

Mesačná kontrolná správa**10.23****9.23**

Štruktúrálna štúdia		
Internetová populácia SR 12+	3 815 667	3 761 996
PC internetová populácia SR 12+	3 058 399	3 034 720
Phone internetová populácia SR 12+	3 392 983	3 353 096
Tablet internetová populácia SR 12+	1 521 812	1 536 152
Real users		
RU Total (Domestic)	3 080 416	3 046 752
RU PC (Domestic)	2 417 952	2 402 336
RU Phone (Domestic)	2 702 272	2 669 024
RU Tablet (Domestic)	1 213 632	1 220 384
Page views		
PV Total (All)	1 613 119 312	1 656 872 038
PV PC (All)	461 088 998	401 635 985
PV Phone (All)	1 096 620 669	1 199 445 053
PV Tablet (All)	55 409 645	55 791 000
PV Total (Domestic)	1 476 257 939	1 506 600 297
PV PC (Domestic)	418 635 138	360 531 796
PV Phone (Domestic)	1 006 100 940	1 094 517 050
PV Tablet (Domestic)	51 521 861	51 551 451

Odkaz na aktuálne platnú metodiku:<https://www.iabslovakia.sk/iabmonitor/metodika-a-vystedky/>

browser **10.23**

browser	share of visits
Chrome Mobile 117.00	32,55%
Facebook in-app Browser 326.00	22,95%
Chrome Mobile 118.00	17,34%
Chrome 117.00	6,18%
Chrome 118.00	5,96%
Chrome 109.00	1,36%
Chrome Mobile 116.00	1,21%
Google News (in-app browser) 117.00	0,71%
unrecognized	0,64%
Chrome Mobile 114.00	0,56%

device type

device type	share of visits
Samsung	41,48%
Xiaomi	26,38%
Huawei	11,72%
Motorola	6,79%
Oppo	2,46%
Lenovo	1,92%
Device - unrecognized	1,72%
Honor	0,84%
OnePlus	0,71%
Realme	0,53%

operating system

operating system	share of visits
Android 13	33,66%
Android 10 Q	14,56%
Android 12	13,49%
Windows 10 / Windows 11	12,95%
Android 11	11,97%
Android 9.x (Pie)	4,89%
Android 8.x (Oreo)	2,44%
Windows 7	1,13%
Android 7.x (Nougat)	0,90%
Android 5.x (Lollipop)	0,78%

screen size

screen size	share of visits
393 x 873	12,50%
360 x 800	8,72%
412 x 915	7,80%
360 x 780	7,09%
1920 x 1080	4,92%
393 x 851	4,83%
384 x 854	4,62%
1536 x 864	3,18%
385 x 854	2,97%
384 x 857	2,77%

traffic source

traffic source	share of visits
Direct referrer	35,85%
Search engine	27,53%
Social site	25,21%
Referral	11,41%
Campaign	0,01%

browser **9.23**

browser	share of visits
Chrome Mobile 116.00	31,49%
Chrome Mobile 117.00	21,02%
Facebook in-app Browser 326.00	19,80%
Chrome 116.00	9,96%
Chrome 117.00	2,44%
Chrome Mobile 115.00	1,43%
Chrome 109.00	1,43%
Chrome Mobile 114.00	1,00%
Google News (In-app browser) 116.00	0,61%
Huawei Browser 99.04	0,48%

device type

device type	share of visits
Samsung	41,38%
Xiaomi	26,58%
Huawei	12,25%
Motorola	6,76%
Oppo	2,44%
Lenovo	1,96%
Device - unrecognized	1,08%
OnePlus	0,72%
Honor	0,70%
Sony	0,53%

operating system

operating system	share of visits
Android 13	31,99%
Android 10 Q	15,17%
Android 12	13,79%
Windows 10 / Windows 11	13,12%
Android 11	12,42%
Android 9.x (Pie)	5,11%
Android 8.x (Oreo)	2,56%
Windows 7	1,20%
Android 7.x (Nougat)	0,97%
Mac OS X	0,81%

screen size

screen size	share of visits
393 x 873	12,37%
360 x 800	8,75%
412 x 915	7,87%
360 x 780	7,15%
393 x 851	5,02%
1920 x 1080	4,94%
384 x 854	4,63%
1536 x 864	3,21%
385 x 854	3,01%
360 x 640	2,76%

traffic source

traffic source	share of visits
Direct referrer	36,95%
Search engine	29,18%
Social site	22,09%
Referral	11,78%
Campaign	0,01%