



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, 19.04.2010 – 25.04.2010

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	
		19.04.2010 — 25.04.2010	
1	MSIE 7.x	40.84%	- 0.11 p.p.
2	MSIE 8.x	20.26%	+ 0.29 p.p.
3	MSIE 6.x	15.96%	- 0.33 p.p.
4	Firefox 3.x	15.25%	+ 0.1 p.p.
5	Chrome 4.x	5.54%	+ 0.05 p.p.
6	Opera 10.x	0.70%	0 p.p.
7	Safari 4.x	0.35%	- 0.02 p.p.
8	Firefox 2.x	0.28%	0 p.p.
9	Chrome 5.x	0.27%	+ 0.01 p.p.
10	Chrome 3.x	0.07%	- 0.01 p.p.
11	Chrome 2.x	0.02%	- 0.01 p.p.
Sample size (number of page views)		1 838 572 031	

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	
		19.04.2010 — 25.04.2010	
1	MSIE	77.09%	- 0.14 p.p.
2	Firefox	15.55%	+ 0.1 p.p.
3	Chrome	5.94%	+ 0.07 p.p.
4	Opera	0.80%	+ 0.01 p.p.
5	Safari	0.42%	- 0.02 p.p.
Sample size (number of page views)		1 838 572 031	

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	
		19.04.2010 — 25.04.2010	
1	MSIE 7.0	52.98%	- 0.05 p.p.
2	MSIE 8.0	26.29%	+ 0.44 p.p.
3	MSIE 6.0	20.70%	- 0.39 p.p.
Sample size (number of page views)		1 417 302 441	

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	
		19.04.2010 — 25.04.2010	
1	Firefox 3.6	63.73%	+ 0.45 p.p.
2	Firefox 3.5	24.01%	- 0.45 p.p.
3	Firefox 3.0	10.31%	+ 0.02 p.p.
4	Firefox 2.0	1.80%	- 0.04 p.p.
Sample size (number of page views)		285 988 767	

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	
		19.04.2010 — 25.04.2010	
1	Chrome 4.1	90.78%	+ 0.34 p.p.
2	Chrome 5.0	4.62%	+ 0.13 p.p.
3	Chrome 4.0	2.64%	- 0.32 p.p.
4	Chrome 3.0	1.19%	- 0.11 p.p.
5	Chrome 2.0	0.40%	- 0.03 p.p.
6	Chrome 1.0	0.15%	- 0.02 p.p.
Sample size (number of page views)		109 121 137	

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	
		19.04.2010 — 25.04.2010	
1	Opera 10.5	67.04%	+ 1.39 p.p.
2	Opera 10.1	15.78%	- 1.24 p.p.
3	Opera 9.6	9.26%	- 0.1 p.p.
4	Opera 10.0	4.70%	- 0.1 p.p.
5	Opera 9.5	1.79%	+ 0.02 p.p.
6	Opera 9.2	0.91%	+ 0.04 p.p.
Sample size (number of page views)		14 631 305	

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	
		19.04.2010 — 25.04.2010	
1	Safari 4.0	84.42%	- 0.07 p.p.
2	Safari 3.0	5.63%	+ 0.28 p.p.
3	Safari 3.1	4.90%	- 0.05 p.p.
4	Safari 3.2	4.18%	- 0.12 p.p.
5	Safari 2.0	0.61%	+ 0.01 p.p.
6	Safari 1.3	0.14%	- 0.03 p.p.
Sample size (number of page views)		7 726 232	

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	
		19.04.2010 — 25.04.2010	
1	MSIE	77.09%	- 0.15 p.p.
2	Gecko	15.57%	+ 0.1 p.p.
3	WebKit/KHTML	6.36%	+ 0.04 p.p.
4	Opera	0.84%	0 p.p.
Sample size (number of page views)		1 838 572 031	

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	
		19.04.2010 — 25.04.2010	
1	Windows XP	72.26%	- 0.11 p.p.
2	Windows Vista	14.82%	- 0.13 p.p.
3	Windows 7	11.48%	+ 0.31 p.p.
4	Mac OS X	0.52%	- 0.02 p.p.
5	Windows 2003	0.35%	- 0.01 p.p.
6	Windows 2000	0.23%	- 0.02 p.p.
7	Linux	0.18%	- 0.01 p.p.
Sample size (number of page views)		1 837 451 771	

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	
		19.04.2010 — 25.04.2010	
1	Windows	99.20%	+ 0.03 p.p.
2	Unix	0.76%	- 0.03 p.p.
3	other OS	0.04%	0 p.p.
Sample size (number of page views)		1 837 451 771	

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	
		19.04.2010 — 25.04.2010	
1	version 10	96.01%	+ 0.23 p.p.
2	version 9	2.38%	- 0.2 p.p.
3	not installed	0.84%	0 p.p.
4	version 6	0.59%	- 0.02 p.p.
5	version 8	0.12%	- 0.01 p.p.
Sample size (number of page views)		1 838 777 579	

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	
		19.04.2010 — 25.04.2010	
1	1024x768	41.27%	- 0.15 p.p.
2	1280x800	17.38%	- 0.1 p.p.
3	1280x1024	11.25%	- 0.08 p.p.
4	1440x900	6.49%	+ 0.08 p.p.
5	1366x768	5.26%	+ 0.09 p.p.
6	1152x864	4.44%	+ 0.02 p.p.
7	1280x960	1.76%	+ 0.01 p.p.
8	1680x1050	1.73%	- 0.01 p.p.
9	1280x768	1.57%	+ 0.02 p.p.
10	1280x720	1.06%	+ 0.02 p.p.
11	1360x768	1.02%	+ 0.04 p.p.
12	1024x600	0.87%	+ 0.01 p.p.
13	1920x1080	0.61%	+ 0.01 p.p.
14	800x600	0.58%	- 0.02 p.p.
15	1600x900	0.42%	0 p.p.
16	1024x640	0.32%	+ 0.01 p.p.
17	1024x819	0.26%	+ 0.01 p.p.
18	1152x720	0.21%	+ 0.01 p.p.
19	1024x576	0.19%	0 p.p.
20	1093x614	0.18%	+ 0.01 p.p.
21	1920x1200	0.15%	0 p.p.
22	1400x1050	0.13%	0 p.p.
23	1080x810	0.12%	0 p.p.
24	983x737	0.12%	0 p.p.
25	1311x737	0.10%	0 p.p.
26	1600x1200	0.10%	- 0.01 p.p.
Sample size (number of page views)		1 838 670 850	

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	
		19.04.2010 — 25.04.2010	
1	32 bits	86.68%	+ 0.17 p.p.
2	24 bits	10.50%	+ 0.08 p.p.
3	16 bits	2.74%	- 0.25 p.p.
Sample size (number of page views)		1 838 642 823	

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	
		19.04.2010 — 25.04.2010	
1	google	64.71%	- 2.47 p.p.
2	arabul.com	18.00%	+ 3.87 p.p.
3	dmoz.org	16.57%	- 0.61 p.p.
4	liveinternet.ru	0.66%	- 0.02 p.p.
5	yahoo	0.06%	+ 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	
		19.04.2010 — 25.04.2010	
1	google	97.32%	- 0.33 p.p.
2	bing (msn/live)	0.97%	+ 0.02 p.p.
3	conduit.com	0.56%	0 p.p.
4	search.handycafe.com	0.46%	0 p.p.
5	yahoo	0.25%	+ 0.07 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	
		19.04.2010 — 25.04.2010	
1	Google	98.71%	- 0.1 p.p.
2	MSN	0.97%	+ 0.02 p.p.
3	Yahoo	0.25%	+ 0.07 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	
		19.04.2010 — 25.04.2010	
1	Germany	26.65%	- 0.04 p.p.
2	United States	16.76%	+ 0.44 p.p.
3	Netherlands	6.05%	- 0.01 p.p.
4	United Kingdom	4.98%	+ 0.34 p.p.
5	France	4.88%	- 0.33 p.p.
6	Belgium	4.28%	- 0.18 p.p.
7	Azerbaijan	3.39%	+ 0.24 p.p.
8	Austria	3.26%	- 0.19 p.p.
9	Bulgaria	2.75%	+ 0.04 p.p.
10	Switzerland	2.62%	- 0.36 p.p.
11	Russian Federation	2.25%	+ 0.15 p.p.
12	Sweden	1.52%	+ 0.16 p.p.
13	Canada	1.26%	- 0.02 p.p.
14	Denmark	1.11%	0 p.p.
15	Australia	1.05%	- 0.1 p.p.
16	Iran	1.01%	- 0.03 p.p.
17	Italy	0.94%	- 0.14 p.p.
18	Saudi Arabia	0.91%	+ 0.02 p.p.
19	Greece	0.73%	- 0.02 p.p.
20	Romania	0.72%	+ 0.07 p.p.
21	Kazakhstan	0.63%	+ 0.03 p.p.
22	Macedonia	0.54%	- 0.18 p.p.
23	Ukraine	0.53%	+ 0.01 p.p.
24	Norway	0.49%	- 0.07 p.p.
25	United Arab Emirates	0.45%	+ 0.05 p.p.
26	Cyprus	0.44%	+ 0.11 p.p.
27	Poland	0.43%	- 0.08 p.p.
28	Spain	0.40%	- 0.06 p.p.
29	Finland	0.39%	+ 0.02 p.p.
30	China	0.39%	- 0.16 p.p.
31	Japan	0.39%	- 0.02 p.p.
32	Georgia	0.34%	- 0.02 p.p.
33	Morocco	0.32%	+ 0.2 p.p.
34	Qatar	0.31%	- 0.01 p.p.
35	Lybia	0.29%	- 0.03 p.p.
36	Hungary	0.27%	+ 0.02 p.p.

37	Iraq	0.24%	+ 0.03 p.p.
38	Czech Republic	0.23%	- 0.05 p.p.
39	Republic of South Africa	0.21%	0 p.p.
40	Israel	0.19%	- 0.08 p.p.
41	Ireland	0.19%	- 0.02 p.p.
42	Bosnia & Hercegovina	0.18%	0 p.p.
43	Tunisia	0.18%	- 0.03 p.p.
44	Albania	0.16%	0 p.p.
45	Brazil	0.15%	+ 0.01 p.p.
46	Kuwait	0.13%	+ 0.04 p.p.
47	Kyrgyzstan	0.12%	0 p.p.
48	India	0.12%	- 0.01 p.p.
49	Argentina	0.12%	- 0.03 p.p.
50	Croatia	0.12%	- 0.02 p.p.
51	Turkmenistan	0.11%	+ 0.03 p.p.
52	Indonesia	0.11%	+ 0.01 p.p.
53	Portugal	0.08%	- 0.01 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	
		19.04.2010 — 25.04.2010	
1	cookie	99.10%	+ 0.03 p.p.
2	non-cookie	0.90%	- 0.03 p.p.
Sample size (number of page views)		1 838 787 995	