



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, 29.03.2010 — 04.04.2010

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	
		29.03.2010 — 04.04.2010	
1	MSIE 7.x	41.18%	- 0.79 p.p.
2	MSIE 8.x	19.53%	+ 0.9 p.p.
3	MSIE 6.x	16.95%	- 0.27 p.p.
4	Firefox 3.x	14.98%	+ 0.07 p.p.
5	Chrome 4.x	5.26%	+ 0.06 p.p.
6	Opera 10.x	0.69%	0 p.p.
7	Safari 4.x	0.35%	0 p.p.
8	Firefox 2.x	0.29%	- 0.01 p.p.
9	Chrome 5.x	0.23%	+ 0.05 p.p.
10	Chrome 3.x	0.08%	- 0.01 p.p.
11	Chrome 2.x	0.03%	0 p.p.
Sample size (number of page views)		1 969 330 810	

WEB BROWSERS - GROUPS

A ranking of web browsers groups 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	
		29.03.2010 — 04.04.2010	
1	MSIE	77.68%	- 0.16 p.p.
2	Firefox	15.29%	+ 0.06 p.p.
3	Chrome	5.62%	+ 0.11 p.p.
4	Opera	0.80%	0 p.p.
5	Safari	0.41%	- 0.01 p.p.
Sample size (number of page views)		1 969 330 810	

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	
		29.03.2010 — 04.04.2010	
1	MSIE 7.0	53.01%	- 0.91 p.p.
2	MSIE 8.0	25.14%	+ 1.21 p.p.
3	MSIE 6.0	21.83%	- 0.29 p.p.
Sample size (number of page views)		1 529 777 785	

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	
		29.03.2010 — 04.04.2010	
1	Firefox 3.6	61.30%	+ 3.14 p.p.
2	Firefox 3.5	26.00%	- 2.55 p.p.
3	Firefox 3.0	10.66%	- 0.53 p.p.
4	Firefox 2.0	1.90%	- 0.07 p.p.
Sample size (number of page views)		301 092 416	

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	
		29.03.2010 — 04.04.2010	
1	Chrome 4.1	89.92%	+ 0.33 p.p.
2	Chrome 5.0	4.14%	+ 0.9 p.p.
3	Chrome 4.0	3.64%	- 1.13 p.p.
4	Chrome 3.0	1.43%	- 0.12 p.p.
5	Chrome 2.0	0.47%	- 0.01 p.p.
6	Chrome 1.0	0.17%	0 p.p.
Sample size (number of page views)		110 673 366	

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	
		29.03.2010 — 04.04.2010	
1	Opera 10.5	54.96%	+ 24.39 p.p.
2	Opera 10.1	26.61%	- 23.24 p.p.
3	Opera 9.6	9.98%	- 0.8 p.p.
4	Opera 10.0	5.26%	- 0.19 p.p.
5	Opera 9.5	1.79%	- 0.06 p.p.
6	Opera 9.2	0.91%	- 0.01 p.p.
Sample size (number of page views)		15 690 273	

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	
		29.03.2010 — 04.04.2010	
1	Safari 4.0	83.81%	+ 0.4 p.p.
2	Safari 3.0	5.57%	+ 0.07 p.p.
3	Safari 3.1	4.91%	- 0.34 p.p.
4	Safari 3.2	4.64%	- 0.18 p.p.
5	Safari 2.0	0.71%	+ 0.03 p.p.
6	Safari 1.3	0.21%	+ 0.03 p.p.
Sample size (number of page views)		8 172 598	

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	
		29.03.2010 — 04.04.2010	
1	MSIE	77.68%	- 0.16 p.p.
2	Gecko	15.31%	+ 0.06 p.p.
3	WebKit/KHTML	6.04%	+ 0.11 p.p.
4	Opera	0.83%	0 p.p.
Sample size (number of page views)		1 969 330 810	

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	
		29.03.2010 — 04.04.2010	
1	Windows XP	72.78%	- 0.15 p.p.
2	Windows Vista	15.33%	- 0.18 p.p.
3	Windows 7	10.45%	+ 0.37 p.p.
4	Mac OS X	0.51%	- 0.01 p.p.
5	Windows 2003	0.34%	- 0.01 p.p.
6	Windows 2000	0.25%	0 p.p.
7	Linux	0.18%	0 p.p.
Sample size (number of page views)		1 968 310 449	

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	
		29.03.2010 — 04.04.2010	
1	Windows	99.21%	+ 0.01 p.p.
2	Unix	0.75%	- 0.01 p.p.
3	other OS	0.04%	- 0.01 p.p.
Sample size (number of page views)		1 968 310 449	

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	
		29.03.2010 — 04.04.2010	
1	version 10	95.89%	+ 0.1 p.p.
2	version 9	2.52%	- 0.08 p.p.
3	not installed	0.84%	- 0.01 p.p.
4	version 6	0.57%	- 0.01 p.p.
5	version 8	0.12%	0 p.p.
Sample size (number of page views)		1 969 546 239	

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	
		29.03.2010 — 04.04.2010	
1	1024x768	41.91%	- 0.11 p.p.
2	1280x800	17.59%	- 0.12 p.p.
3	1280x1024	11.13%	0 p.p.
4	1440x900	6.37%	+ 0.06 p.p.
5	1366x768	4.93%	+ 0.12 p.p.
6	1152x864	4.48%	- 0.01 p.p.
7	1280x960	1.75%	0 p.p.
8	1680x1050	1.68%	0 p.p.
9	1280x768	1.55%	- 0.01 p.p.
10	1280x720	1.05%	0 p.p.
11	1360x768	0.96%	+ 0.01 p.p.
12	1024x600	0.85%	0 p.p.
13	800x600	0.63%	- 0.01 p.p.
14	1920x1080	0.55%	+ 0.01 p.p.
15	1600x900	0.40%	+ 0.01 p.p.
16	1024x640	0.31%	0 p.p.
17	1024x819	0.25%	+ 0.01 p.p.
18	1152x720	0.21%	+ 0.01 p.p.
19	1024x576	0.20%	0 p.p.
20	1093x614	0.16%	0 p.p.
21	1920x1200	0.14%	- 0.01 p.p.
22	1400x1050	0.13%	0 p.p.
23	983x737	0.12%	+ 0.01 p.p.
24	1080x810	0.12%	0 p.p.
25	1600x1200	0.10%	0 p.p.
26	1311x737	0.09%	0 p.p.
Sample size (number of page views)		1 969 432 300	

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	
		29.03.2010 — 04.04.2010	
1	32 bits	87.09%	- 0.44 p.p.
2	24 bits	10.02%	+ 0.5 p.p.
3	16 bits	2.80%	- 0.05 p.p.
Sample size (number of page views)		1 969 405 352	

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	
		29.03.2010 — 04.04.2010	
1	google	70.36%	+ 13.1 p.p.
2	dmoz.org	16.32%	- 6.61 p.p.
3	arabul.com	12.15%	- 6.94 p.p.
4	liveinternet.ru	0.59%	- 0.08 p.p.
5	startlap.hu	0.52%	+ 0.52 p.p.
6	yahoo	0.06%	0 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	
		29.03.2010 — 04.04.2010	
1	google	97.58%	+ 0.5 p.p.
2	bing (msn/live)	0.94%	- 0.2 p.p.
3	conduit.com	0.55%	0 p.p.
4	search.handycafe.com	0.50%	0 p.p.
5	yahoo	0.23%	+ 0.01 p.p.
6	searchqu.com	0.01%	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	
		29.03.2010 — 04.04.2010	
1	Google	98.78%	+ 0.45 p.p.
2	MSN	0.94%	- 0.45 p.p.
3	Yahoo	0.23%	+ 0.01 p.p.

COUNTRIES

Countries from which internet users connect websites of members of IAB Turkey. 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	
		29.03.2010 — 04.04.2010	
1	Germany	28.80%	+ 1.56 p.p.
2	United States	15.85%	- 0.54 p.p.
3	Netherlands	6.24%	+ 0.2 p.p.
4	France	5.27%	- 0.36 p.p.
5	United Kingdom	4.65%	- 0.25 p.p.
6	Belgium	4.24%	+ 0.2 p.p.
7	Azerbaijan	3.09%	- 0.03 p.p.
8	Austria	3.08%	- 0.01 p.p.
9	Bulgaria	2.75%	- 0.3 p.p.
10	Switzerland	2.75%	+ 0.19 p.p.
11	Russian Federation	2.24%	+ 0.44 p.p.
12	Sweden	1.39%	- 0.09 p.p.
13	Canada	1.29%	- 0.05 p.p.
14	Denmark	1.10%	- 0.03 p.p.
15	Australia	1.07%	+ 0.02 p.p.
16	Saudi Arabia	0.97%	+ 0.06 p.p.
17	Italy	0.90%	0 p.p.
18	Greece	0.69%	- 0.04 p.p.
19	Kazakhstan	0.68%	+ 0.06 p.p.
20	Romania	0.60%	- 0.14 p.p.
21	Norway	0.58%	+ 0.02 p.p.
22	Ukraine	0.54%	- 0.11 p.p.
23	Iran	0.52%	+ 0.2 p.p.
24	Poland	0.49%	+ 0.02 p.p.
25	Macedonia	0.47%	- 0.09 p.p.
26	China	0.44%	- 0.09 p.p.
27	United Arab Emirates	0.44%	- 0.14 p.p.
28	Spain	0.40%	- 0.02 p.p.
29	Qatar	0.39%	+ 0.12 p.p.
30	Japan	0.37%	- 0.22 p.p.
31	Finland	0.33%	0 p.p.
32	Cyprus	0.32%	- 0.04 p.p.
33	Lybia	0.30%	- 0.02 p.p.
34	Czech Republic	0.28%	+ 0.01 p.p.
35	Georgia	0.26%	- 0.04 p.p.
36	Hungary	0.25%	+ 0.02 p.p.

37	Israel	0.21%	- 0.03 p.p.
38	Ireland	0.20%	- 0.01 p.p.
39	Tunisia	0.20%	- 0.04 p.p.
40	Iraq	0.19%	- 0.02 p.p.
41	Republic of South Africa	0.19%	- 0.11 p.p.
42	Morocco	0.17%	- 0.05 p.p.
43	Bosnia & Hercegovina	0.16%	- 0.01 p.p.
44	Albania	0.15%	- 0.04 p.p.
45	India	0.14%	- 0.01 p.p.
46	Argentina	0.14%	+ 0.02 p.p.
47	Indonesia	0.13%	+ 0.04 p.p.
48	Brazil	0.12%	- 0.05 p.p.
49	Turkmenistan	0.12%	+ 0.01 p.p.
50	Kyrgyzstan	0.11%	+ 0.01 p.p.
51	Portugal	0.10%	+ 0.01 p.p.
52	Kuwait	0.09%	- 0.01 p.p.
53	Croatia	0.07%	- 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	
		29.03.2010 — 04.04.2010	
1	cookie	99.09%	+ 0.01 p.p.
2	non-cookie	0.91%	- 0.01 p.p.
Sample size (number of page views)		1 969 556 454	