

# H1 2011 trends on the internet market

Mini-report based on  
gemiusRanking data

August 2011



<http://rankingce.com/>



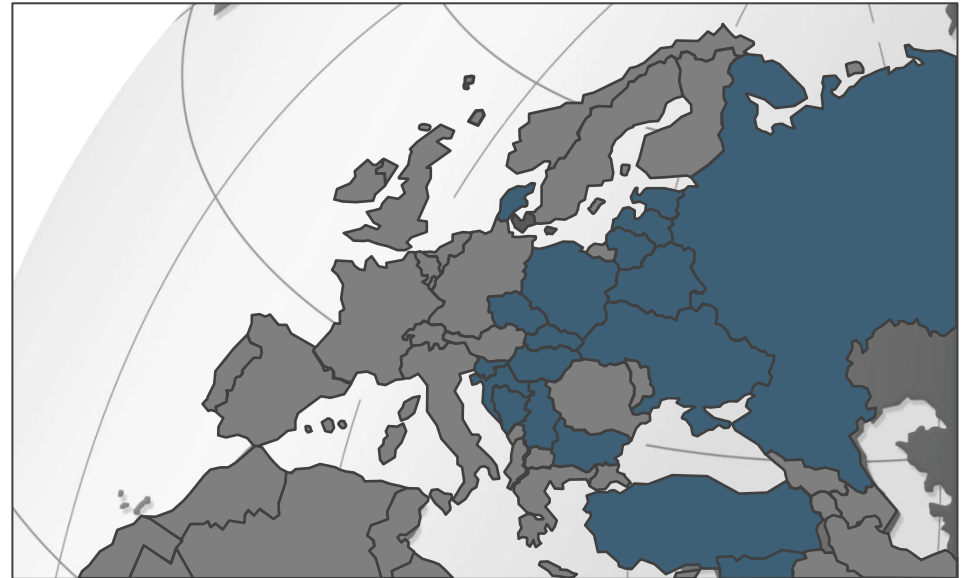
The source of data is the Gemius web analytics service, gemiusTraffic. It is the number 1 site-centric research in CEE and Denmark, and a popular tool in the Middle East as well as in Israel.

The data is gathered by means of scripts embedded in the web sites using gemiusTraffic. Web pages monitored by

Gemius act as internet ‘receptors’ collecting data which, after it is aggregated, becomes the basis for gemiusRanking results.

If no specific country is indicated, the results in the report are aggregated for all the markets. To see detailed weekly rankings for any of the countries visit

<http://rankingcee.com/>



## Countries included in the results:

**Bulgaria, Belarus, the Czech Republic, Estonia, Hungary, Lithuania, Latvia, Poland, Russia, Slovakia, Turkey, Ukraine, MENA region.**



As far as browsers are concerned, in H1 2011 we observed the end of the Firefox's long-lasting chase after the Microsoft product. April 2011 saw the victory of Firefox, and since then it leads the ranking.

Apart from the struggle raging at the top of the ranking, some interesting changes at no. 3 and 4 may be noted: Google's Chrome, which at the beginning of the year overtook Opera, is rapidly gaining share in the generated page views.

The question remaining for the ensuing part of 2011 and next years is: will Chrome's share exceed that of the recent leader, MSIE?





There has been a spectacular reshuffle on the mobile browsers' market. The Safari mobile browser outran Opera Mini, which was the market leader until May 2011.

Symbian leads the mobile devices' OS ranking - we may still expect some interesting changes there. The share of Android has grown by 0.16 percentage point in the last six months, while that of Symbian, the current leader, the same period was as little as 0.01 pp.

iPhone OS, competing for the second position all through the last year, is at present the no. 3 with a 0.29% share.

The final outcome of the situation mainly depends on Android - will it beat Symbian and thus become the leader, simultaneously distancing iPhone OS, whose share is lower by just 0.02 pp?





The share of page views made with the use of iPads is approaching that of iPhones - the share of page views generated with the former has increased by nearly 17 percentage points since June 2010, when it was 3rd in the ranking. At present, it is only a slight advantage of 0.46 pp which distances iPhone from the best-selling tablet.

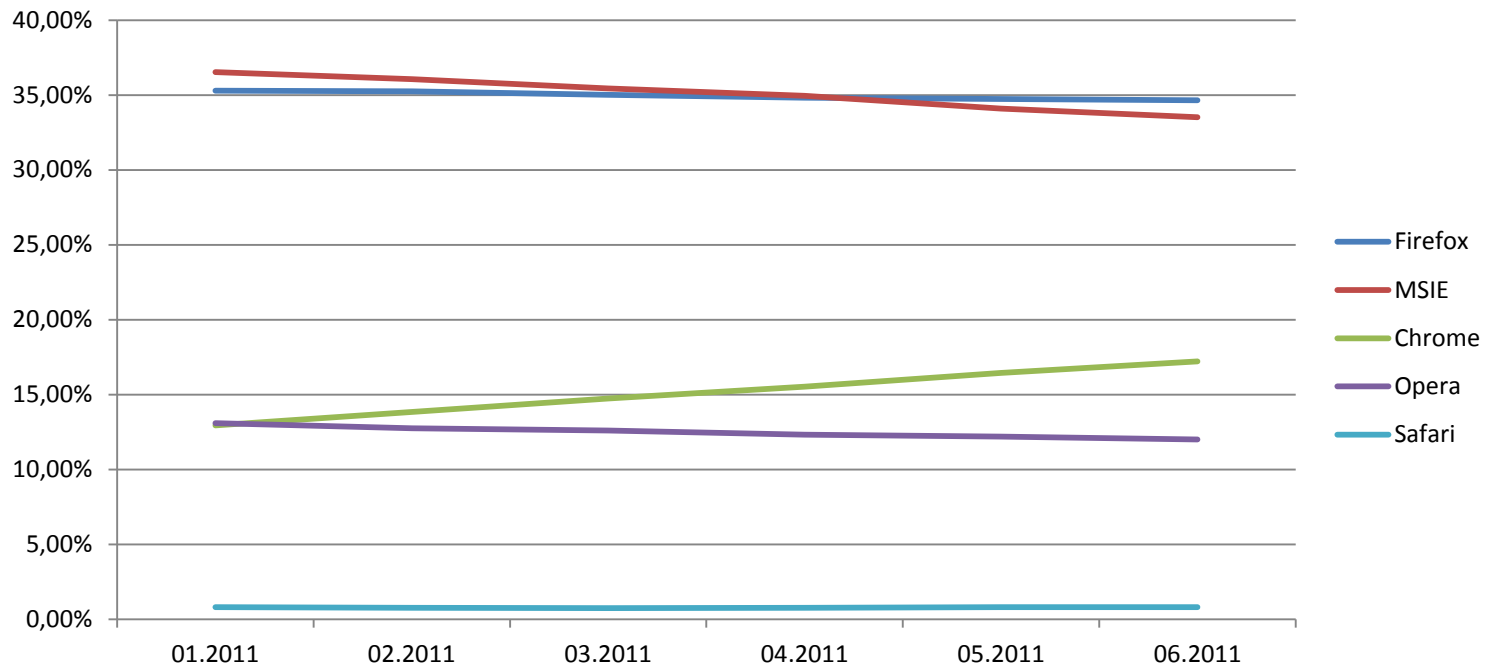
The year 2011 will most probably see the growth of iPads domination and the loss in Nokia devices share. The share of the last year's no. 2, Nokia 5800, has decreased by almost 2.5 percentage points since June 2010.



# Top 5 browsers in H1 2011

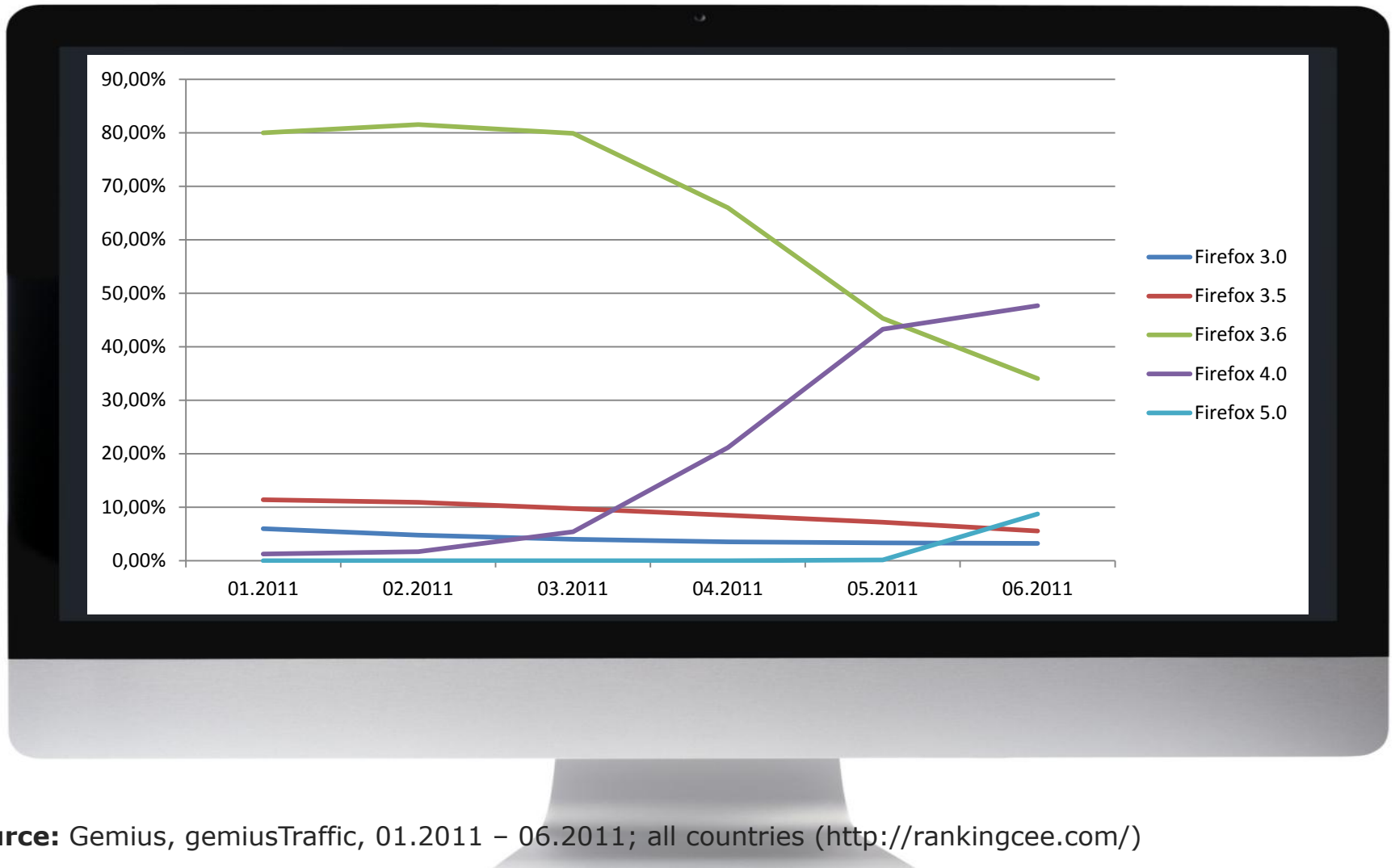


The percentage share of page views made with the most popular browsers groups  
(all versions)





The percentage share of page views made with the Firefox browser's versions

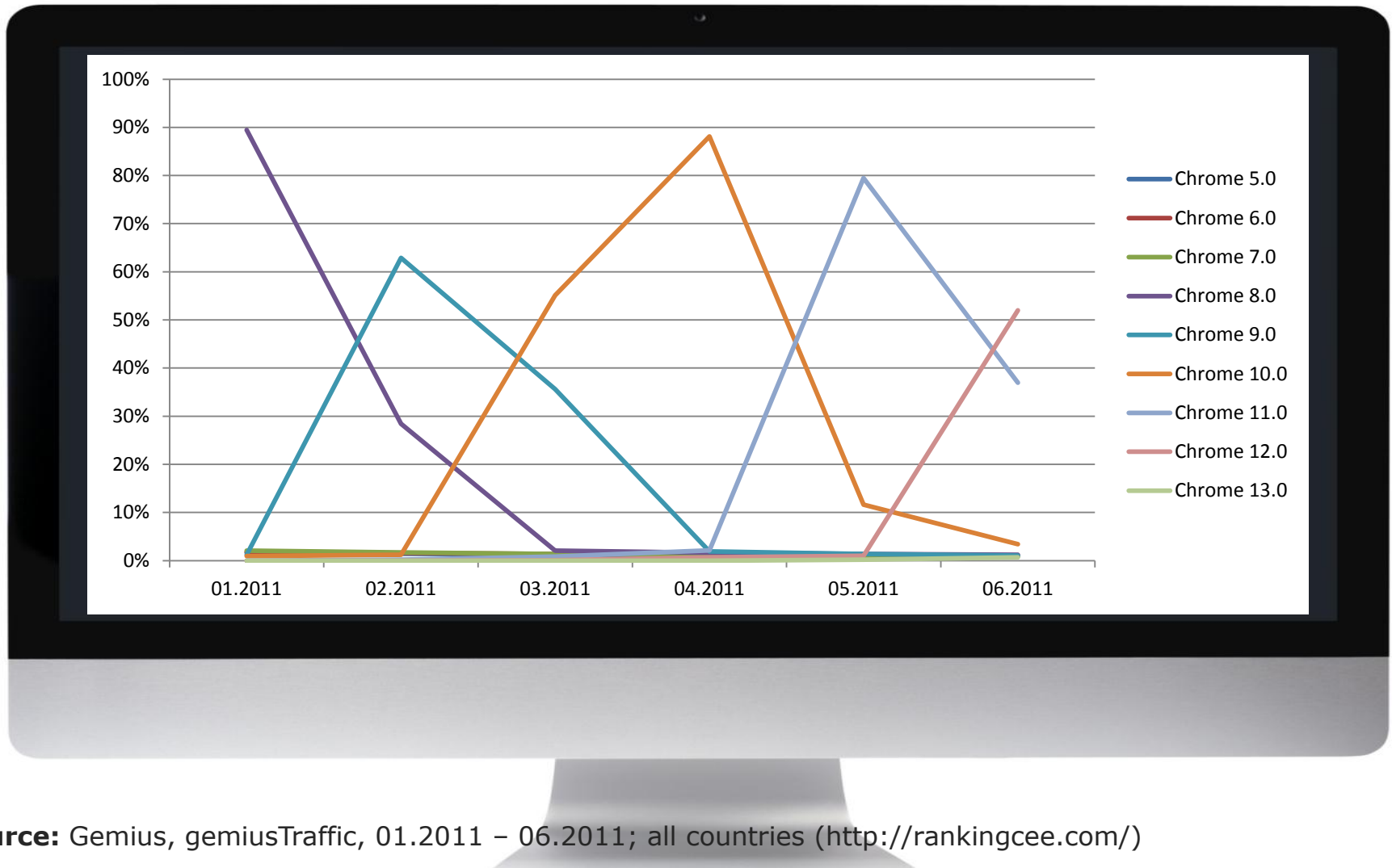


**Source:** Gemius, gemiusTraffic, 01.2011 – 06.2011; all countries (<http://rankingcee.com/>)

# Web browsers - Chrome in H1 2011



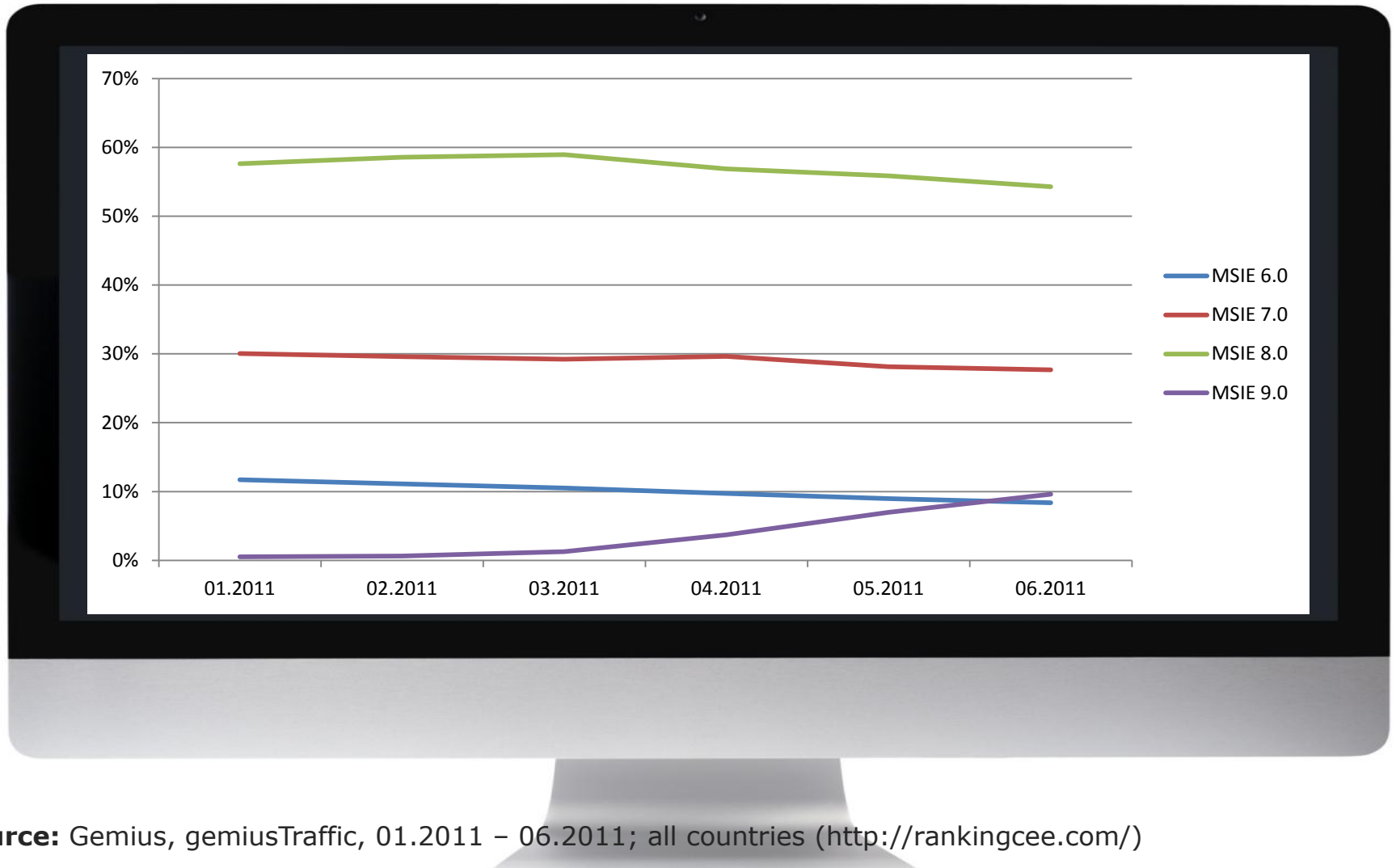
The percentage share of page views made with the Chrome browser's versions



**Source:** Gemius, gemiusTraffic, 01.2011 – 06.2011; all countries (<http://rankingcee.com/>)



The percentage share of page views made with the IE browser's versions

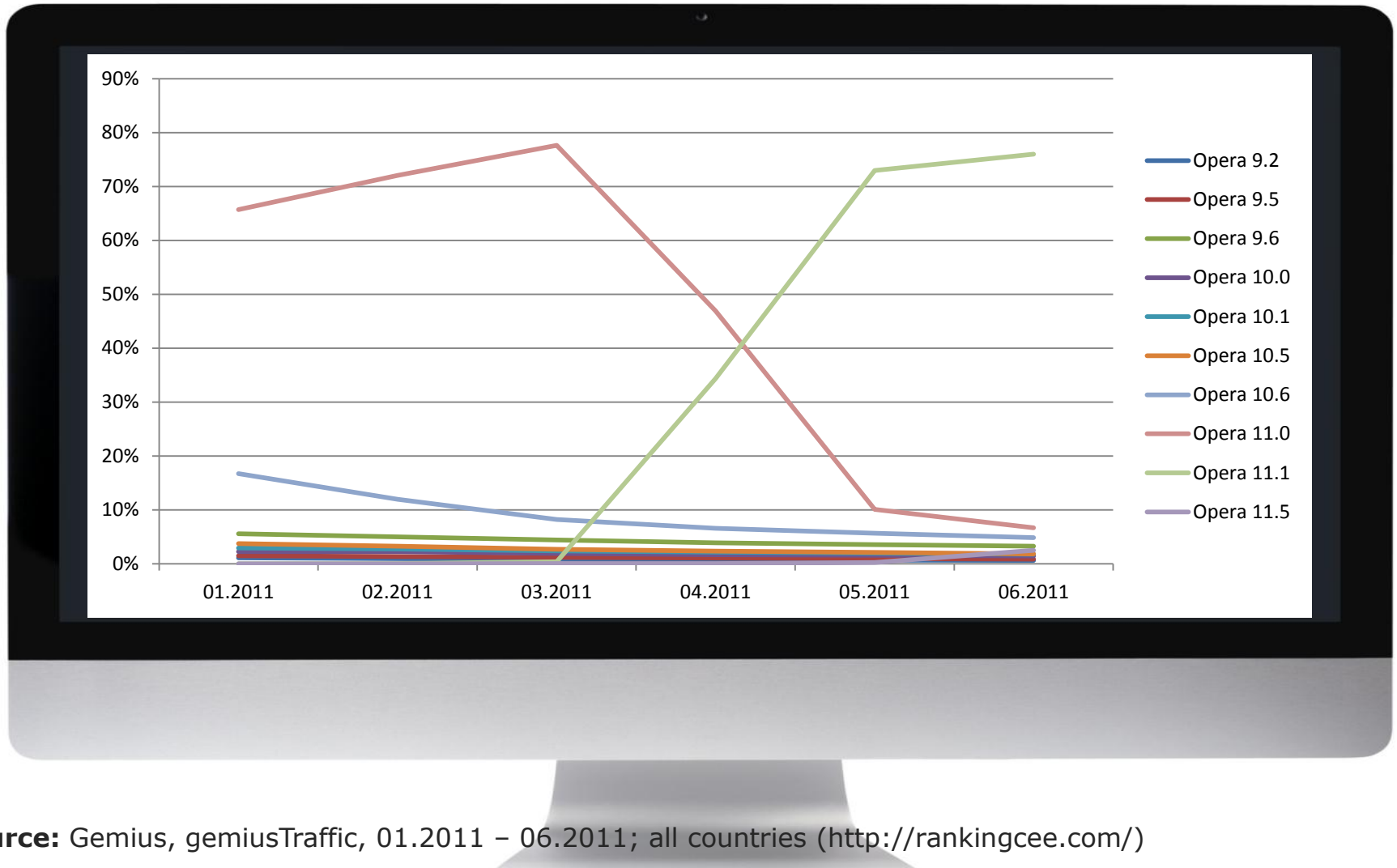


Source: Gemius, gemiusTraffic, 01.2011 – 06.2011; all countries (<http://rankingcee.com/>)

# Web browsers - Opera in H1 2011



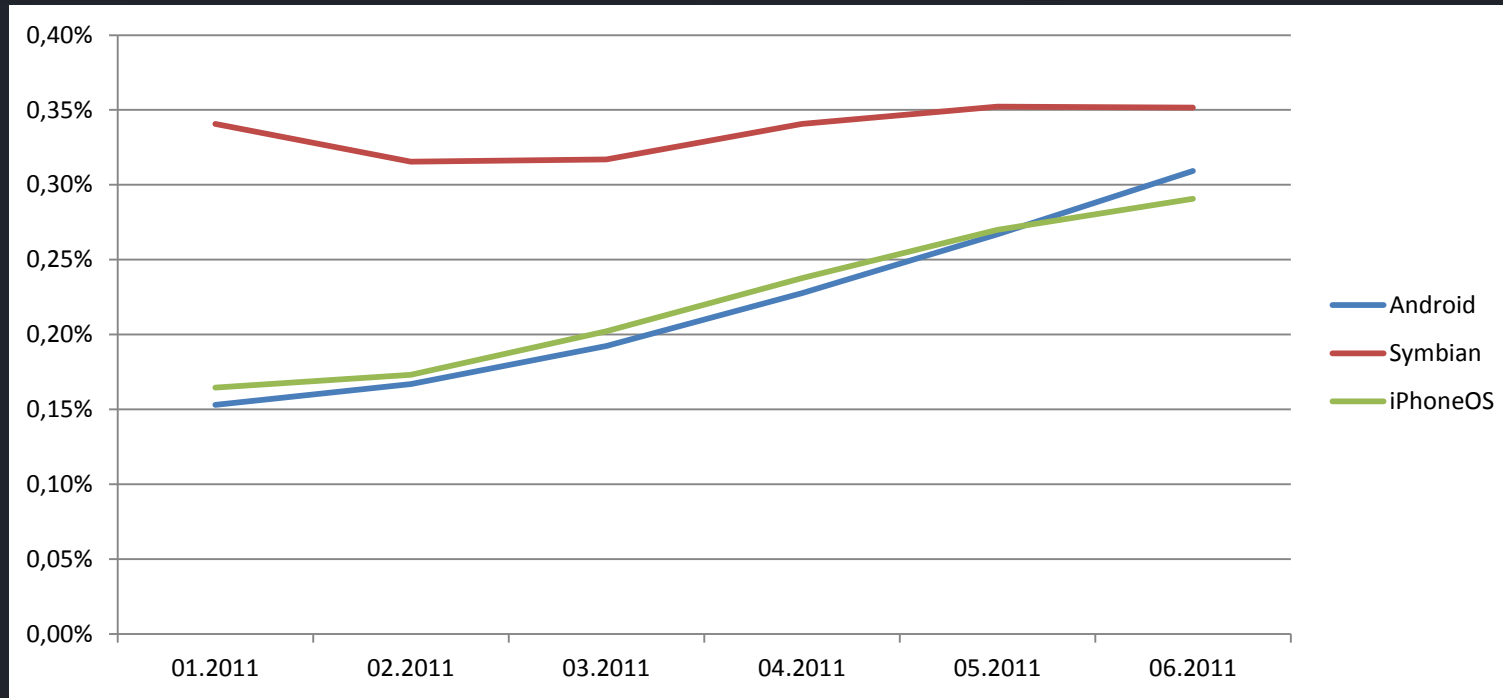
The percentage share of page views made with the Opera browser's versions



**Source:** Gemius, gemiusTraffic, 01.2011 – 06.2011; all countries (<http://rankingcee.com/>)



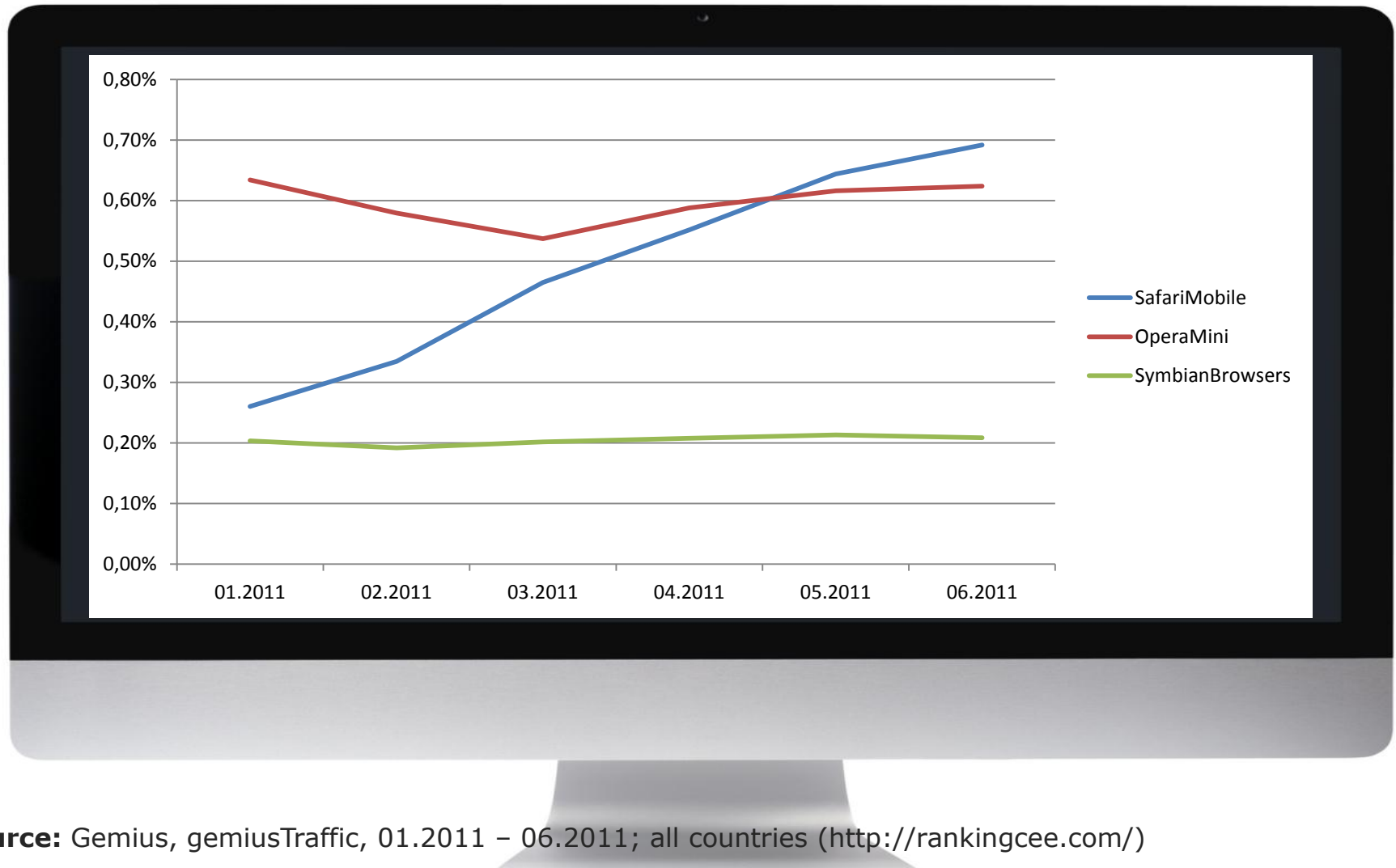
## Changes in the OS popularity ranking: Symbian, Android and iPhoneOS



**Source:** Gemius, gemiusTraffic, 01.2011 – 06.2011; all countries (<http://rankingcee.com/>)



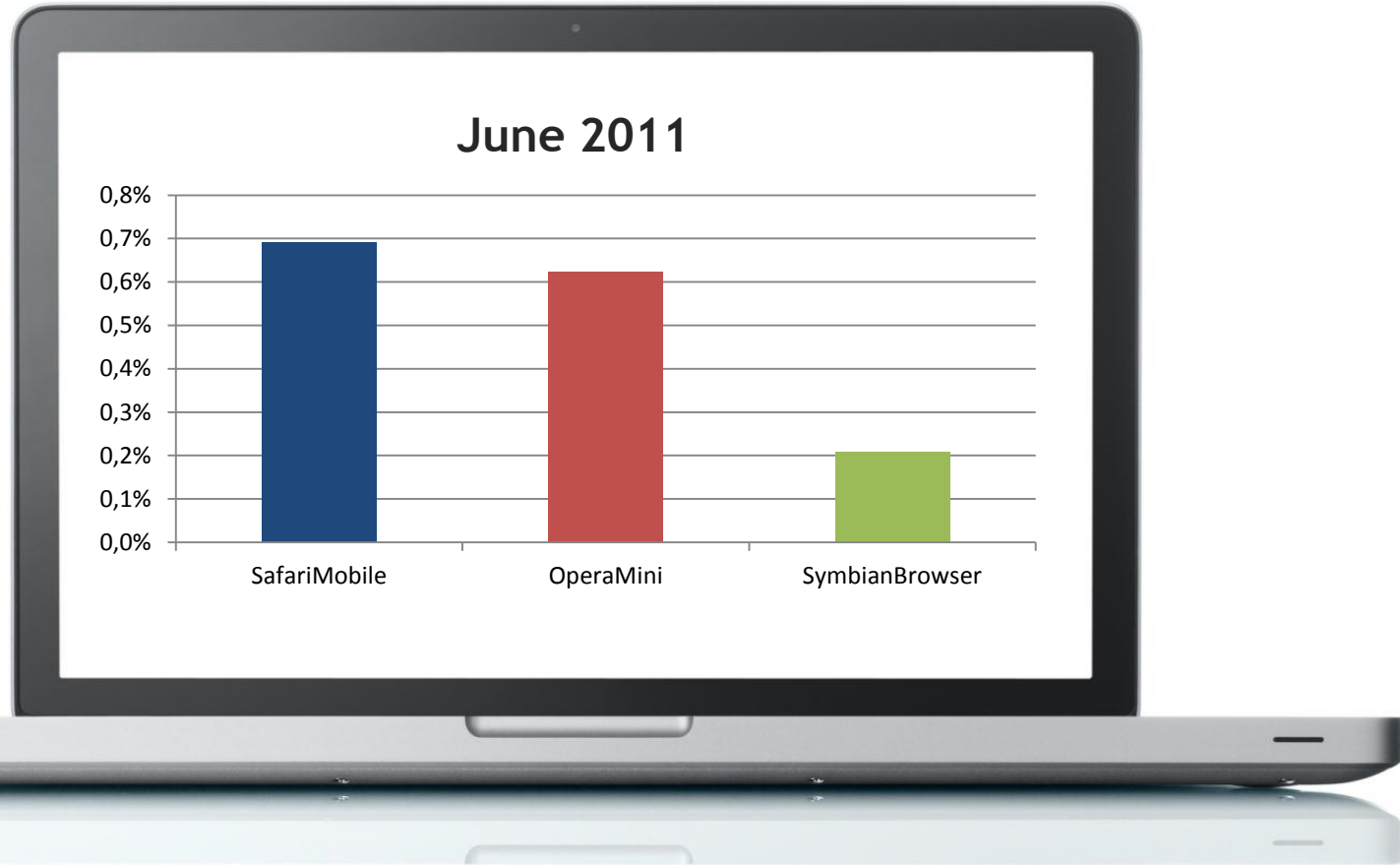
The percentage share of page views made with the most popular mobile browsers



**Source:** Gemius, gemiusTraffic, 01.2011 – 06.2011; all countries (<http://rankingcee.com/>)



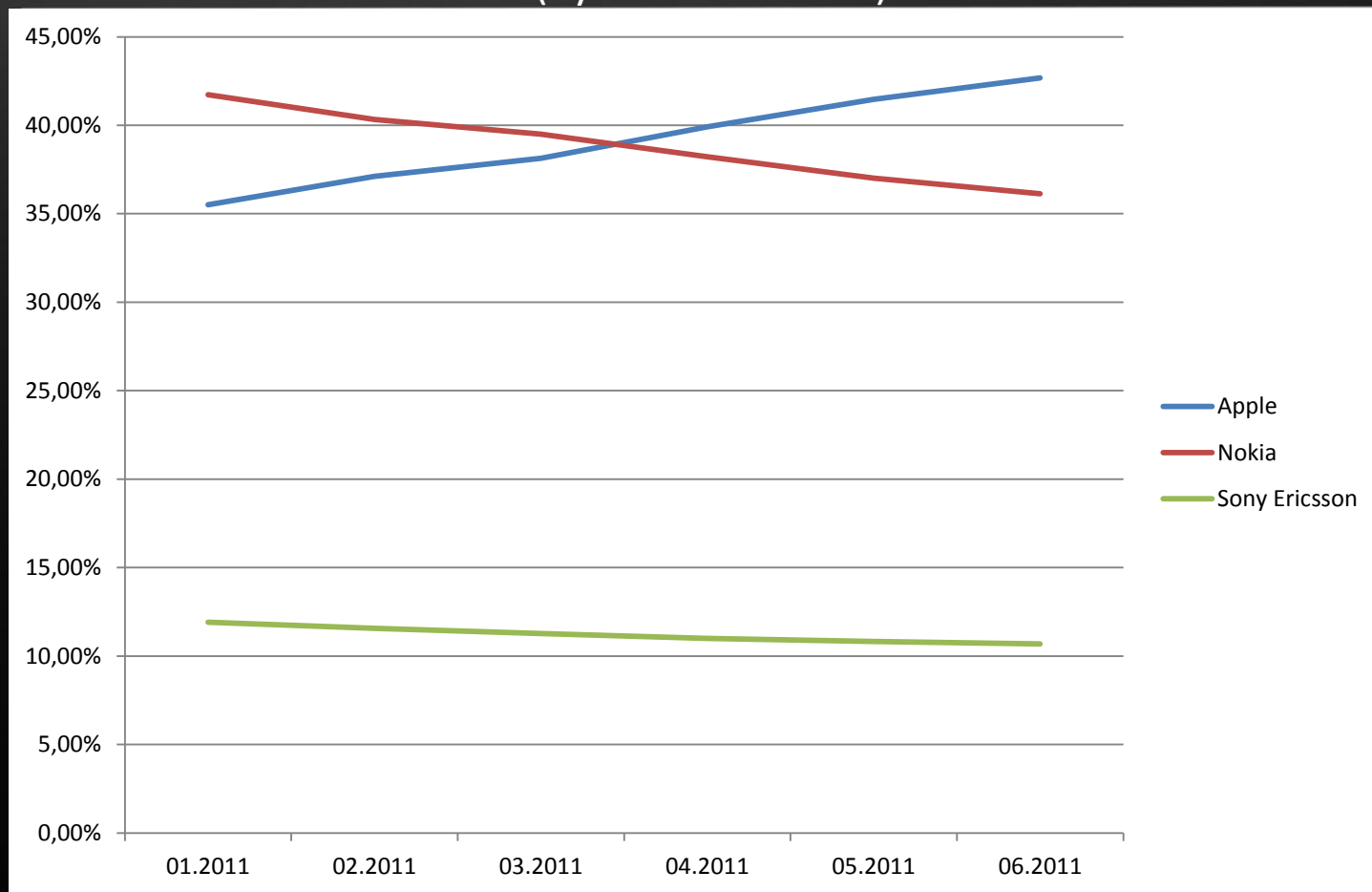
The percentage share of page views made with the most popular mobile browsers



**Source:** Gemius, gemiusTraffic, 06.2011; all countries (<http://rankingcee.com/>)



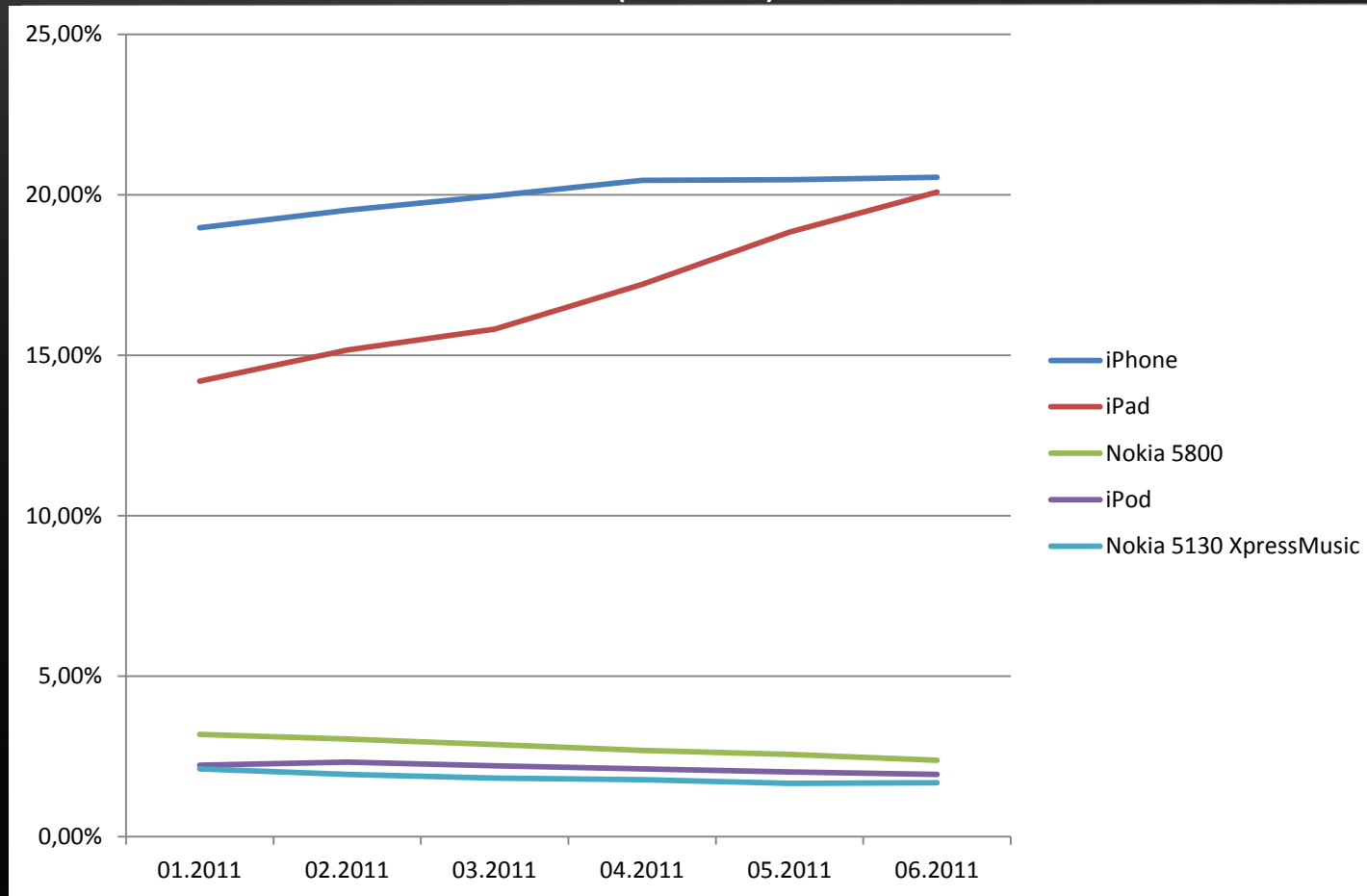
## Percentage share of page views made with the most popular mobile devices (by manufacturers)



Source: Gemius, gemiusTraffic, 01.2011 – 06.2011; all countries (<http://rankingcee.com/>)



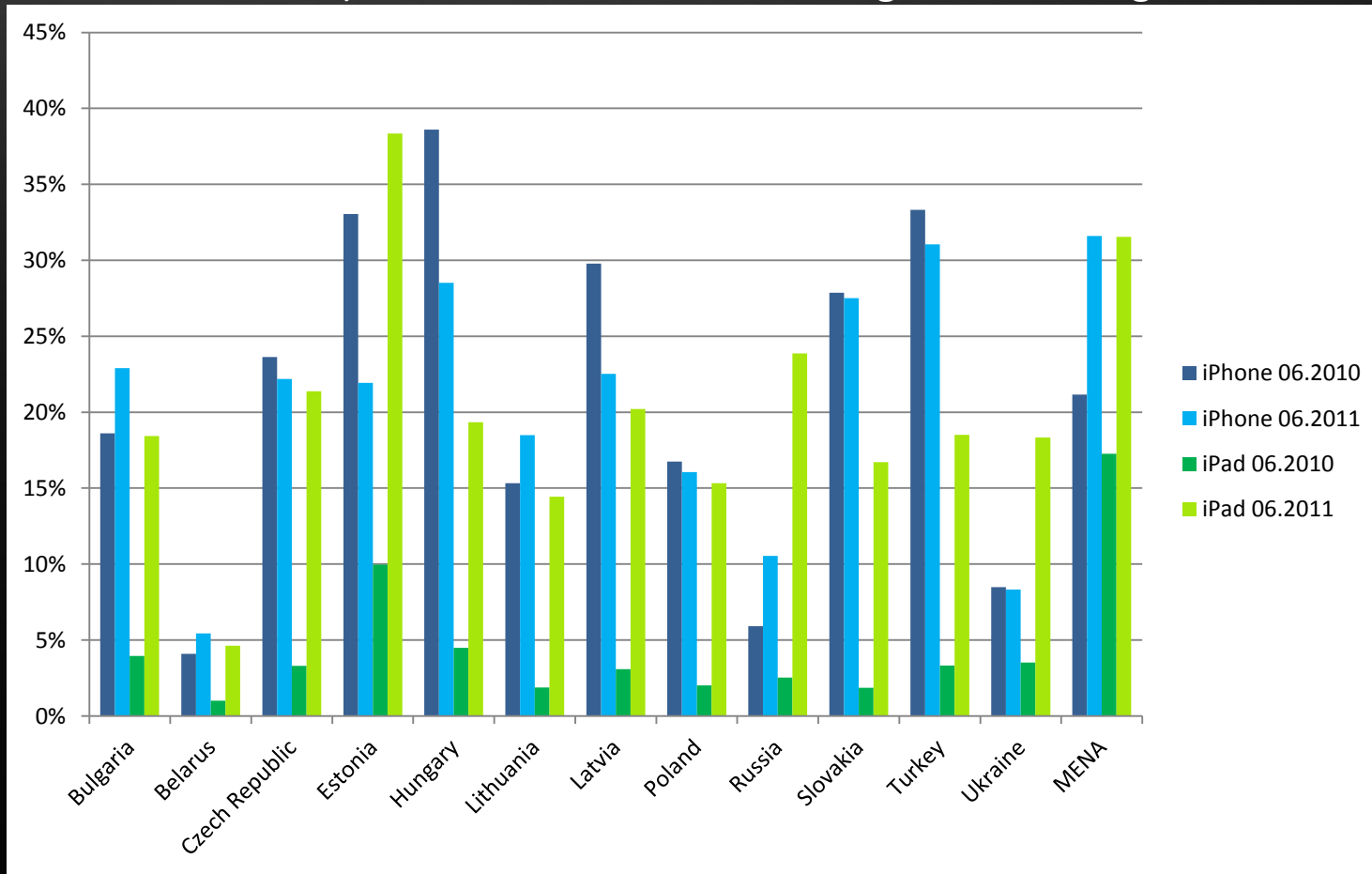
## Percentage share of page views made with the most popular mobile devices (models)



Source: Gemius, gemiusTraffic, 01.2011 – 06.2011; all countries (<http://rankingce.com/>)



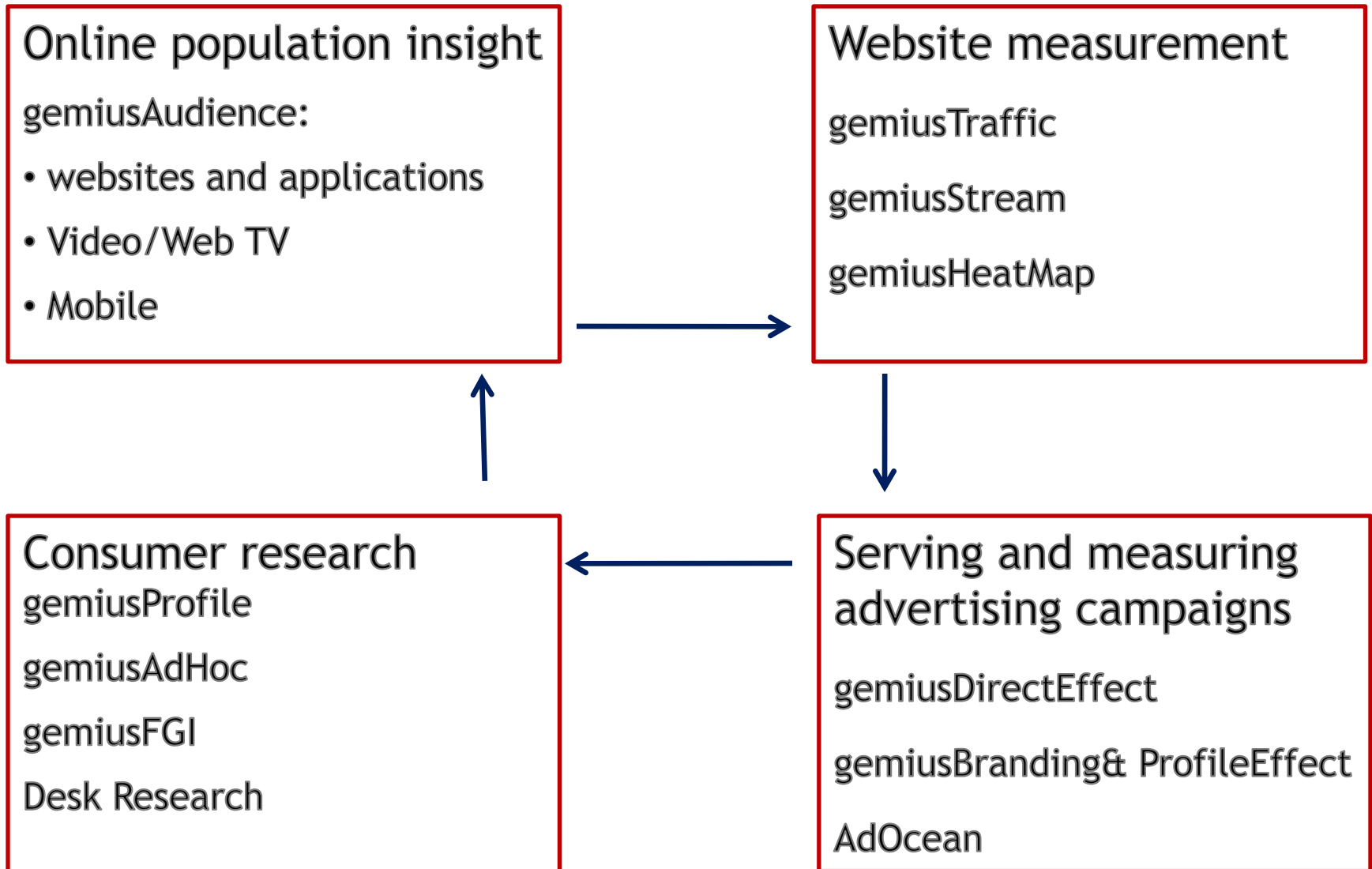
## Percentage share of page views generated with Apple's mobile devices (iPhone and iPad) in the countries included in gemiusRanking



Source: Gemius, gemiusTraffic, 01.2011 – 06.2011; all countries (<http://rankingee.com/>)

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.

**About  
Gemius**





**2** thousand clients

**9** victorious internet tenders

**11** years of experience

**20** markets





600 marketing research projects a year

**1000** campaigns monitored a month

**2000** clients

**95%** of online publishers in CEE and Denmark uses **gemiusTraffic**



250 Servers in Europe and Middle East

250 Thousand measured websites

200 Billion page views/month

1 Petabyte

of data processed a month

Contact:  
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