

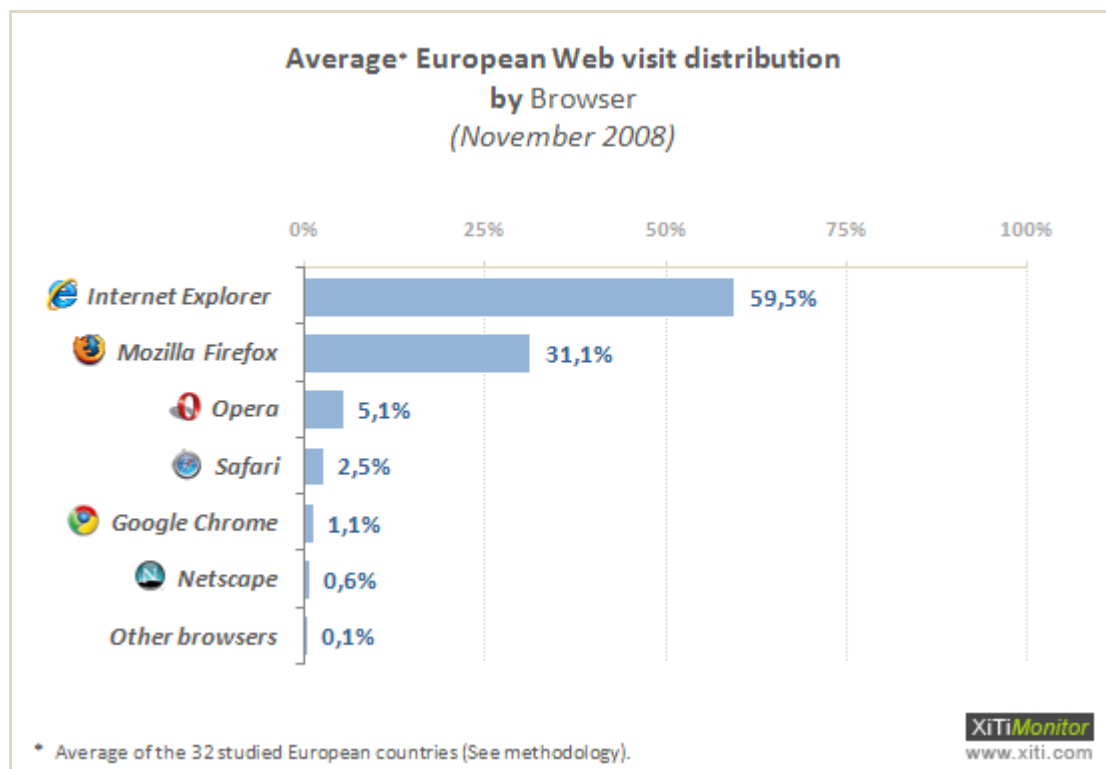
## Google Chrome not top in Europe

Survey carried out from 1-30 November 2008 on 121,919 websites audited by XiTi.

After its unexpected release at the beginning of September 2008, Google Chrome was still somewhat shy at the end of the month with an average visits' share of 1.07% in Europe. So how is it bearing up two months on? XiTi Monitor brings you the latest figures for the browser market in Europe.

### 3 months after its launch, Google Chrome still not gaining ground

The graph below shows the average visits' shares of the various browsers in Europe for November 2008. **After 3 months, Google Chrome has an average visits' rate in Europe of 1.1% and remains in 5<sup>th</sup> position** behind Safari (2.5%), Opera (5.1%), Mozilla Firefox (31.1%) and Internet Explorer (59.5%).



### Internet Explorer falls to under 60% of visits' share since October while Mozilla Firefox holds steady

The table below compares the average visits' shares in Europe for the various browsers from June to November 2008.

#### Over this 6-month period, Internet Explorer fell by another point:

- The average visits' shares for a European country for the leading browser was 59.5% in November 2008 compared to 60.5% in June 2008,
- Bearing in mind that a few months earlier, in April 2008, the share was 64.5%...







#### Mozilla Firefox holding steady at 31.1% for 3 months now:

- Progressing monthly, the open source browser hit the 33% mark in August 2008,
- But Mozilla fell by almost two points in September 2008 and has not yet won them back.

#### Opera's share, the 3<sup>rd</sup> most popular browser in Europe, remained stable over the last 6 months:

- After having progressed once again over September and October, Opera recovered its visits' share of June 2008: 5.1%.

**Safari** remains in 4<sup>th</sup> position with an average visits' share in Europe of 2.5% for November 2008.

<i>Web visit shares by browser family (in Europe *)</i>	<i>June 2008</i>	<i>July 2008</i>	<i>August 2008</i>	<i>September 2008</i>	<i>October 2008</i>	<i>November 2008</i>
 Internet Explorer	60.5%	60.4%	59.4%	60.1%	59.2%	59.5%
 Mozilla Firefox	31.4%	32.2%	33.0%	31.2%	31.1%	31.1%
 Opera	5.1%	4.5%	4.5%	4.8%	5.4%	5.1%
 Safari	2.5%	2.4%	2.6%	2.4%	2.4%	2.5%
 Google Chrome	-	-	-	1.0%	1.1%	1.1%
 Netscape	0.3%	0.3%	0.3%	0.4%	0.6%	0.6%
Other browsers	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%

\* Average of the 32 studied European countries (See methodology).

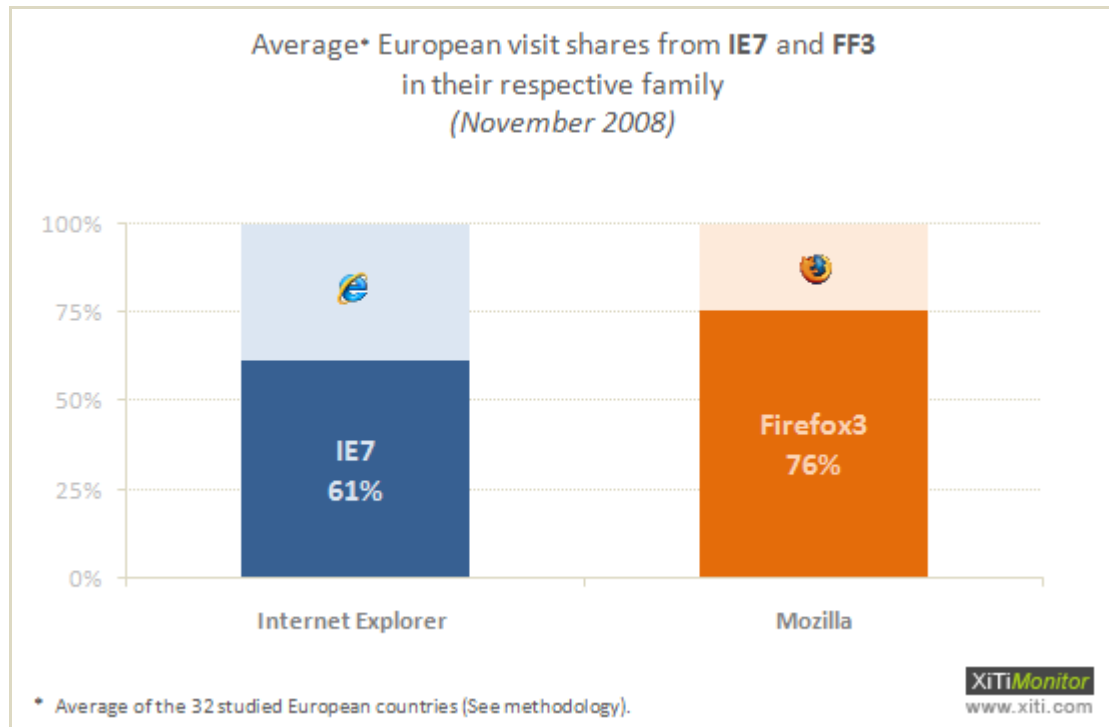
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www.xiti.com

### More than 3 out of 4 Mozilla visits accountable to Firefox 3

The graph below shows the average visits' share in Europe for Firefox 3 within the Mozilla family and IE7 within the Internet Explorer family and can be used to analyse the position taken by the latest versions of the two major browsers in terms of overall visits.

Latest versions penetrate at a staggered pace:

- 5 months after its launch (19 June 2008), Firefox 3 was already accountable for 76% of Mozilla Firefox visits (vs. 70% in September 2008). This should accelerate yet again when Firefox 2 development ceases on 17 December 2008 and with the forthcoming release of Firefox 3.1.
- 2 years after its entry on the market (19 October 2006), IE7 accounts for just 6 Internet Explorer visits out of 10 with a share that has not progressed since September.



**Browsers' ratings in Europe have not exactly been shaken up** but certain trends are emerging. The leader, **Internet Explorer**, is still way ahead but this has not stopped it losing ground compared to its competitors. The challenger, **Mozilla Firefox**, after a long and uninterrupted occupation, has held steady over the last three months.

As for the latest entry on the market, **Google Chrome**, it is not yet truly convincing but perhaps its latest version (compatible with Windows only) and the plans for pre-installation of the browser on certain PCs will change the course of the ratings.

We look forward to seeing you again in 2009 on **XiTi Monitor** for more news on browser ratings.

#### Methodology

The visits' share for each browser is the total number of visits of the browser in question compared to the overall number of visits for all browsers combined over a given period.

In the last part of the study, the Firefox 3 visits' share is the number of visits by this browser compared to the overall visits by the Mozilla family. In the same way, the IE7 visits' share is the number of visits by this browser compared to the overall visits by the Internet Explorer family.

In this study the Europe indicator is representative of the countries audited. The average visits' share in Europe is the average of the indicators for the 32 countries studied. Therefore the behaviour of a European country generating few visits is equitably taken into account in the visits recorded for the continent to which it belongs.

The 32 countries included in the study were:

Andorra, Austria, Belgium, Bulgaria, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxemburg, Malta, Monaco, the Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland, the Ukraine and the United Kingdom.