

A new iPROM analysis of technology characteristics of the devices used by Slovenian users to access digital content

The Trend of Mobile Internet Access has Slowed Down in 2017 and Personal Computers Remain the Leader in Active Content Browsing

LJUBLJANA, 22 June 2017

iPROM published a new analysis of the technical characteristics of devices used by internet users to access digital content. iPROM captures and processes data using its iPROM Cloud technology platform and has been analyzing the data since 2004.

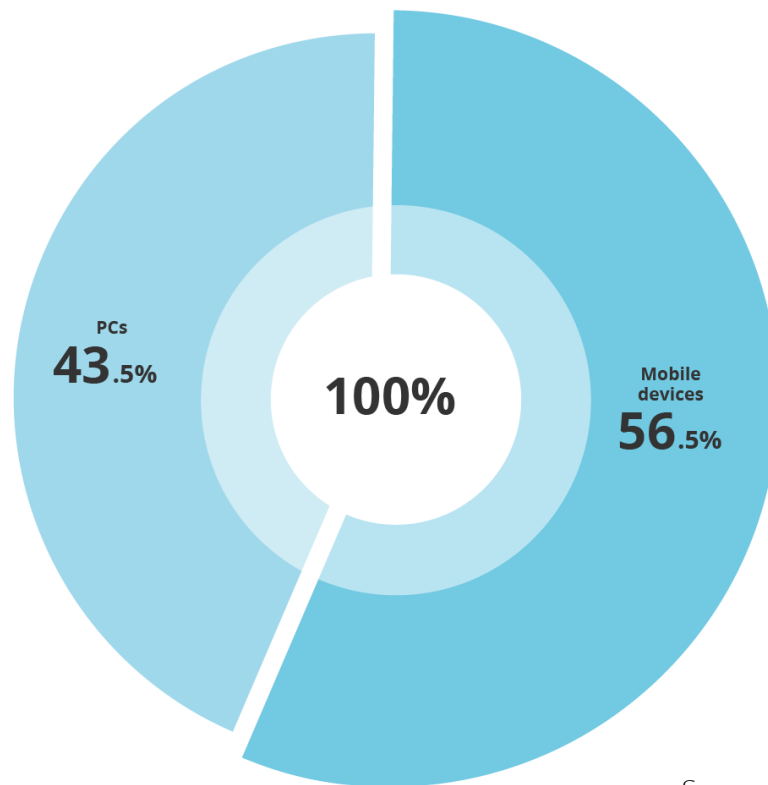
The analysis has shown that the growth in mobile access to digital content is slowing down compared to previous years and personal computers are still the main tool for in-depth digital content browsing. Chrome retained its lead among web browsers and Android is the most popular mobile device operating system while Windows is the predominant player on personal computers.

»Over the past couple of years, mobile technologies have changed how we consume digital content. Rapid growth in mobile internet access was driven by mobile operators that offered increasingly attractive plans with large amounts data and accessible smart phones. Today, mobile devices generate the largest share of internet traffic, although the growth has slowed down significantly over the past year. Users who want to delve deep into digital content continue to do so using a personal computer. For advertisers, the rise of mobile devices means a new channel they need to adapt to in order to play by the new rules. Display advertising remains the most effective tool to build and strengthen brand awareness and receive feedback about users,« Andrej Ivanec, Digital Planning Director at iPROM, commented key findings of the survey.

Key Findings about Device Technology Characteristics

The growth of mobile access to digital content is slowing down. In 2017, the share of mobile devices among the devices used by Slovenian users to access digital content grew from 51.1% to 56.5%, which reflects slowed growth compared to the preceding three years. iPROM's annual comparison shows that the share of mobile internet access grew by 5.4 percentage points between 2016 and 2017, a decrease from the period from 2015 and 2016, when the growth was 15.3 percentage points.

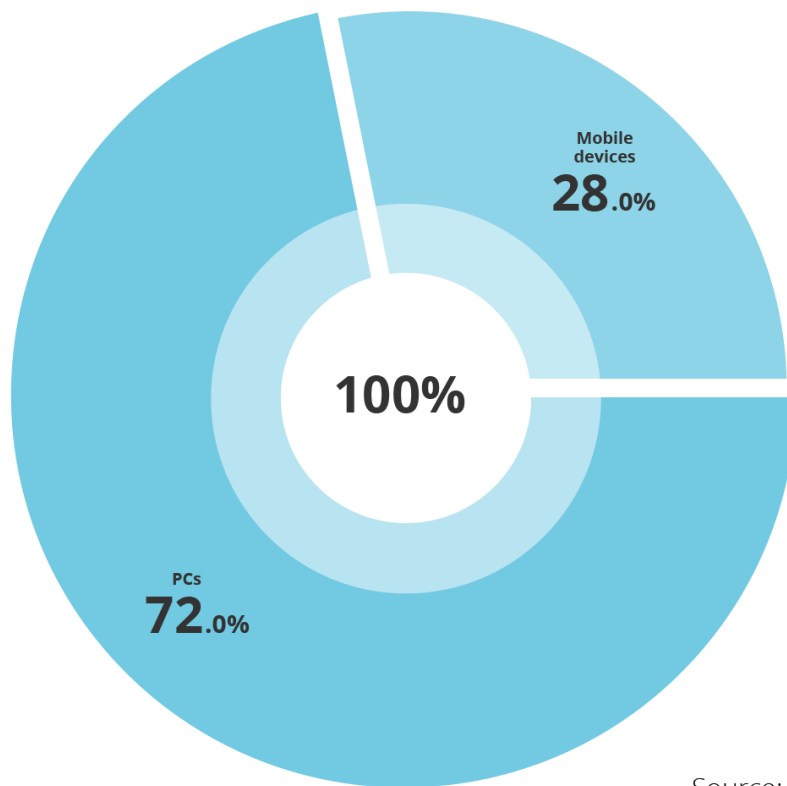
Comparison between the shares of devices used by Slovenian Internet users to access digital content



Source: iPROM, June 2017

Desktop PCs and laptops continue to be the key tool for users looking to delve deep into digital content. The comparison among the viewed pages in Slovenian online media shows that users engage with the content more deeply when viewing it on desktop PCs and laptops, which means that personal computers continue to be a leading tool for accessing the internet, as the share of pages viewed on PCs (72.0%) is the same as in the year before.

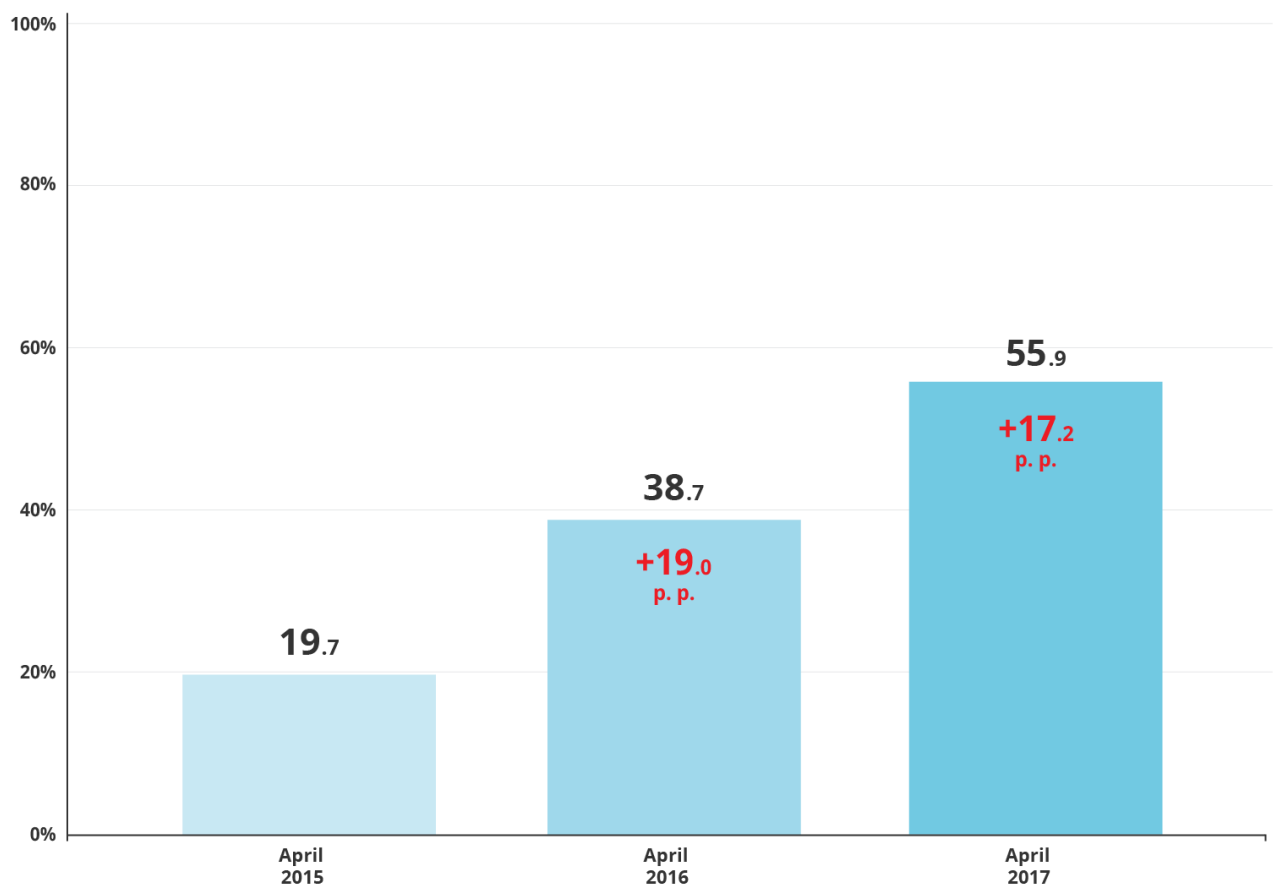
Comparison between the shares of PCs and mobile devices used to consume digital content



Source: iPROM, June 2017

Slovenian online media follow the mobile trend. Slovenian digital market has improved its mobile readiness which is supported by data on mobile versions of Slovenian online media. In 2017, most publishers have updated their websites to accommodate mobile devices (more than 50%). Over the past two years, the share of mobile-ready websites has grown by 36.2 percentage points.

Share and growth trends of mobile-ready content



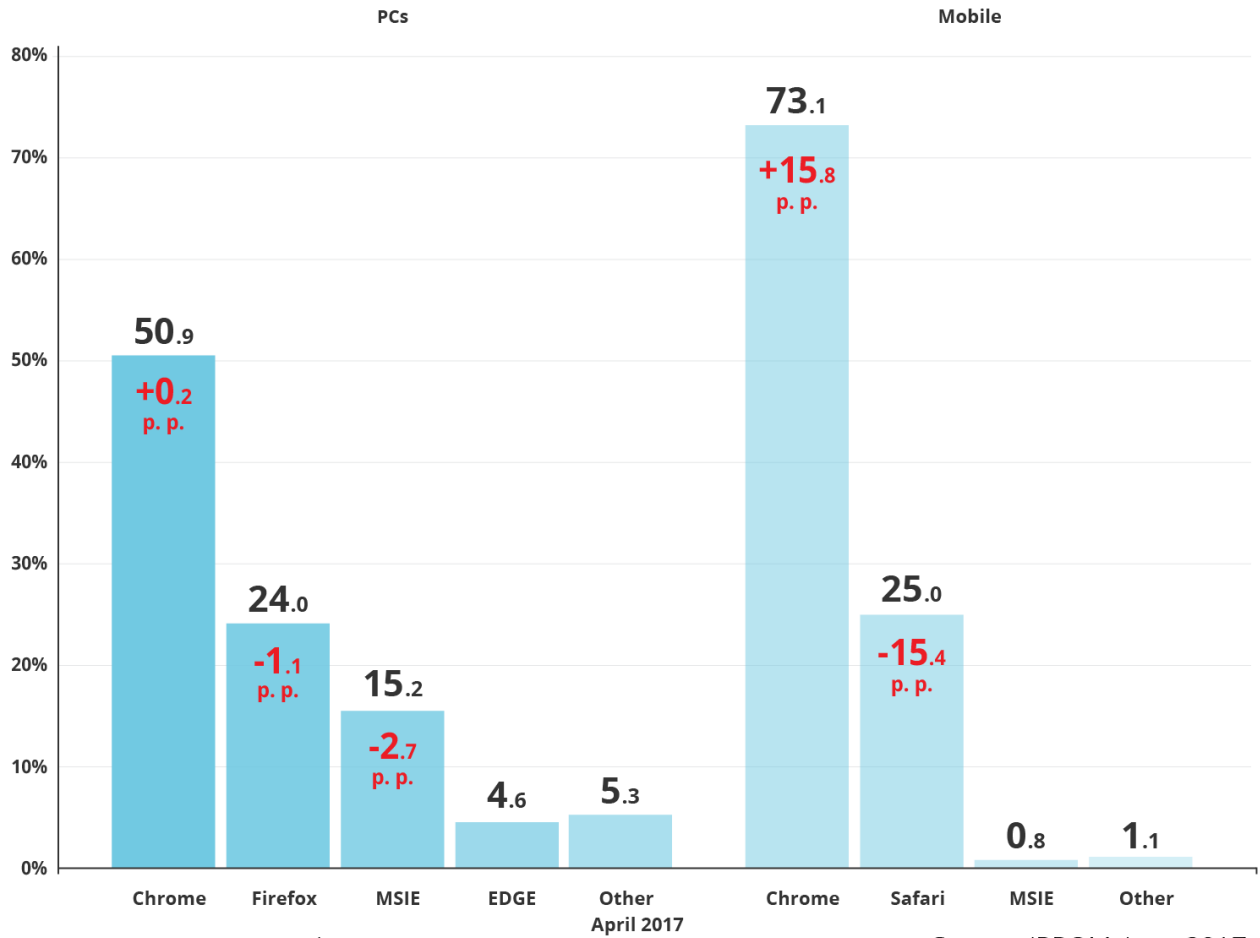
p. p. = percentage points

Source: iPROM, June 2017

Note: The chart is showing the change in the growth of mobile-ready digital content compared to 2016 in percentage points

Chrome remains the most popular web browser. On desktops and laptops, Chrome has retained its leading 50.9% share from 2016. Firefox (24.0%) and MSIE (15.2%) are losing ground to EDGE (4.6%).

Browser usage share and growth trends across different devices



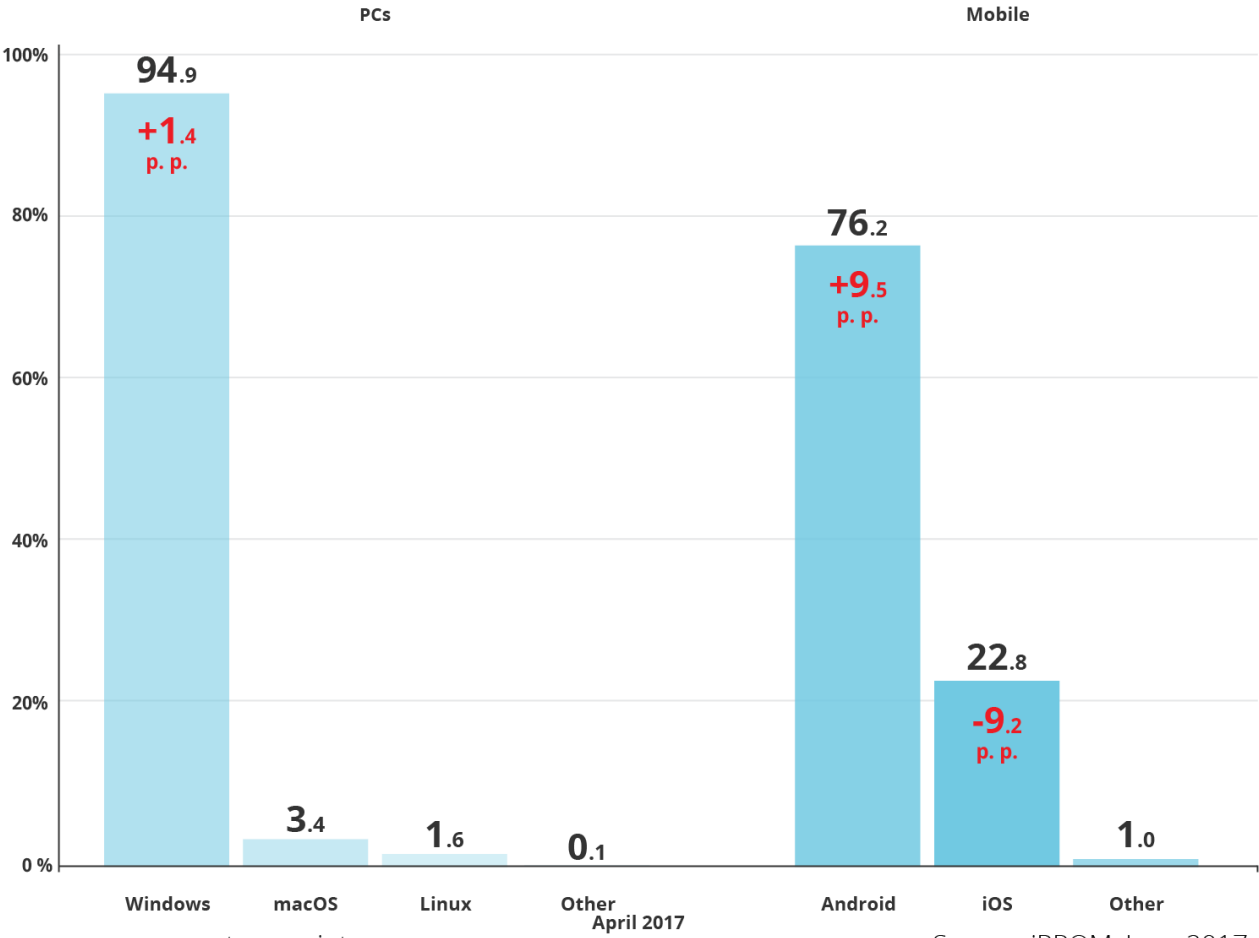
p. p. = percentage points

Source: iPROM, June 2017

Note: The chart is showing the change in browser usage compared to 2016 in percentage points

Most mobile devices run the Android operating system and Windows dominates the personal computers. The number of mobile devices running Android is growing (76.2%). Year-on-year, the share of iOS devices fell by 9.2 percentage points in 2017. With a 94.9% market share, Windows dominates the desktop and laptop PCs. Windows 10 share stands at 42.0% and has overtaken Windows 7 in the past year.

Operating system usage share and growth trends across different devices



Note: The chart is showing the change in operating system usage on different devices compared to 2016 in percentage points



Research Methodology

Data used to carry out iPROM's analysis of the technology characteristics of the devices used by Slovenian internet users to access digital content is captured during April of each year. The analysis was performed on a sample of 1.2 million of Slovenian internet users. In accordance with IAB standards, the sample includes 14.2 billion of measurement requests.

The user behavior data collected through the iPROM Cloud technology platform was analyzed using iPROM AdServer, which is designed to distribute, target and track advertising content online. Using effective data mining techniques that includes detailed insights into online behavioral user patterns companies can understand the wishes and expectations of their target groups in detail and plan their digital media communication activities accordingly.

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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.