

Mesačná kontrolná správa

	jan.21	dec.20	nov.20	okt.20	sep.20	aug.20	júl.20	jún.20	máj.20	apr.20	mar.20	feb.20	jan.20
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Strukturálna štúdia													
Internetová populácia SR 12+	3 530 032	3 500 953	3 520 635	3 550 126	3 598 379	3 457 702	3 416 423	3 354 072	3 399 348	3 444 623	3 561 432	3 537 185	3 610 273
PC internetová populácia SR 12+	3 084 577	3 059 167	3 076 365	3 102 134	3 144 299	3 021 373	2 985 303	2 930 821	2 970 381	3 009 944	3 112 013	3 152 548	3 217 689
Phone internetová populácia SR 12+	2 752 585	2 729 911	2 745 258	2 768 254	2 805 880	2 696 186	2 663 997	2 615 379	2 650 683	2 685 987	2 777 070	2 814 383	2 872 535
Tablet internetová populácia SR 12+	1 210 296	1 200 326	1 207 074	1 217 186	1 233 729	1 185 497	1 171 345	1 149 967	1 165 489	1 181 012	1 221 061	1 225 233	1 250 550

Real users													
RU Total (All)	4 243 615	4 172 561	4 215 853	4 235 277	4 242 772	4 183 938	4 060 223	4 001 139	4 201 152	4 171 216	4 683 923	4 407 423	4 423 115
RU PC(All)	3 268 010	3 213 816	3 263 358	3 276 840	3 265 985	3 111 752	3 075 650	3 064 070	3 181 479	3 194 051	3 410 990	3 373 674	3 433 581
RU Phone (All)	3 329 523	3 278 490	3 306 801	3 326 408	3 347 309	3 336 522	3 224 972	3 156 712	3 311 980	3 279 318	3 737 295	3 552 937	3 553 347
RU Tablet (All)	1 143 536	1 130 981	1 139 882	1 148 599	1 164 911	1 139 547	1 119 012	1 102 321	1 145 441	1 144 298	1 225 159	1 198 863	1 222 162
RU Total (Domestic)	3 080 693	3 053 341	3 070 652	3 097 091	3 139 580	3 015 407	2 980 039	2 929 558	3 005 629	3 006 312	3 106 818	3 085 379	3 152 104
RU PC (Domestic)	2 686 733	2 661 113	2 674 363	2 696 070	2 737 057	2 626 155	2 598 399	2 554 024	2 622 254	2 622 485	2 704 086	2 739 293	2 802 604
RU Phone (Domestic)	2 391 080	2 369 989	2 385 709	2 404 690	2 436 439	2 342 106	2 313 474	2 271 524	2 332 144	2 333 228	2 410 592	2 445 024	2 495 312
RU Tablet (Domestic)	1 054 313	1 044 964	1 050 612	1 061 627	1 073 816	1 033 414	1 021 719	1 001 162	1 028 751	1 029 197	1 063 666	1 067 560	1 090 577

Page views													
PV Total (All)	2 591 441 931	2 292 727 826	2 252 171 133	2 344 934 232	2 172 017 397	2 092 398 365	2 057 874 118	2 021 134 472	2 183 261 687	2 138 672 527	2 468 963 518	2 091 080 155	2 300 152 745
PV PC (All)	708 871 265	636 112 730	687 220 453	717 920 584	637 456 516	583 948 362	599 450 045	629 523 974	664 627 519	666 735 147	774 277 176	680 414 806	749 651 929
PV Phone (All)	1 765 909 010	1 556 740 483	1 468 389 288	1 527 061 130	1 442 216 881	1 411 706 000	1 360 873 634	1 296 460 386	1 408 762 391	1 359 040 860	1 563 514 753	1 299 495 370	1 422 514 447
PV Tablet (All)	116 666 053	99 876 554	96 554 692	99 952 108	92 344 134	96 732 094	97 551 060	95 125 438	109 872 655	112 898 826	131 172 669	111 171 524	127 984 597
PV Total (Domestic)	2 426 791 609	2 147 142 220	2 095 907 170	2 183 203 273	2 018 747 083	1 940 615 756	1 907 770 322	1 876 545 226	2 033 735 478	1 992 618 135	2 274 639 036	1 918 297 434	2 118 813 602
PV PC (Domestic)	653 122 111	587 263 976	631 550 190	659 154 217	583 752 471	535 074 573	549 561 978	577 976 139	612 264 747	614 131 988	704 071 466	617 584 191	683 127 100
PV Phone (Domestic)	1 663 196 776	1 465 530 167	1 373 597 269	1 430 033 054	1 348 410 609	1 315 338 028	1 267 382 980	1 209 871 779	1 318 712 333	1 272 883 595	1 448 705 078	1 197 732 509	1 316 578 367
PV Tablet (Domestic)	110 477 119	94 350 018	90 753 011	94 015 592	86 584 137	90 191 246	90 825 985	88 672 634	102 759 276	105 604 858	121 863 572	102 982 279	119 106 363

Odkaz na aktuálne platnú metodiku:

<https://www.iabslovakia.sk/iabmonitor/metodika-a-vysledky/>

Často kladené otázky k novej metodike:

https://www.iabslovakia.sk/wp-content/uploads/2019/07/FAQ_gemiusOverNight_07_2019.pdf

Základné metríky IABmonitor:

Visits - Návšteva - počet návštev generovaných návštevníkom na vybranom uzle v danom časovom období. Návšteva je definovaná ako séria zobrazení generovaných rovnakým užívateľom na danej webst stránke (doméne) s časom nie dlhším ako 30 minút medzi dvomi za sebou nasledujúcimi zobrazeniami.

UC - Unikátne Cookies – počet rôznych cookies pridelených užívateľovi: ktorí navštívili daný uzol v danom časovom období.

PV - Zobrazenie – počet udalostí na webst stránke s URL adresou pridelenou vybranému uzlu, videnou návštevníkom vo vybranom časovom období.

TTS - Celkový strávený čas - celkový strávený čas návštevníka na vybranom uzle v danom časovom období.

TTS/Visits - Priemerný strávený čas na Návštevu - priemerný strávený čas na Návštevu na vybranom uzle v danom časovom období.

RU - Reálny užívateľ - počet internetových užívateľov, ktorí navštívili (generovali aspoň jedno zobrazenie) na vybranom uzle v danom časovom období. Tento indikátor predstavuje konkrétny počet osôb a nie počet počítačov, cookies alebo IP adresy.

brower	jan.21
brower	share of visits
Chrome Mobile 87.04	34,81%
Chrome 87.04	13,16%
Facebook in-app Browser 300.20	9,75%
Chrome Mobile 88.04	8,80%
Facebook in-app Browser 301.00	4,34%
Facebook in-app Browser 302.00	3,63%
Samsung Browser 13.00	3,12%
Chrome 88.04	1,96%
Chrome Mobile 86.04	1,49%
Facebook in-app Browser 303.00	1,46%

brower	dec.20
brower	share of visits
Chrome Mobile 87.04	32,22%
Chrome Mobile 86.04	12,77%
Chrome 87.04	12,46%
Facebook in-app Browser 298.00	4,71%
Facebook in-app Browser 300.10	4,69%
Facebook in-app Browser 299.00	4,60%
Samsung Browser 13.00	3,82%
Facebook in-app Browser 297.00	2,81%
Facebook in-app Browser 300.00	2,75%
Chrome 86.04	2,50%

brower	nov.20
brower	share of visits
Chrome Mobile 86.04	37,72%
Chrome 86.04	13,40%
Facebook in-app Browser 296.00	5,71%
Facebook in-app Browser 294.00	5,20%
Facebook in-app Browser 295.00	4,22%
Facebook in-app Browser 297.00	4,10%
Chrome Mobile 87.04	3,80%
Samsung Browser 12.10	3,40%
Chrome 87.04	2,70%
Chrome Mobile 85.04	1,79%

brower	okt.20
brower	share of visits
Chrome Mobile 86.04	22,79%
Chrome Mobile 85.04	18,35%
Chrome 86.04	10,05%
Chrome 85.04	5,49%
Facebook in-app Browser 291.00	5,15%
Facebook in-app Browser 293.00	4,85%
Samsung Browser 12.10	4,03%
Facebook in-app Browser 290.00	4,00%
Facebook in-app Browser 292.00	3,53%
Facebook in-app Browser 4.02	1,67%

brower	sep.20
brower	share of visits
Chrome Mobile 85.04	37,55%
Chrome 85.04	12,69%
Facebook in-app Browser 286.00	4,91%
Chrome Mobile 84.04	4,47%
Samsung Browser 12.10	3,88%
Facebook in-app Browser 288.10	3,81%
Facebook in-app Browser 289.00	3,48%
Facebook in-app Browser 287.00	2,70%
Facebook in-app Browser 285.00	2,19%
Facebook in-app Browser 4.02	1,85%

device type	
device type	share of visits
Samsung	33,16%
Huawei	29,00%
Xiaomi	15,40%
Device - unrecognized	9,61%
Motorola	3,85%
Lenovo	2,28%
Apple	1,76%
Sony	1,02%
LG	0,95%
Nokia	0,78%

device type	
device type	share of visits
Samsung	32,39%
Huawei	29,64%
Xiaomi	15,29%
Device - unrecognized	9,15%
Motorola	3,93%
Apple	2,21%
Lenovo	2,14%
Sony	1,09%
LG	0,99%
Nokia	0,79%

device type	
device type	share of visits
Samsung	32,31%
Huawei	30,37%
Xiaomi	14,83%
Device - unrecognized	8,14%
Motorola	4,01%
Apple	2,83%
Lenovo	2,24%
Sony	1,15%
LG	1,07%
Nokia	0,80%

device type	
device type	share of visits
Samsung	31,78%
Huawei	30,18%
Xiaomi	13,85%
Device - unrecognized	7,87%
Apple	5,03%
Motorola	3,95%
Lenovo	2,15%
Sony	1,18%
LG	1,06%
Nokia	0,79%

device type	
device type	share of visits
Samsung	30,60%
Huawei	29,79%
Xiaomi	11,59%
Device - unrecognized	10,50%
Apple	6,28%
Motorola	3,67%
Lenovo	2,17%
Sony	1,23%
LG	1,06%
Nokia	0,79%

operating system	
operating system	share of visits
Android 10 Q	40,23%
Android 9.x (Pie)	17,50%
Windows 10	12,34%
Android 8.x (Oreo)	9,51%
Android 7.x (Nougat)	5,74%
Windows 7	3,15%
Android 6.x (Marshmallow)	2,65%
Android 5.x (Lollipop)	1,73%
Android 11	1,68%
Windows 8.1	1,01%

operating system	
operating system	share of visits
Android 10 Q	39,06%
Android 9.x (Pie)	18,49%
Windows 10	11,88%
Android 8.x (Oreo)	10,05%
Android 7.x (Nougat)	6,17%
Windows 7	3,23%
Android 6.x (Marshmallow)	2,88%
Android 5.x (Lollipop)	1,88%
Windows 8.1	1,00%
Android 4.4 (KitKat)	0,75%

operating system	
operating system	share of visits
Android 10 Q	35,81%
Android 9.x (Pie)	19,02%
Windows 10	13,06%
Android 8.x (Oreo)	10,33%
Android 7.x (Nougat)	6,42%
Windows 7	3,61%
Android 6.x (Marshmallow)	3,03%
Android 5.x (Lollipop)	2,01%
Windows 8.1	1,12%
iOS	0,83%

operating system	
operating system	share of visits
Android 10 Q	33,41%
Android 9.x (Pie)	19,58%
Windows 10	12,91%
Android 8.x (Oreo)	10,43%
Android 7.x (Nougat)	6,47%
Windows 7	3,66%
Android 6.x (Marshmallow)	3,06%
Android 5.x (Lollipop)	2,03%
iOS	1,88%
iOS 13.x	1,35%

operating system	
operating system	share of visits
Android 10 Q	31,36%
Android 9.x (Pie)	20,30%
Windows 10	12,45%
Android 8.x (Oreo)	10,66%
Android 7.x (Nougat)	6,67%
iOS	4,47%
Windows 7	3,75%
Android 6.x (Marshmallow)	3,15%
Android 5.x (Lollipop)	2,11%
Windows 8.1	1,14%

screen size	
screen size	share of visits
360 x 640	13,60%
360 x 780	11,20%
393 x 851	6,19%
360 x 720	5,87%
360 x 760	5,39%
412 x 915	5,21%
1366 x 768	4,46%
1920 x 1080	4,45%
360 x 771	3,52%
360 x 740	3,02%

screen size	
screen size	share of visits
360 x 640	14,72%
360 x 780	11,13%
360 x 720	6,10%
393 x 851	6,00%
360 x 760	5,63%
412 x 915	4,54%
1920 x 1080	4,53%
1366 x 768	4,22%
360 x 771	3,44%
360 x 740	3,20%

screen size	
screen size	share of visits
360 x 640	15,32%
360 x 780	10,78%
360 x 720	6,23%
360 x 760	5,64%
393 x 851	5,54%
1920 x 1080	5,09%
1366 x 768	4,67%
412 x 915	3,76%
360 x 771	3,29%
360 x 740	3,27%

screen size	
screen size	share of visits
360 x 640	15,61%
360 x 780	10,55%
360 x 720	6,22%
360 x 760	5,68%
393 x 851	5,26%
1920 x 1080	5,21%
1366 x 768	4,47%
360 x 740	3,34%
412 x 915	3,29%
360 x 771	3,21%

screen size	
screen size	share of visits
360 x 640	16,13%
360 x 780	10,31%
360 x 720	6,25%
360 x 760	5,77%
1920 x 1080	5,27%
393 x 851	4,93%
1366 x 768	4,39%
360 x 740	3,42%
360 x 771	3,12%
412 x 915	2,83%

traffic source	
traffic source	share of visits
Direct referrer	37,47%
Social site	26,79%
Search engine	24,25%
Referral	11,46%
Campaign	0,03%
Web directory	0,01%

traffic source	
traffic source	share of visits
Direct referrer	38,04%
Social site	26,06%
Search engine	24,25%
Referral	11,61%
Campaign	0,03%
Web directory	0,01%

traffic source	
traffic source	share of visits
Direct referrer	37,92%
Social site	26,68%
Search engine	23,79%
Referral	11,57%
Campaign	0,03%
Web directory	0,01%

traffic source	
traffic source	share of visits
Direct referrer	37,52%
Social site	27,69%
Search engine	22,91%
Referral	11,84%
Campaign	0,03%
Web directory	0,01%

traffic source	
traffic source	share of visits
Direct referrer	38,16%
Social site	26,22%
Search engine	22,99%
Referral	12,56%
Web directory	0,04%
Campaign	0,03%

browser **mar.20**

browser	share of visits
Chrome Mobile 80.03	38,39%
Chrome 80.03	14,72%
Facebook in-app Browser 261.00	5,27%
Facebook in-app Browser 262.00	4,63%
Facebook in-app Browser 260.00	4,29%
Facebook in-app Browser 259.00	3,55%
Samsung Browser 11.10	3,08%
Facebook in-app Browser 263.00	2,69%
Facebook in-app Browser 4.02	1,79%
Chrome Mobile 79.03	1,75%

device type

device type	share of visits
Samsung	31,85%
Huawei	31,65%
Xiaomi	9,64%
Device - unrecognized	8,05%
Apple	5,82%
Motorola	3,72%
Lenovo	2,95%
Sony	1,61%
LG	1,34%
Nokia	0,84%

operating system

operating system	share of visits
Android 9.x (Pie)	32,83%
Windows 10	13,50%
Android 8.x (Oreo)	12,81%
Android 10 Q	10,50%
Android 7.x (Nougat)	8,61%
Windows 7	4,62%
Android 6.x (Marshmallow)	4,31%
iOS	4,06%
Android 5.x (Lollipop)	3,05%
Windows 8.1	1,38%

screen size

screen size	share of visits
360 x 640	21,22%
360 x 780	8,73%
360 x 720	6,88%
360 x 760	5,88%
1366 x 768	5,51%
1920 x 1080	5,48%
360 x 740	4,01%
412 x 846	3,00%
393 x 851	2,88%
1536 x 864	2,47%

traffic source

traffic source	share of visits
Direct referrer	37,33%
Social site	29,55%
Search engine	21,12%
Referral	11,95%
Campaign	0,03%
Web directory	0,01%

browser **feb.20**

browser	share of visits
Chrome Mobile 80.03	25,15%
Chrome Mobile 79.03	15,35%
Chrome 79.03	9,73%
Chrome 80.03	6,14%
Facebook in-app Browser 256.00	5,21%
Facebook in-app Browser 255.00	3,70%
Facebook in-app Browser 257.00	3,62%
Samsung Browser 10.20	3,51%
Facebook in-app Browser 258.00	3,20%
MSIE 11.00	1,80%

device type

device type	share of visits
Huawei	31,68%
Samsung	31,61%
Xiaomi	9,91%
Device - unrecognized	7,22%
Apple	6,12%
Motorola	3,73%
Lenovo	3,13%
Sony	1,69%
LG	1,38%
Nokia	0,85%

operating system

operating system	share of visits
Android 9.x (Pie)	35,90%
Windows 10	14,01%
Android 8.x (Oreo)	12,94%
Android 7.x (Nougat)	8,74%
Windows 7	5,52%
Android 10 Q	5,03%
Android 6.x (Marshmallow)	4,42%
iOS	4,09%
Android 5.x (Lollipop)	3,15%
Windows 8.1	1,49%

screen size

screen size	share of visits
360 x 640	21,34%
360 x 780	7,94%
360 x 720	6,72%
1920 x 1080	6,22%
1366 x 768	5,68%
360 x 760	5,66%
360 x 740	3,90%
412 x 846	2,95%
393 x 851	2,62%
1536 x 864	2,33%

traffic source

traffic source	share of visits
Direct referrer	38,80%
Social site	24,99%
Search engine	23,22%
Referral	12,93%
Campaign	0,03%
Web directory	0,02%

browser **jan.20**

browser	share of visits
Chrome Mobile 79.03	38,78%
Chrome 79.03	15,58%
Facebook in-app Browser 251.00	5,19%
Facebook in-app Browser 253.00	4,31%
Facebook in-app Browser 252.00	3,60%
Samsung Browser 10.20	3,53%
Facebook in-app Browser 254.00	3,13%
Chrome Mobile 78.03	2,16%
MSIE 11.00	1,91%
Facebook in-app Browser 4.02	1,67%

device type

device type	share of visits
Huawei	31,91%
Samsung	31,64%
Xiaomi	9,99%
Device - unrecognized	6,33%
Apple	6,23%
Motorola	3,73%
Lenovo	3,29%
Sony	1,76%
LG	1,43%
Nokia	0,85%

operating system

operating system	share of visits
Android 9.x (Pie)	36,40%
Windows 10	13,74%
Android 8.x (Oreo)	13,41%
Android 7.x (Nougat)	9,13%
Windows 7	5,96%
Android 6.x (Marshmallow)	4,68%
iOS	4,09%
Android 5.x (Lollipop)	3,35%
Android 10 Q	2,81%
Windows 8.1	1,53%

screen size

screen size	share of visits
360 x 640	22,34%
360 x 780	7,43%
360 x 720	6,79%
1920 x 1080	6,14%
1366 x 768	5,83%
360 x 760	5,58%
360 x 740	3,96%
412 x 846	2,99%
393 x 851	2,32%
1536 x 864	2,30%

traffic source

traffic source	share of visits
Direct referrer	38,27%
Social site	25,02%
Search engine	23,70%
Referral	12,95%
Campaign	0,05%
Web directory	0,02%