



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, 12.06.2017 – 18.06.2017

WEB BROWSERS <http://www.rankingtr.com/en/ranking/web-browsers.html>

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 |             |
|------------------------------------|--------------------|-------------------------------|-------------|
|                                    |                    | 12.06.2017 — 18.06.2017       |             |
| 1                                  | Chrome 58.x        | 23.27%                        | - 1.42 p.p. |
| 2                                  | Chrome Mobile 58.x | 11.31%                        | + 0.26 p.p. |
| 3                                  | WebKit Mobile 10.x | 4.15%                         | + 0.16 p.p. |
| 4                                  | MSIE 11.x          | 2.86%                         | + 0.01 p.p. |
| 5                                  | WebKit Mobile 4.x  | 1.99%                         | - 0.01 p.p. |
| 6                                  | Chrome Mobile 51.x | 1.68%                         | + 0.17 p.p. |
| 7                                  | Chrome 49.x        | 1.58%                         | - 0.02 p.p. |
| 8                                  | Firefox 53.x       | 1.08%                         | - 0.07 p.p. |
| 9                                  | Chrome Mobile 55.x | 0.69%                         | 0 p.p.      |
| 10                                 | Chrome Mobile 57.x | 0.66%                         | - 0.07 p.p. |
| 11                                 | Chrome Mobile 56.x | 0.65%                         | - 0.01 p.p. |
| 12                                 | Chrome Mobile 38.x | 0.57%                         | 0 p.p.      |
| 13                                 | Chrome Mobile 44.x | 0.52%                         | - 0.06 p.p. |
| 14                                 | WebKit Mobile 9.x  | 0.50%                         | 0 p.p.      |
| 15                                 | Chrome 57.x        | 0.34%                         | - 0.04 p.p. |
| 16                                 | Chrome 56.x        | 0.27%                         | - 0.01 p.p. |
| 17                                 | Chrome Mobile 50.x | 0.21%                         | - 0.01 p.p. |
| 18                                 | Chrome 55.x        | 0.19%                         | 0 p.p.      |
| 19                                 | Firefox 52.x       | 0.16%                         | 0 p.p.      |
| 20                                 | Chrome Mobile 54.x | 0.14%                         | - 0.01 p.p. |
| 21                                 | Chrome Mobile 53.x | 0.12%                         | 0 p.p.      |
| 22                                 | Chrome Mobile 52.x | 0.12%                         | 0 p.p.      |
|                                    | Chrome 54.x        | 0.08%                         | 0 p.p.      |
|                                    | Chrome 51.x        | 0.06%                         | 0 p.p.      |
|                                    | Firefox 51.x       | 0.05%                         | - 0.01 p.p. |
|                                    | Chrome 53.x        | 0.04%                         | - 0.01 p.p. |
|                                    | Chrome 52.x        | 0.04%                         | 0 p.p.      |
|                                    | Firefox 47.x       | 0.03%                         | 0 p.p.      |
|                                    | Firefox 50.x       | 0.02%                         | - 0.01 p.p. |
|                                    | Firefox 48.x       | 0.02%                         | 0 p.p.      |
|                                    | Firefox 49.x       | 0.02%                         | 0 p.p.      |
| Sample size (number of page views) |                    | 5 266 619 132                 |             |

WEB BROWSERS - GROUPS <http://www.rankingtr.com/en/ranking/web-browsers-groups.html>

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 |             |
|------------------------------------|-------------------------|-------------------------------|-------------|
|                                    |                         | 12.06.2017 — 18.06.2017       |             |
| 1                                  | Chrome                  | 28.55%                        | - 0.19 p.p. |
| 2                                  | Chrome Mobile           | 18.72%                        | + 0.81 p.p. |
| 3                                  | WebKit Mobile           | 6.95%                         | + 0.16 p.p. |
| 4                                  | Facebook in-app Browser | 3.38%                         | - 0.23 p.p. |
| 5                                  | MSIE                    | 3.14%                         | 0 p.p.      |
| 6                                  | Firefox                 | 1.63%                         | - 0.04 p.p. |
| 7                                  | Yandex.Browser          | 0.65%                         | - 0.01 p.p. |
| Sample size (number of page views) |                         | 5 266 619 132                 |             |

WEB BROWSERS GROUPS - DETAILS >> Chrome

<http://www.rankingtr.com/en/ranking/web-browsers-details.html>

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 |             |
|------------------------------------|-------------|-------------------------------|-------------|
|                                    |             | 12.06.2017 — 18.06.2017       |             |
| 1                                  | Chrome 58.0 | 81.43%                        | - 4.39 p.p. |
| 2                                  | Chrome 49.0 | 5.55%                         | - 0.02 p.p. |
| 3                                  | Chrome 57.0 | 1.14%                         | - 0.12 p.p. |
| 4                                  | Chrome 56.0 | 0.94%                         | - 0.03 p.p. |
| 5                                  | Chrome 55.0 | 0.65%                         | - 0.01 p.p. |
| 6                                  | Chrome 54.0 | 0.27%                         | + 0.01 p.p. |
| 7                                  | Chrome 51.0 | 0.19%                         | 0 p.p.      |
| 8                                  | Chrome 53.0 | 0.15%                         | - 0.01 p.p. |
| 9                                  | Chrome 50.0 | 0.13%                         | 0 p.p.      |
| 10                                 | Chrome 52.0 | 0.12%                         | - 0.01 p.p. |
| Sample size (number of page views) |             | 1 503 696 317                 |             |

WEB BROWSERS GROUPS - DETAILS >> Chrome Mobile

<http://www.rankingtr.com/en/ranking/web-browsers-details.html>

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 |             |
|------------------------------------|--------------------|-------------------------------|-------------|
|                                    |                    | 12.06.2017 — 18.06.2017       |             |
| 1                                  | Chrome Mobile 58.0 | 60.38%                        | - 1.33 p.p. |
| 2                                  | Chrome Mobile 51.0 | 8.96%                         | + 0.52 p.p. |
| 3                                  | Chrome Mobile 55.0 | 3.69%                         | - 0.18 p.p. |
| 4                                  | Chrome Mobile 57.0 | 3.50%                         | - 0.57 p.p. |
| 5                                  | Chrome Mobile 56.0 | 3.47%                         | - 0.21 p.p. |
| 6                                  | Chrome Mobile 38.0 | 3.04%                         | - 0.12 p.p. |
| 7                                  | Chrome Mobile 44.0 | 2.79%                         | - 0.47 p.p. |
| 8                                  | Chrome Mobile 30.0 | 1.66%                         | - 0.02 p.p. |
| 9                                  | Chrome Mobile 34.0 | 1.51%                         | - 0.04 p.p. |
| 10                                 | Chrome Mobile 50.0 | 1.15%                         | - 0.08 p.p. |
| 11                                 | Chrome Mobile 28.0 | 1.01%                         | - 0.02 p.p. |
| 12                                 | Chrome Mobile 54.0 | 0.76%                         | - 0.06 p.p. |
| 13                                 | Chrome Mobile 53.0 | 0.64%                         | - 0.02 p.p. |
| 14                                 | Chrome Mobile 52.0 | 0.63%                         | - 0.03 p.p. |
| 15                                 | Chrome Mobile 49.0 | 0.38%                         | - 0.02 p.p. |
| 16                                 | Chrome Mobile 43.0 | 0.36%                         | - 0.01 p.p. |
| 17                                 | Chrome Mobile 47.0 | 0.26%                         | - 0.02 p.p. |
| Sample size (number of page views) |                    | 986 096 948                   |             |

WEB BROWSERS GROUPS - DETAILS >> WebKit Mobile

<http://www.rankingtr.com/en/ranking/web-browsers-details.html>

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 |             |
|------------------------------------|--------------------|-------------------------------|-------------|
|                                    |                    | 12.06.2017 — 18.06.2017       |             |
| 1                                  | WebKit Mobile 10.0 | 59.69%                        | + 0.91 p.p. |
| 2                                  | WebKit Mobile 4.0  | 28.69%                        | - 0.72 p.p. |
| 3                                  | WebKit Mobile 9.0  | 7.21%                         | - 0.14 p.p. |
| 4                                  | WebKit Mobile 7.0  | 1.84%                         | - 0.03 p.p. |
| 5                                  | WebKit Mobile 8.0  | 1.47%                         | - 0.03 p.p. |
| Sample size (number of page views) |                    | 365 943 293                   |             |

WEB BROWSERS GROUPS - DETAILS >> Facebook in-app Browser

<http://www.rankingtr.com/en/ranking/web-browsers-details.html>

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 |              |
|-----|------------------------------|-------------------------------|--------------|
|     |                              | 12.06.2017 — 18.06.2017       |              |
| 1   | Facebook in-app Browser 96.0 | 18.98%                        | + 14.02 p.p. |
| 2   | Facebook in-app Browser 97.0 | 3.88%                         | + 3.85 p.p.  |
| 3   | Facebook in-app Browser 95.0 | 2.06%                         | - 14.62 p.p. |
| 4   | Facebook in-app Browser 94.0 | 1.13%                         | - 2.09 p.p.  |
| 5   | Facebook in-app Browser 93.0 | 0.60%                         | - 0.36 p.p.  |
| 6   | Facebook in-app Browser 92.0 | 0.40%                         | - 0.18 p.p.  |
| 7   | Facebook in-app Browser 68.0 | 0.37%                         | - 0.02 p.p.  |
| 8   | Facebook in-app Browser 91.0 | 0.33%                         | - 0.09 p.p.  |
| 9   | Facebook in-app Browser 90.0 | 0.26%                         | - 0.06 p.p.  |
| 10  | Facebook in-app Browser 89.0 | 0.26%                         | - 0.07 p.p.  |
| 11  | Facebook in-app Browser 62.0 | 0.23%                         | 0 p.p.       |
| 12  | Facebook in-app Browser 75.0 | 0.22%                         | - 0.01 p.p.  |
| 13  | Facebook in-app Browser 87.0 | 0.20%                         | - 0.02 p.p.  |
| 14  | Facebook in-app Browser 86.0 | 0.19%                         | - 0.03 p.p.  |
| 15  | Facebook in-app Browser 67.0 | 0.15%                         | + 0.01 p.p.  |
| 16  | Facebook in-app Browser 85.0 | 0.14%                         | - 0.02 p.p.  |
| 17  | Facebook in-app Browser 84.0 | 0.12%                         | - 0.01 p.p.  |
| 18  | Facebook in-app Browser 82.0 | 0.11%                         | - 0.01 p.p.  |
| 19  | Facebook in-app Browser 83.0 | 0.10%                         | - 0.01 p.p.  |
|     | Facebook in-app Browser 80.0 | 0.10%                         | - 0.01 p.p.  |
|     | Facebook in-app Browser 81.0 | 0.08%                         | - 0.01 p.p.  |
|     | Facebook in-app Browser 77.0 | 0.08%                         | 0 p.p.       |

|                                       |             |             |
|---------------------------------------|-------------|-------------|
| Facebook in-app<br>Browser 88.0       | 0.08%       | - 0.01 p.p. |
| Facebook in-app<br>Browser 79.0       | 0.07%       | 0 p.p.      |
| Facebook in-app<br>Browser 76.0       | 0.07%       | 0 p.p.      |
| Facebook in-app<br>Browser 63.0       | 0.07%       | + 0.01 p.p. |
| Facebook in-app<br>Browser 64.0       | 0.06%       | 0 p.p.      |
| Facebook in-app<br>Browser 78.0       | 0.05%       | - 0.01 p.p. |
| Facebook in-app<br>Browser 61.0       | 0.05%       | 0 p.p.      |
| Facebook in-app<br>Browser 65.0       | 0.03%       | - 0.01 p.p. |
| Facebook in-app<br>Browser 98.0       | 0.03%       | 0 p.p.      |
| Facebook in-app<br>Browser 72.0       | 0.03%       | 0 p.p.      |
| Facebook in-app<br>Browser 99.0       | 0.03%       | 0 p.p.      |
| Facebook in-app<br>Browser 60.0       | 0.03%       | 0 p.p.      |
| Facebook in-app<br>Browser 66.0       | 0.03%       | 0 p.p.      |
| Facebook in-app<br>Browser 59.0       | 0.03%       | 0 p.p.      |
| Facebook in-app<br>Browser 73.0       | 0.03%       | 0 p.p.      |
| Facebook in-app<br>Browser 58.0       | 0.02%       | 0 p.p.      |
| Facebook in-app<br>Browser 57.0       | 0.02%       | 0 p.p.      |
| Sample size (number of<br>page views) | 177 977 874 |             |



WEB BROWSERS GROUPS - DETAILS >> MSIE

<http://www.rankingtr.com/en/ranking/web-browsers-details.html>

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 |             |
|------------------------------------|-----------|-------------------------------|-------------|
|                                    |           | 12.06.2017 — 18.06.2017       |             |
| 1                                  | MSIE 11.0 | 91.09%                        | + 0.46 p.p. |
| 2                                  | MSIE 10.0 | 3.96%                         | - 0.12 p.p. |
| 3                                  | MSIE 9.0  | 3.14%                         | - 0.27 p.p. |
| 4                                  | MSIE 8.0  | 1.77%                         | - 0.05 p.p. |
| Sample size (number of page views) |           | 165 354 658                   |             |

WEB BROWSERS GROUPS - DETAILS >> Firefox

<http://www.rankingtr.com/en/ranking/web-browsers-details.html>

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 |             |
|------------------------------------|--------------|-------------------------------|-------------|
|                                    |              | 12.06.2017 — 18.06.2017       |             |
| 1                                  | Firefox 53.0 | 66.16%                        | - 2.85 p.p. |
| 2                                  | Firefox 52.0 | 9.64%                         | - 0.06 p.p. |
| 3                                  | Firefox 51.0 | 3.34%                         | - 0.03 p.p. |
| 4                                  | Firefox 47.0 | 1.80%                         | - 0.06 p.p. |
| 5                                  | Firefox 50.0 | 1.45%                         | - 0.07 p.p. |
| 6                                  | Firefox 45.0 | 1.37%                         | - 0.01 p.p. |
| 7                                  | Firefox 48.0 | 1.27%                         | - 0.11 p.p. |
| 8                                  | Firefox 43.0 | 1.22%                         | - 0.03 p.p. |
| 9                                  | Firefox 49.0 | 0.93%                         | - 0.01 p.p. |
| 10                                 | Firefox 41.0 | 0.58%                         | - 0.03 p.p. |
| 11                                 | Firefox 42.0 | 0.53%                         | - 0.02 p.p. |
| 12                                 | Firefox 46.0 | 0.48%                         | - 0.04 p.p. |
| 13                                 | Firefox 44.0 | 0.40%                         | - 0.02 p.p. |
| Sample size (number of page views) |              | 86 091 095                    |             |

WEB BROWSERS GROUPS - DETAILS >> Opera

<http://www.rankingtr.com/en/ranking/web-browsers-details.html>

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 |             |
|-----|------------|-------------------------------|-------------|
|     |            | 12.06.2017 — 18.06.2017       |             |
| 1   | Opera 42.7 | 9.39%                         | - 0.01 p.p. |
| 2   | Opera 36.0 | 5.17%                         | - 0.08 p.p. |
| 3   | Opera 43.0 | 1.50%                         | - 0.28 p.p. |
| 4   | Opera 37.0 | 1.07%                         | - 0.01 p.p. |
| 5   | Opera 42.0 | 1.03%                         | + 0.06 p.p. |
| 6   | Opera 44.0 | 0.76%                         | - 0.11 p.p. |
| 7   | Opera 12.1 | 0.57%                         | - 0.02 p.p. |
| 8   | Opera 33.0 | 0.49%                         | - 0.03 p.p. |
| 9   | Opera 41.0 | 0.42%                         | + 0.04 p.p. |
| 10  | Opera 35.0 | 0.42%                         | - 0.02 p.p. |
| 11  | Opera 39.0 | 0.30%                         | 0 p.p.      |
| 12  | Opera 34.0 | 0.28%                         | + 0.02 p.p. |
| 13  | Opera 38.0 | 0.25%                         | - 0.01 p.p. |
| 14  | Opera 40.0 | 0.23%                         | + 0.02 p.p. |
| 15  | Opera 42.4 | 0.13%                         | 0 p.p.      |
|     | Opera 42.3 | 0.09%                         | - 0.02 p.p. |
|     | Opera 36.2 | 0.07%                         | + 0.01 p.p. |
|     | Opera 42.2 | 0.07%                         | + 0.01 p.p. |
|     | Opera 41.2 | 0.07%                         | + 0.01 p.p. |
|     | Opera 41.1 | 0.04%                         | - 0.01 p.p. |

**WEB BROWSERS - ENGINES** <http://www.rankingtr.com/en/ranking/web-browsers-engines.html>

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 |             |
|------------------------------------|------------------|-------------------------------|-------------|
|                                    |                  | 12.06.2017 — 18.06.2017       |             |
| 1                                  | Blink            | 47.53%                        | + 0.63 p.p. |
| 2                                  | WebKit/KHTML     | 11.40%                        | - 0.09 p.p. |
| 3                                  | Trident/EdgeHTML | 3.96%                         | - 0.01 p.p. |
| 4                                  | Gecko            | 1.64%                         | - 0.04 p.p. |
| Sample size (number of page views) |                  | 5 266 619 132                 |             |

**OPERATING SYSTEMS** <http://www.rankingtr.com/en/ranking/operating-systems.html>

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 |             |
|------------------------------------|-------------|-------------------------------|-------------|
|                                    |             | 12.06.2017 — 18.06.2017       |             |
| 1                                  | Android     | 43.99%                        | - 0.06 p.p. |
| 2                                  | iOS         | 21.21%                        | + 0.32 p.p. |
| 3                                  | Windows 7   | 18.02%                        | - 0.11 p.p. |
| 4                                  | Windows 10  | 9.84%                         | - 0.06 p.p. |
| 5                                  | Windows 8.1 | 3.43%                         | - 0.04 p.p. |
| 6                                  | Windows XP  | 1.64%                         | - 0.03 p.p. |
| 7                                  | Windows 8   | 0.64%                         | - 0.02 p.p. |
| Sample size (number of page views) |             | 5 264 185 995                 |             |

**OPERATING SYSTEMS - FAMILIES** <http://www.rankingtr.com/en/ranking/operating-systems-families.html>

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 |             |
|------------------------------------|----------|-------------------------------|-------------|
|                                    |          | 12.06.2017 — 18.06.2017       |             |
| 1                                  | Unix     | 66.11%                        | + 0.26 p.p. |
| 2                                  | Windows  | 33.86%                        | - 0.26 p.p. |
|                                    | other OS | 0.03%                         | 0 p.p.      |
| Sample size (number of page views) |          | 5 264 185 995                 |             |

**MOBILE DEVICES - MODELS** <http://www.rankingtr.com/en/ranking/mobile-devices-models.html>

A ranking of mobile devices 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 |             |
|------------------------------------|--------------------------------------|-------------------------------|-------------|
|                                    |                                      | 12.06.2017 — 18.06.2017       |             |
| 1                                  | Apple iPhone                         | 52.59%                        | + 0.58 p.p. |
| 2                                  | Samsung SM-N910 (Galaxy Note 4)      | 3.20%                         | - 0.06 p.p. |
| 3                                  | Nokia N900                           | 2.92%                         | - 0.05 p.p. |
| 4                                  | LG G3                                | 2.62%                         | - 0.08 p.p. |
| 5                                  | Apple iPad                           | 2.20%                         | - 0.03 p.p. |
| 6                                  | Samsung GT-I9500 (Galaxy S IV)       | 2.16%                         | - 0.05 p.p. |
| 7                                  | LG G4                                | 1.89%                         | - 0.02 p.p. |
| 8                                  | HTC Desire                           | 1.85%                         | - 0.03 p.p. |
| 9                                  | LG G2                                | 1.47%                         | - 0.05 p.p. |
| 10                                 | Samsung SM-G920 (Galaxy S6)          | 1.39%                         | - 0.03 p.p. |
| 11                                 | Samsung SM-G925 (Galaxy S6 Edge)     | 1.35%                         | - 0.03 p.p. |
| 12                                 | Samsung SM-A500 (Galaxy A5)          | 1.33%                         | - 0.02 p.p. |
| 13                                 | Samsung GT-I9190 (Galaxy S4 mini)    | 1.28%                         | - 0.02 p.p. |
| 14                                 | Samsung GT-I9060 (Galaxy Grand Neo)  | 1.28%                         | - 0.01 p.p. |
| 15                                 | Samsung GT-N7100 (Galaxy Note II)    | 1.15%                         | - 0.02 p.p. |
| 16                                 | Samsung GT-I9300 (Galaxy S III)      | 1.07%                         | - 0.01 p.p. |
| 17                                 | Samsung GT-I8190 (Galaxy S III mini) | 0.84%                         | - 0.01 p.p. |
| Sample size (number of page views) |                                      | 2 037 513 833                 |             |

**MOBILE DEVICES - PRODUCERS** <http://www.rankingtr.com/en/ranking/mobile-devices-producers.html>

A ranking of mobile devices by producers, as 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 |             |
|------------------------------------|---------|-------------------------------|-------------|
|                                    |         | 12.06.2017 — 18.06.2017       |             |
| 1                                  | Apple   | 54.80%                        | + 0.55 p.p. |
| 2                                  | Samsung | 26.39%                        | - 0.16 p.p. |
| 3                                  | LG      | 6.68%                         | - 0.17 p.p. |
| 4                                  | Nokia   | 3.38%                         | - 0.06 p.p. |
| 5                                  | HTC     | 3.14%                         | - 0.06 p.p. |
| 6                                  | Sony    | 2.65%                         | - 0.06 p.p. |
| Sample size (number of page views) |         | 2 037 513 833                 |             |



**FLASH PLAYER** <http://www.rankingtr.com/en/ranking/flash-versions.html>

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 |             |
|------------------------------------|----------------------|-------------------------------|-------------|
|                                    |                      | 12.06.2017 — 18.06.2017       |             |
| 1                                  | not installed        | 61.80%                        | + 0.52 p.p. |
| 2                                  | flash player ver. 22 | 1.99%                         | - 0.04 p.p. |
| 3                                  | flash player ver. 21 | 0.98%                         | - 0.02 p.p. |
| Sample size (number of page views) |                      | 3 396 763 816                 |             |

SCREEN RESOLUTIONS <http://www.rankingtr.com/en/ranking/screen-resolutions.html>

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 |             |
|------------------------------------|-----------|-------------------------------|-------------|
|                                    |           | 12.06.2017 — 18.06.2017       |             |
| 1                                  | 360x640   | 17.43%                        | + 0.54 p.p. |
| 2                                  | 1366x768  | 12.41%                        | - 0.13 p.p. |
| 3                                  | 1920x1080 | 11.26%                        | - 0.13 p.p. |
| 4                                  | 1280x720  | 5.83%                         | - 0.19 p.p. |
| 5                                  | 750x1334  | 5.32%                         | + 0.16 p.p. |
| 6                                  | 375x667   | 4.72%                         | + 0.1 p.p.  |
| 7                                  | 640x1136  | 3.73%                         | - 0.04 p.p. |
| 8                                  | 320x568   | 2.88%                         | + 0.04 p.p. |
| 9                                  | 1600x900  | 2.75%                         | - 0.02 p.p. |
| 10                                 | 1280x1024 | 2.74%                         | - 0.02 p.p. |
| 11                                 | 1440x900  | 2.45%                         | - 0.02 p.p. |
| 12                                 | 1184x720  | 1.72%                         | - 0.07 p.p. |
| 13                                 | 2560x1440 | 1.64%                         | - 0.05 p.p. |
| 14                                 | 1024x768  | 1.64%                         | - 0.03 p.p. |
| 15                                 | 1280x800  | 1.37%                         | - 0.01 p.p. |
| 16                                 | 1242x2208 | 1.35%                         | + 0.04 p.p. |
| 17                                 | 414x736   | 1.32%                         | + 0.03 p.p. |
| 18                                 | 1360x768  | 1.16%                         | - 0.01 p.p. |
| 19                                 | 960x540   | 1.13%                         | - 0.04 p.p. |
| 20                                 | 800x480   | 0.83%                         | - 0.04 p.p. |
| 21                                 | 320x534   | 0.77%                         | + 0.03 p.p. |
| 22                                 | 720x1280  | 0.59%                         | - 0.01 p.p. |
| 23                                 | 480x800   | 0.35%                         | 0 p.p.      |
| 24                                 | 1080x1920 | 0.27%                         | - 0.02 p.p. |
| 25                                 | 540x960   | 0.12%                         | 0 p.p.      |
|                                    | 720x1184  | 0.08%                         | - 0.01 p.p. |
|                                    | 1080x1776 | 0.08%                         | - 0.01 p.p. |
|                                    | 1440x2560 | 0.07%                         | - 0.01 p.p. |
|                                    | 1440x2392 | 0.06%                         | 0 p.p.      |
| Sample size (number of page views) |           | 5 266 542 617                 |             |

**COLOR DEPTH** <http://www.rankingtr.com/en/ranking/color-depth.html>

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 |        |
|------------------------------------|---------------------|-------------------------------|--------|
|                                    |                     | 12.06.2017 — 18.06.2017       |        |
| 1                                  | True color          | 99.84%                        | 0 p.p. |
|                                    | High color          | 0.08%                         | 0 p.p. |
|                                    | Indexed color       | 0.08%                         | 0 p.p. |
|                                    | Deep color          | 0.00%                         | 0 p.p. |
|                                    | Monochromatic color | 0.00%                         | 0 p.p. |
| Sample size (number of page views) |                     | 4 026 719 614                 |        |

**WEB DIRECTORIES** <http://www.rankingtr.com/en/ranking/web-directories.html>

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 |              |
|-----|------------|-----------------------------|--------------|
|     |            | 12.06.2017 — 18.06.2017     |              |
| 1   | arabul.com | 100.00%                     | + 11.11 p.p. |

SEARCH ENGINES - WEBSITES <http://www.rankingtr.com/en/ranking/search-engines-domains.html>

Ranking of search engines - websites 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 engines - websites.

| No. | Name   | Visits — average percentage |             |
|-----|--------|-----------------------------|-------------|
|     |        | 12.06.2017 — 18.06.2017     |             |
| 1   | google | 95.18%                      | + 0.11 p.p. |
| 2   | yandex | 4.02%                       | + 0.11 p.p. |

SEARCH ENGINES <http://www.rankingtr.com/en/ranking/search-engines.html>

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 |             |
|-----|--------|-----------------------------|-------------|
|     |        | 12.06.2017 — 18.06.2017     |             |
| 1   | Google | 95.22%                      | + 0.11 p.p. |
| 2   | Yandex | 4.02%                       | + 0.1 p.p.  |

**COUNTRIES** <http://www.rankingtr.com/en/ranking/countries.html>

Countries from which internet users connect with websites of IAB Turkey members. 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 |             |
|-----|--------------------|---------------------------------|-------------|
|     |                    | 12.06.2017 — 18.06.2017         |             |
| 1   | Germany            | 29.16%                          | - 0.43 p.p. |
| 2   | United States      | 11.55%                          | + 0.07 p.p. |
| 3   | Netherlands        | 6.58%                           | - 0.39 p.p. |
| 4   | France             | 6.08%                           | + 0.08 p.p. |
| 5   | Azerbaijan         | 5.81%                           | - 0.04 p.p. |
| 6   | United Kingdom     | 4.80%                           | - 0.37 p.p. |
| 7   | Austria            | 3.39%                           | - 0.01 p.p. |
| 8   | Belgium            | 2.50%                           | - 0.1 p.p.  |
| 9   | Switzerland        | 2.48%                           | - 0.04 p.p. |
| 10  | Russian Federation | 2.30%                           | + 0.21 p.p. |
| 11  | Saudi Arabia       | 1.33%                           | + 0.01 p.p. |
| 12  | Sweden             | 1.16%                           | - 0.06 p.p. |
| 13  | Canada             | 1.10%                           | + 0.19 p.p. |
| 14  | Bulgaria           | 1.09%                           | 0 p.p.      |
| 15  | Denmark            | 1.00%                           | - 0.03 p.p. |
| 16  | Romania            | 1.00%                           | - 0.09 p.p. |

**COOKIES ACCEPTANCE RATE** <http://www.rankingtr.com/en/ranking/cookies-acceptance-rate.html>

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 |             |
|------------------------------------|------------|-------------------------------|-------------|
|                                    |            | 12.06.2017 — 18.06.2017       |             |
| 1                                  | cookie     | 88.39%                        | + 0.32 p.p. |
| 2                                  | non-cookie | 11.61%                        | - 0.32 p.p. |
| Sample size (number of page views) |            | 5 266 904 029                 |             |



PC vs. Non-PC generated traffic <http://www.rankingtr.com/en/ranking/pc-vs-nonpc.html>

Percentage share of page views generated from computers in relation to percentage share of page views made from other devices. The ranking is based on the number of page views concerning sites included in the gemiusTraffic study.

| No.                                | Name   | Page views — percentage share |            |
|------------------------------------|--------|-------------------------------|------------|
|                                    |        | 12.06.2017 — 18.06.2017       |            |
| 1                                  | PC     | 61.31%                        | - 0.2 p.p. |
| 2                                  | non-PC | 38.69%                        | + 0.2 p.p. |
| Sample size (number of page views) |        | 5 266 904 029                 |            |