



AT INTERNET

Internet-user equipment

iOS continues its growth in Europe

On average, Apple gains 3.2 visit share points for European websites in one year to reach 11.3% in November 2011

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Online Intelligence Solutions

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Study carried out from the 1st to the 30th November 2011 on a cross-section of 14,566 websites audited by AT Internet.

Apple continues its success in Europe, thanks to the dynamism of its iOS in particular, at Microsoft's expense. The latter remains largely ahead with more than 8 out of 10 visits on average in Europe. Since September, Google has occupied 3rd place ahead of Linux.





iOS continues its growth in Europe

■ Apple's Operating Systems reinforce their second position in Europe...

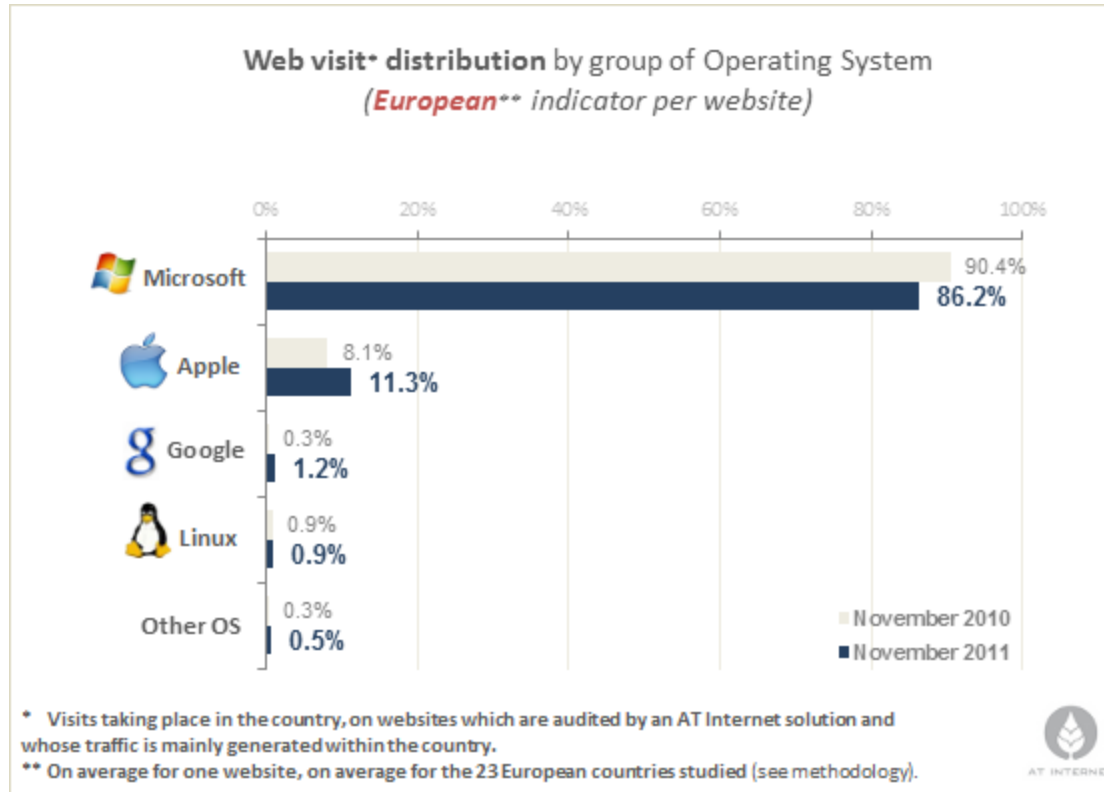
The graph below shows an estimate of the average traffic distribution recorded by European websites in November 2010 and November 2011 by the different groups of operating systems. The study was carried out in 23 European countries (see methodology for further information).

- **Microsoft, largely ahead with more than 8 out of 10 visits, continued to experience a downward trend with a loss of more than 4 points in visit share during the last year:**
 - In November 2011, **86.2%** of website traffic coming from a European country was made via a Microsoft operating system, in comparison to 90.4% in November 2010.
- **Although Apple gained 3.2 points over the same period:**
 - In November 2011, **11.3%** of website traffic coming from a European country was made via an Apple operating system, in comparison to 8.1% in November 2010.
- **Google broke the 1% visit share barrier, taking 3rd place from Linux**
 - Google reached 1.2% in November 2011 (+0.9 points vs. November 2010) and Linux remained at 0.9%.





iOS continues its growth in Europe





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- ... thanks to the success of the iOS (iPhone, iPod, iPad)

The table below provides detailed information on the different groups of operating systems from June to November 2011.

- **Apple has increased with a gain of 1.3 points over the last 6 months, once again as a result of the progress made by iOS (iPhone, iPod, iPad)**
 - A 4.3% visit share for iOS (iPhone, iPod, iPad), in November on average for websites in Europe vs. 3.1% in June 2011,
 - Mac OS X Intel maintained its share over the last 6 month period: 6.8% in November in comparison to 6.6% in June 2011.









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- **Windows 7 now on a par with XP with a 36% visit share in November 2011**
 - In Europe, Microsoft's visit share decreased by 1.7 points over the last 6 months,
 - Windows 7, with a 5.1 point increase over the last 6 months, accounted for an average of 36% of traffic for websites in Europe, and is now at the same level as XP which decreased by 4.5 points over the same period.
 - Windows Vista lost 2.3 points to fall to 13.2% in November 2011.
- **Google takes the coveted third place from Linux in September 2011, a position which it has held since**
 - A 0.5 point gain over the last 6 months for Google: it broke the 1% barrier in September and is ahead of Linux to reach 1.2% in November 2011.
 - It remained far ahead of its competitors Apple and Microsoft.





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		Web visit* distribution by Operating System Average indicator** per website					
		June-11	July-11	Aug.-11	Sept.-11	Oct.-11	Nov.-11
	Microsoft	87.9%	87.6%	87.1%	87.0%	86.4%	86.2%
	Windows XP	40.5%	39.6%	38.4%	37.9%	36.7%	36.0%
	Windows 7	30.9%	31.9%	33.0%	34.0%	35.2%	36.0%
	Windows Vista	15.5%	15.1%	14.7%	13.9%	13.5%	13.2%
	Apple	10.0%	10.1%	10.5%	10.6%	11.1%	11.3%
	Mac OS X Intel	6.6%	6.4%	6.5%	6.7%	6.8%	6.8%
	iOS (iPhone, iPod, iPad)	3.1%	3.4%	3.7%	3.7%	4.1%	4.3%
	Mac OS X PPC	0.3%	0.3%	0.2%	0.2%	0.2%	0.2%
	Google	0.7%	0.8%	0.9%	1.0%	1.1%	1.2%
	Linux	0.9%	1.0%	1.0%	0.9%	0.9%	0.9%
	<i>Other OS</i>	0.5%	0.5%	0.6%	0.6%	0.5%	0.5%
	TOTAL	100%	100%	100%	100%	100%	100%

* Visits taking place in the country, on websites which are audited by an AT Internet solution and whose traffic is mainly generated within the same country.

** Average of websites. Average of the 23 European countries studied (see methodology).





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■ Almost one out of 5 visits for Apple in the United Kingdom

The following table provides detailed information on 4 European countries based on the top 4 Operating Systems established for the European average. The table provides an estimate of the average distribution for the operating systems in terms of average visit share for sites of 3 countries, who have a higher evolution than the European average for the Microsoft, Apple or Google operating systems (the Netherlands, the United Kingdom, Italy) and for France.

- **In the United Kingdom, Apple accounted for almost one out of 5 visits (an average + 6.3 points in visit share for a website between November 2010 and November 2011) whilst Microsoft fell to under 80%**
 - Apple's share reached 19.4% in November 2011 (in comparison to 11.3% on average in Europe), with 4.7 points recorded for iOS (iPhone, iPod, iPad) and almost 2 points for Mac OS X.
 - Microsoft lost 8.1 points in twelve months to fall to 77% in November 2011, which is clearly lower than the European average (86.2%).
 - Google establishes itself in 3rd place with a 1.7% visit share (in comparison to 1.2% on average in Europe), in other words a 1.2 point gain in one year, ahead of Linux with 0.6%.









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- **In the Netherlands, success for Apple and Google at Microsoft's expense**
 - Apple: 14.4% of traffic on average in November 2011, with a 4.2 point increase for iOS (iPhone, iPod, iPad).
 - Google, in 3rd place, recorded a 1.9% share in November 2011 (+1.7 points in one year) and left its rival Linux standing in 4th place with 0.7% of traffic.
 - Microsoft suffered from the progress made by its competitors: -6.5 points in visit share since November 2010.
- **Apple is well placed in Italy with a 4.5 point gain in one year**
 - In November 2011, on average 11.7% of visits were made through Apple compared to 7.2% in November 2010. Over the same period, the leader lost 5.3 points.
 - Google increased by 0.8 points and came close to Linux at 1% (vs. 0.9% for Google).
- **In France, Microsoft's, Apple's and Google's evolutions are similar to the trend in Europe, -4.2 points, +2.8 points and +1 point respectively.**





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		Web visit* distribution by Operating System <i>Average indicator per website</i>							
		France		Italy		Netherlands		United-Kingdom	
		Nov.-10	Nov.-11	Nov.-10	Nov.-11	Nov.-10	Nov.-11	Nov.-10	Nov.-11
	Microsoft	88.3%	84.1%	91.1%	85.8%	88.7%	82.2%	85.0%	77.0%
	Windows XP	40.2%	29.1%	53.2%	39.5%	40.0%	26.6%	37.6%	25.2%
	Windows 7	21.8%	36.1%	18.8%	33.0%	22.8%	37.3%	21.3%	34.9%
	Windows Vista	25.2%	18.2%	18.1%	12.5%	23.6%	16.4%	24.9%	16.1%
	Apple	9.4%	12.2%	7.2%	11.7%	10.3%	14.4%	13.1%	19.4%
	Mac OS X Intel	6.5%	7.6%	5.2%	6.7%	7.9%	8.0%	8.5%	10.4%
	iOS (iPhone, iPod, iPad)	2.3%	4.2%	1.5%	4.6%	1.9%	6.1%	4.0%	8.7%
	Mac OS X PPC	0.6%	0.4%	0.5%	0.3%	0.4%	0.2%	0.6%	0.3%
	Google	0.4%	1.4%	0.1%	0.9%	0.3%	1.9%	0.5%	1.7%
	Linux	1.4%	1.6%	1.0%	1.0%	0.6%	0.7%	0.6%	0.6%
	<i>Other OS</i>	0.6%	0.7%	0.5%	0.6%	0.2%	0.9%	0.9%	1.4%
		100%	100%	100%	100%	100%	100%	100%	100%

* Visits taking place in the country, on websites which are audited by an AT Internet solution and whose traffic is mainly generated within the same country.





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After breaking the 10% barrier in visit share on average for a website in Europe in July 2011, Apple continues to experience an upward trend to reach 11.3% of traffic in November 2011 thanks to its iOS. This increase is more significant in the Netherlands and in the United Kingdom in particular where Apple reached almost one out of 5 visits in November 2011.

Google continues to grow and has been in the top 3 Operating Systems since September, ahead of Linux. However, its visit share remains low (1.2% on average in Europe in November 2011) and is far from competing with the giant Microsoft or its biggest challenger Apple.

Up against Apple's continuous growth and success the leader, Microsoft, has been unable to control the decrease of its visit share in Europe.

Stay tuned as AT Internet will provide a new operating system barometer in Europe soon





Methodology

- We are interested in the average distribution of visits, by operating system, which have been recorded by a certain cross-section of websites (except mobile websites).
- In order to establish the cross-section of websites to be used as part of a study, a website is only used if the selection criteria, which have been established previously, are respected. These criteria are very strict and their aim is to remove any websites which have an anecdotal audience, a chaotic audience, or whose collected data underlines a dysfunction in the measurement.
- For each country, only websites whose traffic has been mainly generated within the country itself are considered. In addition to this, only visits to these websites which have been generated within the country itself are considered. We calculate average traffic distribution per website. For each website, the visit share for each operating system corresponds to the total number of visits of the analysed operating system compared to the overall number of visits for all operating systems combined over a given period.
- The European indicator is representative of the countries audited. The average visit share in Europe corresponds to the average if the indicators for the 23 countries studied. To evaluate the average, all countries are regarded as being equal in the value of their parameters.
- The 23 countries included in the study are as follows:
Austria, Belgium, Bulgaria, the Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Luxemburg, the Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Spain, Sweden, Switzerland and the United Kingdom.





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Surveys Department

- To find out the latest trends in terms of web traffic and be up to date with web issues in an evolving market
 - Surveys service provided by AT Internet, the European leader in Online Intelligence:
 - 3,500 customers
 - Present in 9 countries
 - No. 1 in Europe in terms of number of customers
 - No. 1 in France in terms of revenue, number of customers and pages audited
 - Quality and exclusivity of this service is based on:
 - Websites audited by AT Internet solutions
 - Reliable measured data
 - Specialists' expertise





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■ 6 main topics:

- Internet user behaviour (traffic evolution, web prime time, mobile websites etc)
- Search Engine Barometers
- Browser Barometers
- Internet user equipment (Operating System barometers , Internet service provider etc)
- Online marketing trends (online campaigns, quality of access to websites etc)
- Focus on current events (political, sporting etc)

