

MOSŠ CERTIFIKAT

Trademark: Planet Siol.net

Main domain: www.siol.net

Publisher:

Company: TSmedia, d.o.o.

Address : Cigaletova ulica 15

City: 1000 Ljubljana

Contact person: Andraž Šegš

Contact person e-mail: andraz.segs@tsmedia.si

Contact person telephone number: 01/ 513 84 47

Short description of media:

Planet Siol.net is the only Slovenian medium with fresh content related to politics, automobiles, entertainment etc., which is available always and everywhere. It is available on five different types of screen: online, outdoor digital screens, mobile devices, television, and tablets. Users can follow the medium in various everyday situations, where every channel reflects the characteristics of a given situation. The medium is modern and trendy, which stimulates interaction with users, as well as their engagement in social networks.

Period: January 2015

Reach - Slovenia: 575.579

Estimated additional reach - Foreign: 72.768

Monthly traffic (Slovenian visitors)

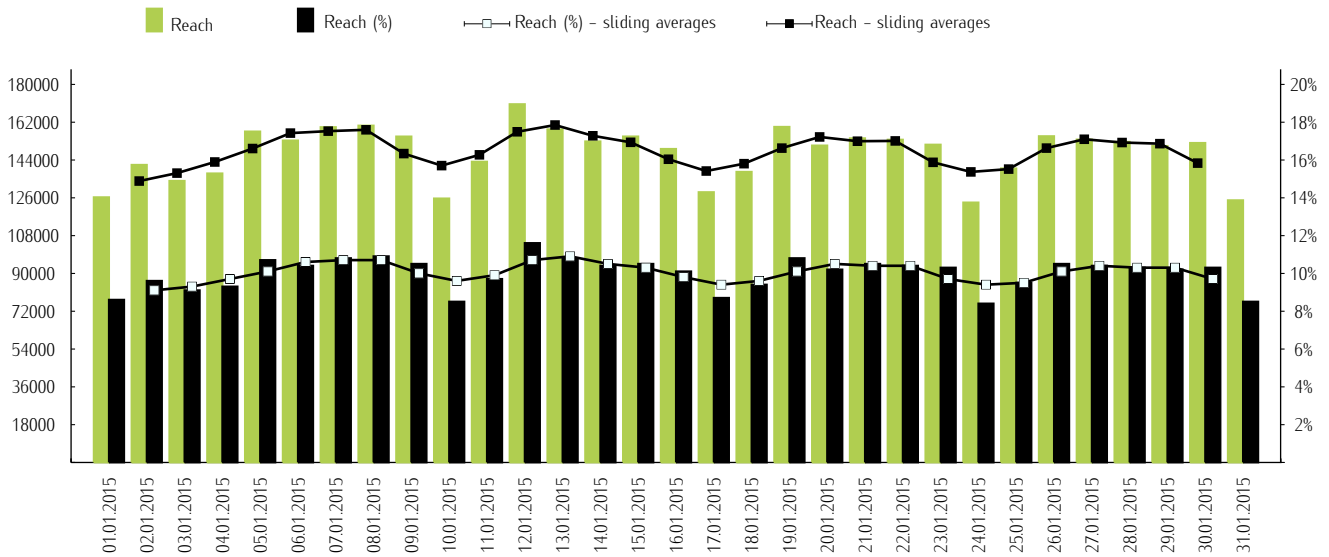
Period	Reach	Reach (%)	Page views	Average number page views per visitor	Average number visits per visitor	Average time per visitor [hr:min:s]
01.01-31.01.2015	575.579	39,0%	67.052.549	116,5	15,4	3:30:52

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	264.867	18,0%	8.299.422	31,3	3,9	0:55:17
05.01-11.01.2015	362.018	24,5%	15.610.617	43,1	5,7	1:18:09
12.01-18.01.2015	365.861	24,8%	15.139.992	41,4	5,6	1:15:52
19.01-25.01.2015	354.128	24,0%	15.014.276	42,4	5,7	1:17:07
26.01-31.01.2015	329.445	22,3%	12.988.242	39,4	5,3	1:10:56

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	126.195	8,6%	2.030.786	16,1	1,9	0:28:11
02.January	141.623	9,6%	2.070.929	14,6	1,9	0:26:07
03.January	133.991	9,1%	2.102.602	15,7	1,9	0:27:17
04.January	137.543	9,3%	2.095.105	15,2	1,9	0:27:08
05.January	157.505	10,7%	2.256.862	14,3	1,9	0:26:16
06.January	153.226	10,4%	2.218.987	14,5	1,9	0:26:53
07.January	159.570	10,8%	2.327.538	14,6	1,9	0:26:19
08.January	160.314	10,9%	2.283.885	14,2	1,9	0:25:55
09.January	155.123	10,5%	2.264.216	14,6	2,0	0:26:39
10.January	125.618	8,5%	1.990.871	15,8	1,9	0:27:44
11.January	143.130	9,7%	2.268.258	15,8	2,0	0:28:21
12.January	170.509	11,6%	2.322.012	13,6	1,9	0:25:00
13.January	158.540	10,8%	2.232.486	14,1	1,9	0:25:52
14.January	152.797	10,4%	2.192.582	14,3	1,9	0:26:24
15.January	155.139	10,5%	2.200.321	14,2	2,0	0:26:24
16.January	149.212	10,1%	2.152.533	14,4	1,9	0:26:33
17.January	128.620	8,7%	1.937.170	15,1	1,9	0:27:20
18.January	138.302	9,4%	2.102.888	15,2	1,9	0:27:23
19.January	159.713	10,8%	2.253.949	14,1	2,0	0:26:28
20.January	150.832	10,2%	2.135.033	14,2	1,9	0:26:21
21.January	154.271	10,5%	2.192.930	14,2	2,0	0:26:27
22.January	153.618	10,4%	2.224.459	14,5	2,0	0:26:13
23.January	151.248	10,3%	2.184.555	14,4	1,9	0:25:56
24.January	123.699	8,4%	1.903.302	15,4	1,9	0:27:04
25.January	139.924	9,5%	2.120.048	15,2	1,9	0:26:38
26.January	155.267	10,5%	2.212.076	14,2	2,0	0:26:06
27.January	153.681	10,4%	2.242.450	14,6	2,0	0:26:27
28.January	152.564	10,3%	2.179.939	14,3	2,0	0:26:09
29.January	150.601	10,2%	2.167.468	14,4	2,0	0:25:54
30.January	152.056	10,3%	2.272.316	14,9	2,0	0:26:19
31.January	124.768	8,5%	1.913.993	15,3	1,9	0:26:57

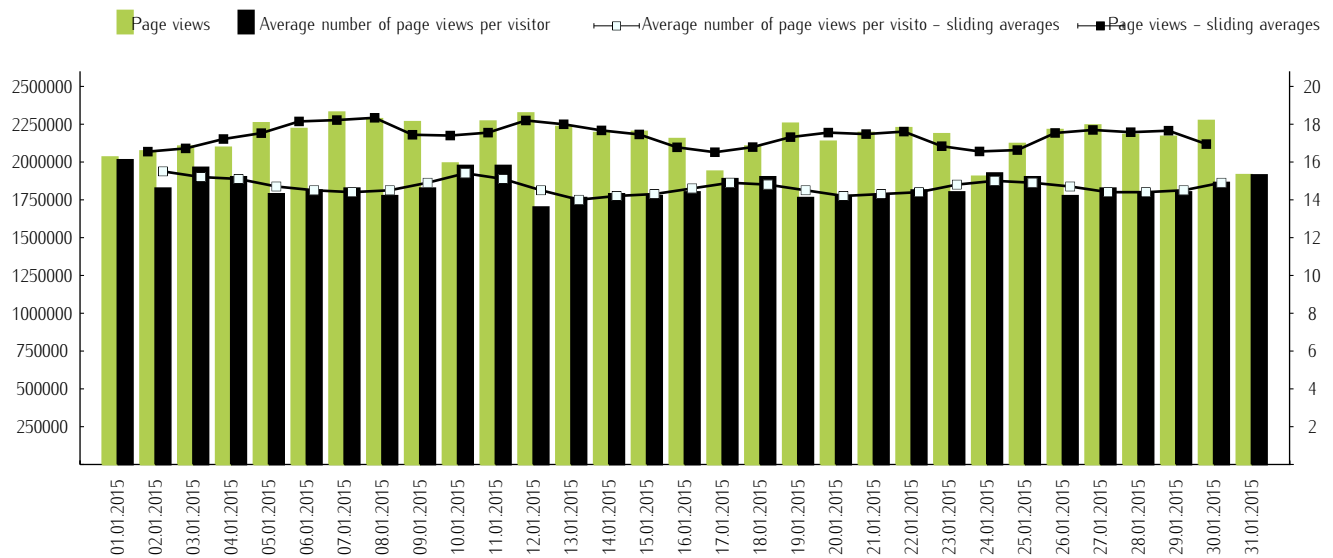


Comment:

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.

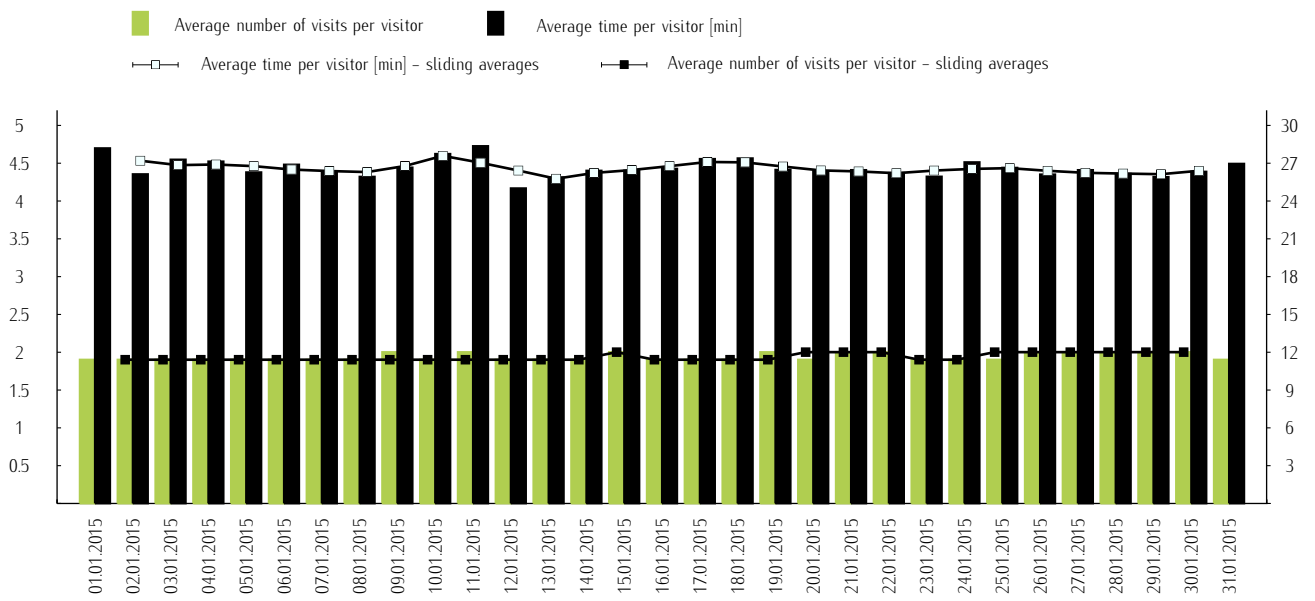


Comment:

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.



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 sum 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	52.6%	103	68.7%
	female	47.4%	97	31.3%
Age weighted	10-14	4.9%	79	2.5%
	15-19	6.1%	84	3.0%
	20-24	8.4%	101	8.0%
	25-29	10.0%	99	7.6%
	30-39	22.0%	98	20.8%
	40-49	19.2%	101	23.3%
	50-59	16.3%	109	18.9%
	60-75	13.2%	112	15.9%
Education	elementary school or lower	7.8%	84	4.0%
	three years of high school	18.7%	96	16.5%
	four years of high school	29.4%	104	38.4%
	high, higher school, university or higher still in school	24.1%	112	27.7%
Employment status	elementary school	5.6%	78	2.7%
	secondary school	4.9%	89	2.6%
	student	8.5%	109	7.2%
	employed in public sector	11.5%	104	10.0%
	employed in a company	34.8%	100	38.9%
	self-employed	6.8%	95	9.7%
	unemployed	9.4%	104	6.6%
	pensioner	14.3%	113	17.3%
	housewife	0.9%	95	0.4%
other	3.2%	90	4.6%	
Average net income of a person per month	no income	9.4%	101	5.5%
	less than EUR 365	7.2%	104	5.5%
	EUR 365 – EUR 730	22.8%	94	21.1%
	EUR 730 – EUR 1100	22.2%	103	23.3%
	EUR 1100 – EUR 1460	10.4%	105	13.9%
	more than EUR 1460	7.7%	116	13.2%
	don't want to answer	20.3%	94	17.4%
Region	Pomurska	5.2%	93	4.5%
	Podravska	12.9%	90	8.3%
	Koroška	4.2%	97	2.7%
	Savinjska	11.0%	100	12.7%
	Zasavska	3.1%	99	2.8%
	Spodnjeposavska	2.5%	99	4.1%
	Dolenjska	7.3%	93	3.6%
	Osrednje – slovenska	29.4%	108	36.1%
	Gorenjska	12.1%	107	11.9%
	Goriška	5.3%	112	6.7%
	Obalno – kraška	4.5%	91	4.3%
	Notranje – kraška	2.4%	87	2.4%

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.