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Browser & OS Market Share

May 2011

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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”¹ 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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¹ 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 price².

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. 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 within a single day that is counted as a single visit. If a user leaves the site and returns a second time on a different day 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 can be excluded from the Exhibits. That excluded data is retained in the underlying spread sheets and is classified as "Other".

² Several browser providers have purchased copies of earlier versions of this White Paper

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

Between April 2008 and April 2011, Microsoft's Internet Explorer (IE) has lost 14.23% (from 72.60% to 58.38%) of its market share. Google, Apple (Safari), and Linux browsers have been the main recipients of this change in market share.

Data for Konqueror and Gecko has been included in the study data from the second quarter of 2009.

Exhibit 1 - Browser Market April 2008 - April 2011

Browser	Apr-11		Apr-10		Apr-09		Apr-08		Change
	Rank	Percent	Rank	Percent	Rank	Percent	Rank	Percent	Percent
Internet Explorer	1	58.38%	1	68.33%	1	71.44%	1	72.60%	14.23%
Firefox	2	17.71%	2	17.69%	2	17.09%	2	18.11%	-0.40%
Google	3	9.64%	3	5.26%	3	3.91%	3	2.88%	6.76%
Konqueror (Linux)	4	5.67%	4	2.49%	nm	nm	nm	nm	5.67%
Safari	5	2.16%	6	0.94%	6	0.44%	5	0.52%	1.64%
Opera	6	0.45%	7	0.48%	5	0.62%	6	0.25%	0.20%
Mozilla	nm	nm	5	1.30%	4	2.72%	4	1.97%	nm
Other	nm	5.99%	nm	3.51%	nm	3.78%	nm	3.66%	nm
		100.00%		100.00%		100.00%		100.00%	

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- ✚ Google with its Desktop and Chrome offerings now has almost 10% of the browser market share
- ✚ Firefox's market share has remained static for the last 3 years.
- ✚ In interviews with selected users, we have found that many users now easily shift between browsers without any major effort. In addition to this, as users have installed Windows 7 many have opted to install both Firefox and IE.
- ✚ One factor that continues to adversely affect Google's (Chrome) is that its browser does not work on all web sites.
- ✚ It seems that Google's Chrome is displacing its Desktop product. There is no push from Google to keep it earlier alive. See Exhibit 2.
- ✚ 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 2A – Google Chrome is displacing Google Desktop

Google Browser Market Share
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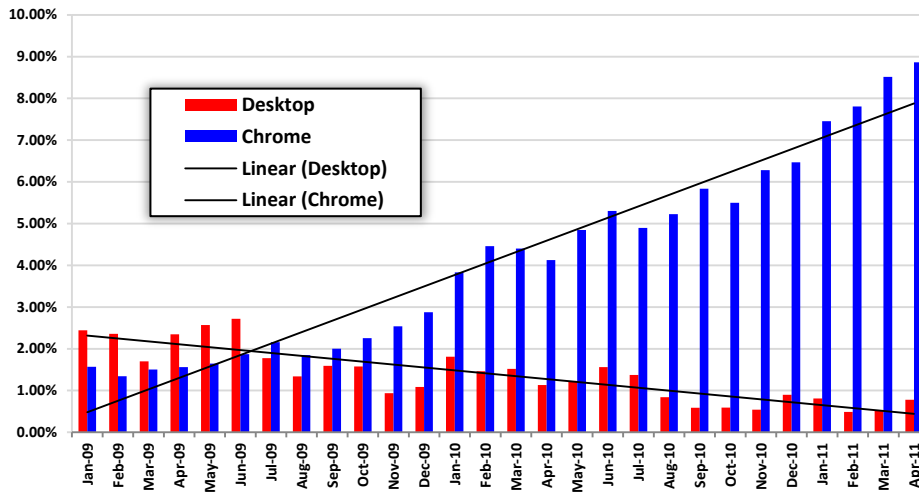
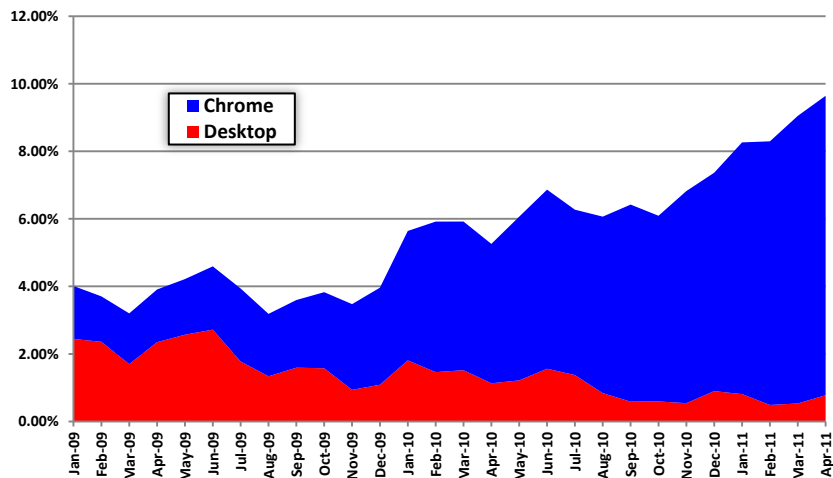


Exhibit 2B - Google Desktop and Chrome Combined Market Share

Google Market Share
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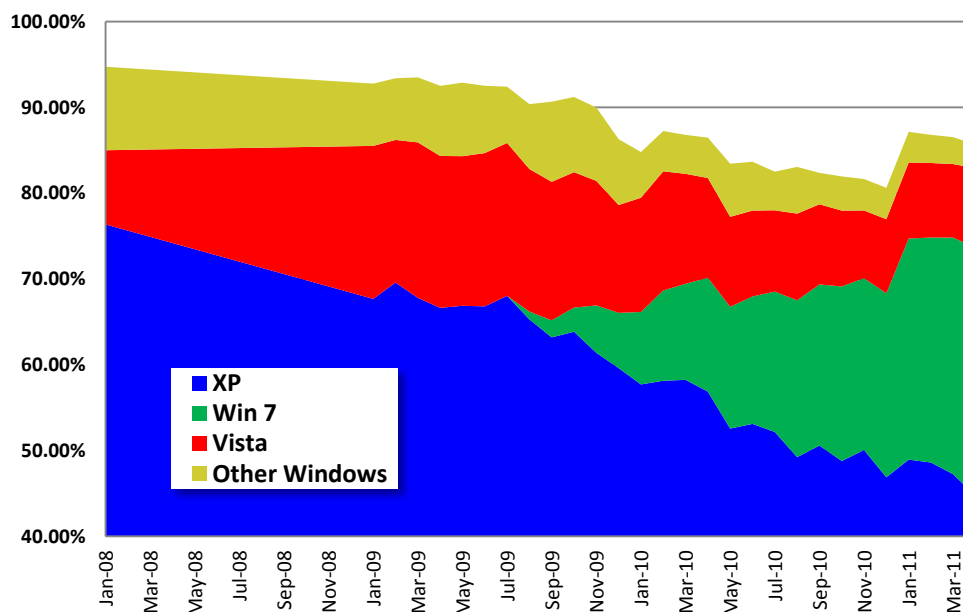
Operating System Market Share Trends

We have used the same methodology that we use in the Browser Market Share Analysis to study the Market Share of various Operating Systems (OS) in use by individuals who use the internet.

Major Findings

Exhibit 6A – Microsoft Loses over 10% of its OS Market Share

Windows 7 Helps Microsoft to Regain Operating System Market Share



- ✚ As Internet users moved to devices other and PC, Microsoft's market share of devices accessing the Internet drops by 10%.
- ✚ Windows 7 is now being used by more users than Vista. Windows 7 has 17.39% of the OS market while Vista has fallen to 10.78%.
- ✚ Microsoft owns the OS market in the desktop market. Currently over 94% of all desktop and laptop systems that use the internet are some form of the Windows OS.
- ✚ Users, who have tried Windows 7 are pleased with it and "highly recommend" it. The one exception is the 64-bit Version which has some issues associated with the 64-bit version of IE.
- ✚ Users will continue to move to Windows 7 from Vista. Those users who were on Windows XP will move if their hardware will support it or they will wait until they get new equipment with

the new OS pre-installed. We predict that by this time next year Windows 7 should have the same OS market share as Windows NT and that Vista will be a distant memory.

Exhibit 6B – Windows 7 Acceptance is High

Win 7 versus Vista Acceptance Rate

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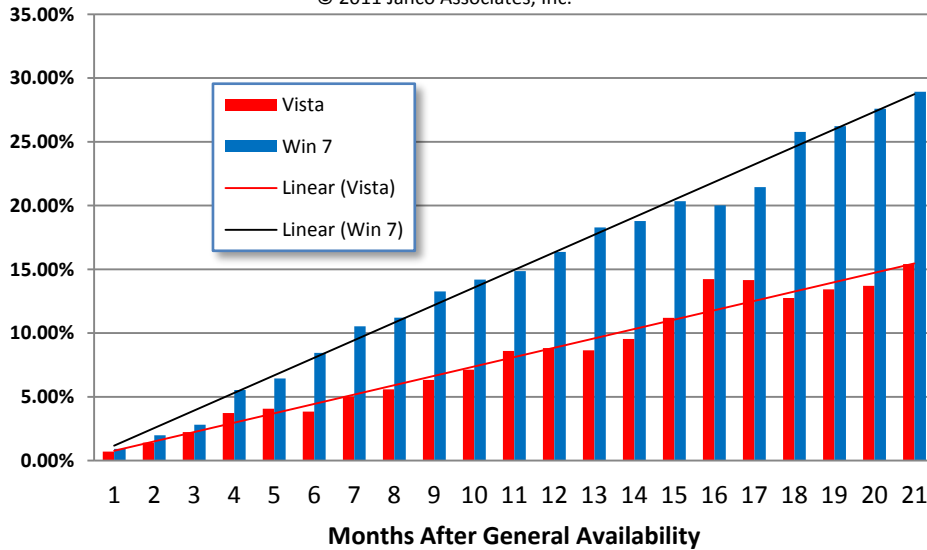


Exhibit 6C – Windows 7 and Vista Combined Market Share is almost 40%

Windows 7 and Vista Market Share

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