The Era of Firefox Rule in Slovenia is Over

LJUBLJANA, 31 August 2016

Chrome has a considerable advantage over other web browsers as it is the browser of choice for more than half of Slovenian online media users, according to iPROM. Last year, Chrome overtook Firefox to rise to the first place as the most popular web browser in Slovenia. The latter is currently only used by a quarter of Slovenian online users.

iPROM's data about the technological characteristics of Slovenian online media users shows that Chrome has a considerable advantage over competition and is the preferred browser of more than a half (50.9%) of Slovenian online media users. We have been witnessing a stable and continuous growth of Google's browser for several years and in April 2015 it finally became the most popular browser in Slovenia, overtaking its eternal rival, Mozilla Firefox. This year, Chrome's popularity only grew stronger.

In a little more than a year, Chrome's market share grew by 15%. According to August data, it is the preferred desktop and laptop browser for more than **50.9%** of Slovenian web users. Firefox, the second most popular browser, which was used by 34% of users only last year, lost considerable share, as it is currently used by only **a quarter (25.9%)** of users. Microsoft's Internet Explorer still lags far behind and is only used by **17%** of Slovenian online media users.

Tomaž Tomšič, Head of Development at iPROM, explains Chrome's strong growth: »One of the reasons why Chrome's popularity grew with respect to Firefox, particularly last year, was the fact that not only is Firefox's performance notably slower compared to the competition, but the browser also had issues with ensuring online security for its users. Numerous users complained, and it was also criticized in the media.«

Web Browser Usage Trend
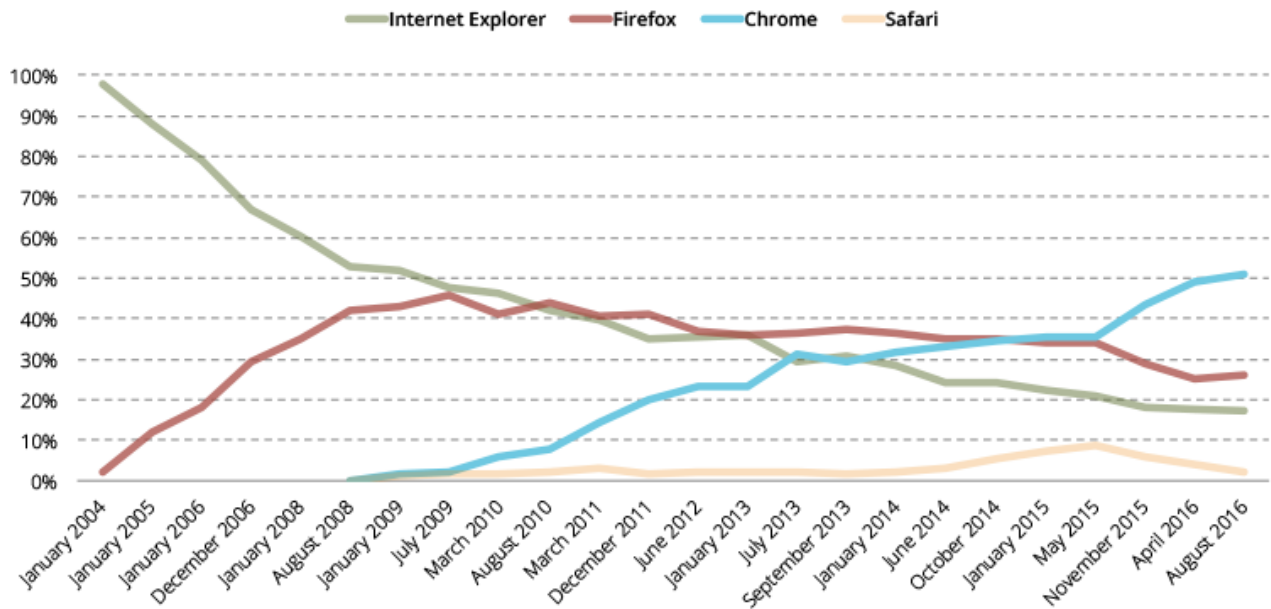
Source: iPROM, August 2016

Methodology

The gathered data applies to August 2016, when the survey was carried out on 96% of Slovenian users of Slovenian online media. In accordance with the IAB standard, the research analyzed 1.8 billion of measurement queries. 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 characteristics of devices used by Slovenian internet users. iPROM also tracks information about browsers, operating systems and screen resolutions.

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For more information contact:

Melita Gulja

Corporate Communications Specialist

✉ melita.gulja@iprom.eu
📱 +386 41 632 562
📞 +386 1 511 07 87
📠 +386 1 511 07 83

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.

📍 **iPROM, d.o.o.**
Šlandrova ulica 4 B, 1231 Ljubljana - Črnuče, Slovenia

📞 +386 1 511 07 50
📠 +386 1 511 07 83

✉ info@iprom.eu
🌐 www.iprom.si · www.iprom.eu