TAMİNDİR
2014
DOWNLOAD TRENDS
OF TURKEY

Content

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Tamindir.com Founder

2014 DOWNLOAD TRENDS OF TURKEY

Tamindir.com defines many statistics about the download habits of technological content users' on applications, games and technological software. For those firms which are in advertisement and mobile technologies may find those statistics vary on many categories, hereby useful for their market researches or customer analysis.

The data in this report gathered and analysed by real time user visits, behaviours, interests by pointing the most downloaded games, applications, similar software and correlated articles in order to pursue Turkish software consumers' intentions. The data doesn't only consist of basic data features of the behaviours, but also have important catchy variables about categorical classifications, platform variances, demographic and geographic determinations.

Setting off by Turkish users' basic data handling; it appears to be downloading software habits is gradually decreased through, but the volume of the action remains the same. Our expectations for next six month period is most likely conserving this downloading volume while responding to increasing mobile application software downloading demand which is already reaching the volume of 30% or 50% by software consumers.

Tamindir.com preserves and proves its own strong position in Turkey's application and games, consumer habits on data implication or interpretation by handling more than 15 million download volume only by itself. Therefore aforementioned delicate data on this particular matter is strong and reliable. As a result of our analytics and experiences, we are producing our first report about the Turkey's Software Downloading Trends. In future we are confident that the stability of our analytical reports will abide as we pursue our detailed work on the subject.

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Downloading Applications and Games in Turkey

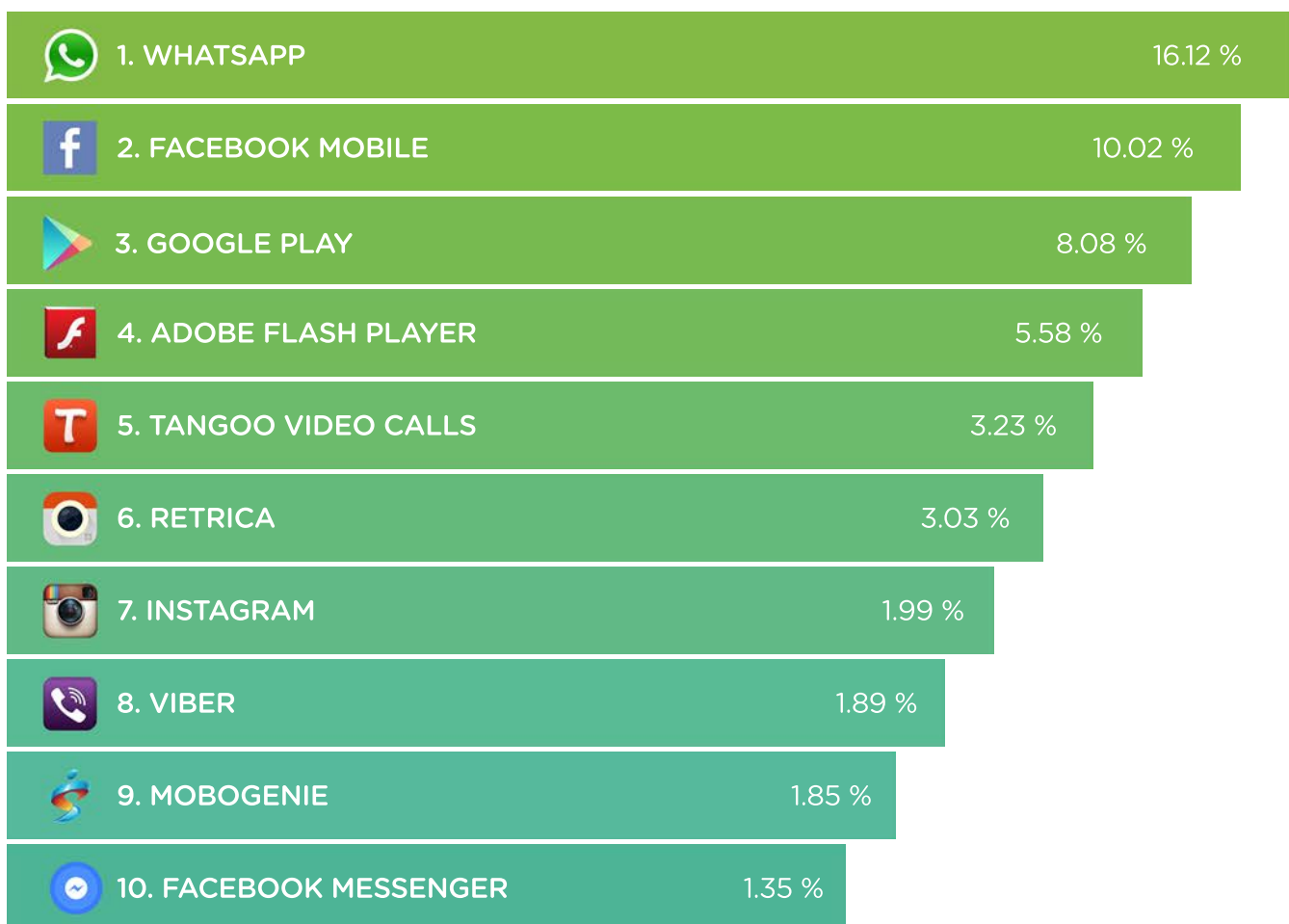**Can ÇEVRİM**

Editor in Chief

We do learn or evaluate ourselves daily and unknowingly by using various applications whilst downloading. This condition is not so dazzling if we particularly consider the spreading quantity of PC and mobile users.

When the point of the question is technology, downloading games and applications we have proven that Tamindir.com perfectly outlines valuable data about this particular segment as a higher volume provider to 130 million downloading ratio.

The report, which has been prepared for your consideration tries to shine a light upon Turkey's user habits by downloading mobile applications, software and games on this particular segment.
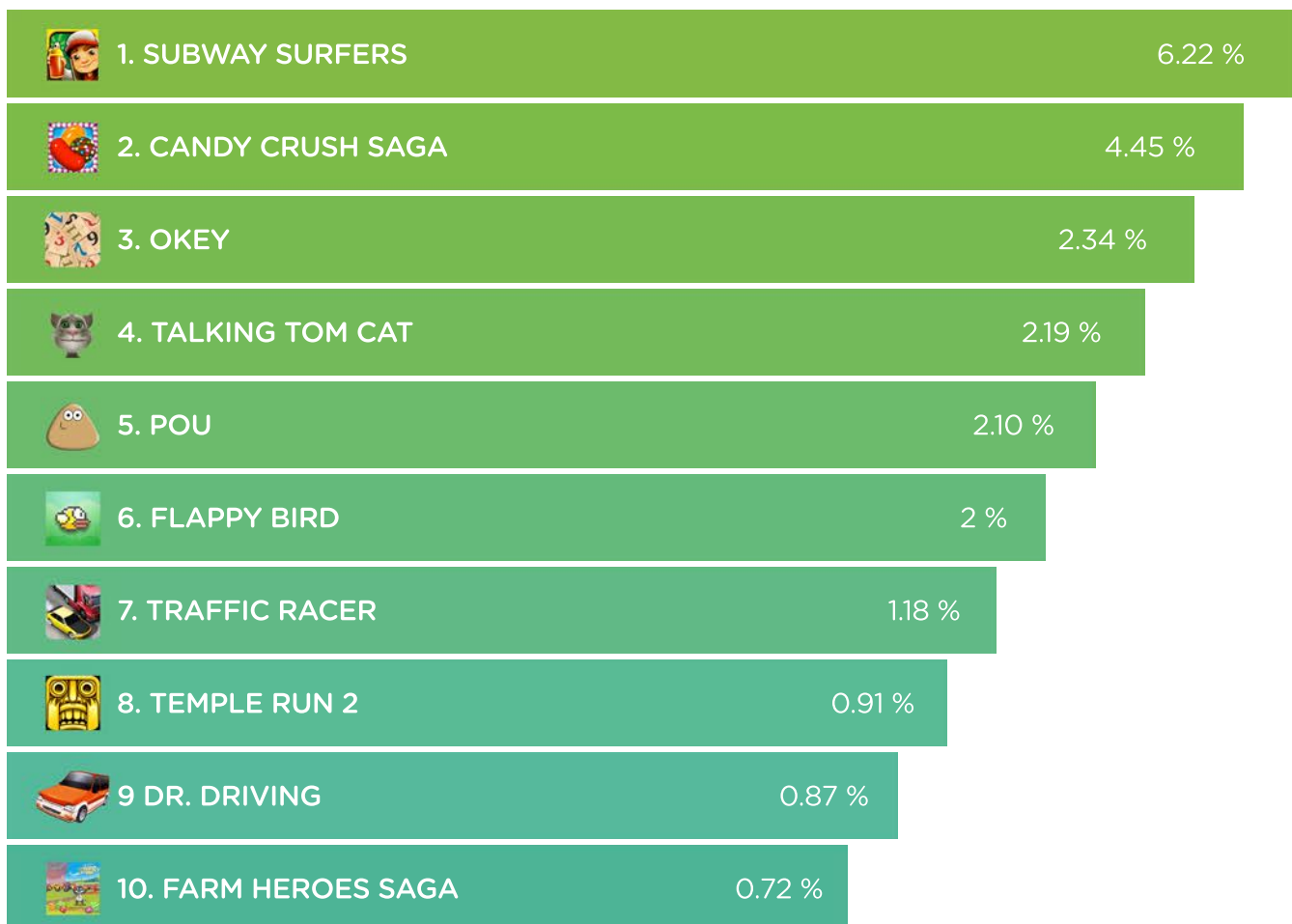
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The Most Downloaded 10 **Android** Apps

The analytics about Android applications is shown as messaging, photo and social media applications were preferred densely. The reason of this density occurring is mostly because Asian mobile device providers do not include Google Play on their export smartphones. Plain devices without Google Play steers consumers to obtain some applications not by application markets but download web sites. On the other hand popularity of Android devices increases the download volume parallel to its consume ratio.

1. WHATSAPP	16.12 %
2. FACEBOOK MOBILE	10.02 %
3. GOOGLE PLAY	8.08 %
4. ADOBE FLASH PLAYER	5.58 %
5. TANGOO VIDEO CALLS	3.23 %
6. RETRICA	3.03 %
7. INSTAGRAM	1.99 %
8. VIBER	1.89 %
9. MOBOGENIE	1.85 %
10. FACEBOOK MESSENGER	1.35 %

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The Most Downloaded 10 **Android** Games

On the contrary to iOS, gamers Android users prefer most popular and striking games in general. Below chart shows the popularity of Android game downloads and derived from Tamindir.com's analytics about Android game downloads

1. SUBWAY SURFERS	6.22 %
2. CANDY CRUSH SAGA	4.45 %
3. OKEY	2.34 %
4. TALKING TOM CAT	2.19 %
5. POU	2.10 %
6. FLAPPY BIRD	2 %
7. TRAFFIC RACER	1.18 %
8. TEMPLE RUN 2	0.91 %
9 DR. DRIVING	0.87 %
10. FARM HEROES SAGA	0.72 %

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The Most Downloaded 10 **iOS** Applications

It would not be an assumption but a fact that iOS users, mostly prefer and download social media services and photography applications frequently. According to their age scale; young users are using such applications at most which determines the way of social behaviour they are tend to pursue. On this segment Facebook is the most preferred social network.

On the other hand Ibb (Istanbul Municipality) Traffic App is on the list as well. Especially in Istanbul routine daily rush hours and heavy traffic circumstances are the cause to this traffic app downloading tendency.

1. WHATSAPP MESSENGER	5.62 %
2. RETRICA	4.35 %
3. CAMWOW RETRO	1.40 %
4. FACEBOOK MOBILE	1.37 %
5. IBBCEP TRAFFIC	1.20 %
6. SKYPE	0.95 %
7. FACEBOOK MESSENGER	0.83 %
8. CIA CALLER IDENTIFICATION	0.80 %
9. INSTAGRAM	0.72 %
10. TANGO VIDEO CALLS	0.50 %

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The Most Downloaded
10 **iOS** Games

The power race is still pursuing between Android and IOS devices that is for certain. But unwillingly iOS is having hard times on the popularity aspect amongst Android devices on many aspects. But truly and strongly holding on its ground by providing strong games and application on the application side of this never ending rivalry.
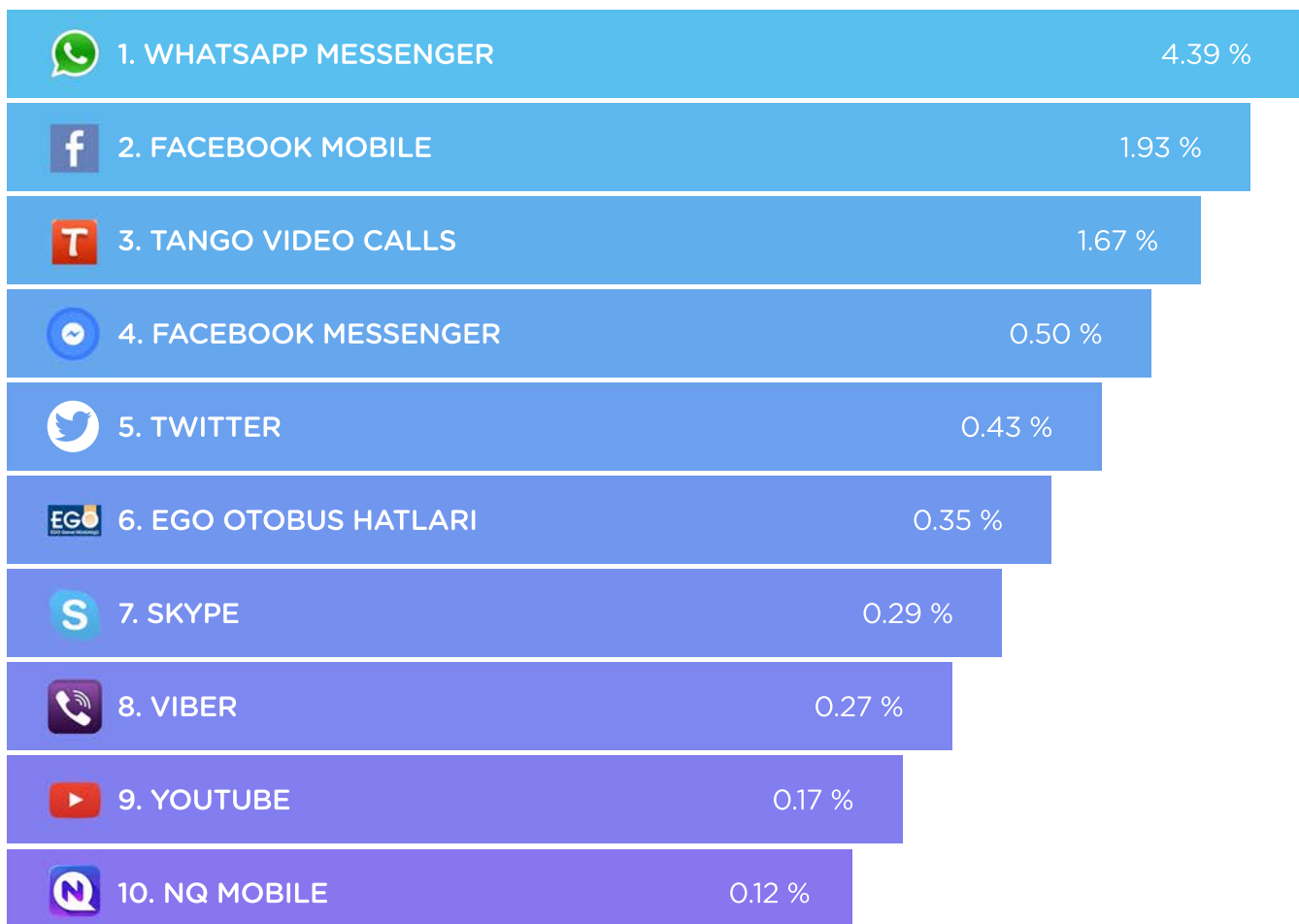
By glancing through iOS game downloads we could make an assumption that user are a bit more conservative on the gaming side by their choices. The sustaining stability of choosing long lasting quality games by users, appoints the determination of iOS users to perfection and to the products that have proven themselves for good.

1. CANDY CRUSH SAGA	10.01 %
2. HILL CLIMB RACING	2.73 %
3. TEMPLE RUN 2	1.61 %
4. SUBWAY SURFERS	1.59 %
5. HAY DAY	1.27 %
6. FLAPPY BIRD	1.11 %
7. PET RESCUE SAGA	0.87 %
9. MINECRAFT	0.78 %
8. PAPA PEAR SAGA	0.71 %
10. FARM HEROES SAGA	0.52 %

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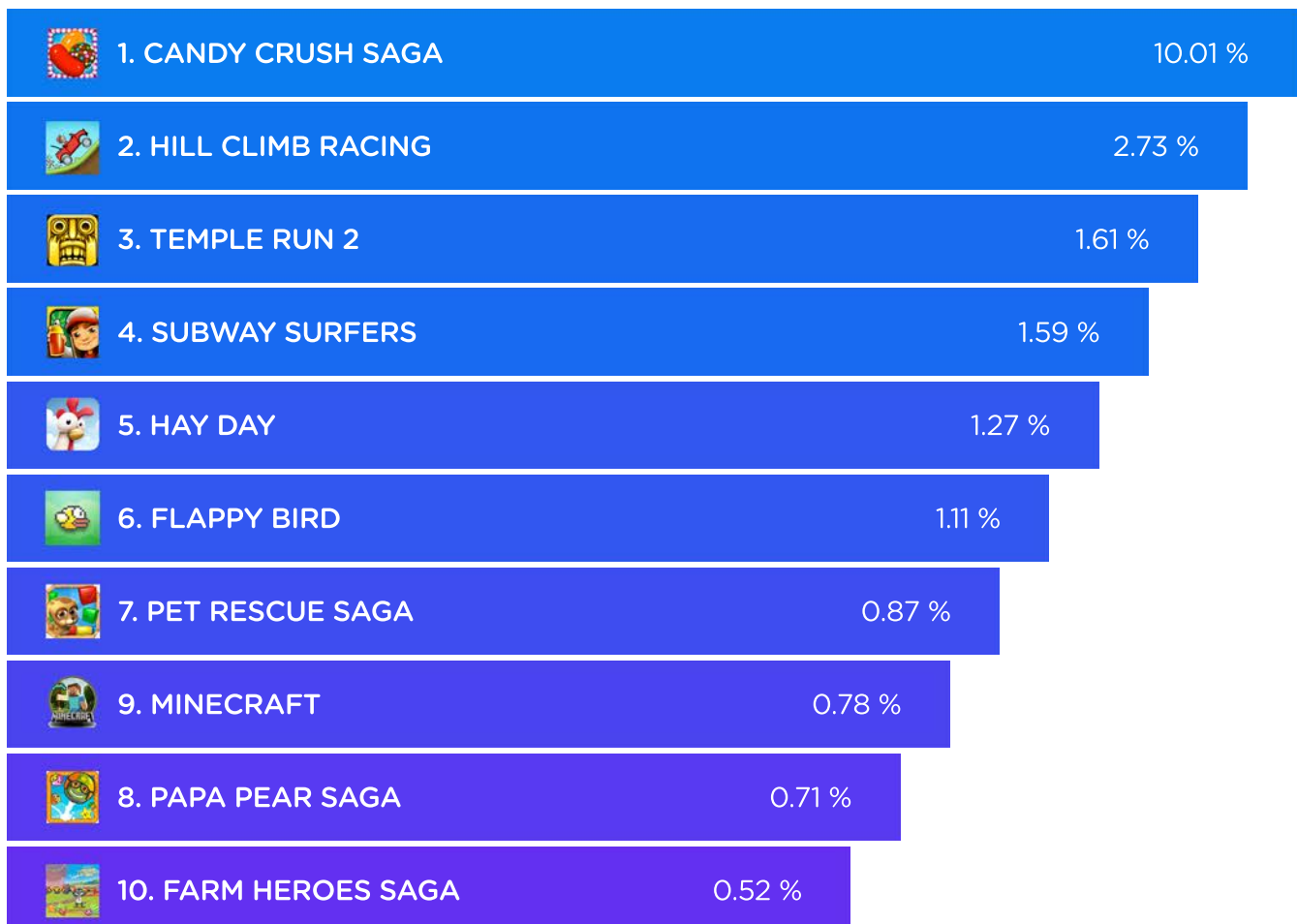
The Most Downloaded 10 **Windows Phone** Applications

The analytics about Windows Phone applications also show messaging, photo and social media applications were preferred widely. Therefore, it would be easily taken into consideration that users are preferring to communicate on social media networks as other OS users as well.

On the other hand it is a well-known fact that Windows Application Market is not as wide and diverse as the other application markets. This state of the market mostly creates an important influence on user's application choices. But considering the latest download ratio and increasing variety of the application on the market pledges a hope for the future efficiency of the Windows Phone Market.

1. WHATSAPP MESSENGER	4.39 %
2. FACEBOOK MOBILE	1.93 %
3. TANGO VIDEO CALLS	1.67 %
4. FACEBOOK MESSENGER	0.50 %
5. TWITTER	0.43 %
6. EGO OTOBUS HATLARI	0.35 %
7. SKYPE	0.29 %
8. VIBER	0.27 %
9. YOUTUBE	0.17 %
10. NQ MOBILE	0.12 %

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The Most Downloaded 10 **Windows Phone** Games

It is very obvious that Windows Phone OS has many gaps and deficiencies on the applications side when to compare with Android and iOS markets. Same state also valid for the games as well.

Particularly, the tendency of marketing only amusement games, sports games, endless run and racing genre downloads seem obvious that users mostly prefer well-known standard games to download for their Windows phones. Windows Phone users unfortunately mostly have to download such games because lack of action adventure genres are not various on their market.

1. MY TALKING TOM	10.56 %
2. SUBWAY SURFERS	2.15 %
3. OKEY	1.83 %
4. TEMPLE RUN 2	0.41 %
5. ASPHALT 8 AIRBORNE	0.35 %
6. TRAFFIC RACER	0.31 %
7. GTA SAN ANDREAS	0.27 %
8. FIFA 2014	0.22 %
9. FIFA 2013	0.16 %
10. TEMPLE RUN	0.13 %

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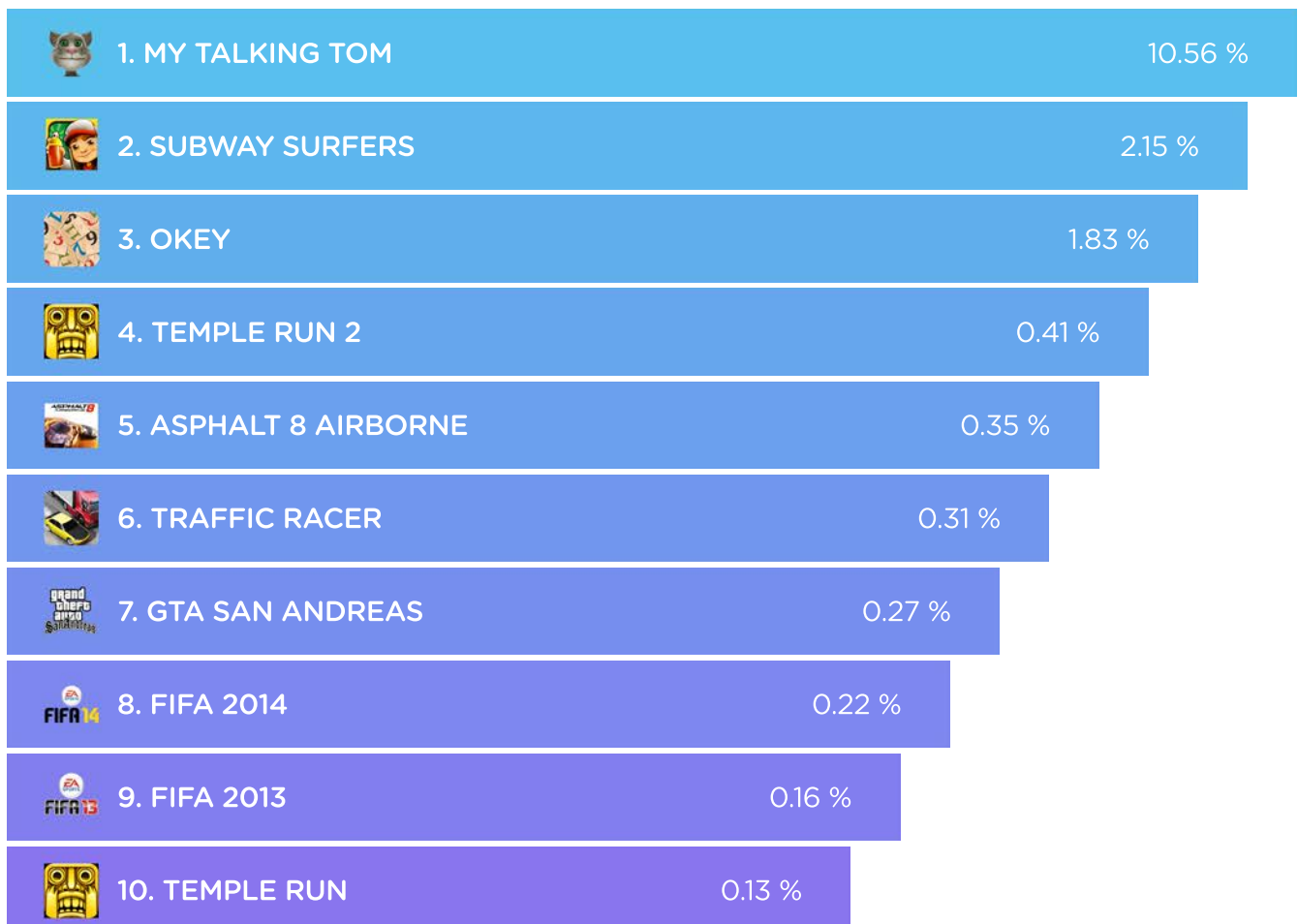
25 Million Mobile Application Download

Considering the differences of download rates on different mobile platforms, Windows Phone users are having a higher ratio despite the popularity of their OS. On the other hand, the higher download rates of Android applications determine a vast majority of users and how they prefer to try new applications frequently. Certainly the booming download ratios of Tamindir.com describes that Android users do prefer to use different sources rather than Google Play, for trusted and qualified application downloads.

18 MILLION
ANDROID

5 MILLION
iOS

2 MILLION
WINDOWS PHONE

DOWNLOAD PERCENTAGES BY MOBILE PLATFORMS

20%

8%

72%

- Android
- iOS
- Windows Phone

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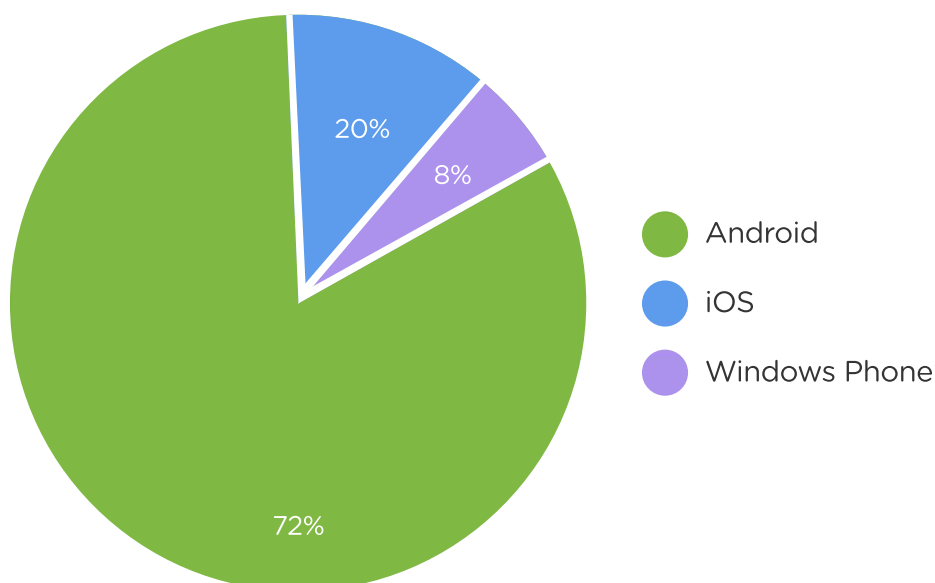
Preferred Download Categories on Mobile Segment

Overall analysis on general downloading categories, definitely points that games and communications are vastly preferred applications by users. Considering young adults and adolescent users are using their mobile devices, particularly more excessive than the other age groups, this assessment is not a surprise at all.

17,01%
GAMES

9,03%
COMMUNICATION

5,95%
TOOLS

4,30%
PHOTOGRAPHY AND VIDEO

2,95%
SOCIAL MEDIA

1,58%
SOUND AND MUSIC

0,91%
LIFE

0,88%
EDUCATION

0,86%
SECURITY

0,75%
NAVIGATION

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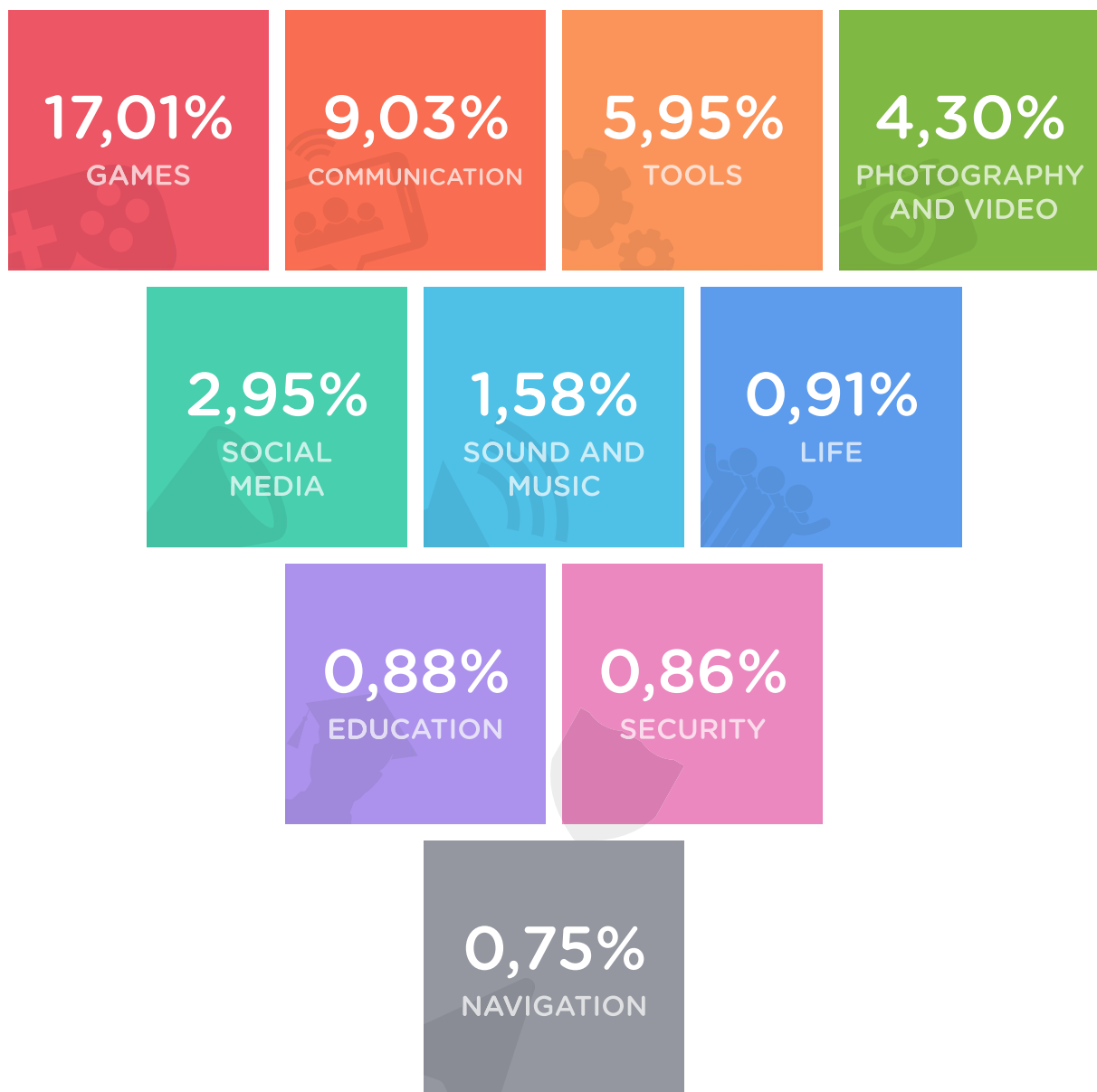
TOP 10 CITIES DOWNLOADING APPS IN TURKEY

9,5M
İSTANBUL

450K
İZMİT

925K
BURSA

5M
ANKARA

525K
KAYSERİ

500K
KONYA

2,5K
İZMİR

1M
DİYARBAKIR

950K
ANTALYA

1,5M
ADANA

According to demographic data; provincial downloading rates are changeable towards from big cities to smaller center of populations. In Turkey, western provinces and cities are showing higher tendencies among the other regions by downloading vast amount of applications and data according to their population ratios.

41%   59%

● Man
● Woman

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Download Ratio According to Age Groups

Age Group	Downloads
18-24	4,5 M
25-34	4 M
35-44	2,5 M
45-54	350 K
55-64	275 K
65+	274 K
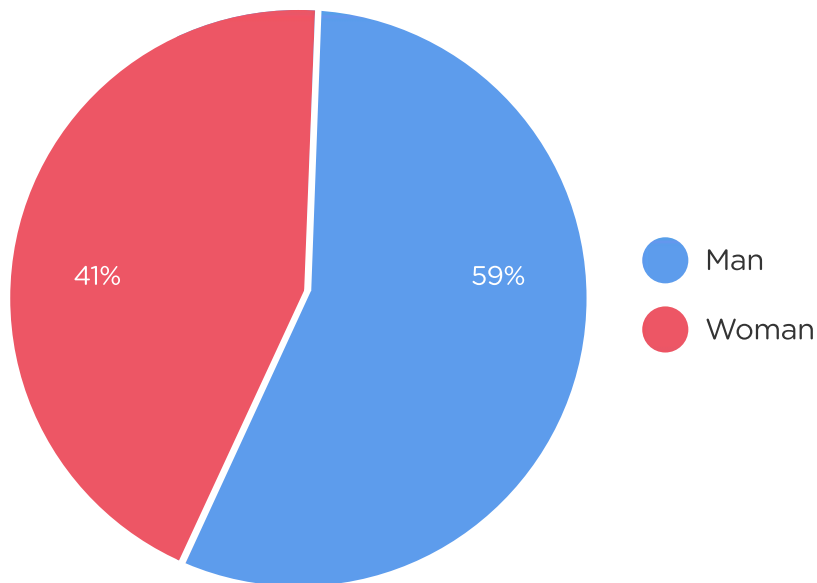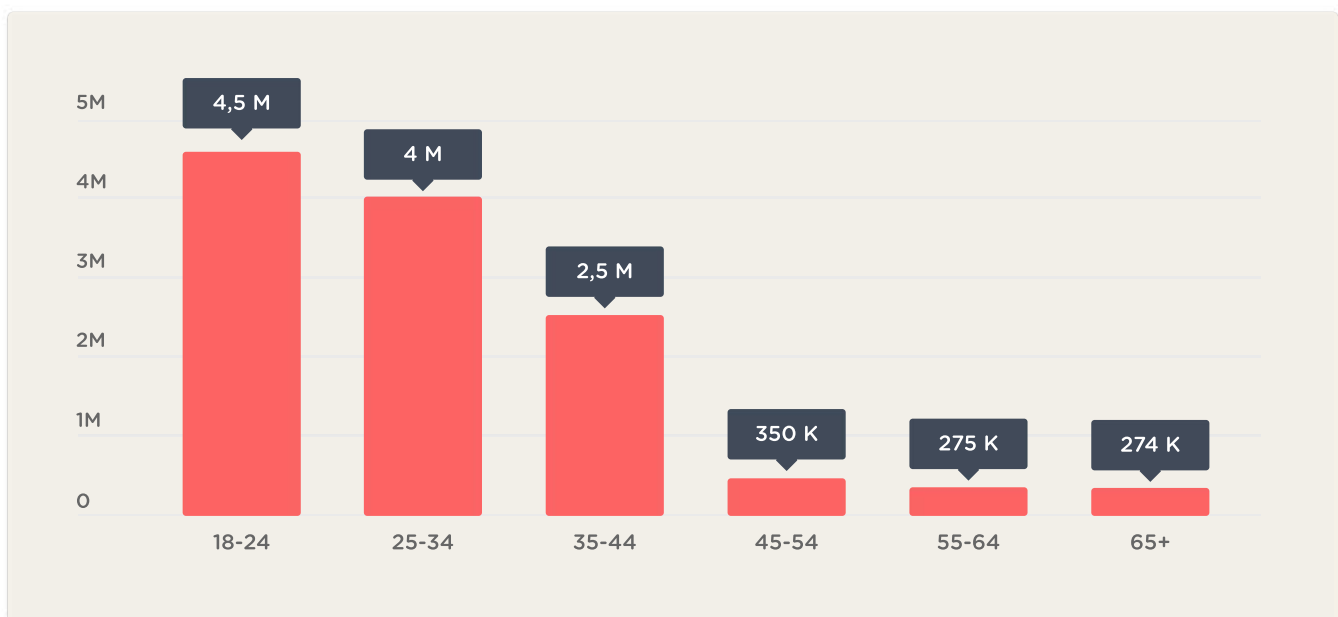
Interpreting the most downloaded applications according to age groups we may simply point out to users who are older than 45 years old are not very into technological software or applications. On the other hand, this assumption has an important misleading factor.

Yet, our country had an enormous trend of population growth starting from 1980. For this particular year, child births were extremely high among to other decades before and after this certain period of time. Therefore 34 years old and below this age group are just corresponds to this period so that the rate of this age group creates a slight difference ratio than the other age groups.

This certain higher value presents to those who are at 18-34 age range an opportunity of becoming a leader on downloading trends and behaviors. Technological breakthrough and modernism achievements starting from early 1990's, inevitably effected that certain age group so easily and made them become familiar with the technology.

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Top 5 Download Categories for **Android**

COMMUNICATION

1. WHATSAPP

2. TANGO VIDEO CALL

3. VIBER

4. LINE

5. SKYPE

TOOLS

1. GOOGLE PLAY

2. ADOBE FLASH PLAYER

3. İNDİROİD

4. KİM ARIYOR?

5. TORCH

PHOTOGRAPHY AND VIDEO

1. RETRICA

2. WONDERSHARE POWER CAM

3. CANDY CAMERA

4. YOUTUBE

5. PICSART

SOCIAL MEDIA

1. FACEBOOK MOBILE

2. INSTAGRAM

3. TWITTER

4. SWARM

5. ODNOKLASSNIKI

SOUND AND MUSIC

1. iPHONE ZİL SESLERİ

2. KUŞ SESİ

3. FİZY

4. SHAZAM

5. SOUNDHOUND

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Top 5 Download Categories for **iOS**

COMMUNICATION

1. WHATSAPP

2. TANGO VIDEO CALL

3. FACEBOOK MESSENGER

4. SKYPE

5. VIBER

TOOLS

1. APP STORE

2. İBB CEP TRAFFIC

3. CIA CALLED IDENTIFICATION

4. HOTSPOT SHIELD

5. WIFI FINDER

PHOTOGRAPHY AND VIDEO

1. RETRICA

2. CAMWOW RETRO

3. DISPLAY RECORDER

4. MOMENT CAM

5. YOUTUBE

SOCIAL MEDIA

1. FACEBOOK MOBILE

2. INSTAGRAM

3. VINE

4. FOURSQUARE

5. TWITTER

SOUND AND MUSIC

1. FIZY MOBILE

2. KARNAVAL RADYO

3. SOUNDHOUND

4. TTNET MÜZİK

5. TUNEIN RADYO

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Top 5 Download Categories for **Windows Phone**

COMMUNICATION

1. WHATSAPP

2. TANGO VIDEO CALL

3. SKYPE

4. FACEBOOK MESSENGER

5. VIBER

TOOLS

1. FLASH PLAYER 7 POCKET PC

2. ACTIVE SYNC

3. ADOBE READER POCKET PC

4. SPB MOBILE SHELL

5. UC BROWSER

PHOTOGRAPHY AND VIDEO

1. YOUTUBE

2. NOKIA CREATIVE STUDIO

3. INSTAGRAM BETA

4. PROSHOW

5. PICSART

SOCIAL MEDIA

1. FACEBOOK MOBILE

2. TWITTER

3. WECHAT

4. SWARM
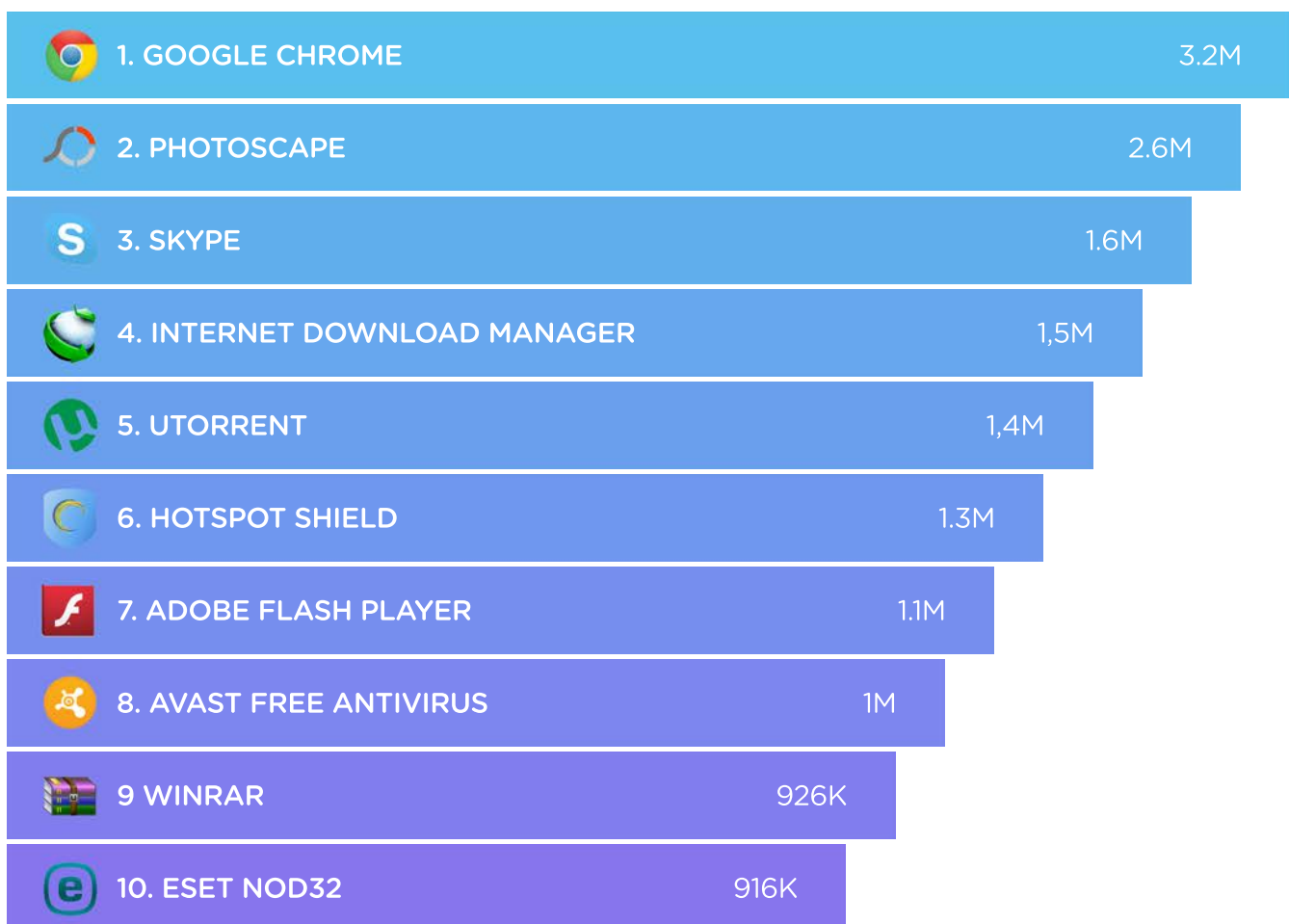
5. FOURSQUARE

SOUND AND MUSIC

1. ZİL SESİ YARATICISI

2. VK MEDIA PLAYER

3. DEEZER

4. RADYO

5. TUNEIN RADYO

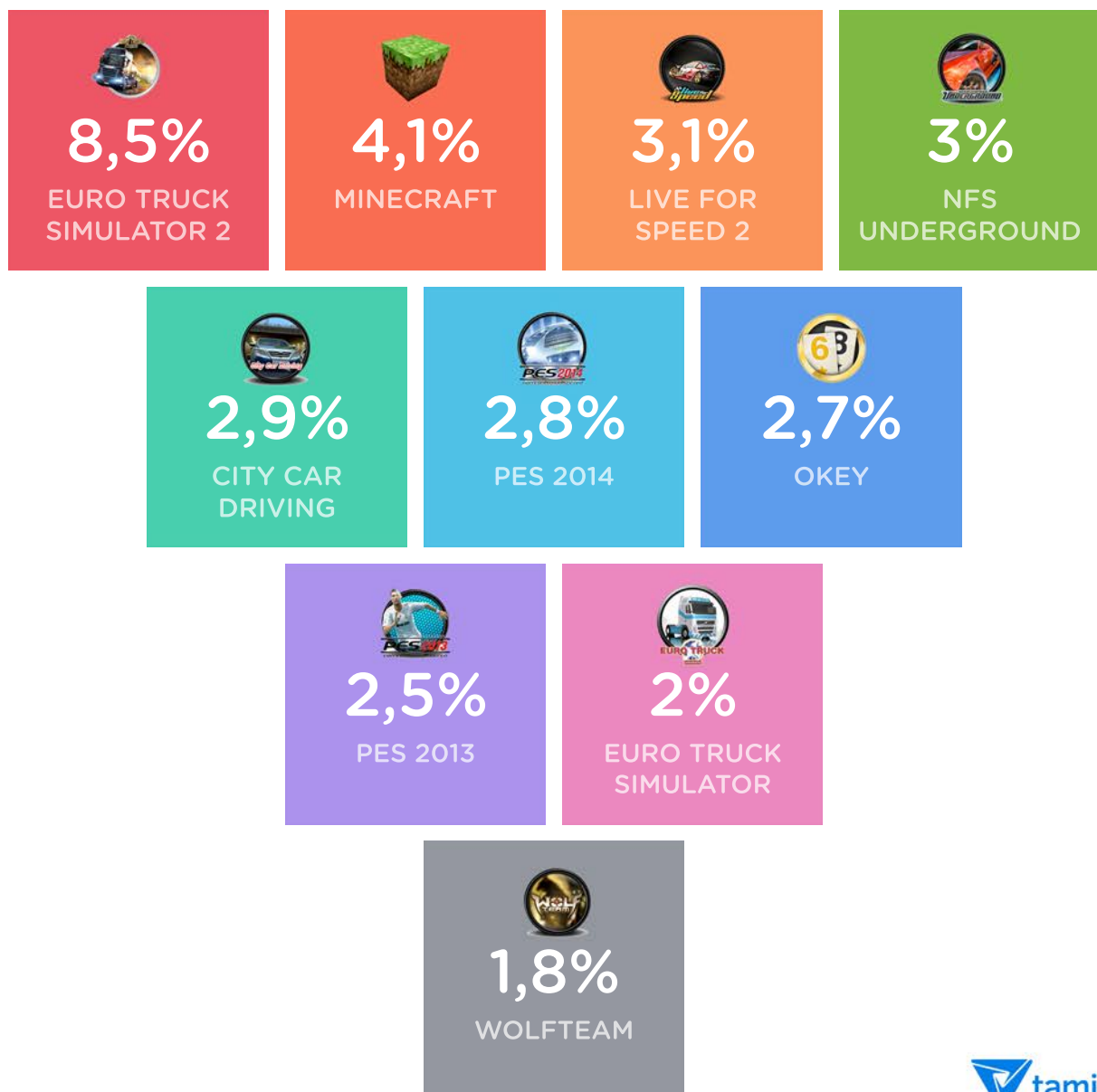tamindir

105 Million Software Downloads in One Year

In 2014, the most downloaded program being needed was an internet browser in order to meet the need of users. In consequence of this necessity, Google Chrome has been considered an important software by a vast majority of PC users.

On the other hand, a photograph editing software Photoscape on the mobile side recompenses the demand for arranging and organizing photos of users on smartphones has been opted more than the successors on PC.

1. GOOGLE CHROME	3.2M
2. PHOTOSCAPE	2.6M
3. SKYPE	1.6M
4. INTERNET DOWNLOAD MANAGER	1,5M
5. UTORRENT	1,4M
6. HOTSPOT SHIELD	1.3M
7. ADOBE FLASH PLAYER	1.1M
8. AVAST FREE ANTIVIRUS	1M
9 WINRAR	926K
10. ESET NOD32	916K

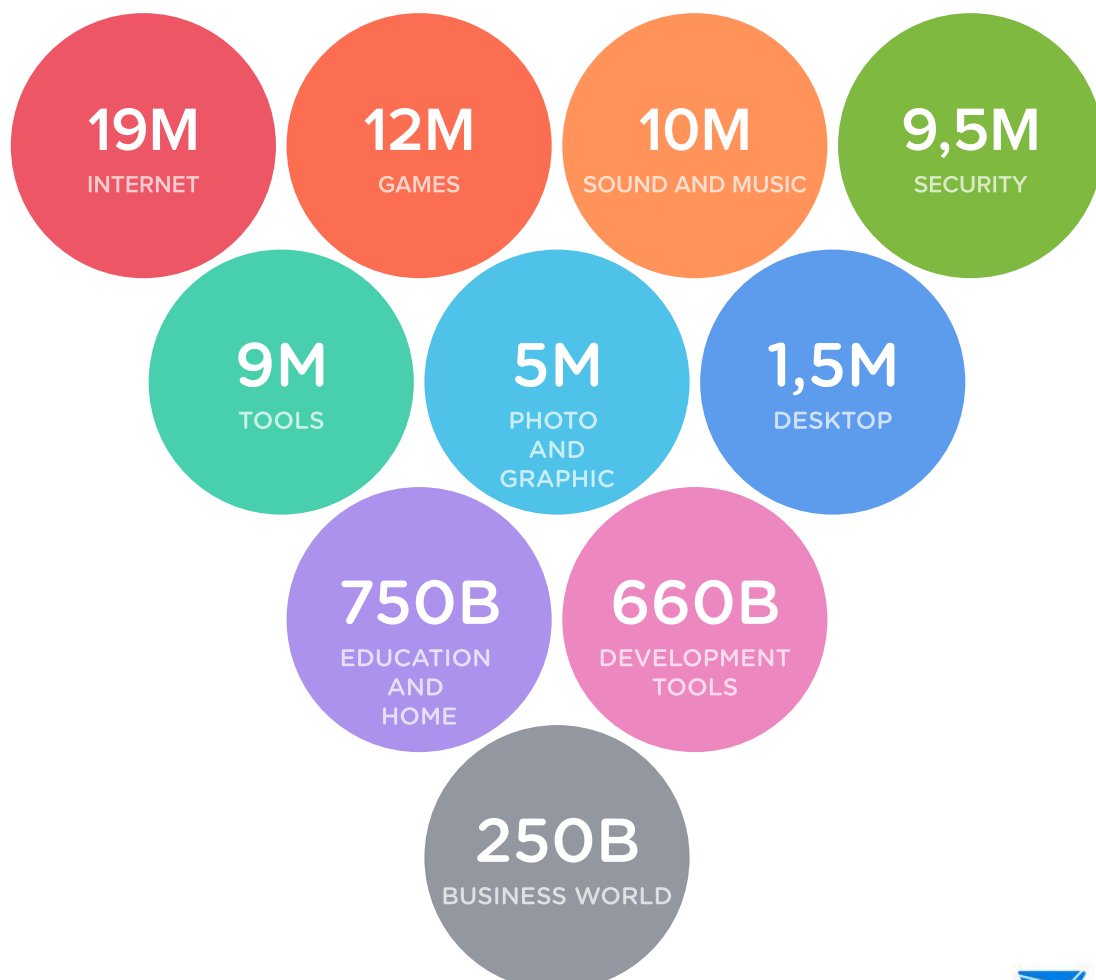tamindir

The Most Downloaded PC Games

The most preferred and downloaded PC games are open world, sporting and racing games and they preserve their popularity by far the best. These genres have a common ground on the popularity that is by providing to users a new style of life which could be viable in daily lives. Thereby users are mostly in demand of such life experience simulative games which leads certain game production companies to success while they are producing some as is.

8,5%
EURO TRUCK SIMULATOR 2

4,1%
MINECRAFT

3,1%
LIVE FOR SPEED 2

3%
NFS UNDERGROUND

2,9%
CITY CAR DRIVING

2,8%
PES 2014

2,7%
OKEY

2,5%
PES 2013

2%
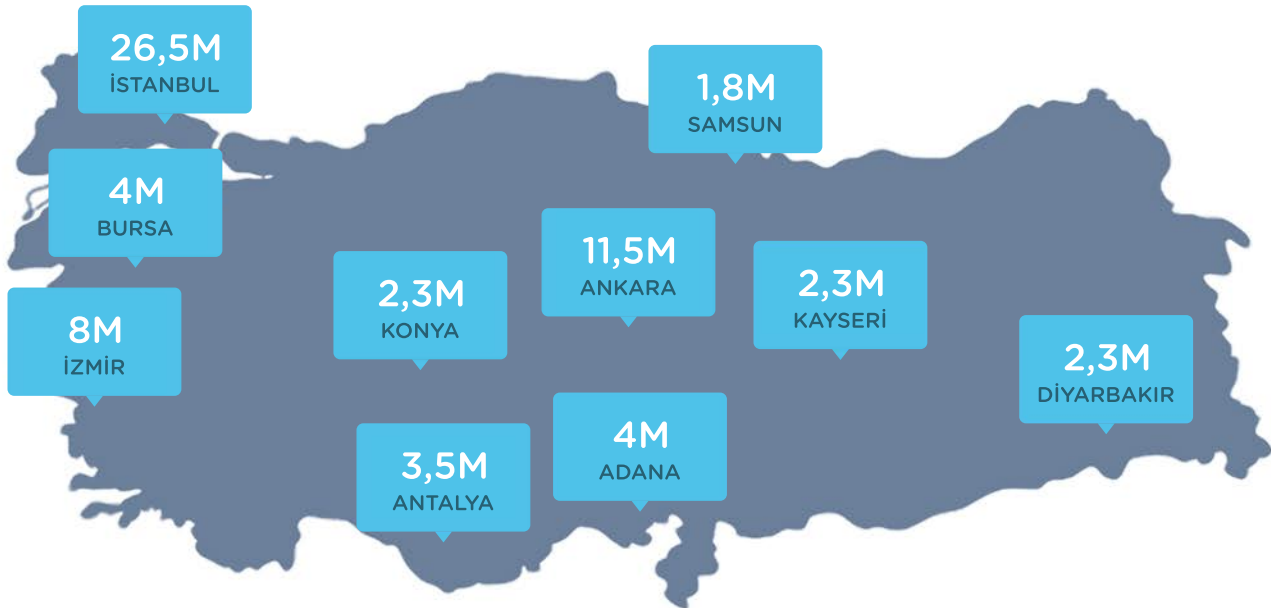EURO TRUCK SIMULATOR

1,8%
WOLFTEAM

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Top 10 Download Categories for PC

Downloading categories suggest a brilliant idea about the course of habit by categories on PC based downloads opted by users. In total the most downloaded categories are shown as Internet and games lead us to a simple conclusion that preferences intensify on such matters. In addition to these, sound and video categories should be appended to conclude that PC's are used as a strong multimedia device by users in the majority.

On the contrary, security software downloads are much more preferred on PC segment compared to mobile devices. This result indicates that securing a PC is much more taken into consideration than the security of mobile devices.

19M
INTERNET

12M
GAMES

10M
SOUND AND MUSIC

9,5M
SECURITY

9M
TOOLS

5M
PHOTO AND GRAPHIC

1,5M
DESKTOP

750B
EDUCATION AND HOME

660B
DEVELOPMENT TOOLS

250B
BUSINESS WORLD

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# TOP 10 CITIES DOWNLOADING SOFTWARE IN TURKEY

As we have mentioned before, it is perfectly certain that according to demographic data; provincial downloading rates are changeable towards from big cities to smaller center of populations. Thereby it is so ordinary that Istanbul carries the leadership on downloading software for PCs.

Yet, by age range male dominated rate statistics In Turkey points out that certain equality on mobile users by male and female genders are not so valid, when it comes to software downloading software for PC. Female users mostly prefer to stick with their mobile devices rather than PC. Therefore the wide difference in ratings by user gender differs by far.
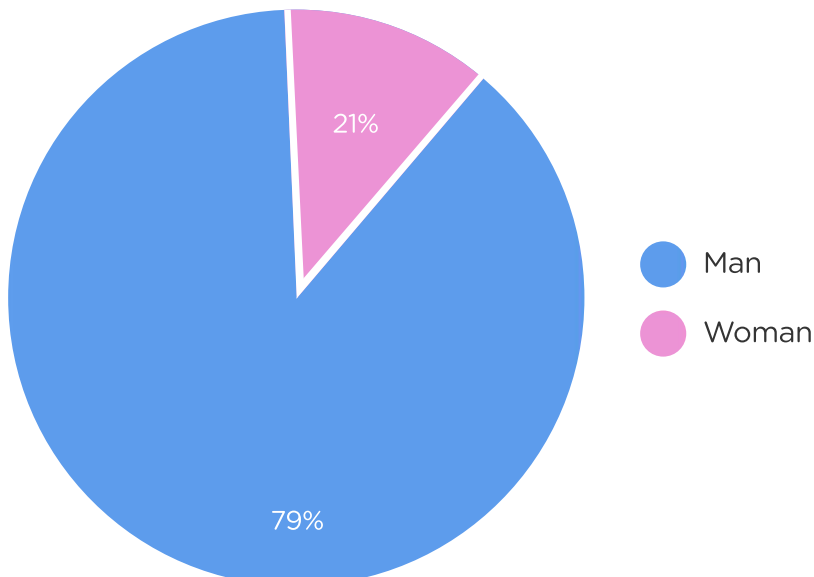
Download Ratio
According to Age Groups
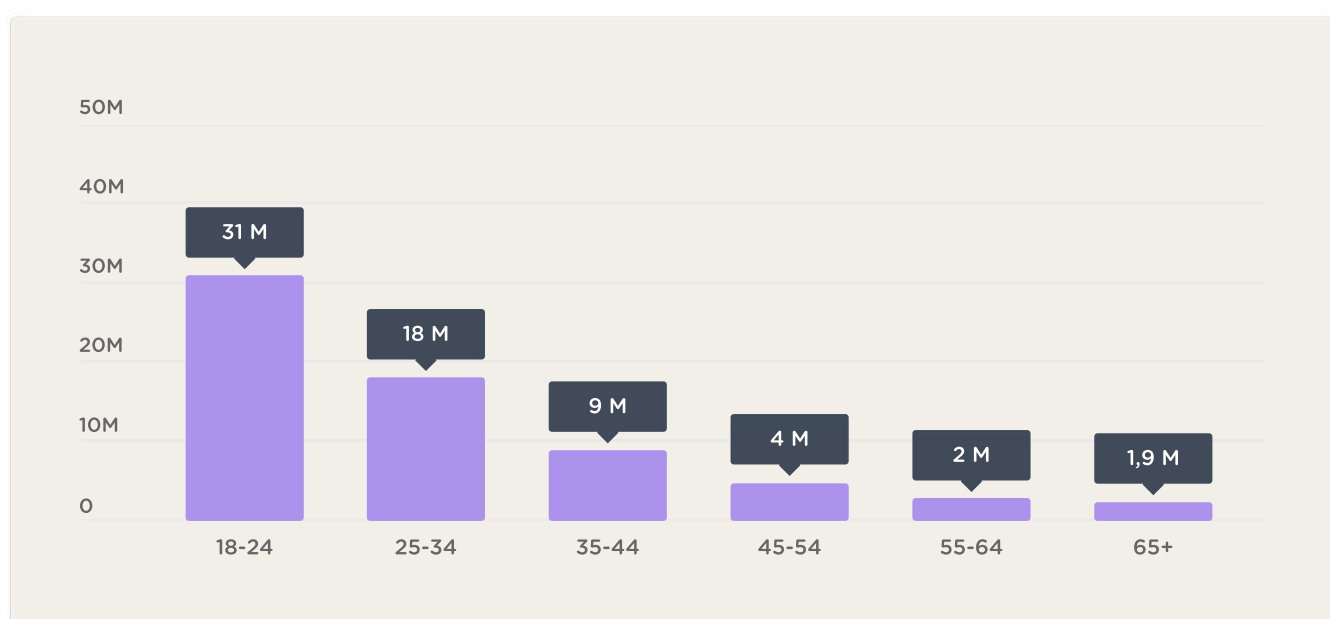
Even though, the similarity on downloading software habits by age groups on mobile and PC almost tallies to one another, however PC always covers more analytic ratio on age range between 18-24. Besides possessing sophisticated smartphones on this age range, the majority of them have PCs in their homes as well and that changes the analytic ratio facts most likely.

On the other hand users above 45 years old have a major vast ratio of downloading PC software comparing to mobile applications obtaining and installing on their smartphones as well. But this number must be considered by the quantity of this age group which are definitely lower than 18 to 24 years old user groups which are excessive by numbers. Whilst habit of possessing a PC at home as a home user is a general habit and boosts the downloading ratios by numbers.

Due to advances in mobile technologies, PC usage most probably would show some occurrences of limited declinations in the coming years.

Top 5 **Desktop Softwares**
Download Categories

INTERNET

1. GOOGLE CHROME

2. UTORRENT

3. SKYPE

4. INTERNET DOWNLOAD MANAGER

5. ADOBE FLASH PLAYER

SOUND AND VIDEO

1. VLC MEDIA PLAYER

2. DAEMON TOOLS LITE

3. GOM PLAYER

4. WINDOWS LIVE MOVIE MAKER

5. NERO

SECURITY

1. AVAST FREE ANTIVIRUS

2. HOTSPOT SHIELD

3. ESET NOD32 ANTIVIRUS

4. ULTRASURF

5. AVG ANTIVIRUS FREE EDITION

TOOLS

1. WINRAR

2. CCLEANER

3. BLUESTACKS

4. RECUVA

5. SLIMDRIVERS

PHOTO AND GRAPHIC

1. PHOTOSCAPE

2. ADOBE PHOTOSHOP

3. PICASA

4. PROSHOW PRODUCER

5. AUTOCAD

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10 Most Read Guidance Articles

In generally it was too obvious that articles, news and blogs about WhatsApp, DNS guides and reaching blocked website manuals issued in Tamindir.com, were the most read subjects in the year 2014. On the other hand news about Apple products and GTA games had an expected intensive concern as well.

Readers mostly concern about counseling articles and blogs about mobile comparing to previous years, that are the result of the mobile technology transition was more powerful in 2014 and readers tried to keep track of the latest advancements by following Tamindir.com.

WhatsApp Tips You Do not Want to Miss

Changing DNS Settings on iPhone and iPads

Softwares to Reach Blocked Content

Speed Up uTorrent; Settings and Tips

The Best iOS Photo Editing Software

Secret Features of iPhone 5 and 5S

How to Use Zenmate?

Best Android Games of April 2014

Instagram Tips and Tricks You Need to Know About

GTA San Andreas Mobile Review

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Top 10 Tech News of 2014

By glancing through in Tamindir's counselling articles, news and blogs, besides the popularity of WhatsApp, due to internet scope of Turkey VPN and DNS tips, folder sharing and similar subjects were mostly taken into consideration by readers. But of course GTA and Apple news have never been ignored, which was obvious as expected.

Density of interest towards mobile tips and trick articles were also shown us that in the coming years readers will incrementally head for such blogs and news parallel to mobile technology development.

GTA Release Date Revealed

GTA SanAndreas Will Celebrate Its Loth Anniversary by Releasing HD Version of The Game

iCloud Has Been Hacked; Celebrity Privacy Revealead

GTA 5 PC Version Will Be Released

iPhone 6 Models With Saphire Screen Will Be More Expensive

All The Details About Samsung Galaxy S6 and Its Release Date

World's Very First Owner of iPhone 6 Has Dropped The Phone to The Ground

iPhone 6 Camera Will Brim Over The Case a Little

They Have Been Cruel and Merciless to iPhone 6

PES 2105 Demo Play Will Be Released Tomorrow

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2.5 Million Downloads From Abroad

Eventhough most of the users visit Tamindir from Turkey, the web site has an intense interest from Turkish language speaking countries as well. Especially Azerbaijan has the vast ratio of 25% of all other Turkish language speaking countries among the followers from abroad.

This is an inevitable result of Azerbaijanis mostly consider Tamindir.com as an authority on technological development news and blogs.

By all means not underestimating the population of Turkish people in USA, Great Britain and Cyprus, therewithal those countries provide a high amount of readers to Tamindir.com. In the upcoming years expectation of reader volume may vary as Turkish speaking users population density increase in those countries.

AMONG 208 COUNTRIES
THE MOST DOWNLOAD RECORDED TOP 5

AZERBAJIAN	USA	GERMANY
27,68%	**15,24%**	**7,03%**

CYPRUS	ENGLAND
5,63%	**4,46%**

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