



Trends in 2010 - internet market in numbers

Mini-report based on gemiusRanking

April 2011



- Windows 7 is gaining ground, mainly at the expense of Windows XP.
- No spectacular reshuffles on the browsers market: MSIE still the leader, Google Chrome notes a more dynamic increase.
- The number of computers with panoramic screens is approaching the number of the traditional ones.

The year 2011 will see growing domination of the panoramic monitor.





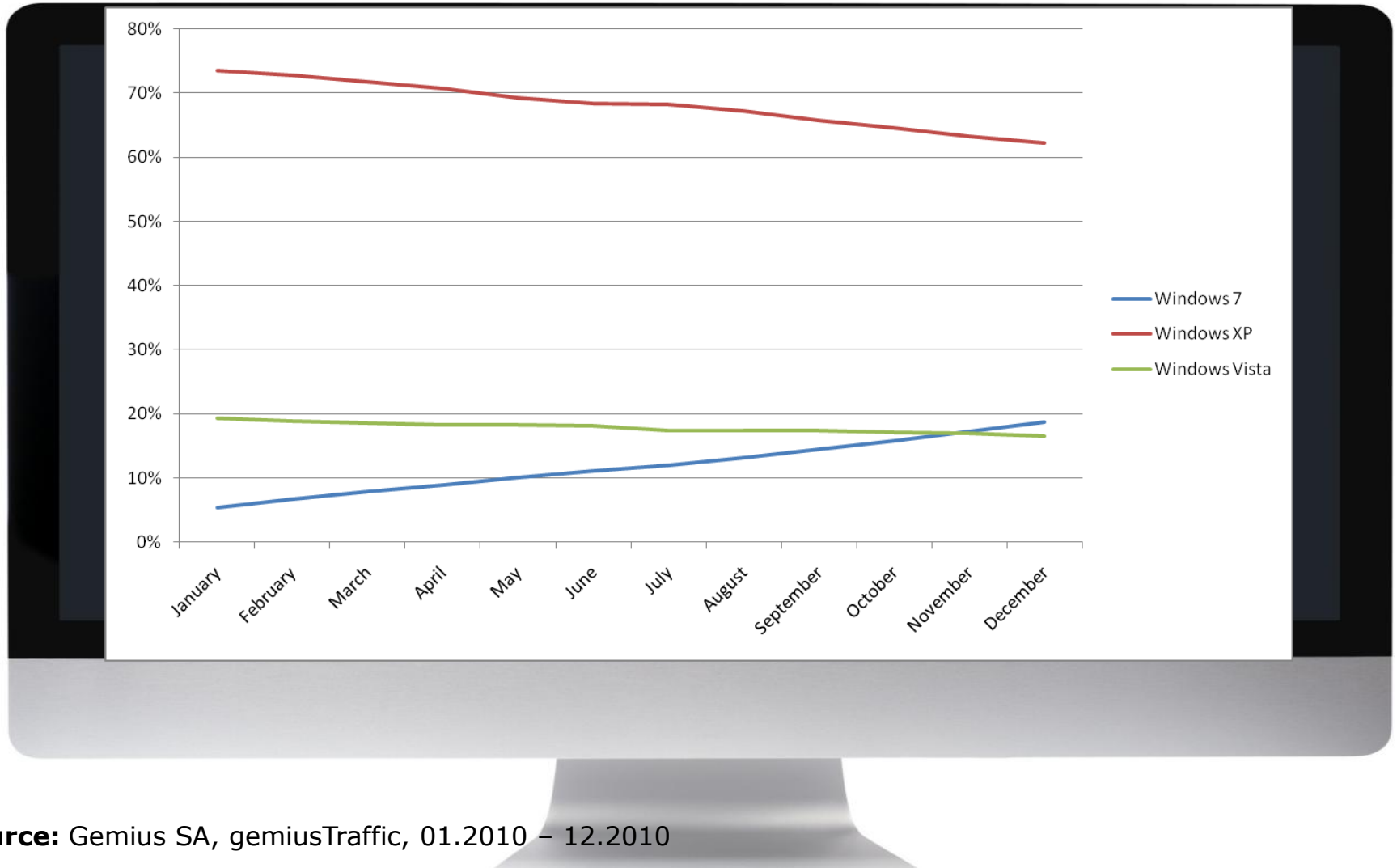
- The increase in the popularity of mobile devices as means to surf the web results in the broadening reach of the browsers in general rankings.

- Slowly yet gradually, the number of page views generated with mobile devices is growing (from 0.28% in May 2010 to 0.50% in December 2010).
- Nokia remains the leader on the mobile devices market, with Apple as the runner-up.
- iPad is on a rapid increase - the share of page views generated with it reaches nearly 9 % in December 2010.





Changes in the OS popularity ranking: Windows XP, Windows Vista and Windows 7 in countries participating in the rankings

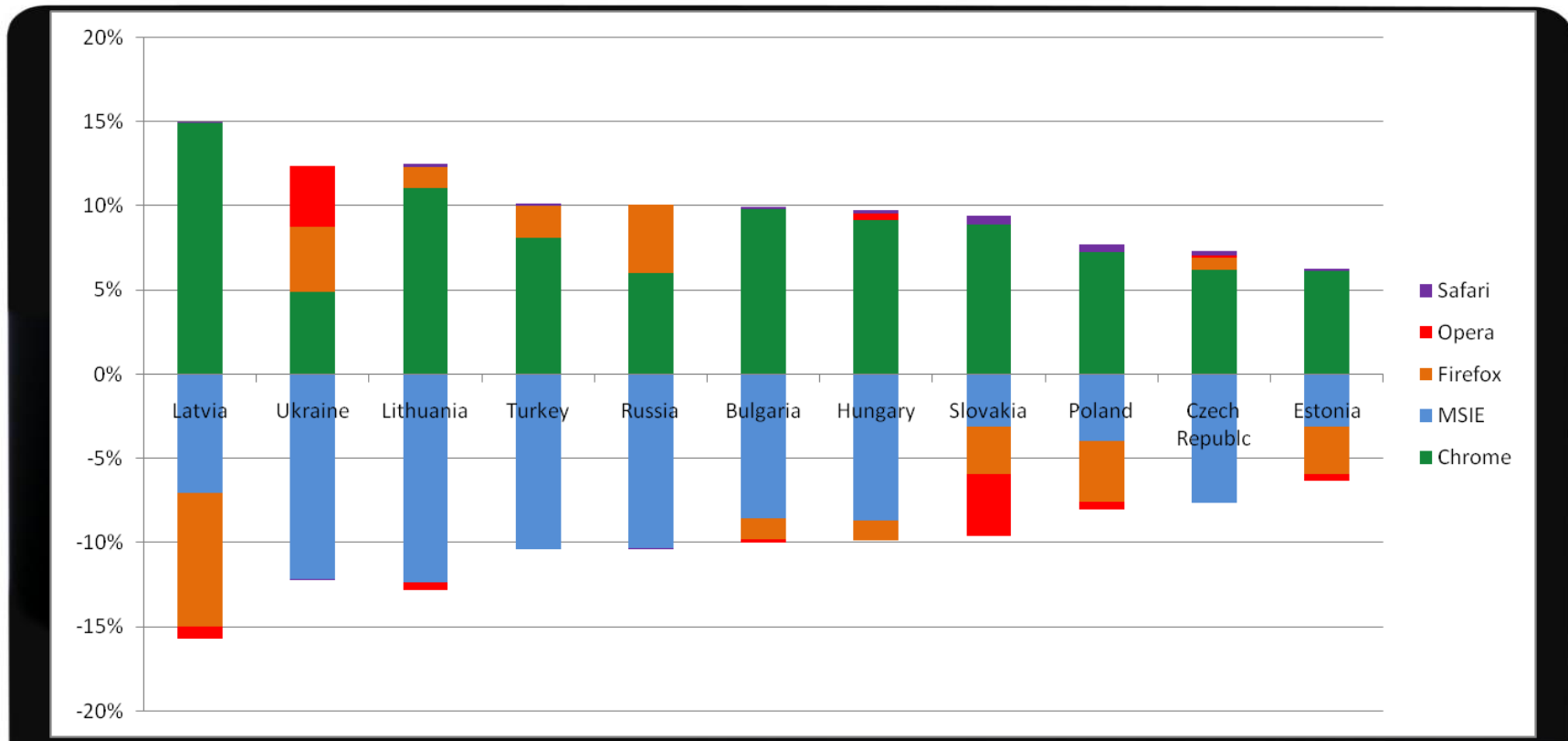


Source: Gemius SA, gemiusTraffic, 01.2010 – 12.2010

Browsers - increase in popularity by groups



The percentage share of page views made with the most popular browsers groups (all versions) in the countries participating in the rankings

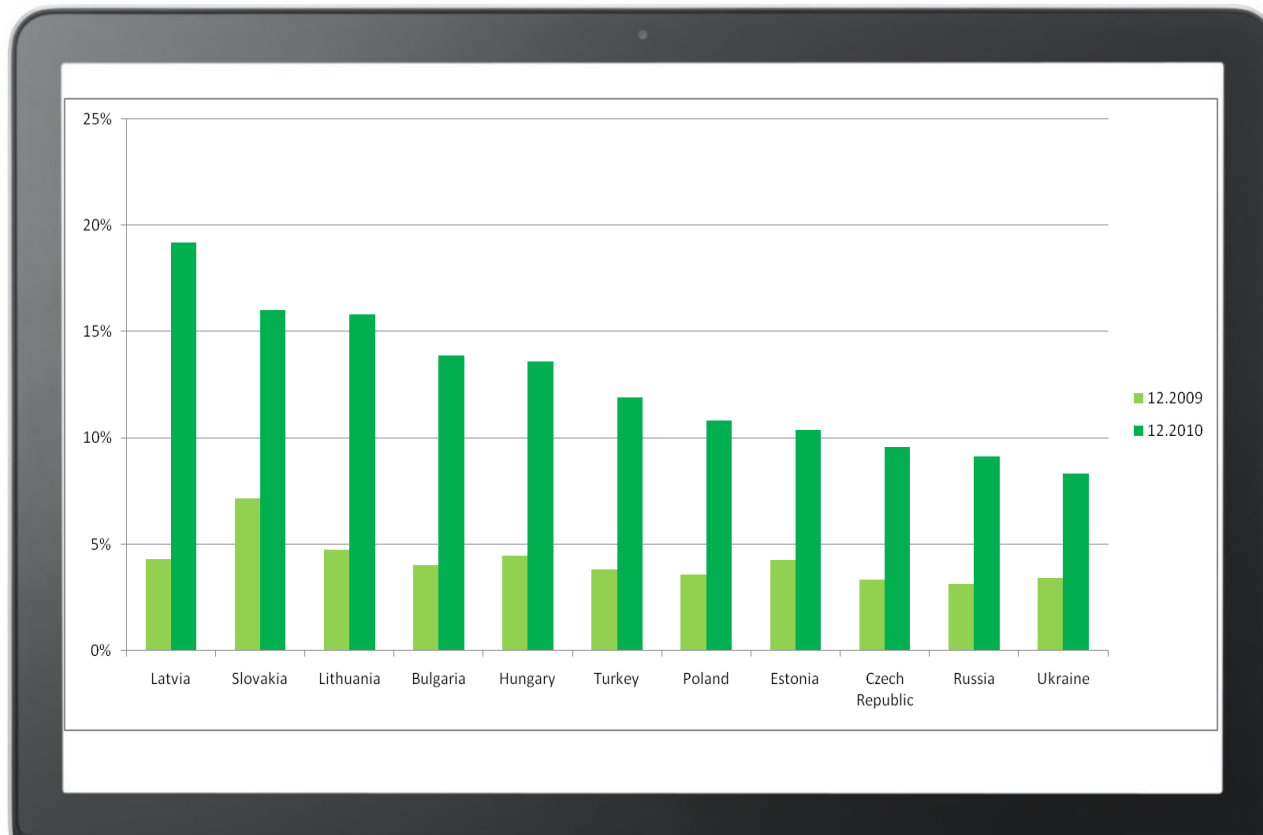


How to read the graph? Example:

	Latvia
Chrome	14,91%
MSIE	-7,08%
Firefox	-7,94%
Opera	-0,68%
Safari	0,10%

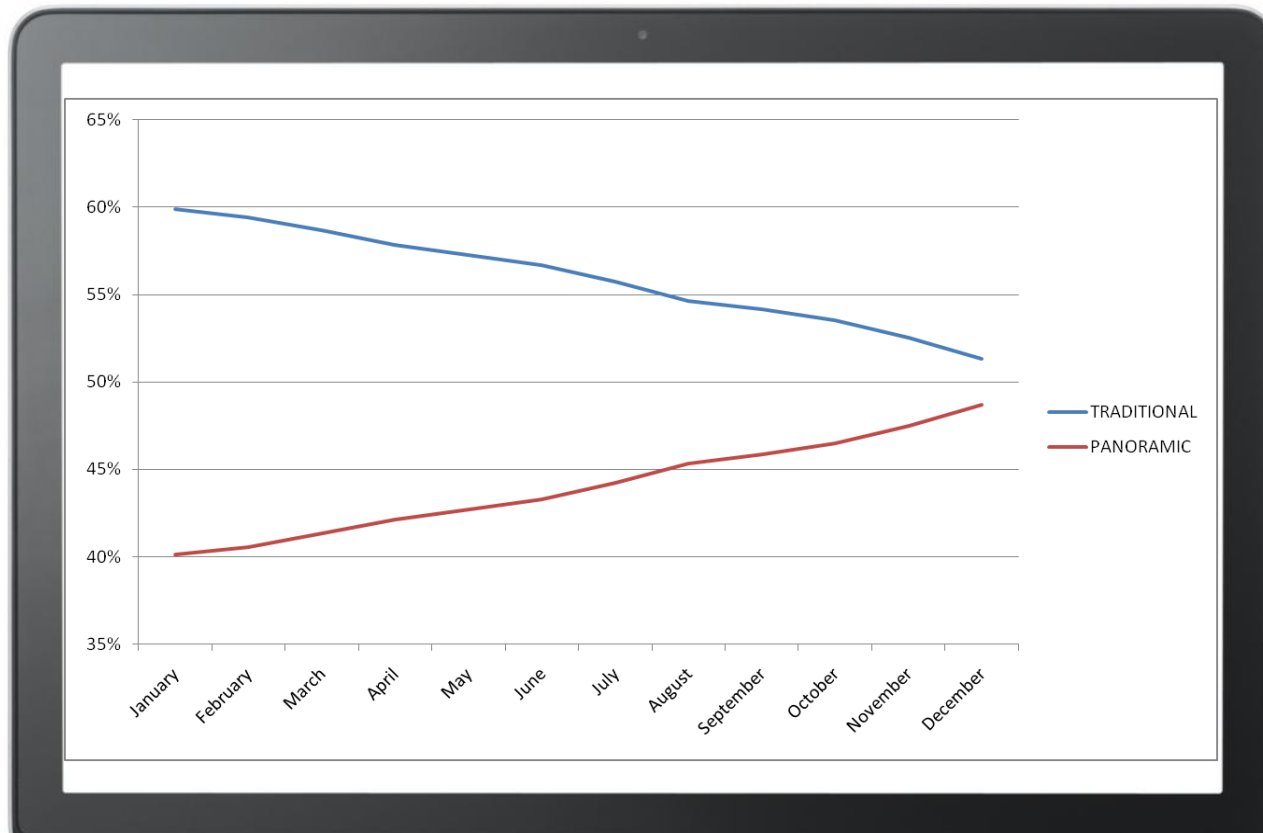


Percentage share of page views generated with Google Chrome (all versions) on the markets included in the rankings



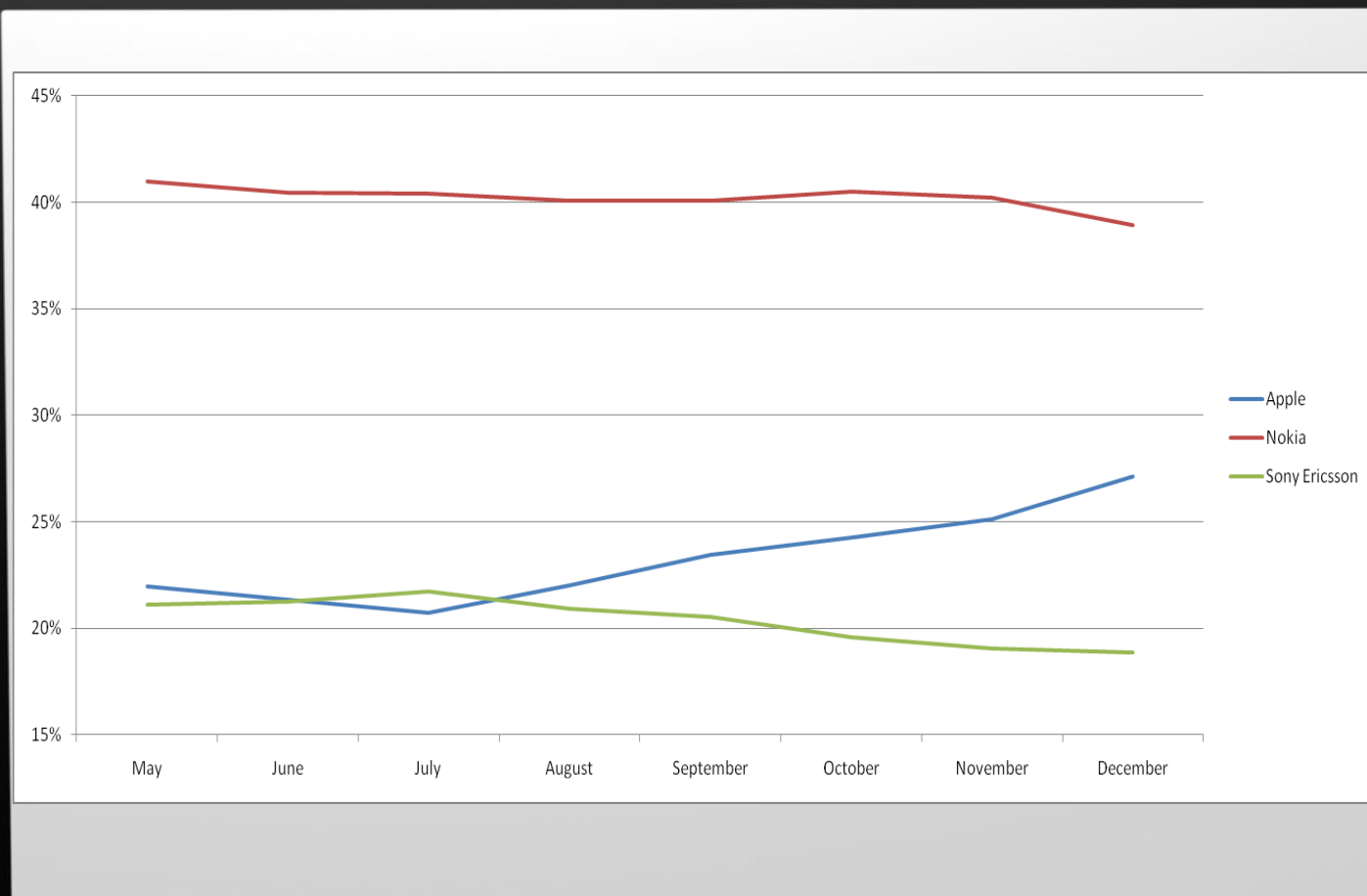


Ranking of screen resolutions (panoramic vs. traditional) based on the number of page views in the countries participating in the rankings



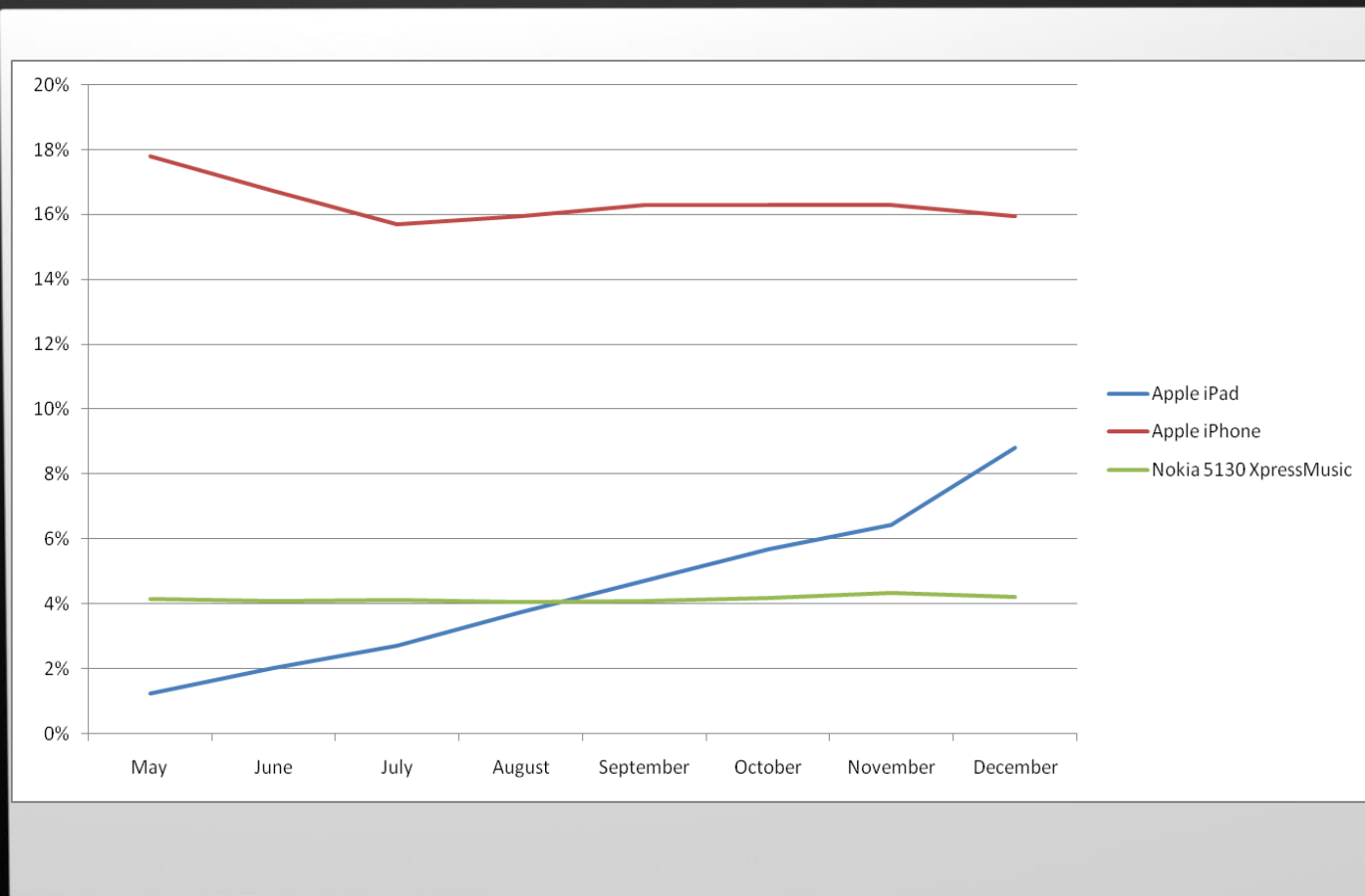


Percentage share of page views made with the most popular mobile devices (manufacturers) in the countries participating in the rankings



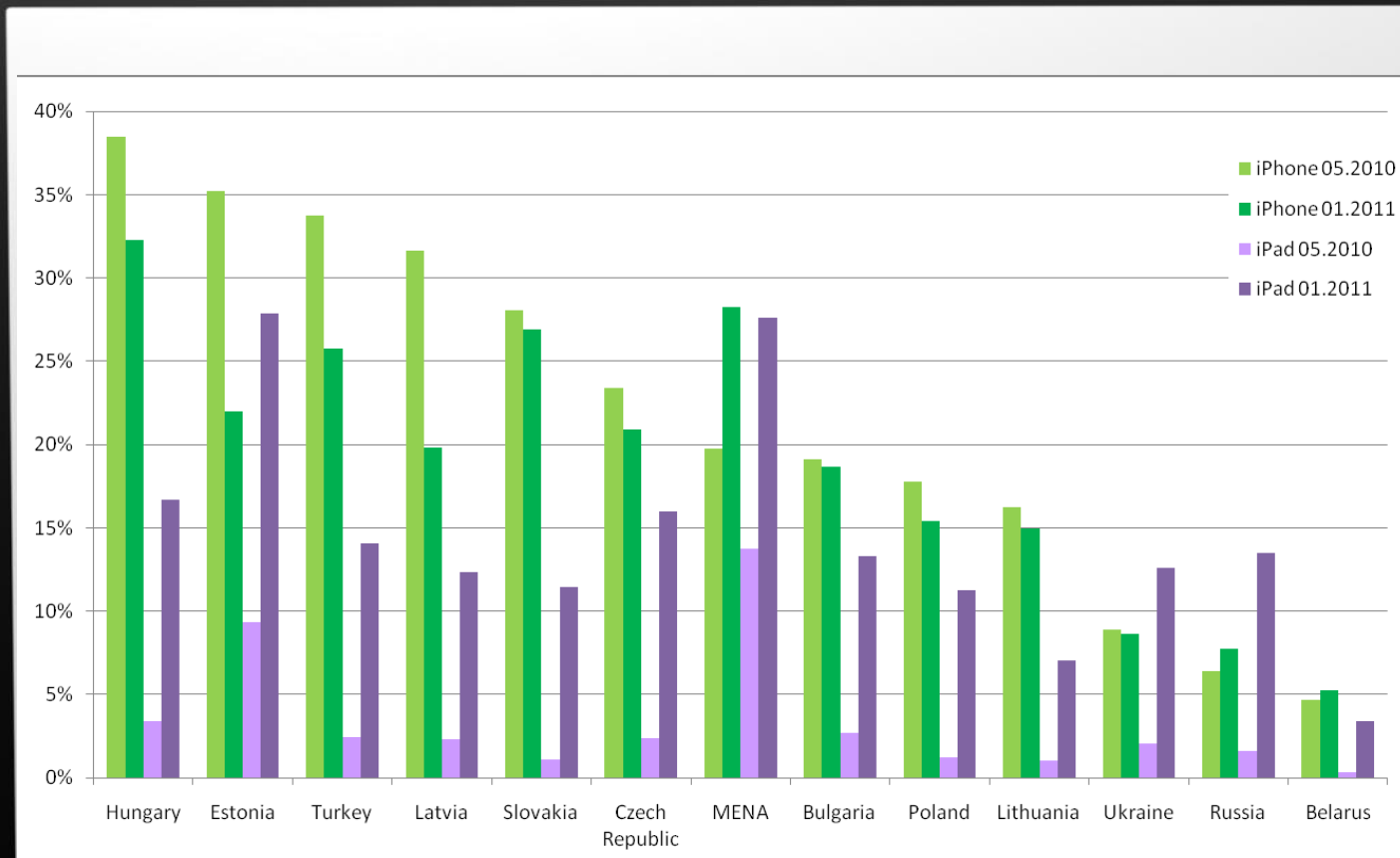


Percentage share of page views made with the most popular mobile devices (models) in the countries participating in the rankings





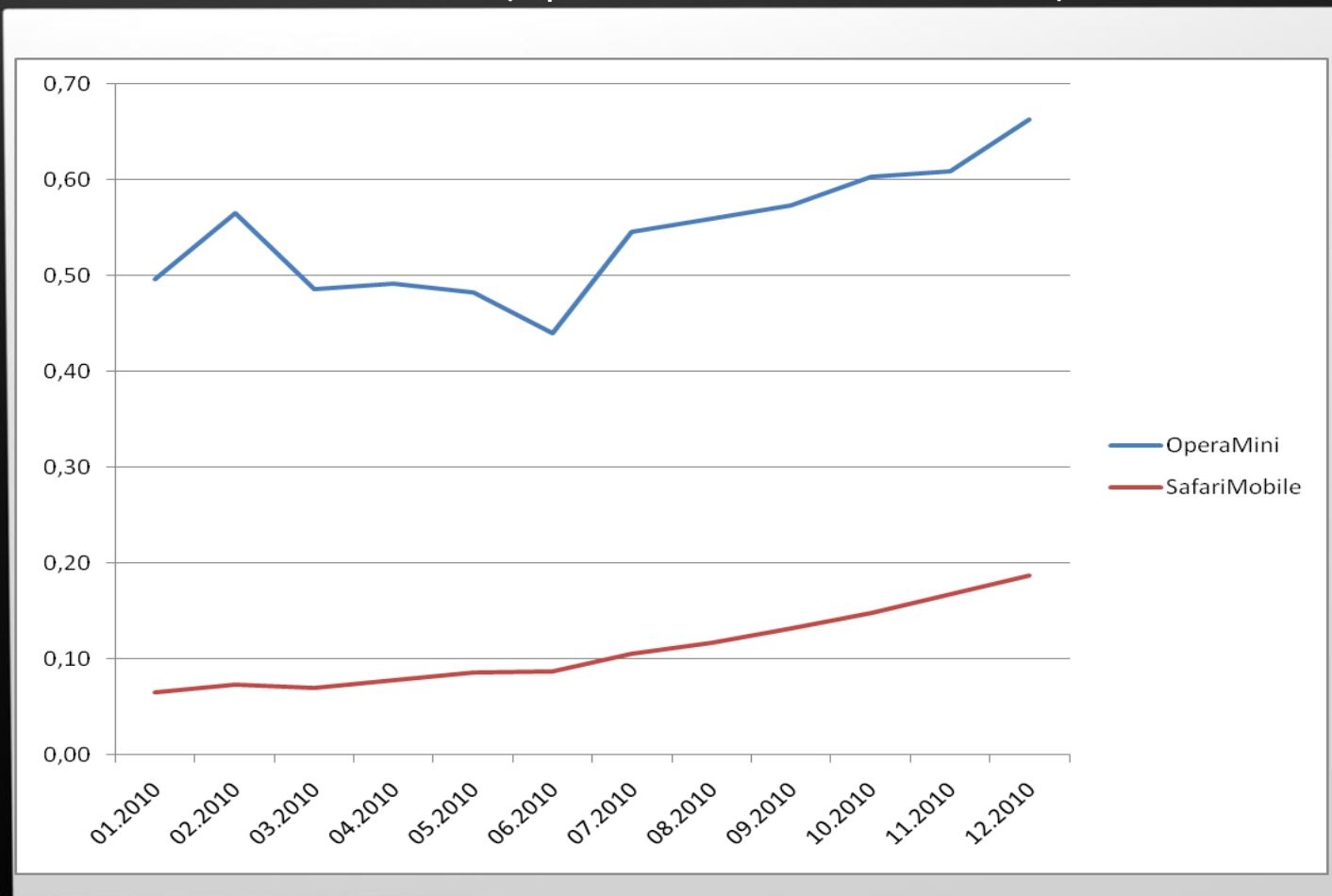
Percentage share of page views generated with Apple's mobile devices (iPhone and iPad) in the countries participating in the rankings.



Source: Gemius SA, gemiusTraffic, 05.2010 (07.2010 for MENA)–01.2011



Percentage share of page views generated with browsers for the most popular mobile devices (Opera Mini and Safari Mobile)



Source: Gemius SA, gemiusTraffic, 01.2010 – 12.2010

A smiling man in a dark suit, light blue shirt, and patterned tie is holding a white rectangular sign in front of his chest. The sign contains the text 'About Gemius' in a bold, red, sans-serif font. The background is plain white.

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250 Thousand measured websites

200 Billion page views/month

1 Petabyte

of data processed a month

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