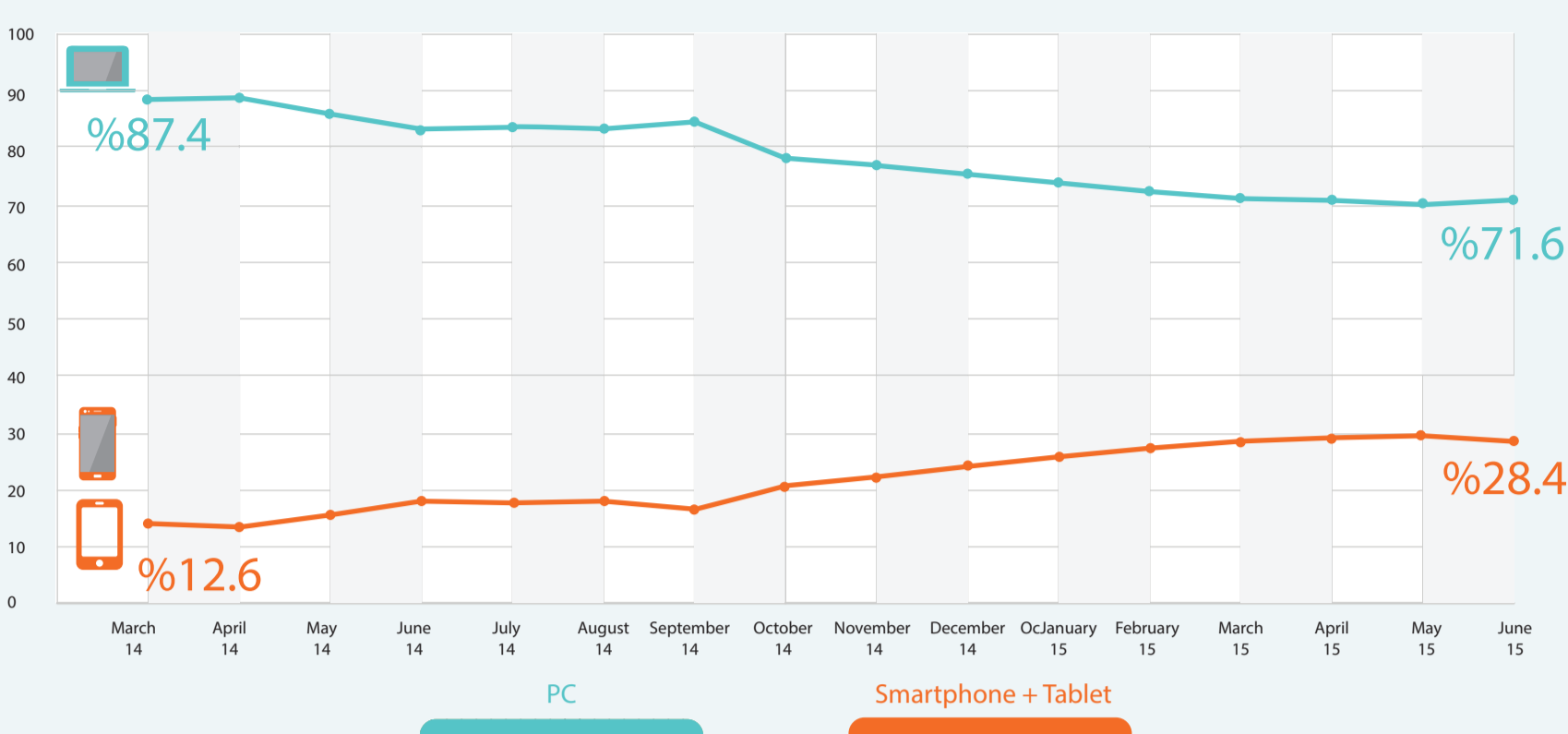


## The Locomotive of Page View: Mobile

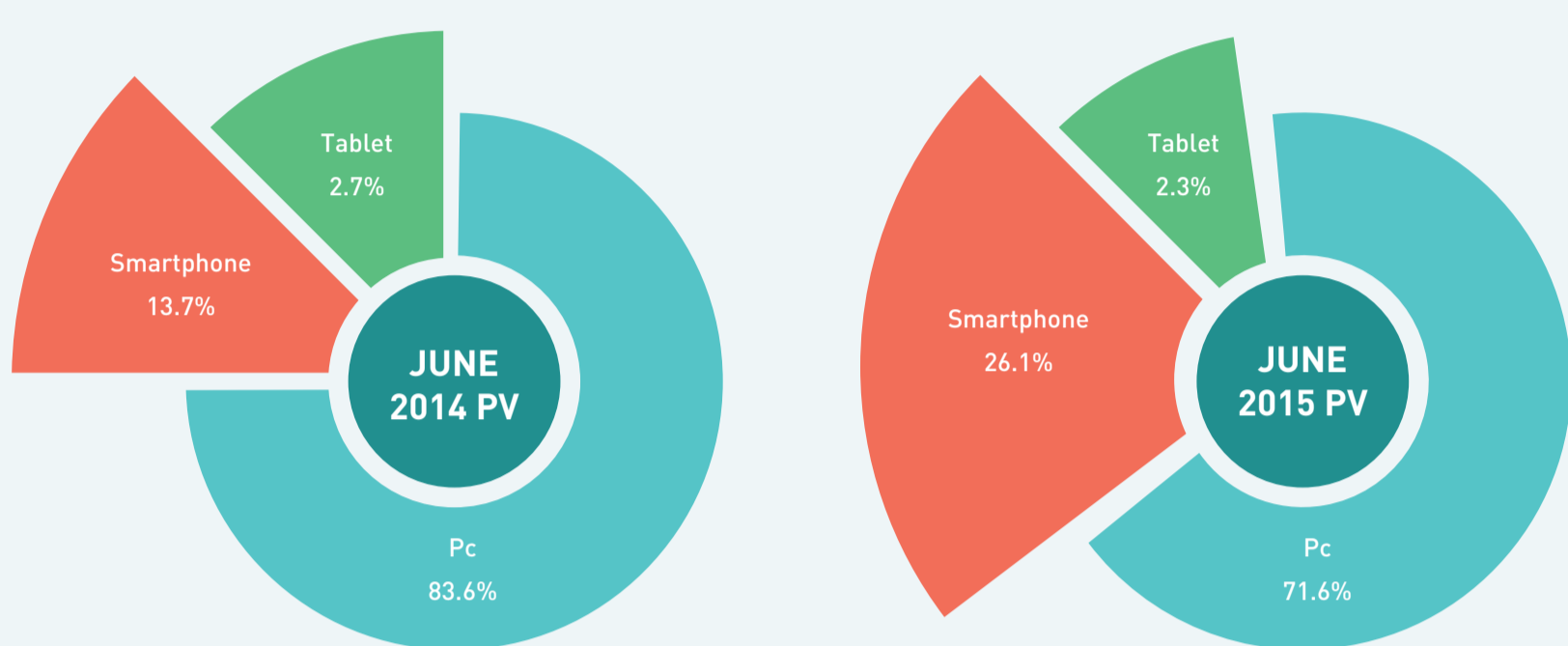
According to platform analysis on scripted sites within the scope of IAB Turkey Internet Audience Measurement Study; mobile traffic is increasingly replacing PC traffic.



### Platform Based Traffic Share Shift



### Platform Based Page View (PV) Shift



### Time Shares According to Platforms

## Website Based Analysis June 2014 – July 2015

**5%**  
decrease on PC



**115%**  
increase of on smartphones

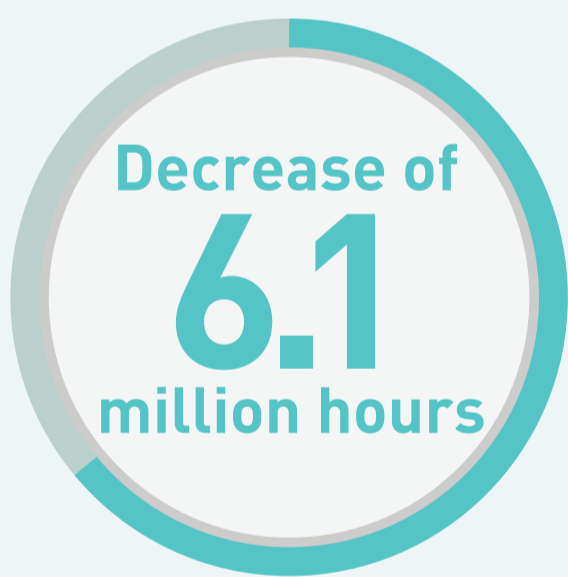


**69%**  
increase of on tablets

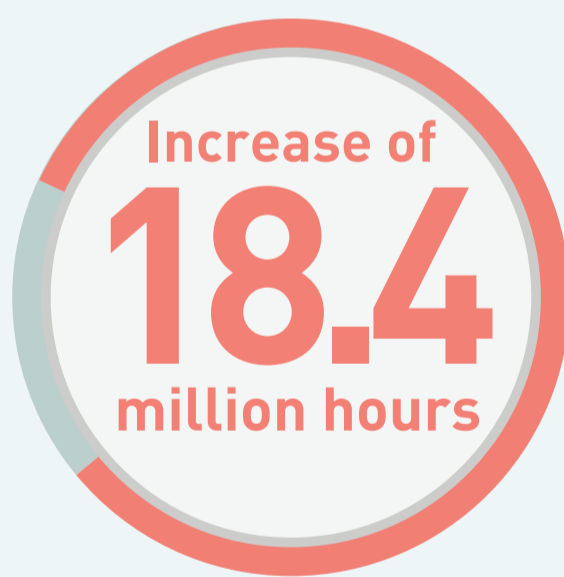


- PC**  
Time spent on PCs decreased in **61%** of the sites
- SMARTPHONES**  
Time spent on smartphones increased in **83%** of the sites.
- TABLET**  
Time spent on tablets increased in **77%** of the sites.

PC



Smartphones



Time spent on PCs decrease 6.1 million hours and time spent on smartphones and tablets increased 18.4 million hours

### Time Spent on Platforms (hours)

Platform	Junen 2014	June 2015	Difference	Difference
PC	128.962.942	122.822.013	-6.140.928	-5%
Smartphone	14.751.766	31.728.114	16.976.347	115%
Tablet	2.029.789	3.434.429	1.404.640	69%
Other	84.259	58.885	-25.374	-30%
<b>Total</b>	<b>145.828.757</b>	<b>158.043.441</b>	<b>12.214.685</b>	<b>8%</b>

### Why do internet users prefer each platform?\*

**%80**  
Search Engines

**%72**  
E-mails

**%70**  
Brand

**PC**  
80% of the internet users go online via PC for search engines, 72% for e-mails and 70% for finding information on brands.

**%64**  
Search Engines

**%64**  
Map Location

**%64**  
Social Media

**Smartphone**  
64% of the internet users go online via smartphones for search engines, 64% for map location services and 64% for social media

**%49**  
Search Engines

**%39**  
News Articles

**%38**  
Video

**Tablet**  
49% of the internet users go online via tablets for search engines, 39% for news articles and 38% for watching videos.

\*Source: DigitalSCOPE 2014 Research.

The research was designed by national IABs from Bulgaria, Macedonia, Poland, Romania, Serbia, Slovakia, Slovenia and Turkey to observe the online behaviors of internet users. The fieldwork study performed in Turkey was conducted by Ipsos Turkey via Computer Aided Web Interview (CAWI) method, between 17 October – 29 November 2014. The sample of the research consists of 896 internet users aged 15 and above.