

# Adobe

## Adobe Flash Player Version Penetration

<a href="#">Flash Player Home</a>
<a href="#">Penetration</a>
<a href="#">Version Penetration</a>
<a href="#">PC Penetration</a>
<a href="#">Methodology</a>

Worldwide Ubiquity of Adobe Flash Player by Version - September 2007<sup>4</sup>

	Flash Player 6	Flash Player 7	Flash Player 8	Flash Player 9
<b>Mature Markets<sup>1</sup></b>	99.1%	99.1%	98.4%	93.3%
<b>US/Canada</b>	99.0%	99.0%	98.5%	94.1%
<b>Europe<sup>2</sup></b>	99.2%	99.2%	98.2%	93.7%
<b>Japan</b>	99.5%	99.5%	99.0%	93.7%
<b>Emerging Markets<sup>3</sup></b>	Not surveyed in this wave			

Worldwide Ubiquity of Adobe Flash Player by Version — June 2007<sup>4</sup>

	Flash Player 6	Flash Player 7	Flash Player 8	Flash Player 9
<b>Mature Markets<sup>1</sup></b>	99.3%	99.3%	98.5%	90.3%
<b>US/Canada</b>	99.4%	99.4%	98.7%	90.5%
<b>Europe<sup>2</sup></b>	99.3%	99.1%	98.2%	90.5%
<b>Japan</b>	99.8%	99.8%	99.0%	89.8%
<b>Emerging Markets<sup>3</sup></b>	97.7%	97.6%	94.4%	89.4%

Worldwide Ubiquity of Adobe Flash Player by Version — March 2007

	Flash Player 6	Flash Player 7	Flash Player 8	Flash Player 9
<b>Mature Markets<sup>1</sup></b>	98.7%	98.1%	96.3%	83.4%
<b>US</b>	98.6%	98.0%	95.9%	84.0%
<b>Europe<sup>2</sup></b>	98.5%	97.2%	95.1%	83.5%
<b>Japan</b>	99.4%	99.4%	98.6%	81.8%
<b>Emerging Markets<sup>3</sup></b>	Not surveyed in this wave			

Worldwide Ubiquity of Adobe Flash Player by Version — December 2006

	Flash Player 6	Flash Player 7	Flash Player 8	Flash Player 9
<b>Mature Markets<sup>1</sup></b>	98.3%	97.3%	94.2%	55.8%
<b>US/Canada</b>	98.4%	97.6%	94.2%	56.4%
<b>Europe<sup>2</sup></b>	98.0%	96.4%	93.0%	59.0%
<b>Japan</b>	98.5%	98.0%	95.6%	50.3%
<b>Emerging Markets<sup>3</sup></b>	95.9%	91.0%	86.4%	65.4%

### Notes

1. Mature markets include US, Canada, UK, Germany, France, Japan.
2. Europe includes UK, Germany, France.
3. The Emerging markets are surveyed every other wave. They include China, S.

Korea, Russia, India and Taiwan. Percentages are carried over from the previous wave when emerging markets are not surveyed.

4. Starting in June 2007, a new Sequential Methodology is used to administer the study. Please see "Methodology" link for more detail.

- Millward Brown [Methodology](#)
- Millward Brown [Survey Example](#)