

Mesačná kontrolná správa

	aug.22	júl.22	jún.22	máj.22	apr.22	mar.22	feb.22	jan.22	dec.21	nov.21	okt.21	sep.21
Štrukturálna štúdia												
Internetová populácia SR 12+	3 620 694	3 618 259	3 631 622	3 658 738	3 647 063	3 631 665	3 704 767	3 713 154	3 682 562	3 679 726	3 664 430	3 642 297
PC internetová populácia SR 12+	3 063 457	3 060 804	3 072 594	3 094 248	3 084 375	3 104 841	3 204 581	3 211 835	3 185 375	3 182 922	3 169 691	3 150 546
Phone internetová populácia SR 12+	3 041 222	3 040 751	3 050 423	3 073 341	3 063 534	3 083 861	3 043 504	3 050 394	3 025 263	3 022 934	3 010 368	2 992 185
Tablet internetová populácia SR 12+	1 386 203	1 382 469	1 390 467	1 400 773	1 396 303	1 405 570	1 381 869	1 384 998	1 373 586	1 372 528	1 366 823	1 358 568

Real users												
RU Total (All)	4 092 975	4 218 816	4 099 797	4 120 427	4 078 734	4 116 025	4 554 800	4 669 919	4 814 960	4 494 876	4 380 756	4 290 143
RU PC(All)	3 147 154	3 148 361	3 130 749	3 163 527	3 170 610	3 202 003	3 319 450	3 352 775	3 369 465	3 341 733	3 262 042	3 227 338
RU Phone (All)	3 310 171	3 438 867	3 356 343	3 376 814	3 324 380	3 167 111	3 793 465	3 895 800	4 055 472	3 730 901	3 639 131	3 565 727
RU Tablet (All)	1 299 423	1 337 108	1 300 361	1 313 489	1 294 839	1 136 940	1 314 533	1 325 553	1 303 286	1 288 194	1 285 987	1 268 461
RU Total (Domestic)	3 165 620	3 165 176	3 177 886	3 202 499	3 190 327	3 089 055	3 237 288	3 255 958	3 228 520	3 219 841	3 204 292	3 187 550
RU PC (Domestic)	2 661 588	2 661 952	2 669 190	2 691 297	2 686 946	2 677 129	2 784 491	2 791 802	2 771 568	2 770 065	2 750 280	2 736 570
RU Phone (Domestic)	2 647 480	2 648 636	2 659 424	2 677 757	2 663 074	2 395 828	2 650 092	2 659 618	2 637 921	2 633 096	2 621 846	2 611 866
RU Tablet (Domestic)	1 211 833	1 209 049	1 213 473	1 221 463	1 216 199	1 055 204	1 203 592	1 205 638	1 194 003	1 194 605	1 191 704	1 183 666

Page views												
PV Total (All)	2 166 932 942	2 135 340 374	1 986 733 657	2 192 146 104	2 113 896 675	2 257 524 051	2 187 619 820	2 320 607 250	2 156 516 316	2 272 351 467	2 204 410 960	2 193 256 754
PV PC (All)	494 160 664	475 196 018	498 657 167	542 759 010	532 150 695	613 090 982	582 593 580	609 768 204	548 609 872	610 769 517	579 852 847	566 756 650
PV Phone (All)	1 592 082 232	1 577 849 376	1 412 776 701	1 566 045 999	1 498 211 991	1 556 720 205	1 517 886 826	1 614 810 607	1 516 032 720	1 565 616 904	1 534 798 553	1 537 033 209
PV Tablet (All)	80 689 981	82 280 710	75 274 377	83 344 236	83 536 043	87 706 384	87 120 453	96 021 079	91 874 444	95 951 592	89 747 757	89 468 631
PV Total (Domestic)	1 981 295 401	1 939 043 517	1 818 888 173	2 016 836 429	1 954 343 977	2 086 339 720	2 022 249 169	2 140 442 814	1 969 632 708	2 097 520 481	2 045 857 991	2 033 827 415
PV PC (Domestic)	450 486 732	433 027 963	455 390 040	496 050 654	488 201 860	562 772 628	534 862 804	559 903 568	501 555 985	559 070 570	531 421 395	518 076 511
PV Phone (Domestic)	1 455 854 290	1 429 993 275	1 293 731 869	1 443 199 858	1 388 018 803	1 441 389 135	1 405 773 045	1 490 048 977	1 381 359 301	1 447 921 239	1 429 990 059	1 431 778 206
PV Tablet (Domestic)	74 954 314	76 008 009	69 740 852	77 589 058	78 125 368	82 171 477	81 594 359	90 482 909	86 718 142	90 515 218	84 434 734	83 974 434

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 metricky 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 webstránke (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 webstránke s URL adresou pridelenou vybranému uzlu, vídenou 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 adries.

browser **aug.22**

browser	share of visits
Chrome Mobile 104.00	30,54%
Facebook in-app Browser 326.00	25,34%
Chrome Mobile 103.00	15,16%
Chrome 104.00	8,95%
Chrome 103.00	3,47%
Application (Gemius SDK) 2.03	1,08%
Application (Gemius SDK) 1.31	0,77%
Chrome Mobile 102.00	0,72%
Huawei Browser 92.04	0,54%
Chrome Mobile 103.05	0,52%

browser **júl.22**

browser	share of visits
Chrome Mobile 103.00	41,50%
Facebook in-app Browser 326.00	19,32%
Chrome 103.00	11,40%
Facebook in-app Browser 326.10	6,83%
Chrome Mobile 102.00	3,32%
Chrome Mobile 103.05	1,09%
Application (Gemius SDK) 2.03	1,06%
Chrome Mobile 101.00	0,80%
Application (Gemius SDK) 1.31	0,76%
Chrome Mobile 59.03	0,59%

browser **jún.22**

browser	share of visits
Chrome Mobile 102.00	27,59%
Facebook in-app Browser 326.00	20,82%
Chrome Mobile 102.05	9,43%
Chrome 102.00	8,52%
Chrome Mobile 103.00	4,08%
Chrome 102.05	3,42%
Facebook in-app Browser 326.10	2,96%
Chrome Mobile 101.04	2,44%
Chrome Mobile 101.00	2,19%
Application (Gemius SDK) 2.03	1,15%

browser **máj.22**

browser	share of visits
Chrome Mobile 101.04	38,11%
Facebook in-app Browser 326.00	12,14%
Chrome 101.04	10,01%
Facebook in-app Browser 326.10	7,61%
Chrome Mobile 100.04	5,32%
Chrome 100.04	3,24%
Facebook in-app Browser 326.20	3,06%
Chrome Mobile 101.00	2,11%
Chrome Mobile 102.05	1,44%
Application (Gemius SDK) 2.03	1,03%

browser **apr.22**

browser	share of visits
Chrome Mobile 100.04	38,16%
Facebook in-app Browser 326.00	22,24%
Chrome 100.04	12,15%
Chrome Mobile 99.04	8,69%
Chrome 99.04	2,79%
Chrome Mobile 98.04	0,96%
Chrome Mobile 101.04	0,93%
Application (Gemius SDK) 2.03	0,82%
Application (Gemius SDK) 1.31	0,78%
Chrome Mobile 96.04	0,72%

device type

device type	share of visits
Samsung	37,65%
Xiaomi	25,96%
Huawei	18,46%
Motorola	5,76%
Lenovo	2,11%
Oppo	1,88%
Apple	1,73%
LG	0,73%
Sony	0,73%
OnePlus	0,65%

device type

device type	share of visits
Samsung	37,52%
Xiaomi	25,68%
Huawei	18,89%
Motorola	5,65%
Lenovo	2,13%
Apple	1,82%
Oppo	1,77%
LG	0,75%
Sony	0,74%
OnePlus	0,64%

device type

device type	share of visits
Samsung	36,90%
Xiaomi	25,60%
Huawei	19,37%
Motorola	5,67%
Lenovo	2,15%
Apple	2,00%
Oppo	1,68%
LG	0,79%
Sony	0,77%
OnePlus	0,64%

device type

device type	share of visits
Samsung	36,32%
Xiaomi	25,70%
Huawei	20,05%
Motorola	5,54%
Lenovo	2,19%
Apple	1,83%
Oppo	1,59%
LG	0,83%
Sony	0,80%
Device - unrecognized	0,72%

device type

device type	share of visits
Samsung	35,39%
Xiaomi	25,56%
Huawei	20,79%
Motorola	5,54%
Lenovo	2,35%
Apple	1,76%
Oppo	1,54%
Device - unrecognized	1,06%
LG	0,85%
Sony	0,83%

operating system

operating system	share of visits
Android 11	22,56%
Android 12	21,61%
Android 10 Q	21,35%
Windows 10 / Windows 11	11,48%
Android 9.x (Pie)	8,71%
Android 8.x (Oreo)	4,42%
Android 7.x (Nougat)	2,87%
Windows 7	1,68%
iOS 15.x	1,17%
Android 6.x (Marshmallow)	0,82%

operating system

operating system	share of visits
Android 11	24,47%
Android 10 Q	22,07%
Android 12	18,46%
Windows 10 / Windows 11	11,12%
Android 9.x (Pie)	9,01%
Android 8.x (Oreo)	4,58%
Android 7.x (Nougat)	3,07%
Windows 7	1,66%
iOS 15.x	1,20%
Android 6.x (Marshmallow)	0,86%

operating system

operating system	share of visits
Android 11	25,42%
Android 10 Q	22,12%
Android 12	15,11%
Windows 10 / Windows 11	12,66%
Android 9.x (Pie)	9,09%
Android 8.x (Oreo)	4,64%
Android 7.x (Nougat)	3,03%
Windows 7	1,87%
iOS 15.x	1,29%
Android 6.x (Marshmallow)	0,89%

operating system

operating system	share of visits
Android 11	26,97%
Android 10 Q	22,70%
Windows 10	13,29%
Android 12	12,31%
Android 9.x (Pie)	9,37%
Android 8.x (Oreo)	4,79%
Android 7.x (Nougat)	2,75%
Windows 7	1,93%
iOS 15.x	1,12%
Android 6.x (Marshmallow)	0,94%

operating system

operating system	share of visits
Android 11	28,12%
Android 10 Q	23,38%
Windows 10	13,35%
Android 9.x (Pie)	9,74%
Android 12	9,56%
Android 8.x (Oreo)	5,02%
Android 7.x (Nougat)	2,73%
Windows 7	2,03%
Android 6.x (Marshmallow)	1,03%
iOS 15.x	1,01%

screen size

screen size	share of visits
393 x 873	9,41%
412 x 915	8,26%
360 x 800	8,17%
360 x 780	8,15%
393 x 851	6,85%
360 x 640	5,23%
1920 x 1080	4,53%
360 x 720	3,24%
360 x 760	3,16%
385 x 854	2,97%

screen size

screen size	share of visits
393 x 873	9,10%
412 x 915	8,31%
360 x 780	8,27%
360 x 800	7,79%
393 x 851	7,00%
360 x 640	5,46%
1920 x 1080	4,32%
360 x 720	3,32%
360 x 760	3,26%
385 x 854	3,21%

screen size

screen size	share of visits
393 x 873	8,57%
360 x 780	8,15%
412 x 915	8,05%
360 x 800	7,30%
393 x 851	6,99%
360 x 640	5,57%
1920 x 1080	5,09%
360 x 720	3,35%
360 x 760	3,26%
385 x 854	3,18%

screen size

screen size	share of visits
360 x 780	8,28%
393 x 873	8,28%
412 x 915	8,02%
393 x 851	7,17%
360 x 800	7,14%
360 x 640	5,74%
1920 x 1080	5,30%
360 x 720	3,44%
360 x 760	3,36%
385 x 854	3,13%

screen size

screen size	share of visits
360 x 780	8,40%
412 x 915	7,91%
393 x 873	7,90%
393 x 851	7,36%
360 x 800	6,91%
360 x 640	6,06%
1920 x 1080	5,05%
360 x 720	3,61%
360 x 760	3,49%
1366 x 768	3,30%

traffic source

traffic source	share of visits
Direct referrer	35,78%
Social site	29,92%
Search engine	24,05%
Referral	10,23%
Campaign	0,02%

traffic source

traffic source	share of visits
Direct referrer	35,82%
Social site	30,15%
Search engine	23,68%
Referral	10,35%
Campaign	0,01%

traffic source

traffic source	share of visits
Direct referrer	37,03%
Social site	28,06%
Search engine	23,96%
Referral	10,93%
Campaign	0,02%

traffic source

traffic source	share of visits
Direct referrer	36,62%
Social site	26,74%
Search engine	25,34%
Referral	11,27%
Campaign	0,02%
Web directory	0,01%

traffic source

traffic source	share of visits
Direct referrer	36,62%
Social site	26,29%
Search engine	25,49%
Referral	11,57%
Campaign	0,02%
Web directory	0,01%

browser **okt.21**

browser	share of visits
Chrome Mobile 94.04	40,35%
Facebook in-app Browser 326.00	16,62%
Chrome 94.04	11,58%
Facebook in-app Browser 326.10	4,64%
Chrome Mobile 95.04	4,01%
Chrome 95.04	3,07%
Chrome Mobile 93.04	2,37%
Chrome Mobile 92.04	1,23%
Application (Gemius SDK) 1.30	0,98%
Chrome Mobile 89.04	0,71%

browser **sep.21**

browser	share of visits
Chrome Mobile 93.04	32,02%
Facebook in-app Browser 326.00	21,18%
Chrome Mobile 92.04	10,86%
Chrome 93.04	10,12%
Chrome Mobile 94.04	3,89%
Chrome 92.04	2,99%
Chrome 94.04	1,59%
Application (Gemius SDK) 1.30	1,09%
Chrome Mobile 91.04	1,02%
Chrome Mobile 88.04	0,86%

browser **aug.21**

browser	share of visits
Chrome Mobile 92.04	43,39%
Facebook in-app Browser 326.00	16,23%
Chrome 92.04	12,97%
Facebook in-app Browser 326.10	4,01%
Samsung Browser 14.20	3,66%
Chrome Mobile 91.04	2,51%
Chrome Mobile 88.04	0,92%
Application (Gemius SDK) 1.30	0,88%
Chrome Mobile 90.04	0,75%
Chrome Mobile 89.04	0,74%

device type

device type	share of visits
Samsung	33,02%
Huawei	25,17%
Xiaomi	23,50%
Motorola	4,39%
Lenovo	2,40%
Device - unrecognized	2,38%
Apple	1,84%
LG	1,01%
Sony	0,96%
Oppo	0,87%

device type

device type	share of visits
Samsung	33,34%
Huawei	25,88%
Xiaomi	22,97%
Motorola	4,47%
Lenovo	2,36%
Apple	1,96%
Device - unrecognized	1,69%
LG	1,02%
Sony	1,00%
Oppo	0,83%

device type

device type	share of visits
Samsung	35,96%
Huawei	25,68%
Xiaomi	21,49%
Motorola	4,42%
Lenovo	2,34%
Apple	1,72%
Device - unrecognized	1,36%
LG	1,02%
Sony	1,01%
Oppo	0,73%

operating system

operating system	share of visits
Android 10 Q	27,14%
Android 11	26,81%
Windows 10	13,17%
Android 9.x (Pie)	12,19%
Android 8.x (Oreo)	6,47%
Android 7.x (Nougat)	3,92%
Windows 7	2,52%
Android 6.x (Marshmallow)	1,50%
Android 5.x (Lollipop)	0,93%
Linux	0,87%

operating system

operating system	share of visits
Android 10 Q	28,50%
Android 11	24,98%
Android 9.x (Pie)	12,76%
Windows 10	12,65%
Android 8.x (Oreo)	6,74%
Android 7.x (Nougat)	3,93%
Windows 7	2,57%
Android 6.x (Marshmallow)	1,58%
iOS 14.x	1,09%
Android 5.x (Lollipop)	0,99%

operating system

operating system	share of visits
Android 10 Q	29,69%
Android 11	23,83%
Android 9.x (Pie)	13,40%
Windows 10	11,59%
Android 8.x (Oreo)	7,15%
Android 7.x (Nougat)	4,15%
Windows 7	2,47%
Android 6.x (Marshmallow)	1,70%
Android 5.x (Lollipop)	1,07%
iOS 14.x	0,96%

screen size

screen size	share of visits
360 x 780	9,49%
360 x 640	8,35%
393 x 851	7,83%
412 x 915	7,20%
1920 x 1080	5,15%
393 x 873	5,04%
360 x 800	4,88%
360 x 720	4,41%
360 x 760	4,24%
1366 x 768	3,61%

screen size

screen size	share of visits
360 x 780	9,81%
360 x 640	8,81%
393 x 851	7,82%
412 x 915	7,19%
1920 x 1080	5,07%
393 x 873	4,62%
360 x 800	4,60%
360 x 720	4,55%
360 x 760	4,41%
1366 x 768	3,51%

screen size

screen size	share of visits
360 x 780	10,23%
360 x 640	9,63%
412 x 915	7,61%
393 x 851	7,56%
1920 x 1080	4,67%
360 x 720	4,65%
360 x 760	4,54%
360 x 800	4,52%
393 x 873	4,01%
360 x 771	3,43%

traffic source

traffic source	share of visits
Direct referrer	37,95%
Social site	25,72%
Search engine	24,77%
Referral	11,54%
Campaign	0,01%
Web directory	0,01%

traffic source

traffic source	share of visits
Direct referrer	37,78%
Social site	26,39%
Search engine	24,16%
Referral	11,64%
Campaign	0,01%
Web directory	0,01%

traffic source

traffic source	share of visits
Direct referrer	38,18%
Social site	25,96%
Search engine	24,12%
Referral	11,71%
Campaign	0,01%
Web directory	0,01%