

Mesačná kontrolná správa

jan.24

dec.23

nov.23

okt.23

sep.23

Štruktúrálna štúdia

	jan.24	dec.23	nov.23	okt.23	sep.23
Internetová populácia SR 12+	3 815 666	3 815 666	3 815 665	3 815 667	3 761 996
PC internetová populácia SR 12+	3 064 221	3 047 782	3 082 279	3 058 399	3 034 720
Phone internetová populácia SR 12+	3 419 666	3 393 787	3 398 617	3 392 983	3 353 096
Tablet internetová populácia SR 12+	1 526 121	1 521 866	1 528 680	1 521 812	1 536 152

Real users

	jan.24	dec.23	nov.23	okt.23	sep.23
RU Total (Domestic)	3 089 728	3 090 368	3 089 088	3 080 416	3 046 752
RU PC (Domestic)	2 424 992	2 426 272	2 441 312	2 417 952	2 402 336
RU Phone (Domestic)	2 715 104	2 707 328	2 704 032	2 702 272	2 669 024
RU Tablet (Domestic)	1 216 640	1 214 560	1 211 680	1 213 632	1 220 384

Page views

	jan.24	dec.23	nov.23	okt.23	sep.23
PV Total (All)	1 630 612 749	1 379 865 340	1 419 025 711	1 613 119 312	1 656 872 038
PV PC (All)	469 859 635	374 494 745	421 370 204	461 088 998	401 635 985
PV Phone (All)	1 101 178 991	952 812 124	945 189 494	1 096 620 669	1 199 445 053
PV Tablet (All)	59 574 122	52 558 470	52 466 013	55 409 645	55 791 000
PV Total (Domestic)	1 503 058 858	1 271 912 096	1 301 622 452	1 476 257 939	1 506 600 297
PV PC (Domestic)	429 796 125	342 255 315	383 898 533	418 635 138	360 531 796
PV Phone (Domestic)	1 017 526 217	880 405 389	868 696 324	1 006 100 940	1 094 517 050
PV Tablet (Domestic)	55 736 515	49 251 391	49 027 595	51 521 861	51 551 451

Odkaz na aktuálne platnú metodiku:

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

browser **jan.24**

browser	share of visits
Chrome Mobile 120.00	47,57%
Facebook in-app Browser 326.00	22,60%
Chrome 120.00	11,55%
Chrome Mobile 121.00	4,08%
Chrome Mobile 119.00	1,65%
Chrome 109.00	1,28%
Google News (In-app browser) 120.06	0,92%
Chrome 121.00	0,78%
Chrome Mobile 59.03	0,41%
Chrome Mobile 117.00	0,41%

device type

device type	share of visits
Samsung	42,38%
Xiaomi	26,44%
Huawei	10,27%
Motorola	7,23%
Oppo	2,43%
Lenovo	1,99%
Honor	1,55%
Device - unrecognized	1,13%
OnePlus	0,69%
Realme	0,54%

operating system

operating system	share of visits
Android 13	28,05%
Android 10 Q	12,95%
Windows 10 / Windows 11	12,68%
Android 12	12,30%
Android 14	11,81%
Android 11	10,57%
Android 9.x (Pie)	4,23%
Android 8.x (Oreo)	2,10%
Windows 7	1,05%
Android 7.x (Nougat)	0,94%

screen size

screen size	share of visits
393 x 873	12,88%
360 x 800	8,48%
412 x 915	7,45%
360 x 780	6,99%
1920 x 1080	4,75%
384 x 854	4,52%
393 x 851	4,33%
384 x 857	3,31%
1536 x 864	3,17%
385 x 854	2,83%

traffic source

traffic source	share of visits
Direct referrer	35,96%
Search engine	28,76%
Social site	24,62%
Referral	9,61%
Content Aggregator	1,03%
Campaign	0,01%

browser **dec.23**

browser	share of visits
Chrome Mobile 120.00	32,71%
Facebook in-app Browser 326.00	21,08%
Chrome Mobile 119.00	20,61%
Chrome 120.00	6,91%
Chrome 119.00	4,52%
Chrome 109.00	1,22%
Facebook in-app Browser 326.10	1,14%
Chrome Mobile 117.00	0,66%
Chrome Mobile 118.00	0,65%
Chrome Mobile 59.03	0,61%

device type

device type	share of visits
Samsung	42,00%
Xiaomi	26,50%
Huawei	10,92%
Motorola	7,09%
Oppo	2,44%
Lenovo	2,02%
Honor	1,23%
Device - unrecognized	1,11%
OnePlus	0,69%
Realme	0,54%

operating system

operating system	share of visits
Android 13	32,13%
Android 10 Q	13,94%
Android 12	12,98%
Windows 10 / Windows 11	11,66%
Android 11	11,27%
Android 14	5,54%
Android 9.x (Pie)	4,65%
Android 8.x (Oreo)	2,31%
Android 7.x (Nougat)	1,20%
Windows 7	1,01%

screen size

screen size	share of visits
393 x 873	12,86%
360 x 800	8,67%
412 x 915	7,69%
360 x 780	7,12%
393 x 851	4,67%
384 x 854	4,56%
1920 x 1080	4,23%
384 x 857	3,13%
1536 x 864	2,98%
385 x 854	2,94%

traffic source

traffic source	share of visits
Direct referrer	36,13%
Search engine	29,19%
Social site	24,08%
Referral	9,65%
Content Aggregator	0,95%
Campaign	0,01%

browser **nov.23**

browser	share of visits
Chrome Mobile 119.00	38,75%
Facebook in-app Browser 326.00	17,69%
Chrome Mobile 118.00	11,80%
Chrome 119.00	9,82%
Facebook in-app Browser 326.10	4,96%
Chrome 118.00	2,75%
Chrome Mobile 117.00	1,39%
Chrome 109.00	1,37%
Chrome Mobile 116.00	0,57%
Chrome Mobile 59.03	0,51%

device type

device type	share of visits
Samsung	41,76%
Xiaomi	26,53%
Huawei	11,43%
Motorola	6,95%
Oppo	2,46%
Lenovo	2,04%
Device - unrecognized	1,17%
Honor	1,00%
OnePlus	0,68%
Realme	0,54%

operating system

operating system	share of visits
Android 13	34,13%
Android 10 Q	14,27%
Android 12	13,22%
Windows 10 / Windows 11	13,05%
Android 11	11,54%
Android 9.x (Pie)	4,79%
Android 8.x (Oreo)	2,41%
Windows 7	1,14%
Android 7.x (Nougat)	1,13%
Android 14	0,87%

screen size

screen size	share of visits
393 x 873	12,53%
360 x 800	8,63%
412 x 915	7,68%
360 x 780	7,01%
1920 x 1080	4,87%
393 x 851	4,72%
384 x 854	4,51%
1536 x 864	3,29%
385 x 854	2,96%
384 x 857	2,93%

traffic source

traffic source	share of visits
Direct referrer	35,89%
Search engine	28,06%
Social site	24,59%
Referral	10,44%
Content Aggregator	1,00%
Campaign	0,01%

browser **okt.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 **sep.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%