



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, 17.05.2010 — 23.05.2010

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	
		17.05.2010 — 23.05.2010	
1	MSIE 7.x	40.65%	- 0.26 p.p.
2	MSIE 8.x	20.69%	+ 0.26 p.p.
3	Firefox 3.x	15.61%	+ 0.44 p.p.
4	MSIE 6.x	14.63%	- 0.83 p.p.
5	Chrome 4.x	6.15%	+ 0.3 p.p.
6	Opera 10.x	0.75%	+ 0.05 p.p.
7	Safari 4.x	0.39%	+ 0.02 p.p.
8	Chrome 5.x	0.30%	- 0.01 p.p.
9	Firefox 2.x	0.26%	- 0.01 p.p.
10	Chrome 3.x	0.06%	0 p.p.
11	Chrome 2.x	0.02%	0 p.p.
Sample size (number of page views)		1 876 762 996	

## 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	
		17.05.2010 — 23.05.2010	
1	MSIE	76.00%	- 0.83 p.p.
2	Firefox	15.89%	+ 0.43 p.p.
3	Chrome	6.60%	+ 0.32 p.p.
4	Opera	0.84%	+ 0.06 p.p.
5	Safari	0.45%	+ 0.01 p.p.
Sample size (number of page views)		1 876 762 996	

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	
		17.05.2010 — 23.05.2010	
1	MSIE 7.0	53.49%	+ 0.24 p.p.
2	MSIE 8.0	27.23%	+ 0.63 p.p.
3	MSIE 6.0	19.26%	- 0.86 p.p.
Sample size (number of page views)		1 426 381 701	

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	
		17.05.2010 — 23.05.2010	
1	Firefox 3.6	66.29%	+ 0.38 p.p.
2	Firefox 3.5	21.90%	- 0.31 p.p.
3	Firefox 3.0	10.05%	+ 0.03 p.p.
4	Firefox 2.0	1.63%	- 0.1 p.p.
Sample size (number of page views)		298 210 832	

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	
		17.05.2010 — 23.05.2010	
1	Chrome 4.1	91.09%	+ 0.11 p.p.
2	Chrome 5.0	4.51%	- 0.51 p.p.
3	Chrome 4.0	2.05%	- 0.15 p.p.
4	Chrome 3.0	0.96%	- 0.05 p.p.
5	Chrome 6.0	0.72%	+ 0.64 p.p.
6	Chrome 2.0	0.33%	- 0.03 p.p.
7	Chrome 1.0	0.12%	- 0.01 p.p.
Sample size (number of page views)		123 951 669	

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	
		17.05.2010 — 23.05.2010	
1	Opera 10.5	75.36%	+ 0.8 p.p.
2	Opera 10.1	10.16%	- 0.61 p.p.
3	Opera 9.6	7.47%	- 0.44 p.p.
4	Opera 10.0	4.32%	+ 0.32 p.p.
5	Opera 9.5	1.65%	+ 0.03 p.p.
6	Opera 9.2	0.78%	- 0.08 p.p.
Sample size (number of page views)		15 677 964	

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	
		17.05.2010 — 23.05.2010	
1	Safari 4.0	85.80%	+ 0.37 p.p.
2	Safari 3.0	5.47%	+ 0.06 p.p.
3	Safari 3.1	4.35%	- 0.23 p.p.
4	Safari 3.2	3.55%	- 0.22 p.p.
5	Safari 2.0	0.58%	+ 0.04 p.p.
6	Safari 1.3	0.13%	- 0.03 p.p.
Sample size (number of page views)		8 485 872	

## 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	
		17.05.2010 — 23.05.2010	
1	MSIE	76.01%	- 0.83 p.p.
2	Gecko	15.91%	+ 0.43 p.p.
3	WebKit/KHTML	7.06%	+ 0.34 p.p.
4	Opera	0.88%	+ 0.05 p.p.
Sample size (number of page views)		1 876 762 996	

## 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	
		17.05.2010 — 23.05.2010	
1	Windows XP	70.92%	- 0.99 p.p.
2	Windows Vista	14.57%	+ 0.37 p.p.
3	Windows 7	13.00%	+ 0.67 p.p.
4	Mac OS X	0.56%	+ 0.01 p.p.
5	Windows 2003	0.35%	- 0.03 p.p.
6	Windows 2000	0.22%	- 0.04 p.p.
7	Linux	0.20%	0 p.p.
Sample size (number of page views)		1 875 786 781	

## 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	
		17.05.2010 — 23.05.2010	
1	Windows	99.12%	- 0.02 p.p.
2	Unix	0.82%	+ 0.01 p.p.
3	other OS	0.05%	0 p.p.
Sample size (number of page views)		1 875 786 781	

## 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	
		17.05.2010 — 23.05.2010	
1	version 10	96.21%	+ 0.5 p.p.
2	version 9	2.23%	- 0.34 p.p.
3	not installed	0.86%	- 0.03 p.p.
4	version 6	0.54%	- 0.1 p.p.
5	version 8	0.11%	- 0.02 p.p.
Sample size (number of page views)		1 876 917 797	

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	
		17.05.2010 — 23.05.2010	
1	1024x768	40.18%	- 0.91 p.p.
2	1280x800	17.60%	+ 0.73 p.p.
3	1280x1024	11.15%	- 0.33 p.p.
4	1440x900	6.61%	0 p.p.
5	1366x768	5.76%	+ 0.32 p.p.
6	1152x864	4.33%	- 0.05 p.p.
7	1680x1050	1.81%	+ 0.02 p.p.
8	1280x960	1.72%	- 0.01 p.p.
9	1280x768	1.59%	+ 0.02 p.p.
10	1360x768	1.07%	+ 0.01 p.p.
11	1280x720	1.05%	+ 0.02 p.p.
12	1024x600	0.91%	+ 0.06 p.p.
13	1920x1080	0.70%	+ 0.04 p.p.
14	800x600	0.55%	- 0.04 p.p.
15	1600x900	0.46%	+ 0.01 p.p.
16	1024x640	0.32%	+ 0.01 p.p.
17	1024x819	0.27%	- 0.01 p.p.
18	1152x720	0.22%	0 p.p.
19	1093x614	0.19%	+ 0.01 p.p.
20	1024x576	0.19%	+ 0.01 p.p.
21	1920x1200	0.16%	0 p.p.
22	1080x810	0.13%	0 p.p.
23	1400x1050	0.12%	- 0.01 p.p.
24	1311x737	0.12%	+ 0.01 p.p.
25	983x737	0.12%	0 p.p.
26	1600x1200	0.11%	0 p.p.
Sample size (number of page views)		1 876 823 056	

## 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	
		17.05.2010 — 23.05.2010	
1	32 bits	86.14%	- 0.18 p.p.
2	24 bits	11.12%	+ 0.34 p.p.
3	16 bits	2.66%	- 0.15 p.p.
Sample size (number of page views)		1 876 799 666	

## 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	
		17.05.2010 — 23.05.2010	
1	google	69.32%	- 2.38 p.p.
2	arabul.com	17.51%	+ 3.46 p.p.
3	dmoz.org	12.47%	- 1.07 p.p.
4	liveinternet.ru	0.59%	+ 0.03 p.p.
5	yahoo	0.13%	+ 0.02 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	
		17.05.2010 — 23.05.2010	
1	google	97.74%	+ 0.29 p.p.
2	bing (msn/live)	0.84%	- 0.07 p.p.
3	conduit.com	0.52%	0 p.p.
4	search.handycafe.com	0.48%	+ 0.01 p.p.
5	yahoo	0.18%	- 0.01 p.p.
6	ask.com	0.10%	+ 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	
		17.05.2010 — 23.05.2010	
1	Google	98.87%	+ 0.05 p.p.
2	MSN	0.84%	- 0.07 p.p.
3	Yahoo	0.18%	- 0.01 p.p.
4	AskJeeves	0.10%	+ 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	
		17.05.2010 — 23.05.2010	
1	Germany	27.25%	- 1.26 p.p.
2	United States	18.41%	+ 0.91 p.p.
3	Netherlands	5.78%	- 0.29 p.p.
4	France	4.78%	- 0.23 p.p.
5	United Kingdom	4.49%	- 0.33 p.p.
6	Belgium	3.86%	- 0.49 p.p.
7	Azerbaijan	3.43%	+ 0.45 p.p.
8	Austria	3.03%	+ 0.1 p.p.
9	Bulgaria	2.77%	+ 0.4 p.p.
10	Switzerland	2.71%	- 0.03 p.p.
11	Russian Federation	1.89%	+ 0.11 p.p.
12	Sweden	1.35%	+ 0.01 p.p.
13	Canada	1.03%	- 0.03 p.p.
14	Australia	1.02%	+ 0.05 p.p.
15	Saudi Arabia	0.97%	- 0.02 p.p.
16	Denmark	0.96%	- 0.15 p.p.
17	Romania	0.90%	+ 0.29 p.p.
18	Italy	0.81%	- 0.08 p.p.
19	Greece	0.81%	+ 0.1 p.p.
20	Iran	0.72%	- 0.03 p.p.
21	Poland	0.71%	+ 0.12 p.p.
22	Kazakhstan	0.67%	+ 0.08 p.p.
23	Macedonia	0.56%	+ 0.1 p.p.
24	Ukraine	0.53%	- 0.02 p.p.
25	Spain	0.45%	0 p.p.
26	Japan	0.44%	+ 0.04 p.p.
27	Norway	0.44%	- 0.04 p.p.
28	China	0.43%	+ 0.06 p.p.
29	Georgia	0.43%	- 0.07 p.p.
30	Lybia	0.41%	+ 0.1 p.p.
31	Qatar	0.39%	+ 0.09 p.p.
32	Finland	0.39%	+ 0.1 p.p.
33	Cyprus	0.36%	+ 0.11 p.p.
34	United Arab Emirates	0.35%	0 p.p.
35	Hungary	0.33%	+ 0.07 p.p.
36	Iraq	0.32%	- 0.06 p.p.

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37	Czech Republic	0.28%	+ 0.01 p.p.
38	Bosnia & Hercegovina	0.23%	+ 0.04 p.p.
39	Israel	0.20%	- 0.04 p.p.
40	Republic of South Africa	0.18%	- 0.01 p.p.
41	Ireland	0.18%	- 0.03 p.p.
42	Albania	0.17%	+ 0.03 p.p.
43	Tunisia	0.17%	0 p.p.
44	Brazil	0.15%	+ 0.02 p.p.
45	Morocco	0.15%	- 0.14 p.p.
46	Syria	0.13%	+ 0.04 p.p.
47	Indonesia	0.13%	0 p.p.
48	India	0.12%	- 0.1 p.p.
49	Lithuania	0.11%	+ 0.03 p.p.
50	Moldavia	0.10%	+ 0.03 p.p.
51	Turkmenistan	0.10%	- 0.02 p.p.
52	Argentina	0.09%	- 0.01 p.p.
53	Portugal	0.08%	- 0.02 p.p.
54	Pakistan	0.07%	0 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	
		17.05.2010 — 23.05.2010	
1	cookie	99.06%	- 0.03 p.p.
2	non-cookie	0.94%	+ 0.03 p.p.
Sample size (number of page views)		1 876 926 745	