



AT INTERNET

Browser barometer

Browsers in Europe: Safari ahead of Firefox, following closely behind Internet Explorer

With 19.8% of visits on average in Europe in October 2014, Safari occupied 3rd place...at 0.1 point from the #2 browser, Internet Explorer (19.9%)

Study published on November 25, 2014



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Browsers in Europe: Safari ahead of Firefox, following closely behind Internet Explorer

Study carried out from October 1 – 31, 2014, on a cross-section of 7,747 websites audited by AT Internet.

Leader of the browser market, Google Chrome pursues its ascension, now counting more than one-third of visits in Europe. Among its challengers is Safari, who has played its cards well over the course of the last few months to capture 3rd place from Firefox, and is now well-positioned to take over 2nd place from Internet Explorer...



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Almost one out of 5 visits for Safari in Europe in October 2014

The following graph presents an estimation of the average distribution by browser of visits recorded on European websites over the last 13 months. The study was carried out across 23 European countries (see Methodology).

Safari will probably snag 2nd place from Internet Explorer, although Google Chrome pursues its upward movement

- **Since July 2014, Safari has taken 3rd place from Firefox, with a gap of 0.1 point from Internet Explorer in visit share**
 - With 19.8% in visit share in Europe in October 2014, Safari is ahead of Firefox by almost one point (18.9%): +2.1 points for Safari in one year vs. -2.2 points for Firefox. Safari will nearly overtake Internet Explorer: with a 5.7-point loss in visit share in one year, its share is only 19.9%.
- **In Europe, one out of 3 visits via Google Chrome**
 - With a gain of more than 5 points in one year, Google Chrome increases its gap with a visit share of 33.9%, in other words, 14 points more than the number 2 browser.

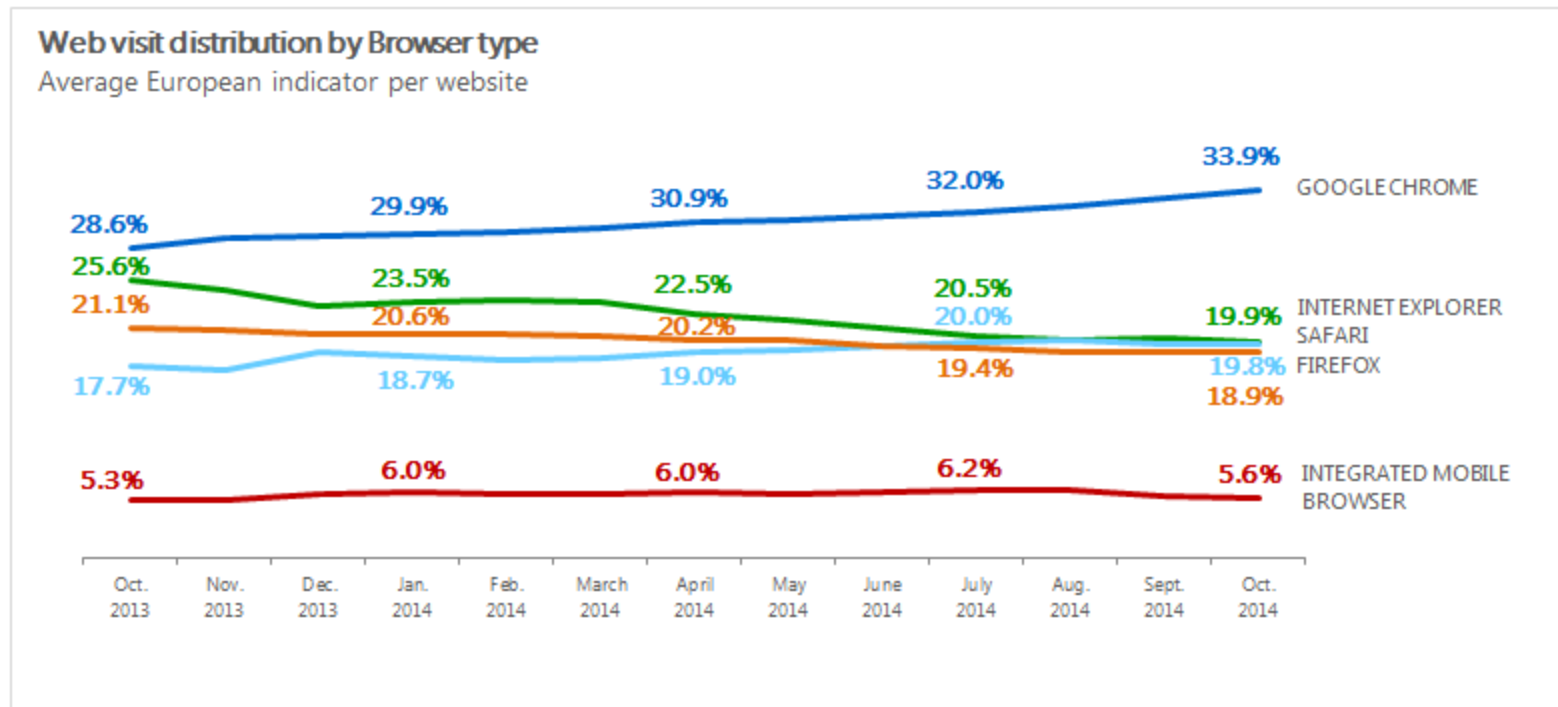


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Almost one out of 5 visits for Safari in Europe in October 2014



Source: AT INTERNET

Integrated mobile browsers are those developed by manufacturers exclusively for their mobile devices (Samsung, Blackberry...)



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Safari, the leading browser in the United Kingdom, soon behind Google Chrome

The following graphs show the evolution for 4 European countries: Germany, Spain, France and the United Kingdom. These are estimations of the average visit distribution for the top 5 browsers, in terms of share of visits for sites in each of these 4 countries in October 2014 and October 2013.

- **Despite its growth in Europe, Safari will soon be overtaken by Google Chrome in the United Kingdom**
 - With a gain of more than 6 points for Google Chrome in one year, just 0.3 point separates Google Chrome and Safari, the leader in the United Kingdom: 31.6% of visits vs. 31.9% for Safari, which lost 1.3 points in one year.
 - Safari took 2nd place in Spain (16.5%) and increased by 3.2 points in Germany.
- **Chrome, #1 in France and in Spain, gained ground in each country**
 - +4.2 points in Germany, +4.6 points in France, +6.1 points in the United Kingdom and +7.8 points in Spain (with more than 4 out of 10 visits) between October 2013 and October 2014.
- **Firefox still #1 in Germany and #2 in France but with a loss of ground each month**
 - It lost 2.9 points in one year in Germany but remained the most-used browser with a 34.2% visit share in October 2014.



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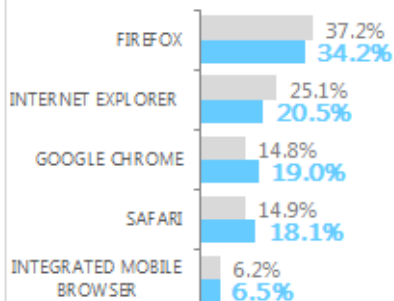


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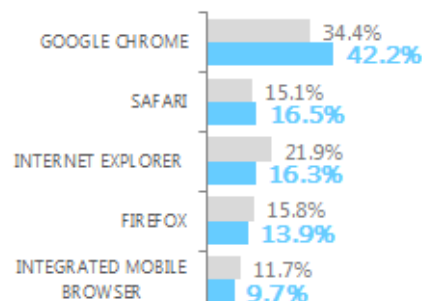
TOP 5 BROWSERS in visit share

Average indicator per website

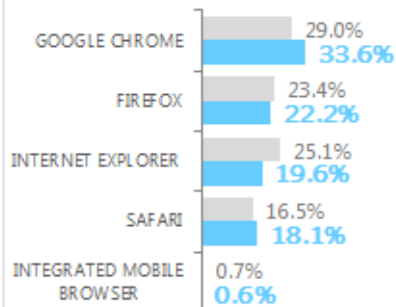
GERMANY



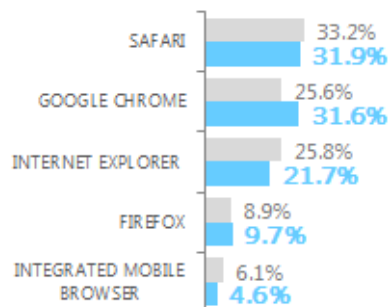
SPAIN



FRANCE



UNITED KINGDOM



■ Oct. 2013
■ Oct. 2014

Source: AT INTERNET



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Browsers in Europe: Safari ahead of Firefox, following closely behind Internet Explorer

Google Chrome, the browser leader in Europe with one in three visits, is flying high with a 14-point growth on the #2 browser, Internet Explorer, in terms of visit share in October 2014... As the #1 browser in France and Spain, Google Chrome is now set to go after the #1 spot in the United Kingdom as well, which has historically been Safari's territory.

Last July, Safari took 3rd place from Firefox in the rankings, and is now closing in on Internet Explorer's share of visits, which has lost 6 points in one year.

The browser market's evolution is largely linked with the evolution of means of Internet access over these last few years: the colossal Google, aside from its omnipresence, benefits from its significant penetration of the booming mobile market, which is also the case for Safari via the Apple brand.



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Methodology

- We are interested in the average distribution of visits, by browser, which have been recorded from a certain cross-section of websites (including responsive design sites and except mobile sites).
- 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, or a chaotic audience, or whose collected data highlights 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 every website, the visit share for each browser corresponds to the total number of visits for the browser which has been analysed, compared to the overall number of visits for all browsers combined over a given period.
- The European indicator is representative of the countries audited. The average visit share in Europe corresponds to the average of 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 were: 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.



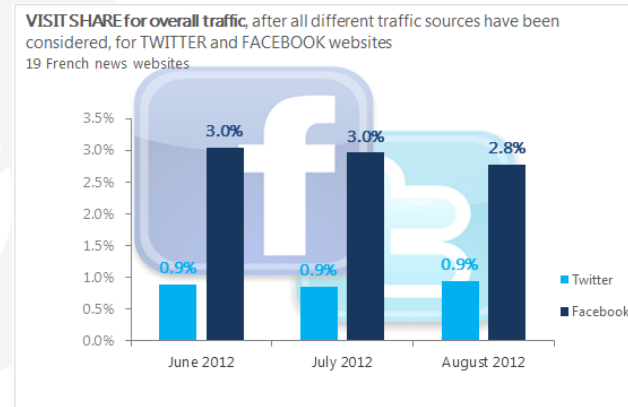
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Surveys Department

- AT Surveys is a service provided by the **AT Internet** company, major player in the field of Digital Analytics, specialists in measuring traffic and performance on all digital platforms including the web, mobile and social media.
- Analyses on various topics thanks to an exclusive database of more than 100,000 sites (<http://www.atinternet.com/en/resources/resources/studies/>)
 - Search Engine Barometer,
 - Browser Barometer,
 - Operating systems Barometer,
 - Web trends
- AT Internet offers companies the AT Insight **Benchmark** and **performance audit** (<http://www.atinsight.co.uk/>)



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