

MOSŠ CERTIFIKAT

Trademark: Telefonski imenik Slovenije na spletu - itis.si

Main domain: www.itis.si

Publisher:

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Short description of media:

TIS is a unique search engine with daily updated, systematically sorted, and accurate data on landline, mobile, and IP subscribers from all carriers in Slovenia. Users can find subscribers or telephone numbers according to different criteria, display subscribers on the map of Slovenia, and take advantage of many tools for easier data processing.

Period: February 2015

Reach - Slovenia: 279.466

Estimated additional reach - Foreign: 24.413

Monthly traffic (Slovenian visitors)

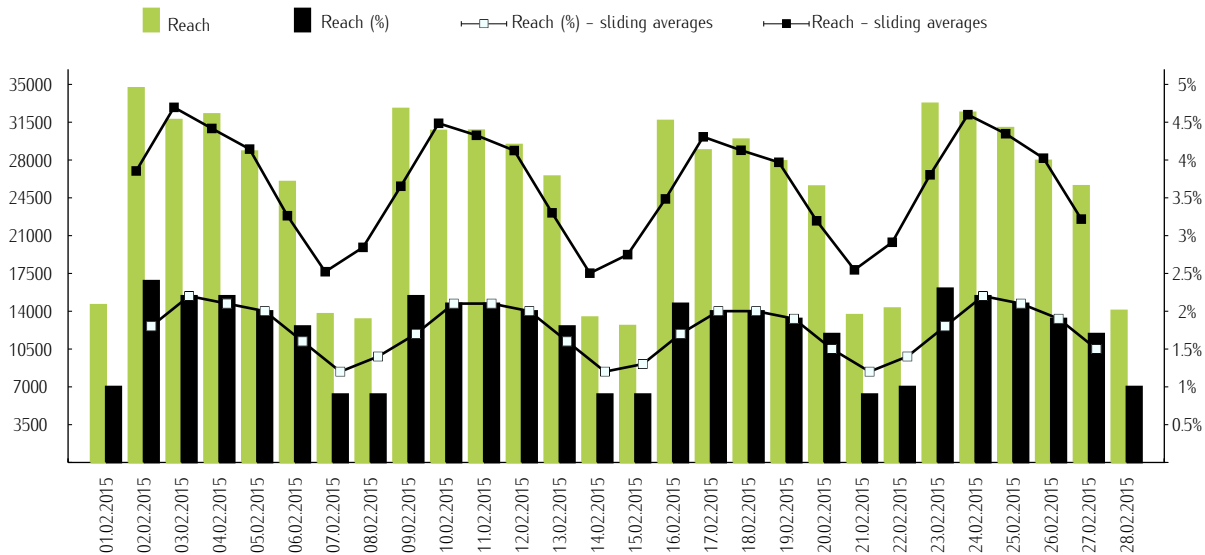
Period	Reach	Reach (%)	Page views	Average number page views per visitor	Average number visits per visitor	Average time per visitor [hr:min:s]
01.02-28.02.2015	279.466	19,0%	2.255.423	8,1	3,4	0:06:41

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]
01.02-01.02.2015	14.572	1,0%	47.646	3,3	1,4	0:02:32
02.02-08.02.2015	123.844	8,4%	568.294	4,6	1,9	0:03:48
09.02-15.02.2015	120.620	8,2%	561.673	4,7	1,9	0:03:52
16.02-22.02.2015	117.987	8,0%	546.416	4,6	1,9	0:03:51
23.02-28.02.2015	115.586	7,9%	531.394	4,6	1,9	0:03:49

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.February	14.572	1,0%	47.646	3,3	1,4	0:02:32
02.February	34.652	2,4%	105.376	3,0	1,3	0:02:33
03.February	31.710	2,2%	98.617	3,1	1,3	0:02:35
04.February	32.236	2,2%	102.245	3,2	1,3	0:02:42
05.February	28.792	2,0%	91.871	3,2	1,3	0:02:44
06.February	25.973	1,8%	82.861	3,2	1,3	0:02:44
07.February	13.735	0,9%	44.243	3,2	1,4	0:02:12
08.February	13.242	0,9%	43.081	3,3	1,4	0:02:32
09.February	32.739	2,2%	104.606	3,2	1,3	0:02:44
10.February	30.705	2,1%	97.968	3,2	1,3	0:02:42
11.February	30.730	2,1%	100.064	3,3	1,3	0:02:43
12.February	29.402	2,0%	94.142	3,2	1,3	0:02:47
13.February	26.478	1,8%	84.403	3,2	1,3	0:02:37
14.February	13.427	0,9%	40.960	3,1	1,3	0:02:10
15.February	12.641	0,9%	39.530	3,1	1,3	0:02:27
16.February	31.628	2,1%	101.188	3,2	1,3	0:02:45
17.February	28.897	2,0%	91.001	3,1	1,3	0:02:40
18.February	29.895	2,0%	94.577	3,2	1,3	0:02:43
19.February	27.887	1,9%	88.120	3,2	1,3	0:02:42
20.February	25.556	1,7%	80.408	3,1	1,3	0:02:36
21.February	13.650	0,9%	43.513	3,2	1,4	0:02:12
22.February	14.262	1,0%	47.609	3,3	1,4	0:02:34
23.February	33.218	2,3%	106.696	3,2	1,3	0:02:44
24.February	32.383	2,2%	106.114	3,3	1,3	0:02:49
25.February	30.963	2,1%	100.795	3,3	1,4	0:02:50
26.February	27.933	1,9%	90.988	3,3	1,4	0:02:39
27.February	25.583	1,7%	81.614	3,2	1,4	0:02:31
28.February	14.045	1,0%	45.187	3,2	1,4	0:02:19

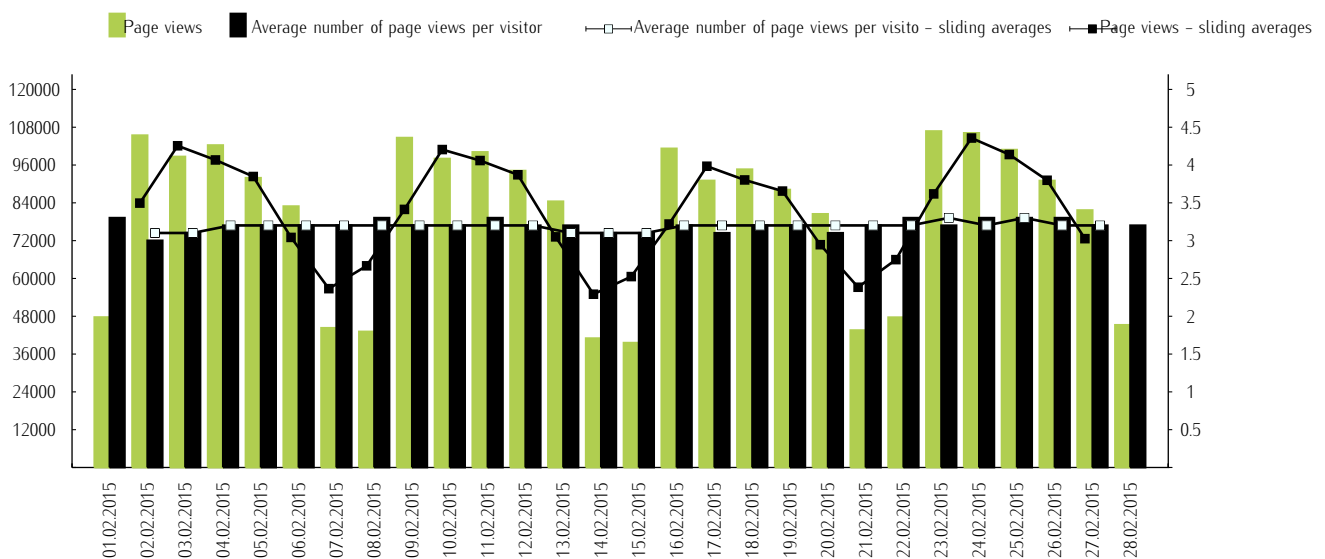


Comment:

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 length three.

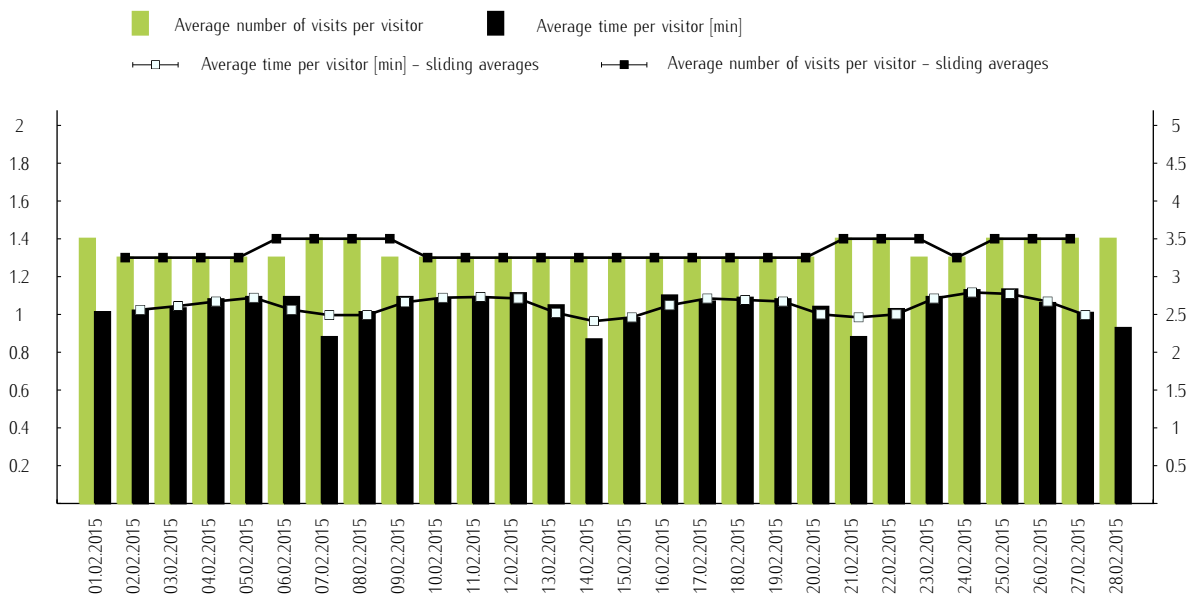


Comment:

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 length 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	48.7%	95	43.5%
	female	51.3%	105	56.5%
Age weighted	10-14	*	*	*
	15-19	4.1%	57	2.7%
	20-24	6.8%	83	15.2%
	25-29	9.4%	93	8.2%
	30-39	23.3%	104	18.2%
	40-49	20.7%	108	19.0%
	50-59	19.5%	130	20.7%
	60-75	13.4%	114	13.6%
Education	elementary school or lower	8.7%	94	7.7%
	three years of high school	21.7%	111	18.6%
	four years of high school	33.4%	118	42.4%
	high, higher school, university or higher still in school	23.3%	108	20.7%
Employment status	elementary school	3.1%	43	2.7%
	secondary school	3.5%	63	2.5%
	student	5.6%	71	4.7%
	employed in public sector	11.8%	105	10.8%
	employed in a company	36.3%	102	43.1%
	self-employed	9.5%	136	7.1%
	unemployed	10.9%	122	10.2%
	pensioner	14.5%	117	15.7%
	housewife	1.4%	134	0.7%
other	3.6%	103	2.7%	
Average net income of a person per month	no income	9.5%	103	6.6%
	less than EUR 365	7.1%	104	7.3%
	EUR 365 – EUR 730	25.6%	107	25.7%
	EUR 730 – EUR 1100	24.5%	113	33.7%
	EUR 1100 – EUR 1460	10.1%	105	6.9%
	more than EUR 1460	5.7%	88	5.0%
	don't want to answer	17.4%	79	14.8%
Region	Pomurska	6.0%	101	5.3%
	Podravska	16.0%	109	16.5%
	Koroška	4.5%	108	3.8%
	Savinjska	11.6%	111	9.9%
	Zasavska	3.2%	105	2.5%
	Spodnjeposavska	2.7%	96	2.2%
	Dolenjska	7.1%	91	6.0%
	Osrednje – slovenska	25.3%	93	23.6%
	Gorenjska	11.0%	95	10.1%
	Goriška	5.1%	113	4.2%
	Obalno – kraška	4.8%	96	14.2%
	Notranje – kraška	2.7%	100	1.7%

Legend and comments:

Description of MOSS measurement:

MOSS certificate is prepared for period from 01.02 to 28.02.2015. 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 01.02 to 28.02.2015. 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.