MOSŠ CERTIFIKAT

Short description of media:
Bizi.si is an indispensable digital assistant that helps you make smart business decisions. It is the most visited and most frequently used business register in Slovenia, intended to provide contact, business, credit, and financial information for more than 140,000 Slovenian companies and entrepreneurs. It can be used for quick and easy access to new customers, and to promote sales.

Period: January 2015

Reach – Slovenia: 257.990
Estimated additional reach – Foreign: 31.255

Monthly traffic (Slovenian visitors)

| Period	Reach	Reach (%)	Page views	Average number page views per visitor	Average number visits per visitor	Average time per visitor [hr:min:s]
01.01–31.01.2015	257.990	17,5%	2.977.279	11,5	4,3	0:11:05

Weekly traffic (Slovenian visitors)

Period	Reach	Reach (%)	Page views	Average number page views per visitor	Average number visits per visitor	Average time per visitor [hr:min:s]
01.01–04.01.2015	37.847	2,6%	182.522	4,8	1,9	0:03:29
05.01–11.01.2015	114.269	7,7%	767.032	6,7	2,3	0:06:29
12.01–18.01.2015	116.517	7,9%	697.820	6,0	2,2	0:05:55
19.01–25.01.2015	119.754	8,1%	703.913	5,9	2,2	0:05:43
26.01–31.01.2015	110.323	7,5%	625.992	5,7	2,2	0:05:34

Daily traffic (Slovenian visitors)

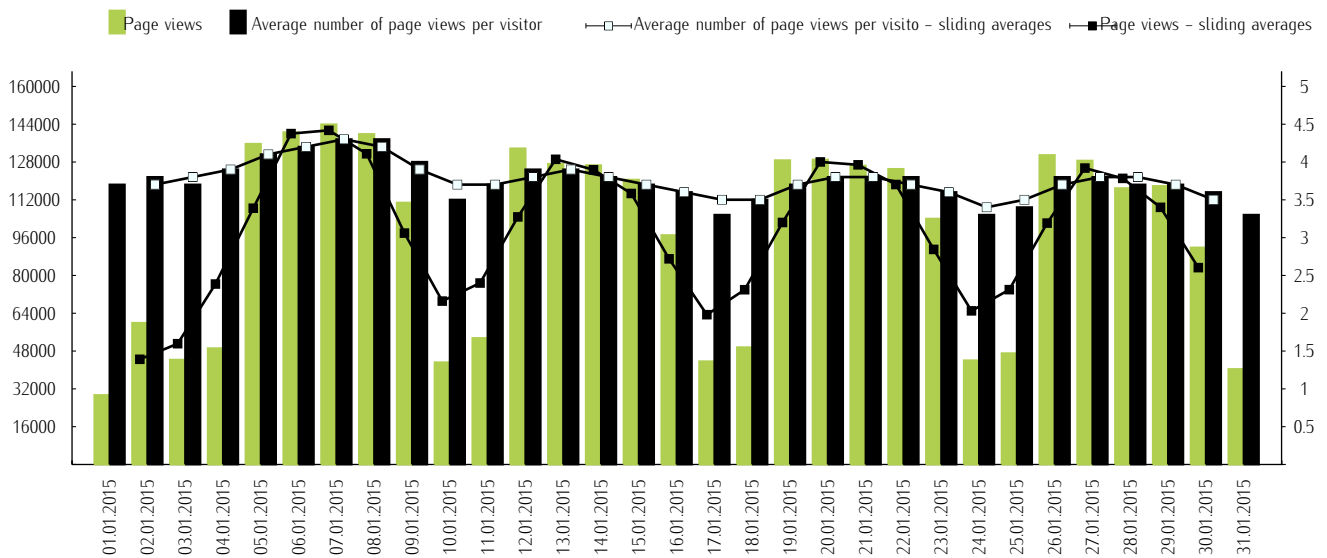| Period	Reach	Reach (%)	Page views	Average number page views per visitor	Average number visits per visitor	Average time per visitor [hr:min:s]
01.January	7.983	0,5%	29.299	3,7	1,6	0:02:21
02.January	15.601	1,1%	59.858	3,8	1,4	0:02:49
03.January	11.828	0,8%	44.261	3,7	1,5	0:02:43
04.January	12.656	0,9%	49.104	3,9	1,4	0:02:55
05.January	33.395	2,3%	135.617	4,1	1,4	0:03:55
06.January	33.318	2,3%	140.503	4,2	1,4	0:04:12
07.January	33.098	2,2%	143.848	4,3	1,4	0:04:22
08.January	32.406	2,2%	139.763	4,3	1,4	0:04:28
09.January	27.824	1,9%	110.727	4,0	1,4	0:03:53
10.January	12.210	0,8%	43.151	3,5	1,4	0:02:33
11.January	14.443	1,0%	53.423	3,7	1,4	0:02:51
12.January	34.507	2,3%	133.671	3,9	1,4	0:03:59
13.January	32.947	2,2%	127.103	3,9	1,4	0:04:01
14.January	33.022	2,2%	126.554	3,8	1,4	0:03:59
15.January	32.322	2,2%	120.425	3,7	1,4	0:03:48
16.January	26.798	1,8%	96.979	3,6	1,4	0:03:35
17.January	13.170	0,9%	43.570	3,3	1,4	0:02:21
18.January	14.246	1,0%	49.518	3,5	1,4	0:02:42
19.January	34.902	2,4%	128.669	3,7	1,4	0:03:44
20.January	33.894	2,3%	128.942	3,8	1,4	0:03:54
21.January	33.163	2,2%	126.390	3,8	1,4	0:03:53
22.January	32.805	2,2%	124.989	3,8	1,4	0:03:50
23.January	28.718	1,9%	103.953	3,6	1,4	0:03:31
24.January	13.316	0,9%	43.986	3,3	1,4	0:02:22
25.January	13.884	0,9%	46.984	3,4	1,4	0:02:33
26.January	34.634	2,3%	130.851	3,8	1,4	0:03:43
27.January	33.595	2,3%	128.502	3,8	1,4	0:03:51
28.January	31.523	2,1%	116.846	3,7	1,4	0:03:46
29.January	31.591	2,1%	117.767	3,7	1,4	0:03:47
30.January	25.777	1,7%	91.730	3,6	1,4	0:03:31
31.January	12.097	0,8%	40.296	3,3	1,5	0:02:15
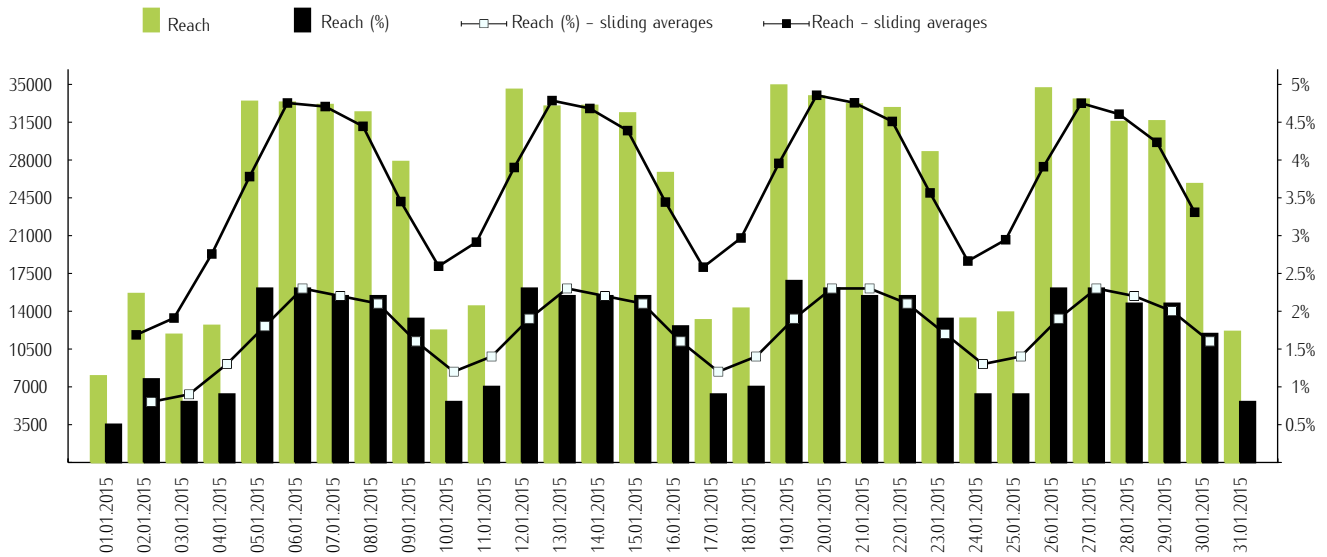
Comment:

Left side of graph: Represents number of Slovenian visitors.
Right side of graph: Represents website reach (in %) from Slovenian IP numbers.
Sliding averages: Sliding averages of three days in a row, provide us with trend analysis. We calculate it in that way, that we summ three days in a row value and we divide it with three, every sliding average is in the middle of interval with lenght three.

Comment:

Left side of graph: Represents page views that were made by Slovenian visitors.
Right side of graph: Represents average number of page views per Slovenian visitor.
Sliding averages: Sliding averages of three days in a row, provide us with trend analysis. We calculate it in that way, that we summ three days in a row value and we divide it with three, every sliding average is in the middle of interval with lenght three.
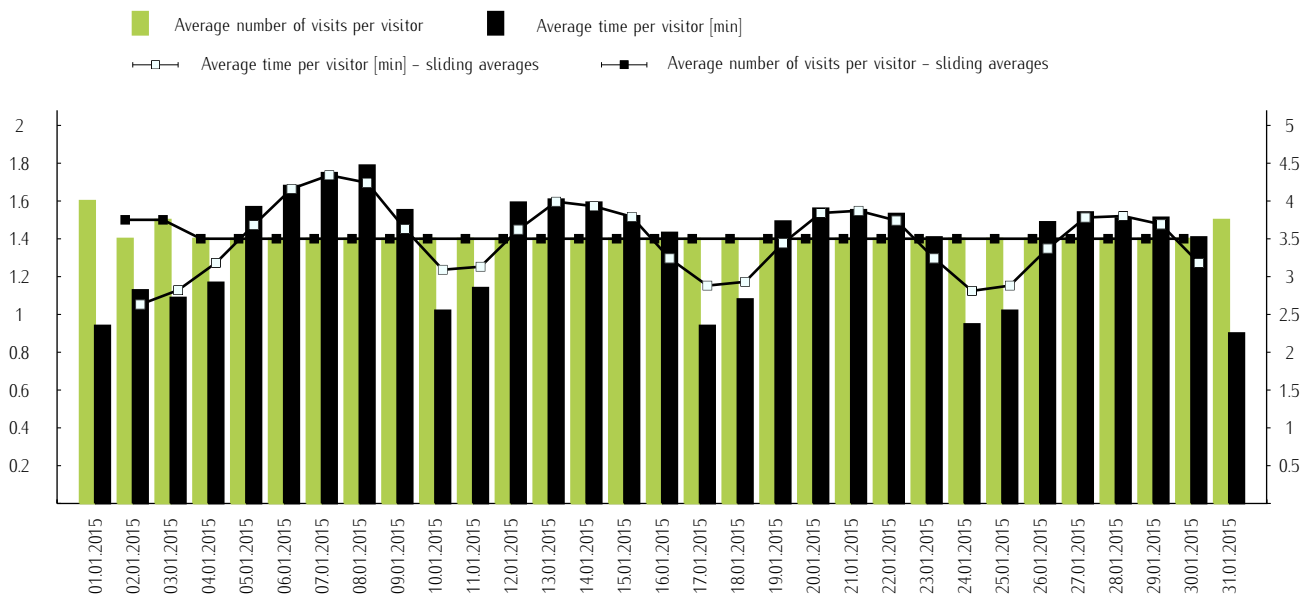
Legend:
- Average number of visits per visitor
- Average time per visitor [min]
- Average time per visitor [min] – sliding averages
- Average number of visits per visitor – sliding averages

Comment:

Left side of graph: Represents average number of visits per Slovenian visitor.

Right side of graph: Represents average time per Slovenian visitor [min].

Sliding averages: Sliding averages of three days in a row, provide us with trend analysis. We calculate it in that way, that we summ three days in a row value and we divide it with three, every sliding average is in the middle of interval with length three.

Demographic profile of Slovenian visitors.

		Internet users (%)	Indeks defined by internet users	Page views (%)
Gender	male	51.8%	101	47.1%
	female	48.2%	99	52.9%
Age weighted	10–14	*	*	*
	15–19	2.9%	40	1.6%
	20–24	7.9%	95	6.8%
	25–29	12.0%	118	23.4%
	30–39	25.9%	116	27.8%
	40–49	20.7%	108	20.9%
	50–59	17.2%	115	13.3%
	60–75	11.8%	100	5.4%
Education	elementary school or lower	9.6%	104	5.0%
	three years of high school	17.7%	91	12.1%
	four years of high school	34.2%	121	39.5%
	high, higher school, university or higher	25.8%	120	29.7%
	still in school	12.6%	59	13.7%
Employment status	elementary school	*	*	*
	secondary school	2.4%	44	1.1%
	student	6.9%	89	7.7%
	employed in public sector	8.7%	78	5.0%
	employed in a company	39.6%	113	44.5%
	self-employed	12.0%	165	22.0%
	unemployed	9.9%	110	8.1%
	pensioner	12.4%	99	6.2%
	housewife	1.4%	152	0.8%
	other	4.3%	119	3.5%
Average net income of a person per month	no income	8.7%	93	6.2%
	less than EUR 365	7.8%	112	5.9%
	EUR 365 – EUR 730	24.2%	100	25.7%
	EUR 730 – EUR 1100	25.6%	119	26.8%
	EUR 1100 – EUR 1460	10.5%	106	13.0%
	more than EUR 1460	8.0%	121	9.9%
	don't want to answer	15.2%	71	12.6%
Region	Pomurska	5.6%	99	3.6%
	Podravska	15.5%	108	11.8%
	Koroška	3.7%	85	1.7%
	Savinjska	10.8%	98	11.7%
	Zasavska	2.8%	90	1.7%
	Spodnjeposavska	2.6%	103	1.8%
	Dolenjska	7.0%	89	6.0%
	Osrednje – slovenska	28.2%	103	39.8%
	Gorenjska	10.8%	96	11.5%
	Goriška	5.1%	106	4.4%
	Obalno – kraška	5.2%	104	3.7%
	Notranje – kraška	2.7%	97	2.3%

Legend and comments:

Description of MOSS measurement:
MOSS certificate is prepared for period from 01.01 to 31.01.2015. MOSS measurement took place during that period, which is consisted of technical measurement, telephone survey and web pop up survey.

Presentation media:
Trademark, main domain, publisher data and short description of media are informations provided by MOSS participants.

Reach of website:
Currency is measured Slovenian reach of the web site in period from 01.01 to 31.01.2015. Reach tells us, how many different visitors from Slovenian IP numbers has in given period of measurement visited chosen web site. Reach is calculated with technical measurement and corrected with data about size of web population obtained with telephone survey.

Estimated additional reach – foreign:
Estimated additional reach – foreign represents number of users which has accessed the web sites from IP numbers that are not Slovene. Data about estimated additional reach is not corrected with telephone survey data. In measured reach, which is MOSS currency foreign traffic is not included.

Reach (%):
In percentage expressed ratio between number of visitors (different persons from Slovenian IP numbers), which has in given period at least once visited chosen web site and total number of Slovenian web users in given time period.

Page view:
Page view is event during which visitor is looking at web site.

Average number of page views per visitor:
Average number of page views on chosen web site, which are created by visitor of that web site in given time period.

Average number of visits per visitor:
Average number of visits per visitor on chosen web site, which are created by visitor in given time period. As visit we define a series of successive page views on given web site.

Average time spent per visitor:
Average time, that is spent on web site by the visitor in given time period. We suppose that visit with one page view (displayed page is the first and the last page of visit) has duration 0.

Internet users (%) – Ratio in percentage between visitors of chosen target group, which have visited chosen web site and total number of visitors of chosen web site in given time period.

Index of similarity – Ratio between visitor structure in given target group on chosen web site and visitor structure on Slovenian web market.

Page views (%) – Ratio in percentage between page views, which were generated by target group on chosen web site and page views which were generated by all visitors of chosen web site in given time period.

In case there is no data available:
– Data is not available, because the site was not measured in given time period .
* When there is not enough data collected to create sample of chosen target group, data is not shown. For analysis minimal condition must be fulfilled(n=45), meaning that at least 45 visitors visited chosen web site and that they have fulfilled MOSS questionnaire on at least one web site that is participating in MOSS.