

Mesačná kontrolná správa

	máj.24	apr.24	mar.24	feb.24	jan.24	dec.23	nov.23	okt.23	sep.23
Štruktúrálna štúdiá									
Internetová populácia SR 12+	3 765 516	3 765 479	3 777 857	3 782 588	3 815 666	3 815 666	3 815 665	3 815 667	3 761 996
PC internetová populácia SR 12+	3 035 803	3 043 763	3 076 151	3 071 729	3 064 221	3 047 782	3 082 279	3 058 399	3 034 720
Phone internetová populácia SR 12+	3 345 860	3 342 150	3 342 053	3 354 603	3 419 666	3 393 787	3 398 617	3 392 983	3 353 096
Tablet internetová populácia SR 12+	1 482 950	1 494 320	1 501 549	1 514 713	1 526 121	1 521 866	1 528 680	1 521 812	1 536 152
Real users									
RU Total (Domestic)	3 045 312	3 054 976	3 055 936	3 070 528	3 089 728	3 090 368	3 089 088	3 080 416	3 046 752
RU PC (Domestic)	2 414 112	2 429 600	2 430 016	2 433 536	2 424 992	2 426 272	2 441 312	2 417 952	2 402 336
RU Phone (Domestic)	2 658 688	2 665 440	2 665 440	2 681 504	2 715 104	2 707 328	2 704 032	2 702 272	2 669 024
RU Tablet (Domestic)	1 171 552	1 190 208	1 192 416	1 198 912	1 216 640	1 214 560	1 211 680	1 213 632	1 220 384
Page views									
PV Total (All)	1 566 906 834	1 489 754 449	1 510 373 770	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)	437 358 420	422 881 642	421 331 474	434 183 933	469 859 635	374 494 745	421 370 204	461 088 998	401 635 985
PV Phone (All)	1 079 064 228	1 017 435 711	1 037 078 151	995 769 207	1 101 178 991	952 812 124	945 189 494	1 096 620 669	1 199 445 053
PV Tablet (All)	50 484 186	49 437 096	51 964 145	53 183 172	59 574 122	52 558 470	52 466 013	55 409 645	55 791 000
PV Total (Domestic)	1 428 332 001	1 362 035 708	1 383 016 935	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)	394 457 753	383 324 535	382 563 289	396 586 901	429 796 125	342 255 315	383 898 533	418 635 138	360 531 796
PV Phone (Domestic)	987 126 074	932 856 549	952 056 911	918 504 365	1 017 526 217	880 405 389	868 696 324	1 006 100 940	1 094 517 050
PV Tablet (Domestic)	46 748 174	45 854 624	48 396 735	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

máj.24

browser	share of visits
Chrome Mobile 124.00	22,51%
Chrome Mobile 125.00	12,69%
Facebook in-app Browser 326.00	10,61%
Safari Mobile 17.41	8,56%
Chrome 124.00	5,75%
Samsung Browser 25.00	4,87%
Facebook in-app Browser 326.10	2,87%
Chrome 125.00	2,31%
Google Search (In-app browser) 4.02	1,92%
Microsoft Edge 124.00	1,89%

browser

apr.24

browser	share of visits
Chrome Mobile 123.00	41,13%
Facebook in-app Browser 326.00	17,22%
Chrome Mobile 124.00	12,39%
Chrome 123.00	9,24%
Facebook in-app Browser 326.10	4,00%
Chrome 124.00	3,33%
Chrome Mobile 122.00	1,32%
Chrome 109.00	1,18%
Chrome Mobile 119.00	0,73%
Google News (In-app browser) 123.06	0,68%

browser

mar.24

browser	share of visits
Chrome Mobile 122.00	41,61%
Facebook in-app Browser 326.00	17,24%
Chrome Mobile 123.00	10,87%
Chrome 122.00	9,39%
Facebook in-app Browser 326.10	4,19%
Chrome 123.00	2,37%
Chrome Mobile 121.00	1,61%
Chrome 109.00	1,19%
Chrome 121.00	1,00%
Chrome Mobile 119.00	0,80%

device type

device type	share of visits
Samsung	33,85%
Apple	28,31%
Xiaomi	17,86%
Huawei	5,78%
Motorola	4,87%
Oppo	1,56%
Honor	1,40%
Lenovo	1,16%
Device - unrecognized	1,13%
OnePlus	0,47%

device type

device type	share of visits
Samsung	42,49%
Xiaomi	27,00%
Huawei	9,10%
Motorola	7,41%
Oppo	2,39%
Honor	2,00%
Lenovo	1,86%
Device - unrecognized	1,20%
OnePlus	0,69%
Realme	0,54%

device type

device type	share of visits
Samsung	43,01%
Xiaomi	26,55%
Huawei	9,39%
Motorola	7,23%
Oppo	2,38%
Lenovo	1,91%
Honor	1,87%
Device - unrecognized	1,21%
OnePlus	0,67%
Realme	0,53%

operating system

operating system	share of visits
Android 14	18,49%
Android 13	14,82%
Windows 10 / Windows 11	14,45%
iOS 17.x	14,21%
Android 12	7,46%
Android 10 Q	7,34%
Android 11	6,03%
iOS	5,37%
iOS 16.x	2,31%
Android 9.x (Pie)	2,28%

operating system

operating system	share of visits
Android 13	22,06%
Android 14	22,04%
Windows 10 / Windows 11	13,40%
Android 10 Q	11,60%
Android 12	11,23%
Android 11	9,42%
Android 9.x (Pie)	3,67%
Android 8.x (Oreo)	1,78%
Linux	1,10%
Windows 7	0,98%

operating system

operating system	share of visits
Android 13	23,48%
Android 14	19,22%
Windows 10 / Windows 11	13,00%
Android 10 Q	11,93%
Android 12	11,44%
Android 11	9,66%
Android 9.x (Pie)	3,82%
Android 8.x (Oreo)	1,87%
Android 7.x (Nougat)	1,21%
Windows 7	0,98%

screen size

screen size	share of visits
393 x 873	8,36%
390 x 844	6,71%
360 x 800	5,74%
1920 x 1080	5,63%
360 x 780	5,10%
412 x 915	4,82%
375 x 812	3,44%
1536 x 864	3,41%
384 x 854	3,34%
393 x 852	3,15%

screen size

screen size	share of visits
393 x 873	12,93%
360 x 800	8,27%
412 x 915	7,02%
360 x 780	6,92%
1920 x 1080	5,17%
384 x 854	4,41%
393 x 851	3,93%
384 x 857	3,52%
1536 x 864	3,36%
384 x 832	3,09%

screen size

screen size	share of visits
393 x 873	12,84%
360 x 800	8,28%
412 x 915	7,11%
360 x 780	6,90%
1920 x 1080	4,81%
384 x 854	4,44%
393 x 851	4,03%
384 x 857	3,47%
1536 x 864	3,31%
384 x 832	2,84%

traffic source

traffic source	share of visits
Search engine	27,90%
Direct referrer	26,69%
Campaign	11,75%
Content Aggregator	11,38%
Social site	11,29%
Referral	10,99%

traffic source

traffic source	share of visits
Direct referrer	36,51%
Search engine	29,25%
Social site	22,57%
Referral	10,49%
Content Aggregator	1,18%
Campaign	0,01%

traffic source

traffic source	share of visits
Direct referrer	36,57%
Search engine	29,46%
Social site	22,88%
Referral	10,18%
Content Aggregator	0,91%
Campaign	0,01%

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%

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%

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	0,66%
Chrome Mobile 59.03	0,61%

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%

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%

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	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%

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%

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	12,74%
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%

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%

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	36,73%
Search engine	28,81%
Social site	23,52%
Referral	9,94%
Content Aggregator	0,99%
Campaign	0,01%

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%

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		okt.23	browser		sep.23
browser	share of visits		browser	share of visits		browser	share of visits	
Chrome Mobile 119.00	38,75%		Chrome Mobile 117.00	32,55%		Chrome Mobile 116.00	31,49%	
Facebook in-app Browser 326.00	17,69%		Facebook in-app Browser 326.00	22,95%		Chrome Mobile 117.00	21,02%	
Chrome Mobile 118.00	11,80%		Chrome Mobile 118.00	17,34%		Facebook in-app Browser 326.00	19,80%	
Chrome 119.00	9,82%		Chrome 117.00	6,18%		Chrome 116.00	9,96%	
Facebook in-app Browser 326.10	4,96%		Chrome 118.00	5,96%		Chrome 117.00	2,44%	
Chrome 118.00	2,75%		Chrome 109.00	1,36%		Chrome Mobile 115.00	1,43%	
Chrome Mobile 117.00	1,39%		Chrome Mobile 116.00	1,21%		Chrome 109.00	1,43%	
Chrome 109.00	1,37%		Google News (In-app browser) 117.00	0,71%		Chrome Mobile 114.00	1,00%	
Chrome Mobile 116.00	0,57%		unrecognized	0,64%		Google News (In-app browser) 116.00	0,61%	
Chrome Mobile 59.03	0,51%		Chrome Mobile 114.00	0,56%		Huawei Browser 99.04	0,48%	

device type		nov.23	device type		okt.23	device type		sep.23
device type	share of visits		device type	share of visits		device type	share of visits	
Samsung	41,76%		Samsung	41,48%		Samsung	41,38%	
Xiaomi	26,53%		Xiaomi	26,38%		Xiaomi	26,58%	
Huawei	11,43%		Huawei	11,72%		Huawei	12,25%	
Motorola	6,95%		Motorola	6,79%		Motorola	6,76%	
Oppo	2,46%		Oppo	2,46%		Oppo	2,44%	
Lenovo	2,04%		Lenovo	1,92%		Lenovo	1,96%	
Device - unrecognized	1,17%		Device - unrecognized	1,72%		Device - unrecognized	1,08%	
Honor	1,00%		Honor	0,84%		OnePlus	0,72%	
OnePlus	0,68%		OnePlus	0,71%		Honor	0,70%	
Realme	0,54%		Realme	0,53%		Sony	0,53%	

operating system		nov.23	operating system		okt.23	operating system		sep.23
operating system	share of visits		operating system	share of visits		operating system	share of visits	
Android 13	34,13%		Android 13	33,66%		Android 13	31,99%	
Android 10 Q	14,27%		Android 10 Q	14,56%		Android 10 Q	15,17%	
Android 12	13,22%		Android 12	13,49%		Android 12	13,79%	
Windows 10 / Windows 11	13,05%		Windows 10 / Windows 11	12,95%		Windows 10 / Windows 11	13,12%	
Android 11	11,54%		Android 11	11,97%		Android 11	12,42%	
Android 9.x (Pie)	4,79%		Android 9.x (Pie)	4,89%		Android 9.x (Pie)	5,11%	
Android 8.x (Oreo)	2,41%		Android 8.x (Oreo)	2,44%		Android 8.x (Oreo)	2,56%	
Windows 7	1,14%		Windows 7	1,13%		Windows 7	1,20%	
Android 7.x (Nougat)	1,13%		Android 7.x (Nougat)	0,90%		Android 7.x (Nougat)	0,97%	
Android 14	0,87%		Android 5.x (Lollipop)	0,78%		Mac OS X	0,81%	

screen size		nov.23	screen size		okt.23	screen size		sep.23
screen size	share of visits		screen size	share of visits		screen size	share of visits	
393 x 873	12,53%		393 x 873	12,50%		393 x 873	12,37%	
360 x 800	8,63%		360 x 800	8,72%		360 x 800	8,75%	
412 x 915	7,68%		412 x 915	7,80%		412 x 915	7,87%	
360 x 780	7,01%		360 x 780	7,09%		360 x 780	7,15%	
1920 x 1080	4,87%		1920 x 1080	4,92%		393 x 851	5,02%	
393 x 851	4,72%		393 x 851	4,83%		1920 x 1080	4,94%	
384 x 854	4,51%		384 x 854	4,62%		384 x 854	4,63%	
1536 x 864	3,29%		1536 x 864	3,18%		1536 x 864	3,21%	
385 x 854	2,96%		385 x 854	2,97%		385 x 854	3,01%	
384 x 857	2,93%		384 x 857	2,77%		360 x 640	2,76%	

traffic source		nov.23	traffic source		okt.23	traffic source		sep.23
traffic source	share of visits		traffic source	share of visits		traffic source	share of visits	
Direct referrer	35,89%		Direct referrer	35,85%		Direct referrer	36,96%	
Search engine	28,06%		Search engine	27,53%		Search engine	29,18%	
Social site	24,59%		Social site	25,21%		Social site	22,09%	
Referral	10,44%		Referral	11,41%		Referral	11,78%	
Content Aggregator	1,00%		Campaign	0,01%		Campaign	0,01%	
Campaign	0,01%							