

MOSŠ CERTIFIKAT

Trademark: Planet Siol.net

Main domain: www.siol.net

Publisher:

Company: TSmedia, d.o.o.

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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: February 2015

Reach – Slovenia: 575.361

Estimated additional reach – Foreign: 64.577

Monthly traffic (Slovenian visitors)

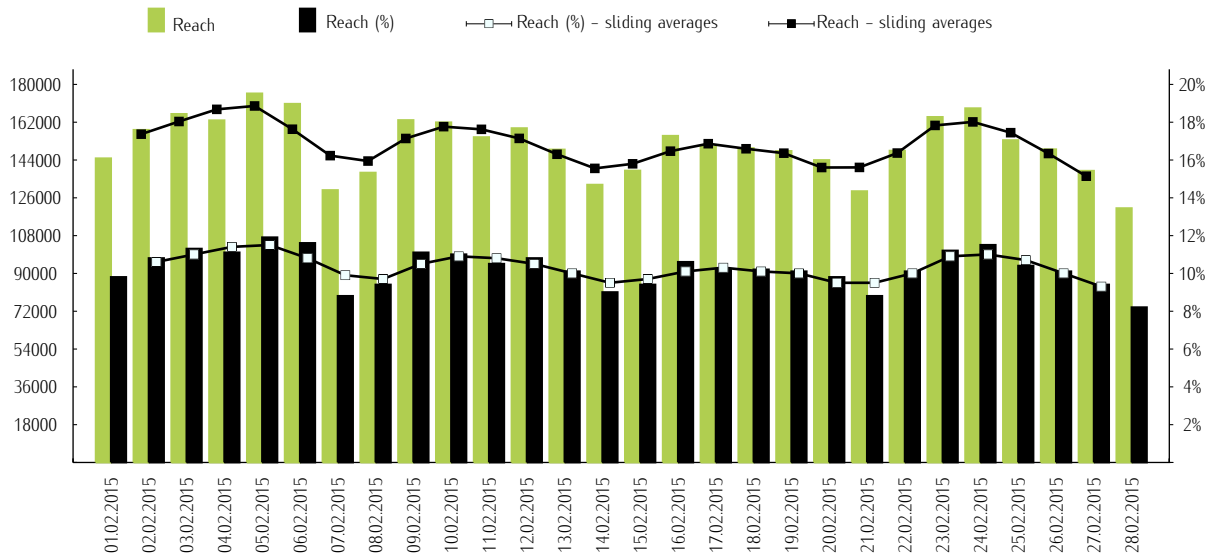
Period	Reach	Reach (%)	Page views	Average number page views per visitor	Average number visits per visitor	Average time per visitor [hr:min:s]
01.02–28.02.2015	575.361	39,1%	59.951.030	104,2	14,3	3:06:56

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	144.707	9,8%	2.174.639	15,0	1,9	0:26:14
02.02–08.02.2015	380.749	25,9%	15.938.817	41,9	5,7	1:15:24
09.02–15.02.2015	366.886	24,9%	14.988.139	40,9	5,6	1:13:38
16.02–22.02.2015	359.483	24,4%	14.485.007	40,3	5,5	1:12:09
23.02–28.02.2015	345.177	23,5%	12.364.428	35,8	5,0	1:04:01

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	144.707	9,8%	2.174.639	15,0	1,9	0:26:14
02.February	158.248	10,8%	2.247.763	14,2	2,0	0:25:59
03.February	165.831	11,3%	2.305.451	13,9	2,0	0:25:27
04.February	162.807	11,1%	2.352.690	14,5	2,0	0:26:00
05.February	175.596	11,9%	2.460.121	14,0	2,0	0:25:03
06.February	170.662	11,6%	2.478.083	14,5	2,0	0:26:00
07.February	129.583	8,8%	1.983.258	15,3	1,9	0:27:16
08.February	137.887	9,4%	2.111.451	15,3	1,9	0:27:19
09.February	162.911	11,1%	2.395.342	14,7	2,0	0:26:46
10.February	161.832	11,0%	2.286.099	14,1	2,0	0:25:23
11.February	154.790	10,5%	2.190.680	14,2	2,0	0:25:41
12.February	159.059	10,8%	2.181.018	13,7	2,0	0:24:50
13.February	148.884	10,1%	2.022.714	13,6	1,9	0:24:29
14.February	132.149	9,0%	1.891.094	14,3	1,9	0:25:42
15.February	138.873	9,4%	2.021.192	14,6	1,9	0:25:46
16.February	155.420	10,6%	2.167.154	13,9	2,0	0:25:40
17.February	150.197	10,2%	2.105.906	14,0	1,9	0:25:37
18.February	149.549	10,2%	2.106.605	14,1	1,9	0:25:19
19.February	148.201	10,1%	2.068.000	14,0	1,9	0:25:01
20.February	143.887	9,8%	2.001.437	13,9	1,9	0:24:42
21.February	129.058	8,8%	1.880.378	14,6	1,9	0:25:11
22.February	148.348	10,1%	2.155.527	14,5	1,9	0:25:38
23.February	164.394	11,2%	2.219.921	13,5	1,9	0:24:28
24.February	168.541	11,5%	2.271.682	13,5	1,9	0:23:59
25.February	153.361	10,4%	2.101.057	13,7	2,0	0:24:33
26.February	149.000	10,1%	2.020.907	13,6	2,0	0:24:24
27.February	138.772	9,4%	1.931.848	13,9	1,9	0:24:58
28.February	120.968	8,2%	1.819.013	15,0	1,9	0:26:14

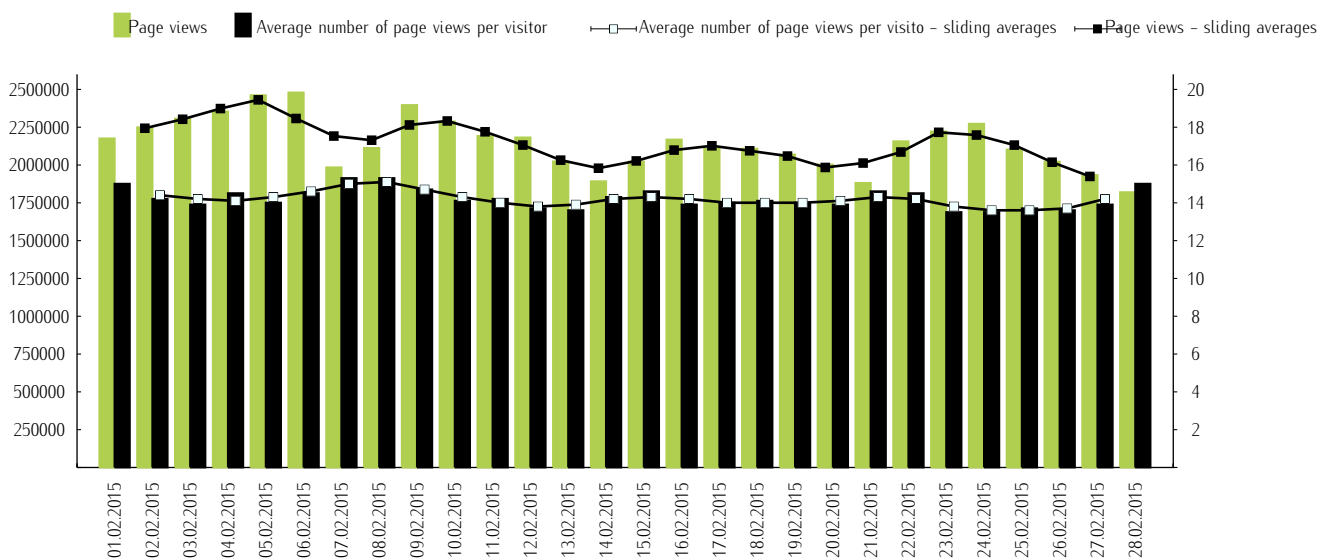


Comment:

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.

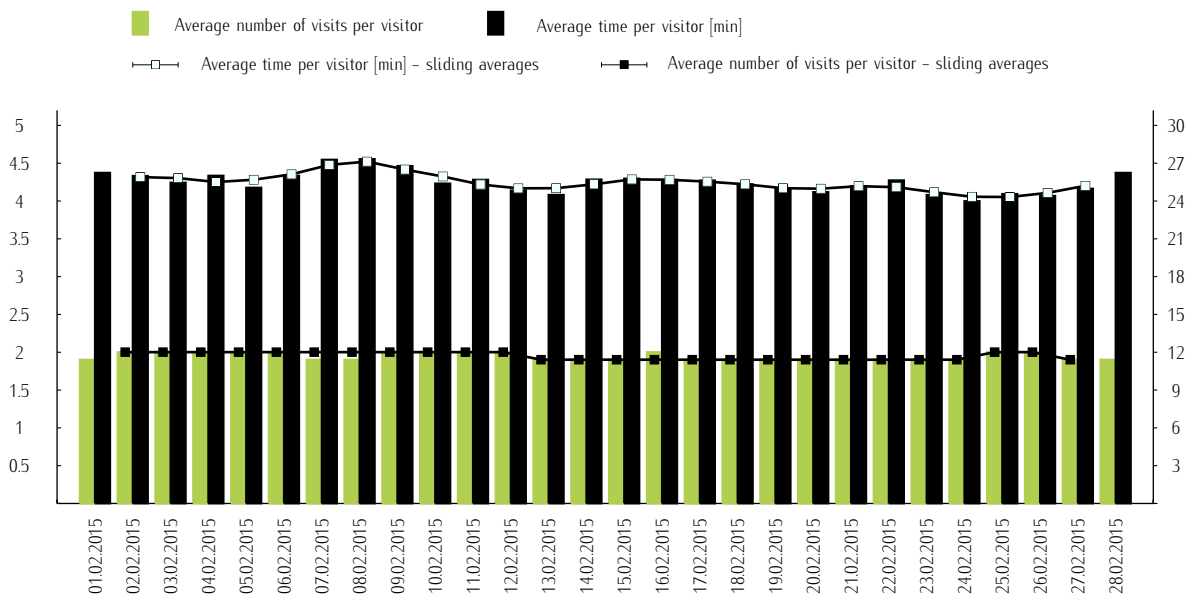


Comment:

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	53.3%	104	69.8%
	female	46.7%	96	30.2%
Age weighted	10-14	5.5%	88	1.5%
	15-19	5.9%	82	2.3%
	20-24	8.1%	98	6.9%
	25-29	9.6%	95	7.8%
	30-39	22.0%	98	20.2%
	40-49	19.2%	100	28.0%
	50-59	16.5%	110	17.6%
	60-75	13.2%	112	15.8%
Education	elementary school or lower	7.9%	86	4.1%
	three years of high school	18.5%	95	16.3%
	four years of high school	28.5%	101	38.5%
	high, higher school, university or higher	24.7%	114	28.4%
	still in school	20.4%	95	12.6%
Employment status	elementary school	5.8%	81	1.5%
	secondary school	5.1%	91	2.1%
	student	8.6%	109	7.7%
	employed in public sector	11.5%	103	10.2%
	employed in a company	34.5%	98	40.3%
	self-employed	7.2%	104	9.4%
	unemployed	8.9%	99	7.9%
	pensioner	13.9%	113	15.9%
	housewife	1.3%	129	0.4%
other	3.2%	92	4.6%	
Average net income of a person per month	no income	9.6%	104	5.4%
	less than EUR 365	7.1%	104	5.7%
	EUR 365 – EUR 730	22.8%	95	19.4%
	EUR 730 – EUR 1100	22.1%	102	22.7%
	EUR 1100 – EUR 1460	9.8%	102	15.2%
	more than EUR 1460	7.6%	116	15.2%
	don't want to answer	20.9%	95	16.4%
Region	Pomurska	5.6%	94	4.1%
	Podravska	13.0%	89	7.0%
	Koroška	4.2%	100	3.1%
	Savinjska	10.1%	96	9.6%
	Zasavska	3.1%	103	2.3%
	Spodnjeposavska	2.6%	93	3.7%
	Dolenjska	7.1%	91	3.2%
	Osrednje – slovenska	29.6%	108	39.0%
	Gorenjska	11.7%	101	12.4%
	Goriška	5.7%	124	8.2%
	Obalno – kraška	4.7%	95	3.5%
	Notranje – kraška	2.7%	100	3.9%

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.