



# Browser & OS Market Share

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## ***Browser and OS Market Share Study***

This study is conducted on an on-going basis by Janco Associates, Inc. and is provided to the reader with the assumption that this information is going to be disclosed to no third party without the express written consent of Janco Associates, Inc.

The data is captured from several sites and is taken from the “visitors”<sup>1</sup> to the following sites

- <http://www.e-janco.com> (eCommerce)
- <http://www.ejobdescription.com> (eCommerce)
- <http://www.itproductivity.org> (eCommerce)
- <http://www.it-toolkits.com> (eCommerce)
- <http://www.laintermodal.com>
- <http://www.newsgroupworld.com>
- <http://www.ntcity.com>
- <http://www.psrinc.com>
- <http://www.psrorders.com>
- <http://www.cto-toolkits.com>

Three additional sites, for competitive reasons, have agreed to participate in the study but do not allow us to disclose their names.

- E-commerce mall
- Corporate informational site
- Search engine linkage

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<sup>1</sup> The visitors to these sites are primarily professional business users not consumers.

## ***Background, Operating Environment and Methodology***

Janco Associates, Inc. (Janco) develops and maintains several web sites. As part of its normal business needs, Janco monitors browser visitors and Operating Systems (OS) used by those visiting those sites and captures the type of browser and the OS used by the visitors. Some of the sites are maintained at Janco's corporate offices, Janco's outsourced web servers, and other remote Internet sites. All of the sites are commercial in nature with a business-to-business focus.

Janco also reviews the detail data and eliminates data, which is robotic, and / or non-human in nature. With this as a basis, data associated with spiders and "bots" is excluded from this analysis.

Janco does not receive any compensation from any of the providers of browsers to conduct this study. However, if a browser provider desires they could purchase this study or other Janco products for their full list price<sup>2</sup>.

Janco maintains multiple servers for Internet access. Janco's main servers are managed by a large international ISP at a site remote from Janco's offices. The servers are connected to the Internet via a T3 line that is maintained by a third party outsourcer. In past three years, there have been no extended outages of service. In prior periods, there was only one extended period of outage and that was for an 8 hour period due to a line failure caused by our communications provider. Data from that day has been excluded from our analysis.

Janco captures one record for each unique visit to the sites monitored. Whether an individual is at the site for one second or ten minutes that is counted as a single visit. If a user leaves the site and returns a second time that is counted as another visit.

The survey is accurate to within  $\pm 1.0\%$ . Any browser whose market share drops below 1% should be viewed not meaningful (n/m) and is not normally included in the Exhibits. The data is retained in the underlying spread sheets and is classified as "Other".

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<sup>2</sup> Several browser providers have purchased copies of earlier versions of this White Paper

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**Summary Findings - Top Browser and OS Market Share Rankings and Recommendations**

Between February 2007 and February 2010, Microsoft's Internet Explorer (IE) has lost 12.06% (from 80.04% to 67.98%) of its market share. Firefox and Google have been the main recipients of this change in market share. Google's Desktop and Chrome are new entrants into the browser market; however, interest in both products has dropped with the recent release of IE 8.

Janco declares Netscape as officially dead. It no longer has any market share and thus after this report it will no longer be mentioned

*Exhibit 1 - Browser Market February 2010 - February 2007*

Browser	Feb-10		Feb-09		Feb-08		Feb-07		Change	
	Rank	Percent	Rank	Percent	Rank	Percent	Rank	Percent	Rank	Percent
Internet Explorer	<p><b>This is a sample of the final product these pages are for your review only and are protected by Janco's copyright PAGES HAVE BEEN EXCLUDED</b></p> <p><b>www.e-janco.com</b></p>									
Firefox										
Google										
Safari										
Mozilla										
Opera										
Netscape										
Other										

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The acceptance of Firefox has stalled as the novelty and uniqueness of its features has worn off and has been duplicated by Microsoft's IE. Firefox is no longer unique as both IE and Google's offerings provide most of the same features. When Firefox - Version 3 was released, there was a material increase in its market share. In interviews with selected users, we have discovered that many users now easily shift from Firefox to IE and back again without any major effort. In addition to this as users have installed Vista and Windows 3 many have opted to install both Firefox and IE.

There is one opening for Firefox in the 64 bit processor arena. When Microsoft installs IE in that environment it opts to install the 64 bit version of IE which does not work well with Java Flash. There is a 32 bit version IE on the 64 bit machine, however the ICON is the same for both causing confusion. We have talked to a number of users who have Firefox installed so they can easily go to flash based sites

In the last few months, we have seen a pull back from Firefox back to IE. At this time, we do not know if that is a permanent stabilization of the browser market. We should have better understanding to this in the next release of our study.

One of the factors that continue to affect adversely both Firefox's and Google's (Chrome) is that their browsers do not work on all web sites.



**Associates Inc.**

During the interviews, Janco also found that developers and power users were mostly on Windows based platforms. Those who were not, for the most part were not in the “mainstream” of computing as seen in the eyes of corporate and enterprise users. It is for that reason that we have added a section of this study on the OS systems used by corporate and enterprise users who are active on the Internet.

Over 47% of the users sampled in our study were located outside of the United States. An analysis of the data showed that the users sampled come from 200 plus countries.

*Exhibit 2 - Visitor's Countries - December 2009 to February 2010*

Rank	Country	Percent
1	United States	42.55%
2	India	4.80%
3	United Kingdom	4.71%
4	Canada	4.71%
5	Singapore	2.64%
6	France	2.40%
7	China	2.34%
8	Australia	2.13%
9	South Africa	1.68%
10	Germany	1.45%
11	Japan	1.38%
12	Philippines	1.38%
13	United Arab Emirates	1.22%
14	Malaysia	1.20%
15	Netherlands	1.09%
16	Saudi Arabia	0.90%
17	Indonesia	0.84%
18	Sweden	0.78%
19	Egypt	0.74%
20	Pakistan	0.66%
21	Thailand	0.65%
22	Hong Kong	0.58%
23	Russian Federation	0.54%
24	Israel	0.47%
25	Switzerland	0.42%
180 Other Counties		17.74%

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