Chrome Is the Browser of Choice for Slovenian Laptop and Desktop Users

LJUBLJANA, 22 May 2015

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News highlights:

- **For the first time ever, number one spot among browsers used by desktop and laptop users was taken by Chrome, which is trusted by more than 35 percent of Slovenian internet users**
- **Safari's market share is growing, which is a result of the growing popularity of the Apple brand**
- **Among operating systems, Mac OS X is becoming an important player and is used by 9.31 percent of Slovenian internet users.**

For the first time ever this year, Chrome has overtaken Firefox, its eternal rival, in market share among internet users who use desktops and laptops to browse the web. iPROM browser and operating system market share data shows that Google's browser is trusted by more than 35 percent of Slovenian online users. Data applies to April of this year and the survey was conducted with iPROM AdServer on the sample of 1.45 million Slovenian internet users.

Chrome's achievement ends the reign of Firefox - Slovenians now prefer Chrome when browsing on their laptop or desktop computers

For the past several years we recorded steady growth in the popularity of Chrome browser (by Google), which finally overtook Firefox (Mozilla) in January of this year. By May, **Chrome** reached **35.43 percent market share**, while Firefox's market share fell to just **34.23 percent**.
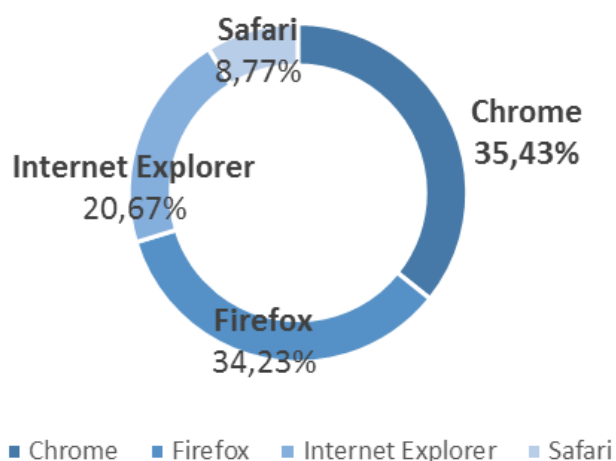
The popularity of **Internet Explorer** (Microsoft) is also decreasing. Current data shows that what was once a monopoly market share fell to just 20.67 percent or less than a quarter of Slovenian internet users.

The market share of Apple's **Safari** browser on desktops and laptops is steadily growing. Even though its 8.77-percent market share still represents a relatively small piece of the whole market, data shows growing popularity (and accessibility) of Apple computers among Slovenian consumers.
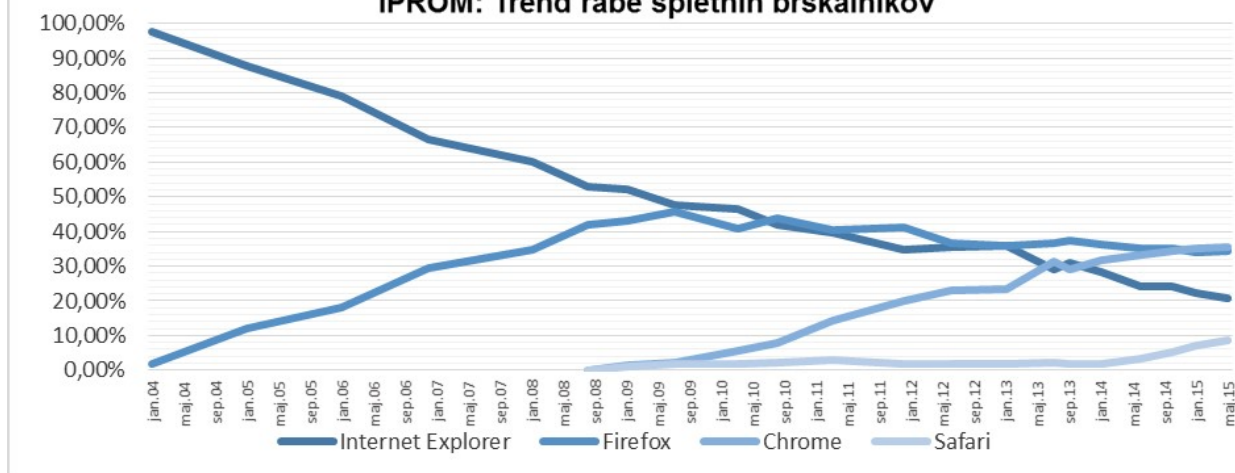
Technology characteristics of Slovenian internet users

Collected data shows important technology characteristics of desktops and laptops used by Slovenian internet users. They analysis of operating systems has shown that **Microsoft Windows** remains by far the most popular system and is used by **92.5 percent** of visitors to online media properties. However, there was a substantial increase of users with Apple desktops and laptops with Mac OS X operating system, which captured **9.31-percent market share**. Compared to January 2014 data, Mac OS X gained more than 100 percent.

iPROM: Raba operacijskih sistemov

Os X 9,31%

Win 8.1. 13,64%

Win 7 54,97%

WinXP 16,18%
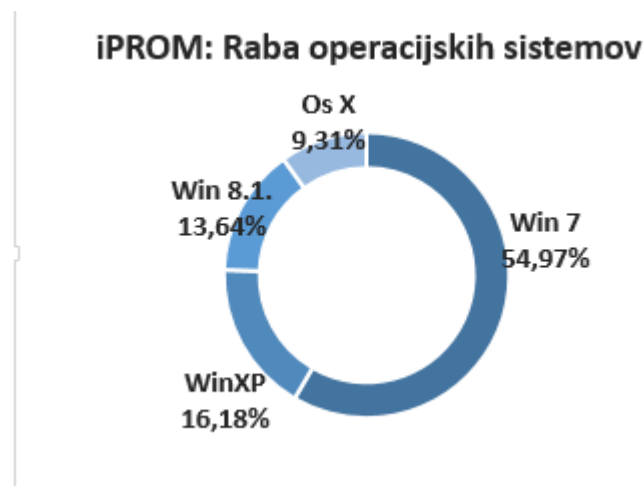
Methodology

The analysis was performed with iPROM AdServer solution that was developed to distribute, target and track online advertising. iPROM uses the solution to constantly monitor technology features of devices used by Slovenian internet users. iPROM also tracks information about browsers, operating systems and screen resolutions. The analysis was performed in May 2015 on a monthly sample of Slovenian internet users. In accordance with IAB standards, the sample includes 1.6 billion of measurement requests.

In the beginning **of June 2015**, iPROM will **provide details about how Slovenian users use mobile devices to connect to the internet**.

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About iPROM

iPROM specializes in planning and running advertising campaigns in digital media. The tools we create are used across the industry by advertisers, direct marketers and web publishers and help them plan, execute and analyze their digital marketing activities. They are designed to increase the effectiveness of these activities as well as to make the complex world of web advertising a little simpler for our customers, justifying their investments with outstanding returns.

In a data-driven world, ad-serving efficiency is very important. Using media properties, data analytics, in-depth research and the smartest technology available, we enable marketers to deliver the right message to the right person at the right time, every time. With our tools for ultra-precise targeted audience segmentation, effective planning and proficient execution, companies are equipped to build better brands, more successful operations and stronger customer relationships.

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