

## In Slovenia, Chrome Leads Safari on Mobile Devices

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**iPROM research found that in Slovenia, Chrome browser has taken a strong lead over Safari on mobile devices as 66% of mobile users now use Chrome to access Slovenian online media. This data confirms that most Slovenians use the Android operating system on their mobile device.**

### Slovenians prefer Chrome to browse the web

iPROM's data about the technological characteristics of Slovenian online media users shows that Chrome is the leading browser on the desktop as well as on mobile devices. The survey was carried out using the largest Slovenian mobile platform iPROM Mobile, which is used by almost three quarters of a million of Slovenian internet users and 90% of all mobile users. The analysis of behavioral patterns on mobile devices confirmed that Chrome is by far the most popular web browser in Slovenia. August data has shown that it is used by two thirds (66%) of Slovenian users to browse the web on their mobile devices. It is followed by Safari with a 32% market share, while all other browsers combined are used by just 2% of people.

### Android devices have the largest market share

The dominance of Chrome on mobile devices reflects the large share of Slovenian users who are running the Android operating system on their devices - 73%. A quarter of users own iOS-powered Apple iPhones, where the primary web browser is Safari. Only 2% of mobile device users access Slovenian online media using another operating system.



## Apple is not losing its popularity

It is interesting that less than a year ago, Chrome and Safari were neck to neck. **Tomaž Tomšič, Development Manager, iPROM**, explains the shift: »A couple of years ago, smart phones were much more expensive and were primarily used for business, which is why there were more Apple devices in use. Today, the market situation is much different as users can choose from more models and cheaper smart devices, which are mostly running Android.« Tomšič emphasizes: »The story that data tells is not that the number of Apple devices in the market is dropping. While it is true that Apple's share has decreased in terms of percentages, our data shows that the increase in share comes from the users who replaced their legacy phones with new smart devices that are mainly running the Android operating system.«

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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.