

Mesačná kontrolná správa

	feb.24	jan.24	dec.23	nov.23	okt.23	sep.23
Štruktúrálna štúdia						
Internetová populácia SR 12+	3 782 588	3 815 666	3 815 666	3 815 665	3 815 667	3 761 996
PC internetová populácia SR 12+	3 071 729	3 064 221	3 047 782	3 082 279	3 058 399	3 034 720
Phone internetová populácia SR 12+	3 354 603	3 419 666	3 393 787	3 398 617	3 392 983	3 353 096
Tablet internetová populácia SR 12+	1 514 713	1 526 121	1 521 866	1 528 680	1 521 812	1 536 152
Real users						
RU Total (Domestic)	3 070 528	3 089 728	3 090 368	3 089 088	3 080 416	3 046 752
RU PC (Domestic)	2 433 536	2 424 992	2 426 272	2 441 312	2 417 952	2 402 336
RU Phone (Domestic)	2 681 504	2 715 104	2 707 328	2 704 032	2 702 272	2 669 024
RU Tablet (Domestic)	1 198 912	1 216 640	1 214 560	1 211 680	1 213 632	1 220 384
Page views						
PV Total (All)	1 483 136 311	1 630 612 749	1 379 865 340	1 419 025 711	1 613 119 312	1 656 872 038
PV PC (All)	434 183 933	469 859 635	374 494 745	421 370 204	461 088 998	401 635 985
PV Phone (All)	995 769 207	1 101 178 991	952 812 124	945 189 494	1 096 620 669	1 199 445 053
PV Tablet (All)	53 183 172	59 574 122	52 558 470	52 466 013	55 409 645	55 791 000
PV Total (Domestic)	1 364 767 492	1 503 058 858	1 271 912 096	1 301 622 452	1 476 257 939	1 506 600 297
PV PC (Domestic)	396 586 901	429 796 125	342 255 315	383 898 533	418 635 138	360 531 796
PV Phone (Domestic)	918 504 365	1 017 526 217	880 405 389	868 696 324	1 006 100 940	1 094 517 050
PV Tablet (Domestic)	49 676 227	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 **feb.24**

browser	share of visits
Chrome Mobile 121.00	43.89%
Facebook in-app Browser 326.00	21.52%
Chrome 121.00	10.57%
Chrome Mobile 122.00	6.51%
Chrome Mobile 120.00	2.66%
Chrome 122.00	1.41%
Chrome 120.00	1.29%
Chrome 109.00	1.27%
Chrome Mobile 119.00	1.01%
Google News (In-app browser) 121.06	0.75%

device type

device type	share of visits
Samsung	42.48%
Xiaomi	26.35%
Huawei	9.88%
Motorola	7.28%
Oppo	2.40%
Lenovo	1.98%
Honor	1.72%
Device - unrecognized	1.28%
OnePlus	0.67%
Realme	0.54%

operating system

operating system	share of visits
Android 13	26.07%
Android 14	14.93%
Windows 10 / Windows 11	13.37%
Android 10 Q	12.41%
Android 12	11.72%
Android 11	10.04%
Android 9.x (Pie)	4.01%
Android 8.x (Oreo)	1.99%
Windows 7	1.06%
Android 7.x (Nougat)	0.96%

screen size

screen size	share of visits
393 x 873	12.74%
360 x 800	8.30%
412 x 915	7.22%
360 x 780	6.89%
1920 x 1080	5.05%
384 x 854	4.42%
393 x 851	4.13%
384 x 857	3.39%
1536 x 864	3.31%
385 x 854	2.74%

traffic source

traffic source	share of visits
Direct referrer	36.73%
Search engine	28.81%
Social site	23.52%
Referral	9.94%
Content Aggregator	0.99%
Campaign	0.01%

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	1.26%
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	12.89%
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	10.62%
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	12.96%
Windows 10 / Windows 11	11.66%
Android 11	11.27%
Android 14	5.94%
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%
1920 x 1080	4.67%
384 x 854	4.56%
1920 x 1080	4.23%
384 x 857	3.13%
1536 x 864	2.96%
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%