



|                             |                            | GfK DAM - Gemiddelde maandbereik 13+<br>Alle platformen september 2018 | Totaal 13+<br>Alle platformen |
|-----------------------------|----------------------------|--|-------------------------------|
| Positie<br>(september 2018) | Positie<br>(augustus 2018) | Merk   | Maandbereik %                 |
| 1                           | (1)                        | Google (excl YT)   | 92,5                          |
| 2                           | (3)                        | Google Search  | 87,5                          |
| 3                           | (2)                        | Facebook   | 87,4                          |
| 4                           | (4)                        | YouTube  | 84,3                          |
| 5                           | (5)                        | Google Maps  | 78,0                          |
| 6                           | (6)                        | WhatsApp Messenger   | 74,1                          |
| 7                           | (7)                        | Bol.com  | 72,3                          |
| 8                           | (8)                        | Gmail  | 63,7                          |
| 9                           | (10)                       | Facebook Messenger   | 61,9                          |
| 10                          | (9)                        | Marktplaats  | 59,4                          |
| 11                          | (12)                       | NU.nl  | 55,6                          |
| 12                          | (13)                       | NOS  | 53,7                          |
| 13                          | (11)                       | Buienradar   | 52,5                          |
| 14                          | (14)                       | Instagram  | 51,4                          |
| 15                          | (15)                       | Twitter  | 49,2                          |
| 16                          | (16)                       | AD   | 48,8                          |
| 17                          | (17)                       | Google Play  | 48,2                          |
| 18                          | (18)                       | Telegraaf  | 46,5                          |
| 19                          | (44)                       | Outlook  | 44,0                          |
| 20                          | (24)                       | Pinterest  | 43,4                          |
| 21                          | (22)                       | LinkedIn   | 43,1                          |
| 22                          | (19)                       | ANWB   | 41,9                          |
| 23                          | (20)                       | Netflix  | 41,7                          |
| 24                          | (23)                       | Live.com   | 40,6                          |
| 25                          | (21)                       | Regionale Publieke Omroepen  | 40,2                          |
| 26                          | (27)                       | Spotify  | 35,3                          |
| 27                          | (29)                       | MSN  | 34,8                          |
| 28                          | (28)                       | Microsoft.com  | 34,6                          |
| 29                          | (25)                       | Aliexpress   | 31,9                          |
| 30                          | (35)                       | NPO Start  | 31,5                          |
| 31                          | (51)                       | Apple Music  | 31,1                          |
| 32                          | (32)                       | Bing.com   | 30,8                          |
| 33                          | (30)                       | Mediamarkt   | 30,7                          |
| 34                          | (31)                       | Google Foto's  | 30,6                          |
| 35                          | (26)                       | Weeronline   | 29,6                          |
| 36                          | (33)                       | Funda  | 28,9                          |
| 37                          | (36)                       | RTL NL   | 27,9                          |
| 38                          | (42)                       | 9292   | 27,4                          |
| 39                          | (34)                       | RTL nieuws   | 27,3                          |
| 40                          | (41)                       | Microsoft Office   | 27,2                          |
| 41                          | (37)                       | Amazon   | 25,5                          |
| 42                          | (43)                       | Samsung  | 25,4                          |
| 43                          | (38)                       | Startpagina  | 24,5                          |
| 44                          | (45)                       | Apple  | 24,4                          |
| 45                          | (40)                       | Google Translate   | 24,1                          |
| 46                          | (48)                       | Buienalarm   | 23,2                          |
| 47                          | (50)                       | Dropbox  | 22,7                          |
| 48                          | (53)                       | Infonu   | 22,5                          |
| 49                          | (55)                       | Avrotros   | 22,4                          |
| 50                          | (81)                       | Airmiles   | 22,3                          |

Bron: Online Bereikcijfers GfK DAM; september 2018; Selectie: commerciële merken; netto bereik alle platformen  
Maandbereik is minimaal 1x site bezocht of app gebruikt in de periode



|                          |                         | GfK DAM - Gemiddelde maandbereik 13+ Platform Smartphone september 2018 | Totaal 13+ Platform Smartphone |
|--------------------------|-------------------------|---|--------------------------------|
| Positie (september 2018) | Positie (augustus 2018) | Merk  | Maandbereik %                  |
| 1                        | (1)                     | WhatsApp Messenger  | 73,9                           |
| 2                        | (2)                     | Google (excl YT)  | 67,7                           |
| 3                        | (3)                     | Facebook  | 65,4                           |
| 4                        | (4)                     | Google Maps   | 58,6                           |
| 5                        | (5)                     | YouTube   | 58,0                           |
| 6                        | (6)                     | Facebook Messenger  | 49,8                           |
| 7                        | (7)                     | Google Search   | 46,6                           |
| 8                        | (9)                     | Google Play   | 38,9                           |
| 9                        | (10)                    | Instagram   | 38,6                           |
| 10                       | (12)                    | Bol.com   | 38,3                           |
| 11                       | (11)                    | Gmail   | 38,3                           |
| 12                       | (8)                     | Buienradar  | 35,7                           |
| 13                       | (13)                    | Marktplaats   | 35,3                           |
| 14                       | (15)                    | NOS   | 34,4                           |
| 15                       | (14)                    | NU.nl   | 34,0                           |
| 16                       | (16)                    | Twitter   | 30,8                           |
| 17                       | (17)                    | AD  | 29,4                           |
| 18                       | (24)                    | Pinterest   | 27,9                           |
| 19                       | (19)                    | Spotify   | 27,8                           |
| 20                       | (20)                    | Telegraaf   | 27,7                           |
| 21                       | (18)                    | Netflix   | 26,9                           |
| 22                       | (23)                    | LinkedIn  | 25,0                           |
| 23                       | (28)                    | Outlook   | 24,3                           |
| 24                       | (21)                    | Google Foto's   | 24,2                           |
| 25                       | (22)                    | Regionale Publieke Omroepen   | 22,1                           |

Bron: Online Bereikcijfers GfK DAM; september 2018; Selectie: commerciële merken; bereik via smartphone  
 Maandbereik is minimaal 1x site bezocht of app gebruikt in de periode

