



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, 26.07.2010 — 01.08.2010

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	
		26.07.2010 — 01.08.2010	
1	MSIE 7.x	34.36%	- 0.29 p.p.
2	MSIE 8.x	27.38%	+ 0.23 p.p.
3	Firefox 3.x	16.20%	+ 0.08 p.p.
4	MSIE 6.x	12.58%	- 0.26 p.p.
5	Chrome 5.x	6.52%	+ 0.15 p.p.
6	Opera 10.x	0.83%	+ 0.02 p.p.
7	Chrome 6.x	0.59%	+ 0.04 p.p.
8	Firefox 2.x	0.23%	- 0.01 p.p.
9	Safari 5.x	0.23%	+ 0.02 p.p.
10	Chrome 4.x	0.20%	- 0.01 p.p.
11	Safari 4.x	0.18%	- 0.01 p.p.
12	Maxthon 2.x	0.11%	+ 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)		1 961 924 567	

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	
		26.07.2010 — 01.08.2010	
1	MSIE	74.33%	- 0.32 p.p.
2	Firefox	16.49%	+ 0.07 p.p.
3	Chrome	7.40%	+ 0.18 p.p.
4	Opera	0.89%	+ 0.01 p.p.
5	Safari	0.46%	+ 0.01 p.p.
6	Maxthon	0.11%	+ 0.02 p.p.
Sample size (number of page views)		1 961 924 567	

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	
		26.07.2010 — 01.08.2010	
1	MSIE 7.0	46.22%	- 0.2 p.p.
2	MSIE 8.0	36.83%	+ 0.47 p.p.
3	MSIE 6.0	16.93%	- 0.27 p.p.
Sample size (number of page views)		1 458 343 751	

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	
		26.07.2010 — 01.08.2010	
1	Firefox 3.6	76.31%	+ 0.47 p.p.
2	Firefox 3.5	14.02%	- 0.31 p.p.
3	Firefox 3.0	7.89%	- 0.08 p.p.
4	Firefox 2.0	1.40%	- 0.08 p.p.
5	Firefox 4.0	0.30%	+ 0.01 p.p.
Sample size (number of page views)		323 584 049	

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	
		26.07.2010 — 01.08.2010	
1	Chrome 5.0	88.07%	- 0.21 p.p.
2	Chrome 6.0	8.00%	+ 0.43 p.p.
3	Chrome 4.0	1.58%	- 0.04 p.p.
4	Chrome 4.1	1.10%	- 0.13 p.p.
5	Chrome 3.0	0.67%	- 0.04 p.p.
6	Chrome 2.0	0.24%	- 0.02 p.p.
7	Chrome 1.0	0.09%	- 0.02 p.p.
Sample size (number of page views)		145 266 933	

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	
		26.07.2010 — 01.08.2010	
1	Opera 10.6	70.29%	+ 5.17 p.p.
2	Opera 10.5	15.77%	- 3.59 p.p.
3	Opera 9.6	4.97%	- 0.32 p.p.
4	Opera 10.1	4.36%	- 0.8 p.p.
5	Opera 10.0	2.35%	- 0.3 p.p.
6	Opera 9.5	1.27%	- 0.16 p.p.
7	Opera 9.2	0.52%	+ 0.06 p.p.
Sample size (number of page views)		17 403 975	

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	
		26.07.2010 — 01.08.2010	
1	Safari 5.0	48.85%	+ 2.23 p.p.
2	Safari 4.0	33.03%	- 2 p.p.
3	Safari 3.0	4.09%	- 0.02 p.p.
4	Safari 3.1	3.94%	- 0.16 p.p.
5	Safari 3.2	2.69%	- 0.16 p.p.
6	Safari 2.0	0.75%	+ 0.1 p.p.
7	Safari 1.3	0.12%	0 p.p.
Sample size (number of page views)		9 096 000	

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	
		26.07.2010 — 01.08.2010	
1	Maxthon 2.0	100.00%	0 p.p.
Sample size (number of page views)		2 129 131	

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	
		26.07.2010 — 01.08.2010	
1	MSIE	74.34%	- 0.31 p.p.
2	Gecko	16.52%	+ 0.07 p.p.
3	WebKit/KHTML	7.87%	+ 0.2 p.p.
4	Opera	0.95%	+ 0.02 p.p.
Sample size (number of page views)		1 961 924 567	

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	
		26.07.2010 — 01.08.2010	
1	Windows XP	69.68%	- 0.17 p.p.
2	Windows 7	15.91%	+ 0.22 p.p.
3	Windows Vista	12.79%	- 0.09 p.p.
4	Mac OS X	0.58%	+ 0.02 p.p.
5	Windows 2003	0.39%	+ 0.01 p.p.
6	Windows 2000	0.22%	- 0.01 p.p.
7	Linux	0.19%	0 p.p.
Sample size (number of page views)		1 960 518 155	

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	
		26.07.2010 — 01.08.2010	
1	Windows	99.04%	- 0.03 p.p.
2	Unix	0.86%	+ 0.03 p.p.
3	other OS	0.10%	0 p.p.
Sample size (number of page views)		1 960 518 155	

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	
		26.07.2010 — 01.08.2010	
1	Apple iPhone	31.99%	- 2.71 p.p.
2	Nokia 5800	12.82%	+ 0.14 p.p.
3	Apple iPad	5.78%	+ 0.28 p.p.
4	Nokia E71	4.43%	+ 0.28 p.p.
5	Nokia 6300	2.93%	+ 0.28 p.p.
6	Apple iPod	2.16%	- 0.1 p.p.
7	Nokia 5130 XpressMusic	2.14%	+ 0.41 p.p.
8	Nokia E72	2.10%	0 p.p.
9	Nokia 2730	1.92%	+ 0.27 p.p.
10	Nokia N97	1.55%	- 0.11 p.p.
11	HTC HD2	1.47%	+ 0.38 p.p.
12	Nokia E63	1.35%	0 p.p.
13	Nokia N73	1.12%	+ 0.03 p.p.
14	Nokia 6303 classic	1.06%	- 0.19 p.p.
15	Nokia N95	1.00%	- 0.16 p.p.
16	Nokia 6500 slide	0.86%	+ 0.24 p.p.
17	Samsung GT-S8500	0.83%	+ 0.1 p.p.
18	Nokia N95 8GB	0.83%	- 0.03 p.p.
19	Nokia 5230	0.78%	+ 0.03 p.p.
20	Sony Ericsson W800	0.75%	+ 0.05 p.p.
21	Nokia N70	0.74%	0 p.p.
22	Samsung SGH-L700	0.74%	+ 0.26 p.p.
23	Nokia 2700 classic	0.68%	+ 0.11 p.p.
24	Nokia N79	0.68%	- 0.09 p.p.
25	BlackBerry 9700	0.57%	- 0.01 p.p.
26	Nokia 3120 classic	0.53%	+ 0.08 p.p.
27	Nokia 5530 XpressMusic	0.47%	+ 0.12 p.p.
28	Nokia X6	0.43%	- 0.01 p.p.
29	Samsung SGH-E250	0.43%	+ 0.13 p.p.
30	Nokia N86	0.42%	+ 0.04 p.p.
31	BlackBerry 9000	0.41%	- 0.04 p.p.
32	Nokia E66	0.39%	- 0.04 p.p.
33	Nokia 6630	0.34%	+ 0.04 p.p.
34	Nokia 3500 classic	0.33%	- 0.03 p.p.
35	Nokia 6220 classic	0.33%	0 p.p.

36	Sony Ericsson W810	0.31%	- 0.01 p.p.
37	Nokia E51	0.31%	+ 0.02 p.p.
38	Nokia 6700 classic	0.26%	+ 0.06 p.p.
39	Nokia 3600 slide	0.26%	+ 0.05 p.p.
40	Samsung GT-S5620	0.25%	- 0.05 p.p.
41	Nokia 6120 classic	0.25%	+ 0.01 p.p.
42	Nokia 6210 Navigator	0.24%	- 0.04 p.p.
43	Nokia X3	0.23%	0 p.p.
44	Nokia 6730 clasic	0.22%	+ 0.1 p.p.
45	Sony Ericsson G705	0.21%	+ 0.01 p.p.
46	Nokia N96	0.21%	0 p.p.
47	Nokia 6600	0.21%	+ 0.03 p.p.
48	Nokia N81	0.20%	+ 0.03 p.p.
49	Nokia E60	0.20%	+ 0.19 p.p.
50	Samsung GT-B7300 (Omnia Lite)	0.20%	- 0.08 p.p.
51	Samsung GT-B5310	0.19%	0 p.p.
52	Samsung GT-S3653	0.19%	- 0.23 p.p.
53	HTC Touch2	0.19%	+ 0.03 p.p.
54	Nokia E52	0.19%	+ 0.06 p.p.
55	Nokia 5310 XpressMusic	0.19%	+ 0.04 p.p.
56	Sony Ericsson X1	0.18%	+ 0.04 p.p.
57	Samsung SGH-L760	0.18%	+ 0.05 p.p.
58	Nokia N82	0.18%	- 0.01 p.p.
59	Sony Ericsson W910	0.17%	+ 0.03 p.p.
60	Nokia 2330 classic	0.17%	+ 0.01 p.p.
61	Samsung GT i800 (Omnia ii)	0.17%	- 0.05 p.p.
62	Samsung GT-S5233A	0.16%	- 0.03 p.p.
63	HTC Touch Diamond 2	0.14%	+ 0.1 p.p.
64	Samsung SGH-D900i	0.14%	0 p.p.
65	Nokia N85	0.14%	+ 0.03 p.p.
66	Sony Ericsson K750	0.13%	+ 0.01 p.p.
67	Samsung SGH-U800	0.13%	+ 0.06 p.p.
68	Nokia N78	0.13%	- 0.08 p.p.
69	Sony Ericsson C510	0.13%	+ 0.02 p.p.
70	Nokia N72	0.13%	+ 0.06 p.p.
71	HTC Hero	0.13%	0 p.p.
72	Samsung S8003	0.13%	- 0.01 p.p.
73	Nokia 6280	0.12%	+ 0.02 p.p.
74	Nokia 6600 slide	0.12%	+ 0.05 p.p.
75	Nokia 6230i	0.12%	+ 0.02 p.p.
76	Sony Ericsson W995	0.12%	+ 0.04 p.p.
77	Samsung SGH-i900	0.12%	- 0.08 p.p.

78	Sony Ericsson T700	0.11%	0 p.p.
79	Nokia 5320	0.11%	- 0.03 p.p.
80	Sony Ericsson J105i	0.10%	+ 0.04 p.p.
81	HTC Tattoo	0.10%	+ 0.02 p.p.
82	Nokia 7610	0.10%	- 0.02 p.p.
83	BlackBerry 8520 (Curve)	0.10%	- 0.01 p.p.
84	Sony Ericsson K790	0.10%	- 0.02 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	
		26.07.2010 — 01.08.2010	
1	Nokia	46.84%	+ 2.08 p.p.
2	Apple	39.92%	- 2.54 p.p.
3	Samsung	5.89%	- 0.19 p.p.
4	Sony Ericsson	3.50%	+ 0.23 p.p.
5	HTC	2.37%	+ 0.49 p.p.
6	BlackBerry	1.16%	- 0.08 p.p.
7	LG	0.21%	0 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	
		26.07.2010 — 01.08.2010	
1	version 10	96.08%	- 0.02 p.p.
2	version 9	2.06%	- 0.02 p.p.
3	not installed	1.15%	+ 0.03 p.p.
4	version 6	0.54%	+ 0.01 p.p.
5	version 8	0.12%	0 p.p.
Sample size (number of page views)		1 962 035 736	

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	
		26.07.2010 — 01.08.2010	
1	1024x768	38.59%	- 0.25 p.p.
2	1280x800	16.19%	- 0.05 p.p.
3	1280x1024	11.25%	+ 0.04 p.p.
4	1440x900	6.84%	+ 0.03 p.p.
5	1366x768	6.71%	+ 0.1 p.p.
6	1152x864	4.25%	- 0.04 p.p.
7	1680x1050	1.82%	+ 0.02 p.p.
8	1280x960	1.76%	0 p.p.
9	1280x768	1.64%	0 p.p.
10	1360x768	1.26%	+ 0.02 p.p.
11	1280x720	1.09%	0 p.p.
12	1024x600	1.05%	+ 0.03 p.p.
13	1920x1080	0.78%	+ 0.01 p.p.
14	1600x900	0.56%	+ 0.01 p.p.
15	800x600	0.47%	- 0.01 p.p.
16	1024x640	0.36%	0 p.p.
17	1024x819	0.35%	0 p.p.
18	1093x614	0.29%	+ 0.01 p.p.
19	1152x720	0.27%	0 p.p.
20	1024x576	0.25%	+ 0.01 p.p.
21	1311x737	0.19%	0 p.p.
22	1920x1200	0.17%	0 p.p.
23	1080x810	0.17%	+ 0.01 p.p.
24	983x737	0.15%	0 p.p.
25	1400x1050	0.12%	+ 0.01 p.p.
26	1600x1200	0.11%	- 0.01 p.p.
Sample size (number of page views)		1 961 930 433	

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	
		26.07.2010 — 01.08.2010	
1	32 bits	84.05%	- 0.16 p.p.
2	24 bits	13.10%	+ 0.13 p.p.
3	16 bits	2.71%	+ 0.02 p.p.
Sample size (number of page views)		1 961 899 988	

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	
		26.07.2010 — 01.08.2010	
1	google	69.80%	- 2.97 p.p.
2	arabul.com	16.99%	+ 3.08 p.p.
3	dmoz.org	12.37%	+ 0.81 p.p.
4	liveinternet.ru	0.69%	- 0.17 p.p.
5	yahoo	0.12%	+ 0.01 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	
		26.07.2010 — 01.08.2010	
1	google	97.49%	+ 0.09 p.p.
2	bing (msn/live)	0.71%	0 p.p.
3	yahoo	0.53%	+ 0.15 p.p.
4	conduit.com	0.50%	+ 0.01 p.p.
5	search.handycafe.com	0.49%	0 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	
		26.07.2010 — 01.08.2010	
1	Google	98.63%	- 0.14 p.p.
2	MSN	0.71%	0 p.p.
3	Yahoo	0.53%	+ 0.15 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	
		26.07.2010 — 01.08.2010	
1	Germany	28.51%	- 0.21 p.p.
2	United States	15.42%	- 0.18 p.p.
3	Netherlands	5.44%	+ 0.06 p.p.
4	United Kingdom	5.36%	+ 0.08 p.p.
5	France	4.46%	- 0.38 p.p.
6	Belgium	4.05%	- 0.09 p.p.
7	Azerbaijan	3.95%	- 0.06 p.p.
8	Austria	2.84%	- 0.2 p.p.
9	Bulgaria	2.55%	- 0.32 p.p.
10	Switzerland	2.33%	- 0.16 p.p.
11	Russian Federation	1.99%	+ 0.1 p.p.
12	Sweden	1.38%	+ 0.19 p.p.
13	Canada	1.31%	- 0.06 p.p.
14	Australia	1.26%	+ 0.02 p.p.
15	Saudi Arabia	1.03%	+ 0.02 p.p.
16	Italy	0.95%	+ 0.1 p.p.
17	Denmark	0.94%	+ 0.12 p.p.
18	Greece	0.90%	+ 0.12 p.p.
19	Iran	0.78%	- 0.14 p.p.
20	Romania	0.70%	+ 0.05 p.p.
21	Kazakhstan	0.67%	+ 0.08 p.p.
22	Spain	0.61%	+ 0.13 p.p.
23	Georgia	0.54%	- 0.1 p.p.
24	Japan	0.51%	+ 0.05 p.p.
25	Norway	0.51%	+ 0.08 p.p.
26	Poland	0.48%	- 0.08 p.p.
27	Macedonia	0.46%	- 0.03 p.p.
28	Ukraine	0.44%	+ 0.05 p.p.
29	United Arab Emirates	0.42%	- 0.07 p.p.
30	Lybia	0.42%	- 0.01 p.p.
31	China	0.40%	- 0.01 p.p.
32	Albania	0.40%	+ 0.09 p.p.
33	Republic of South Africa	0.36%	+ 0.14 p.p.
34	Qatar	0.34%	+ 0.02 p.p.
35	Finland	0.31%	- 0.05 p.p.
36	Iraq	0.28%	+ 0.01 p.p.

37	Brazil	0.28%	+ 0.05 p.p.
38	Morocco	0.27%	+ 0.12 p.p.
39	Tunisia	0.25%	+ 0.03 p.p.
40	Cyprus	0.25%	- 0.01 p.p.
41	Czech Republic	0.25%	+ 0.03 p.p.
42	Israel	0.23%	+ 0.02 p.p.
43	Hungary	0.20%	- 0.01 p.p.
44	Argentina	0.20%	+ 0.09 p.p.
45	Ireland	0.19%	- 0.02 p.p.
46	India	0.19%	+ 0.05 p.p.
47	Bosnia & Hercegovina	0.18%	+ 0.02 p.p.
48	Mexico	0.16%	0 p.p.
49	Uzbekistan	0.16%	+ 0.04 p.p.
50	Syria	0.14%	+ 0.01 p.p.
51	Slovakia	0.13%	- 0.08 p.p.
52	Turkmenistan	0.13%	+ 0.02 p.p.
53	New Zealand	0.13%	+ 0.02 p.p.
54	Indonesia	0.12%	+ 0.02 p.p.
55	Egypt	0.11%	+ 0.01 p.p.
56	Uganda	0.11%	+ 0.06 p.p.
57	Portugal	0.10%	+ 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	
		26.07.2010 — 01.08.2010	
1	cookie	99.06%	- 0.02 p.p.
2	non-cookie	0.94%	+ 0.02 p.p.
Sample size (number of page views)		1 962 062 940	