



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, 24.05.2010 — 30.05.2010

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	
		24.05.2010 — 30.05.2010	
1	MSIE 7.x	39.57%	- 1.08 p.p.
2	MSIE 8.x	21.51%	+ 0.82 p.p.
3	Firefox 3.x	15.71%	+ 0.1 p.p.
4	MSIE 6.x	14.72%	+ 0.09 p.p.
5	Chrome 4.x	5.65%	- 0.5 p.p.
6	Chrome 5.x	0.87%	+ 0.57 p.p.
7	Opera 10.x	0.75%	0 p.p.
8	Safari 4.x	0.39%	0 p.p.
9	Firefox 2.x	0.26%	0 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)		1 843 417 642	

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	
		24.05.2010 — 30.05.2010	
1	MSIE	75.81%	- 0.19 p.p.
2	Firefox	15.99%	+ 0.1 p.p.
3	Chrome	6.70%	+ 0.1 p.p.
4	Opera	0.83%	- 0.01 p.p.
5	Safari	0.45%	0 p.p.
Sample size (number of page views)		1 843 417 642	

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	
		24.05.2010 — 30.05.2010	
1	MSIE 7.0	52.19%	- 1.3 p.p.
2	MSIE 8.0	28.37%	+ 1.14 p.p.
3	MSIE 6.0	19.41%	+ 0.15 p.p.
Sample size (number of page views)		1 397 475 379	

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	
		24.05.2010 — 30.05.2010	
1	Firefox 3.6	67.11%	+ 0.82 p.p.
2	Firefox 3.5	21.31%	- 0.59 p.p.
3	Firefox 3.0	9.84%	- 0.21 p.p.
4	Firefox 2.0	1.61%	- 0.02 p.p.
Sample size (number of page views)		294 707 170	

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	
		24.05.2010 — 30.05.2010	
1	Chrome 4.1	82.34%	- 8.75 p.p.
2	Chrome 5.0	12.99%	+ 8.48 p.p.
3	Chrome 4.0	2.00%	- 0.05 p.p.
4	Chrome 6.0	1.08%	+ 0.36 p.p.
5	Chrome 3.0	0.92%	- 0.04 p.p.
6	Chrome 2.0	0.34%	+ 0.01 p.p.
7	Chrome 1.0	0.13%	+ 0.01 p.p.
Sample size (number of page views)		123 526 611	

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	
		24.05.2010 — 30.05.2010	
1	Opera 10.5	77.43%	+ 2.07 p.p.
2	Opera 10.1	8.78%	- 1.38 p.p.
3	Opera 9.6	7.22%	- 0.25 p.p.
4	Opera 10.0	3.93%	- 0.39 p.p.
5	Opera 9.5	1.61%	- 0.04 p.p.
6	Opera 9.2	0.75%	- 0.03 p.p.
Sample size (number of page views)		15 369 032	

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	
		24.05.2010 — 30.05.2010	
1	Safari 4.0	86.07%	+ 0.27 p.p.
2	Safari 3.0	5.20%	- 0.27 p.p.
3	Safari 3.1	4.35%	0 p.p.
4	Safari 3.2	3.53%	- 0.02 p.p.
5	Safari 2.0	0.58%	0 p.p.
6	Safari 1.3	0.13%	0 p.p.
Sample size (number of page views)		8 299 405	

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	
		24.05.2010 — 30.05.2010	
1	MSIE	75.81%	- 0.2 p.p.
2	Gecko	16.01%	+ 0.1 p.p.
3	WebKit/KHTML	7.15%	+ 0.09 p.p.
4	Opera	0.88%	0 p.p.
Sample size (number of page views)		1 843 417 642	

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	
		24.05.2010 — 30.05.2010	
1	Windows XP	71.15%	+ 0.23 p.p.
2	Windows Vista	14.10%	- 0.47 p.p.
3	Windows 7	13.16%	+ 0.16 p.p.
4	Mac OS X	0.57%	+ 0.01 p.p.
5	Windows 2003	0.38%	+ 0.03 p.p.
6	Windows 2000	0.25%	+ 0.03 p.p.
7	Linux	0.21%	+ 0.01 p.p.
Sample size (number of page views)		1 842 404 652	

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	
		24.05.2010 — 30.05.2010	
1	Windows	99.11%	- 0.01 p.p.
2	Unix	0.84%	+ 0.02 p.p.
3	other OS	0.06%	+ 0.01 p.p.
Sample size (number of page views)		1 842 404 652	

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	
		24.05.2010 — 30.05.2010	
1	version 10	95.91%	- 0.3 p.p.
2	version 9	2.41%	+ 0.18 p.p.
3	not installed	0.89%	+ 0.03 p.p.
4	version 6	0.61%	+ 0.07 p.p.
5	version 8	0.12%	+ 0.01 p.p.
Sample size (number of page views)		1 843 556 543	

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	
		24.05.2010 — 30.05.2010	
1	1024x768	40.45%	+ 0.27 p.p.
2	1280x800	17.02%	- 0.58 p.p.
3	1280x1024	11.42%	+ 0.27 p.p.
4	1440x900	6.63%	+ 0.02 p.p.
5	1366x768	5.72%	- 0.04 p.p.
6	1152x864	4.35%	+ 0.02 p.p.
7	1680x1050	1.82%	+ 0.01 p.p.
8	1280x960	1.73%	+ 0.01 p.p.
9	1280x768	1.57%	- 0.02 p.p.
10	1360x768	1.08%	+ 0.01 p.p.
11	1280x720	1.04%	- 0.01 p.p.
12	1024x600	0.88%	- 0.03 p.p.
13	1920x1080	0.71%	+ 0.01 p.p.
14	800x600	0.57%	+ 0.02 p.p.
15	1600x900	0.47%	+ 0.01 p.p.
16	1024x640	0.31%	- 0.01 p.p.
17	1024x819	0.28%	+ 0.01 p.p.
18	1152x720	0.22%	0 p.p.
19	1093x614	0.19%	0 p.p.
20	1024x576	0.19%	0 p.p.
21	1920x1200	0.17%	+ 0.01 p.p.
22	1080x810	0.13%	0 p.p.
23	1400x1050	0.13%	+ 0.01 p.p.
24	1311x737	0.12%	0 p.p.
25	983x737	0.12%	0 p.p.
26	1600x1200	0.11%	0 p.p.
Sample size (number of page views)		1 843 463 667	

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	
		24.05.2010 — 30.05.2010	
1	32 bits	85.83%	- 0.31 p.p.
2	24 bits	11.32%	+ 0.2 p.p.
3	16 bits	2.75%	+ 0.09 p.p.
Sample size (number of page views)		1 843 439 240	

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	
		24.05.2010 — 30.05.2010	
1	google	72.43%	+ 3.11 p.p.
2	arabul.com	17.16%	- 0.35 p.p.
3	dmoz.org	9.51%	- 2.96 p.p.
4	liveinternet.ru	0.77%	+ 0.18 p.p.
5	yahoo	0.12%	- 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	
		24.05.2010 — 30.05.2010	
1	google	97.74%	0 p.p.
2	bing (msn/live)	0.86%	+ 0.02 p.p.
3	conduit.com	0.51%	- 0.01 p.p.
4	search.handycafe.com	0.48%	0 p.p.
5	yahoo	0.16%	- 0.02 p.p.
6	ask.com	0.10%	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	
		24.05.2010 — 30.05.2010	
1	Google	98.87%	0 p.p.
2	MSN	0.86%	+ 0.02 p.p.
3	Yahoo	0.16%	- 0.02 p.p.
4	AskJeeves	0.10%	0 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	
		24.05.2010 — 30.05.2010	
1	Germany	28.37%	+ 1.12 p.p.
2	United States	17.69%	- 0.72 p.p.
3	Netherlands	6.05%	+ 0.27 p.p.
4	France	4.91%	+ 0.13 p.p.
5	United Kingdom	4.44%	- 0.05 p.p.
6	Belgium	3.90%	+ 0.04 p.p.
7	Austria	3.18%	+ 0.15 p.p.
8	Switzerland	3.17%	+ 0.46 p.p.
9	Azerbaijan	3.09%	- 0.34 p.p.
10	Bulgaria	2.47%	- 0.3 p.p.
11	Russian Federation	1.98%	+ 0.09 p.p.
12	Sweden	1.25%	- 0.1 p.p.
13	Denmark	1.13%	+ 0.17 p.p.
14	Australia	1.00%	- 0.02 p.p.
15	Saudi Arabia	0.98%	+ 0.01 p.p.
16	Canada	0.92%	- 0.11 p.p.
17	Italy	0.89%	+ 0.08 p.p.
18	Romania	0.79%	- 0.11 p.p.
19	Poland	0.73%	+ 0.02 p.p.
20	Iran	0.71%	- 0.01 p.p.
21	Greece	0.68%	- 0.13 p.p.
22	Norway	0.57%	+ 0.13 p.p.
23	Kazakhstan	0.55%	- 0.12 p.p.
24	Ukraine	0.52%	- 0.01 p.p.
25	Macedonia	0.50%	- 0.06 p.p.
26	Spain	0.44%	- 0.01 p.p.
27	Georgia	0.41%	- 0.02 p.p.
28	China	0.39%	- 0.04 p.p.
29	Japan	0.38%	- 0.06 p.p.
30	United Arab Emirates	0.36%	+ 0.01 p.p.
31	Cyprus	0.35%	- 0.01 p.p.
32	Lybia	0.34%	- 0.07 p.p.
33	Qatar	0.31%	- 0.08 p.p.
34	Finland	0.27%	- 0.12 p.p.
35	Iraq	0.27%	- 0.05 p.p.
36	Czech Republic	0.25%	- 0.03 p.p.

37	Bosnia & Hercegovina	0.24%	+ 0.01 p.p.
38	Albania	0.21%	+ 0.04 p.p.
39	Hungary	0.21%	- 0.12 p.p.
40	Ireland	0.20%	+ 0.02 p.p.
41	Israel	0.18%	- 0.02 p.p.
42	Tunisia	0.18%	+ 0.01 p.p.
43	Republic of South Africa	0.17%	- 0.01 p.p.
44	Pakistan	0.16%	+ 0.09 p.p.
45	Brazil	0.15%	0 p.p.
46	Turkmenistan	0.14%	+ 0.04 p.p.
47	Morocco	0.13%	- 0.02 p.p.
48	Portugal	0.11%	+ 0.03 p.p.
49	Lithuania	0.11%	0 p.p.
50	India	0.11%	- 0.01 p.p.
51	Indonesia	0.11%	- 0.02 p.p.
52	Argentina	0.11%	+ 0.02 p.p.
53	Moldavia	0.10%	0 p.p.
54	Syria	0.10%	- 0.03 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	
		24.05.2010 — 30.05.2010	
1	cookie	98.91%	- 0.15 p.p.
2	non-cookie	1.09%	+ 0.15 p.p.
Sample size (number of page views)		1 843 564 878	