

Firefox narrowly misses 28% use in Europe

Internet Explorer under 70%

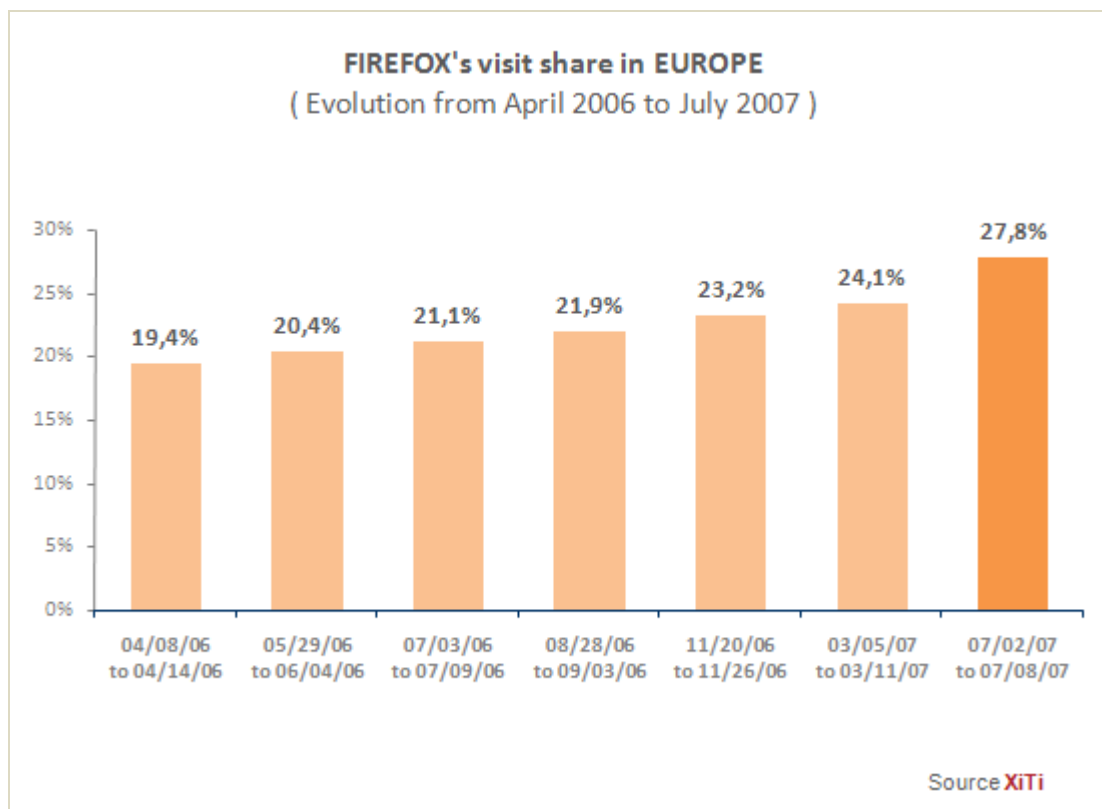
Study conducted from Monday, July 2 to Sunday, July 8, 2007 on a perimeter of 95,827 websites audited by XiTi. The results are compared to those of the week from March 5 to 11, 2007.

The ascension of Firefox continues... Nearly 28% average use rate in Europe in the beginning of July 2007, with a progression in the totality of the 32 European countries studied.

European trend

Firefox's visit share in Europe has gained nearly 7 points in one year, and 3.7 points over the last 4 months.

Firefox's visit share in Europe thus reaches **27.8%** for the week of July 2 to 8, 2007 vs. 24.1% from March 5 to 11, 2007 and 21.1% from July 3 to 9, 2006:



Firefox's use rate progresses in the 32 European countries studied, with Slovenia and Finland who pass 45% use in the lead.

In the totality of the European countries in XiTi's perimeter, Firefox's use rate passes from 24.1% to 27.8% between the week of March 5 to 11, 2007 (see our previous study) and the week of July 2 to 8, 2007. It is Ireland that recorded the strongest progression: from 24.9% to 38.6% (i.e. +13.7 points). The second strongest progression was made by Hungary: from 27.2% in use rate of Firefox from March 5 to 11, 2007, it passed to 39.7% from July 2 to 8, 2007 (+12.5 points) in order to thereby reach fourth place of the European countries with the greatest use of Firefox.

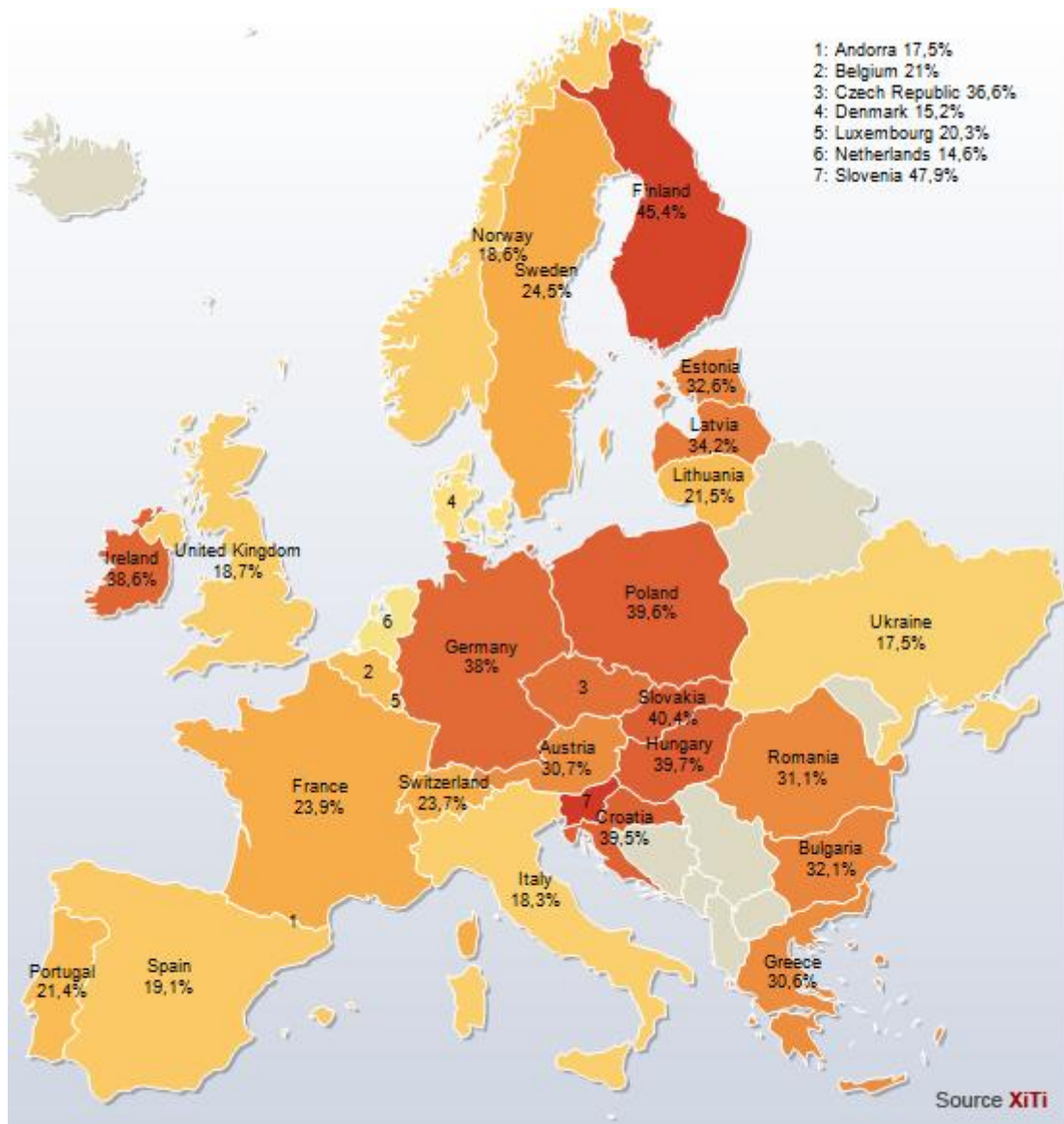
Slovenia retains the highest Firefox use rate of the 32 European countries studied, still followed by Finland, with notable progressions that make them the two countries where this rate is now superior to 45%:

- 47.9% for Slovenia during the week of July 2 to 8, 2007, i.e. +3.3 points vs. the week of March 5 to 11, 2007,
- And 45.4% for Finland (+4.1 points).

Slovakia revives with third place and a rate of 40.4% (+5.1 points), ahead of Hungary and Poland.

The Firefox use rate in France (23.9%) is still lower to that of Europe with a less marked progression than for the average of the European countries: +7% vs. +15%. Spain shows, on the other hand, a good increase (+24%), even if its rate (19.1%) still remains below 20%.

It is in Denmark and the Netherlands that Firefox's use rate is lower than Europe: respectively 15.2% and 14.6% for the week of July 2 to 8, 2007.



NB: Malta (20.8%) and Monaco (15.6%) do not appear on the map.

Visit share of Firefox by country	Week from 03/05/2007 to 03/11/2007	Week from 07/02/2007 to 07/08/2007	Difference in points	Difference in %
Slovenia	44,5%	47,9%	+3,3	+7%
Finland	41,3%	45,4%	+4,1	+10%
Slovakia	35,3%	40,4%	+5,1	+14%
Hungary	27,2%	39,7%	+12,5	+46%
Poland	35,0%	39,6%	+4,7	+13%
Croatia	36,5%	39,5%	+3,0	+8%
Ireland	24,9%	38,6%	+13,7	+55%
Germany	36,2%	38,0%	+1,9	+5%
Czech Republic	31,5%	36,6%	+5,1	+16%
Latvia	27,1%	34,2%	+7,1	+26%
Estonia	30,4%	32,6%	+2,1	+7%
Bulgaria	27,6%	32,1%	+4,6	+17%
Romania	25,7%	31,1%	+5,4	+21%
Austria	27,6%	30,7%	+3,1	+11%
Greece	27,4%	30,6%	+3,3	+12%
Sweden	22,8%	24,5%	+1,7	+7%
France	22,3%	23,9%	+1,6	+7%
Switzerland	21,4%	23,7%	+2,2	+10%
Lithuania	18,2%	21,5%	+3,4	+19%
Portugal	17,3%	21,4%	+4,1	+24%
Belgium	18,7%	21,0%	+2,4	+13%
Malta	18,5%	20,8%	+2,3	+12%
Luxembourg	18,4%	20,3%	+1,9	+10%
Spain	15,7%	19,1%	+3,5	+22%
United Kingdom	18,0%	18,7%	+0,8	+4%
Norway	17,4%	18,6%	+1,3	+7%
Italy	15,5%	18,3%	+2,8	+18%
Ukraine	15,6%	17,5%	+1,9	+12%
Andorra	13,2%	17,5%	+4,3	+33%
Monaco	13,7%	15,6%	+1,9	+14%
Denmark	13,8%	15,2%	+1,4	+10%
Netherlands	13,3%	14,6%	+1,3	+10%

Source XiTi

Legend:

Difference in points : difference superior to -1 point in red and difference superior to +1 point in green

Difference in %: difference superior to -10% in red and difference superior to +10% in green

Internet Explorer is still by far the most used browser in Europe, but it is losing ground faced with the dynamism of its challenger

Between July 2 and 8, 2007, the average visit share of a European country for Internet Explorer is in fact 66.5% whereas it was 73.3% one year earlier, from July 3 to 9, 2006.

Opera arrives in 3rd, far behind Firefox, with a visit share of 3.5%.

<i>Period: from 07/02/2007 to 07/08/2007</i>	
<i>Visit share of the Internet browsers</i>	<i>Average of European countries*</i>
Internet Explorer	66,5%
Firefox	27,8%
Opera	3,5%
Safari	1,7%
Netscape	0,3%
Camino	< 0,1%
Sony PSP	< 0,1%
AvantGo	< 0,1%
Other browsers	< 0,1%

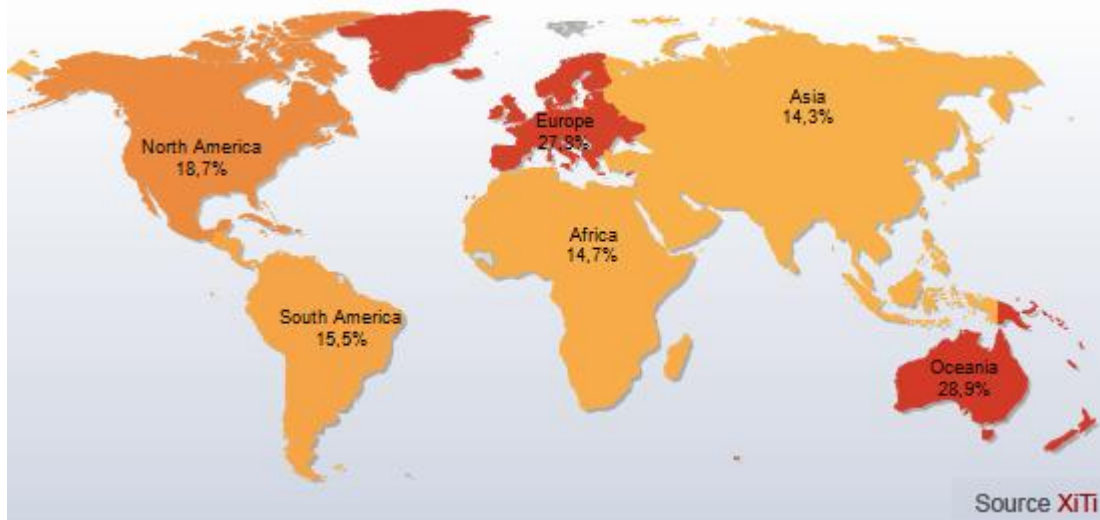
* of the 32 countries studied

Source XiTi

Worldwide trend

Oceania approaches 30%...

With the strongest progression in points (+4.1), Oceania confirms its position of the largest Firefox user with a rate of 28.9% from July 2 to 8, 2007, ahead of Europe at 27.8%. Firefox is also gaining ground in the other continents, still below the threshold of 20%. Note the very strong progression of Firefox's use rate in South America (+30%) which thereby passes in front of Africa: 15.5% vs. 14.7%.



<i>Visit share of Firefox by continent</i>	<i>Week from 03/05/2007 to 03/11/2007</i>	<i>Week from 07/02/2007 to 07/08/2007</i>	<i>Difference in points</i>	<i>Difference in %</i>
Oceania	24,8%	28,9%	+4,1	+17%
Europe	24,1%	27,8%	+3,7	+15%
North America	15,1%	18,7%	+3,6	+24%
South America	11,9%	15,5%	+3,6	+30%
Africa	13,1%	14,7%	+1,6	+12%
Asia	11,9%	14,3%	+2,4	+20%

Source XiTi

Legend:

Difference in points : difference superior to -1 point in red and difference superior to +1 point in green

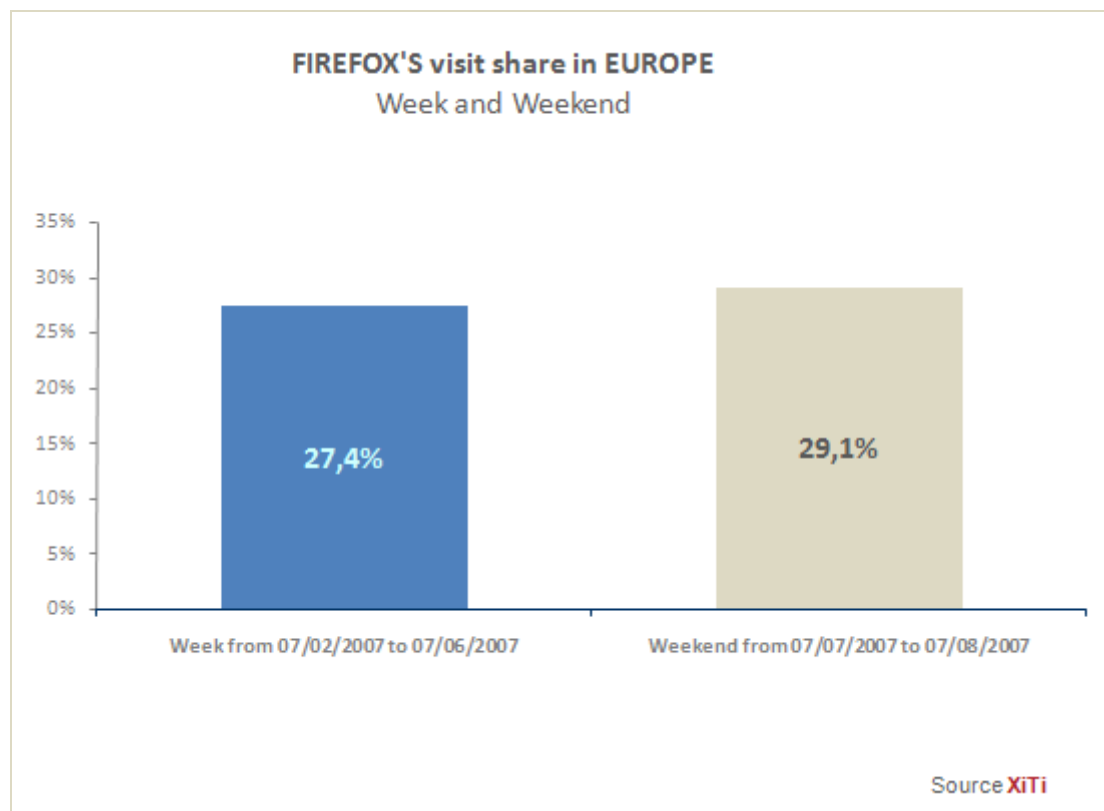
Difference in %: difference superior to -10% in red and difference superior to +10% in green

Weekly use rhythm

On the weekends, Firefox's average visit share in Europe reaches 29%

The use of Firefox continues to be proportionally more significant on weekends than during the week with, none the less, a progression of Firefox's use rate since the end of 2006 that is a little more marked during the week:

- 29.1% Saturday, July 7 and Sunday, July 8, 2007 vs. 25.1% Saturday, November 25 and Sunday, November 26, 2006: i.e. +16% of Firefox's use share on the weekend,
- 27.4 % from Monday, July 2 to Friday, July 6, 2007 vs. 22.6% from Monday, November 20 to Friday, November 24, 2006: i.e. +21% of Firefox's use share during the week.



July 2007: Firefox is now used on average for more than one visit out of 4 in the European countries. The browser doesn't cease to grow... but how far will its ascension go?

In order to learn more on the development of its second version, rendezvous on our Monitor study relative to the latest trends of the "browser war" between Firefox 2 and Internet Explorer 7...

Methodology:

Firefox's use rate corresponds to the totality of Firefox visits during the period in relation to the entirety of visits, all browsers taken together.

The indicator of a continent is meant to be, in this study, representative of the countries audited that form it. This indicator is an average of the indicators of the countries. Thus, the behavior of a country that generates few visits intervenes fairly in the behavior of its continent.