia X3	0.23%	+ 0.02 p.p.
44	Samsung GT i800 (Omnia ii)	0.22%	+ 0.04 p.p.
45	Nokia 3600 slide	0.21%	+ 0.01 p.p.
46	Nokia N78	0.21%	+ 0.03 p.p.
47	Nokia N96	0.21%	+ 0.01 p.p.
48	Samsung SGH-i900	0.20%	+ 0.05 p.p.
49	Sony Ericsson G705	0.20%	+ 0.02 p.p.
50	Nokia 6700 classic	0.20%	- 0.02 p.p.
51	Samsung GT-S5233A	0.19%	+ 0.01 p.p.
52	Nokia N82	0.19%	- 0.04 p.p.
53	Samsung GT-B5310	0.19%	+ 0.01 p.p.
54	Nokia 6600	0.18%	+ 0.01 p.p.
55	Nokia N81	0.17%	+ 0.01 p.p.
56	Nokia 2330 classic	0.16%	+ 0.02 p.p.
57	HTC Touch2	0.16%	- 0.02 p.p.
58	Nokia 5310 XpressMusic	0.15%	- 0.03 p.p.
59	Nokia 5320	0.14%	+ 0.05 p.p.
60	Samsung SGH-D900i	0.14%	- 0.05 p.p.
61	Sony Ericsson X1	0.14%	+ 0.02 p.p.
62	Sony Ericsson W910	0.14%	- 0.05 p.p.
63	Samsung S8003	0.14%	0 p.p.
64	Nokia E52	0.13%	- 0.01 p.p.
65	Samsung SGH-L760	0.13%	0 p.p.
66	HTC Hero	0.13%	+ 0.01 p.p.
67	Sony Ericsson K750	0.12%	- 0.09 p.p.
68	Nokia 7610	0.12%	+ 0.03 p.p.
69	Nokia 6730 clasic	0.12%	+ 0.01 p.p.
70	Sony Ericsson K790	0.12%	+ 0.01 p.p.
71	Nokia N85	0.11%	- 0.03 p.p.
72	BlackBerry 8520 (Curve)	0.11%	- 0.01 p.p.
73	Sony Ericsson C510	0.11%	- 0.02 p.p.
74	Sony Ericsson T700	0.11%	+ 0.02 p.p.
75	Nokia 6280	0.10%	0 p.p.
76	Nokia 6230i	0.10%	0 p.p.

77	Sony Ericsson W995	0.08%	- 0.02 p.p.
78	HTC Tattoo	0.08%	+ 0.02 p.p.
79	Samsung SGH-U800	0.07%	+ 0.01 p.p.
80	Nokia N72	0.07%	0 p.p.
81	Nokia 6600 slide	0.07%	0 p.p.
82	Sony Ericsson J105i	0.06%	- 0.02 p.p.
83	HTC Touch Diamond 2	0.04%	0 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	
		19.07.2010 — 25.07.2010	
1	Nokia	44.76%	+ 0.59 p.p.
2	Apple	42.46%	- 0.8 p.p.
3	Samsung	6.08%	+ 0.16 p.p.
4	Sony Ericsson	3.27%	- 0.03 p.p.
5	HTC	1.88%	+ 0.03 p.p.
6	BlackBerry	1.24%	+ 0.07 p.p.
7	LG	0.21%	- 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	
		19.07.2010 — 25.07.2010	
1	version 10	96.10%	- 0.06 p.p.
2	version 9	2.08%	+ 0.04 p.p.
3	not installed	1.12%	0 p.p.
4	version 6	0.53%	+ 0.02 p.p.
5	version 8	0.12%	0 p.p.
Sample size (number of page views)		2 003 245 921	

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	
		19.07.2010 — 25.07.2010	
1	1024x768	38.84%	- 0.15 p.p.
2	1280x800	16.24%	0 p.p.
3	1280x1024	11.21%	+ 0.02 p.p.
4	1440x900	6.81%	- 0.04 p.p.
5	1366x768	6.61%	+ 0.12 p.p.
6	1152x864	4.29%	- 0.05 p.p.
7	1680x1050	1.80%	- 0.01 p.p.
8	1280x960	1.76%	- 0.03 p.p.
9	1280x768	1.64%	0 p.p.
10	1360x768	1.24%	0 p.p.
11	1280x720	1.09%	- 0.01 p.p.
12	1024x600	1.02%	+ 0.01 p.p.
13	1920x1080	0.77%	0 p.p.
14	1600x900	0.55%	+ 0.01 p.p.
15	800x600	0.48%	0 p.p.
16	1024x640	0.36%	+ 0.01 p.p.
17	1024x819	0.35%	+ 0.01 p.p.
18	1093x614	0.28%	+ 0.01 p.p.
19	1152x720	0.27%	+ 0.01 p.p.
20	1024x576	0.24%	0 p.p.
21	1311x737	0.19%	0 p.p.
22	1920x1200	0.17%	+ 0.01 p.p.
23	1080x810	0.16%	0 p.p.
24	983x737	0.15%	+ 0.01 p.p.
25	1600x1200	0.12%	0 p.p.
26	1400x1050	0.11%	- 0.01 p.p.
Sample size (number of page views)		2 003 121 686	

## 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	
		19.07.2010 — 25.07.2010	
1	32 bits	84.21%	- 0.51 p.p.
2	24 bits	12.97%	+ 0.51 p.p.
3	16 bits	2.69%	+ 0.01 p.p.
Sample size (number of page views)		2 003 084 005	

## 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	
		19.07.2010 — 25.07.2010	
1	google	72.77%	+ 4.2 p.p.
2	arabul.com	13.91%	- 6.12 p.p.
3	dmoz.org	11.56%	+ 1.01 p.p.
4	liveinternet.ru	0.86%	+ 0.13 p.p.
5	startlap.hu	0.79%	+ 0.79 p.p.
6	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	
		19.07.2010 — 25.07.2010	
1	google	97.40%	- 0.23 p.p.
2	bing (msn/live)	0.71%	- 0.05 p.p.
3	search.handycafe.com	0.49%	0 p.p.
4	conduit.com	0.49%	- 0.02 p.p.
5	yahoo	0.38%	+ 0.01 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	
		19.07.2010 — 25.07.2010	
1	Google	98.77%	+ 0.01 p.p.
2	MSN	0.71%	- 0.05 p.p.
3	Yahoo	0.38%	+ 0.01 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	
		19.07.2010 — 25.07.2010	
1	Germany	28.72%	+ 0.19 p.p.
2	United States	15.60%	+ 0.96 p.p.
3	Netherlands	5.38%	- 0.23 p.p.
4	United Kingdom	5.28%	- 0.17 p.p.
5	France	4.84%	+ 0.12 p.p.
6	Belgium	4.14%	- 0.07 p.p.
7	Azerbaijan	4.01%	- 0.25 p.p.
8	Austria	3.04%	+ 0.19 p.p.
9	Bulgaria	2.87%	+ 0.23 p.p.
10	Switzerland	2.49%	+ 0.02 p.p.
11	Russian Federation	1.89%	- 0.2 p.p.
12	Canada	1.37%	+ 0.2 p.p.
13	Australia	1.24%	+ 0.03 p.p.
14	Sweden	1.19%	+ 0.01 p.p.
15	Saudi Arabia	1.01%	0 p.p.
16	Iran	0.92%	- 0.07 p.p.
17	Italy	0.85%	- 0.09 p.p.
18	Denmark	0.82%	+ 0.05 p.p.
19	Greece	0.78%	- 0.39 p.p.
20	Romania	0.65%	- 0.12 p.p.
21	Georgia	0.64%	+ 0.09 p.p.
22	Kazakhstan	0.59%	+ 0.05 p.p.
23	Poland	0.56%	+ 0.04 p.p.
24	Macedonia	0.49%	- 0.02 p.p.
25	United Arab Emirates	0.49%	+ 0.08 p.p.
26	Spain	0.48%	+ 0.05 p.p.
27	Japan	0.46%	+ 0.03 p.p.
28	Lybia	0.43%	+ 0.03 p.p.
29	Norway	0.43%	- 0.03 p.p.
30	China	0.41%	+ 0.02 p.p.
31	Ukraine	0.39%	- 0.08 p.p.
32	Finland	0.36%	+ 0.08 p.p.
33	Qatar	0.32%	+ 0.05 p.p.
34	Albania	0.31%	- 0.08 p.p.
35	Iraq	0.27%	- 0.07 p.p.
36	Cyprus	0.26%	0 p.p.

37	Brazil	0.23%	0 p.p.
38	Republic of South Africa	0.22%	- 0.08 p.p.
39	Tunisia	0.22%	- 0.07 p.p.
40	Israel	0.22%	0 p.p.
41	Czech Republic	0.22%	- 0.05 p.p.
42	Slovakia	0.21%	0 p.p.
43	Ireland	0.21%	+ 0.03 p.p.
44	Hungary	0.21%	+ 0.02 p.p.
45	Mexico	0.16%	- 0.1 p.p.
46	Bosnia & Hercegovina	0.16%	0 p.p.
47	Morocco	0.15%	0 p.p.
48	India	0.14%	- 0.03 p.p.
49	Syria	0.13%	0 p.p.
50	Uzbekistan	0.12%	- 0.04 p.p.
51	New Zealand	0.11%	+ 0.01 p.p.
52	Turkmenistan	0.11%	0 p.p.
53	Argentina	0.11%	- 0.02 p.p.
54	Indonesia	0.10%	- 0.02 p.p.
55	Egypt	0.10%	0 p.p.
56	Portugal	0.08%	- 0.02 p.p.
57	Uganda	0.05%	- 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	
		19.07.2010 — 25.07.2010	
1	cookie	99.08%	- 0.01 p.p.
2	non-cookie	0.92%	+ 0.01 p.p.
Sample size (number of page views)		2 003 252 860	