



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: March 2015

Reach - Slovenia: 613.636

Estimated additional reach - Foreign: 70.153

Monthly traffic (Slovenian visitors)

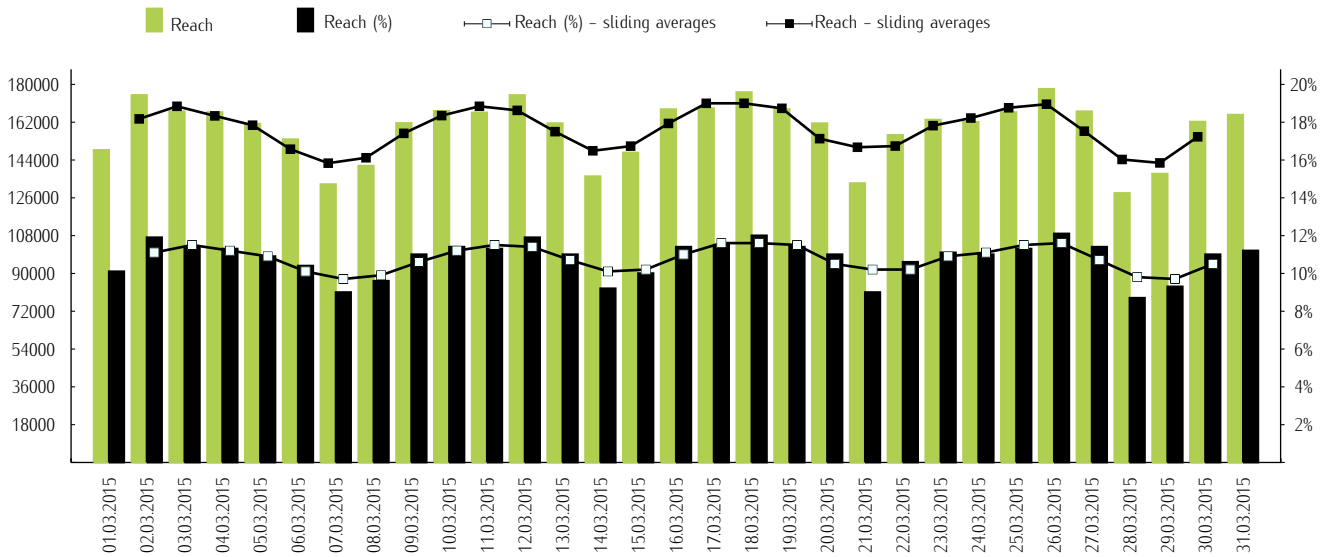
Period	Reach	Reach (%)	Page views	Average number page views per visitor	Average number visits per visitor	Average time per visitor [hr:min:s]
01.03-31.03.2015	613.636	41,7%	67.715.967	110,4	15,4	3:15:03

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]
01.03-01.03.2015	148.656	10,1%	2.173.999	14,6	1,9	0:23:49
02.03-08.03.2015	381.248	25,9%	15.414.431	40,4	5,5	1:10:20
09.03-15.03.2015	388.432	26,4%	15.062.669	38,8	5,5	1:08:59
16.03-22.03.2015	394.942	26,8%	15.532.116	39,3	5,5	1:10:22
23.03-29.03.2015	383.184	26,0%	14.963.427	39,1	5,5	1:09:10
30.03-31.03.2015	224.029	15,2%	4.569.325	20,4	2,9	0:36:47

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.March	148.656	10,1%	2.173.999	14,6	1,9	0:23:49
02.March	174.846	11,9%	2.441.773	14,0	1,9	0:24:27
03.March	167.083	11,4%	2.261.128	13,5	1,9	0:23:45
04.March	166.668	11,3%	2.284.339	13,7	1,9	0:23:51
05.March	161.150	10,9%	2.281.449	14,2	1,9	0:24:33
06.March	153.762	10,4%	2.184.355	14,2	1,9	0:24:28
07.March	132.401	9,0%	1.919.253	14,5	1,9	0:25:04
08.March	141.181	9,6%	2.042.134	14,5	1,9	0:25:13
09.March	161.496	11,0%	2.188.903	13,6	1,9	0:24:54
10.March	167.268	11,4%	2.178.403	13,0	1,9	0:23:36
11.March	166.535	11,3%	2.187.707	13,1	1,9	0:23:50
12.March	174.814	11,9%	2.332.007	13,3	1,9	0:23:38
13.March	161.413	11,0%	2.189.043	13,6	1,9	0:23:54
14.March	136.161	9,2%	1.924.633	14,1	1,9	0:24:12
15.March	147.462	10,0%	2.061.973	14,0	1,9	0:24:14
16.March	168.075	11,4%	2.336.137	13,9	1,9	0:24:47
17.March	168.569	11,5%	2.214.997	13,1	1,9	0:23:42
18.March	176.208	12,0%	2.337.098	13,3	1,9	0:23:56
19.March	168.097	11,4%	2.256.707	13,4	1,9	0:24:19
20.March	161.393	11,0%	2.132.965	13,2	1,9	0:23:59
21.March	132.876	9,0%	1.986.791	15,0	1,9	0:25:40
22.March	155.822	10,6%	2.267.421	14,6	2,0	0:25:58
23.March	163.104	11,1%	2.259.707	13,9	1,9	0:24:48
24.March	162.013	11,0%	2.216.122	13,7	2,0	0:24:50
25.March	166.687	11,3%	2.283.980	13,7	2,0	0:24:58
26.March	177.783	12,1%	2.333.560	13,1	2,0	0:23:20
27.March	167.085	11,4%	2.262.299	13,5	2,0	0:23:46
28.March	128.173	8,7%	1.742.939	13,6	1,8	0:23:03
29.March	137.384	9,3%	1.864.820	13,6	1,9	0:23:18
30.March	162.157	11,0%	2.261.510	13,9	2,0	0:25:23
31.March	165.454	11,2%	2.307.815	13,9	2,0	0:24:55

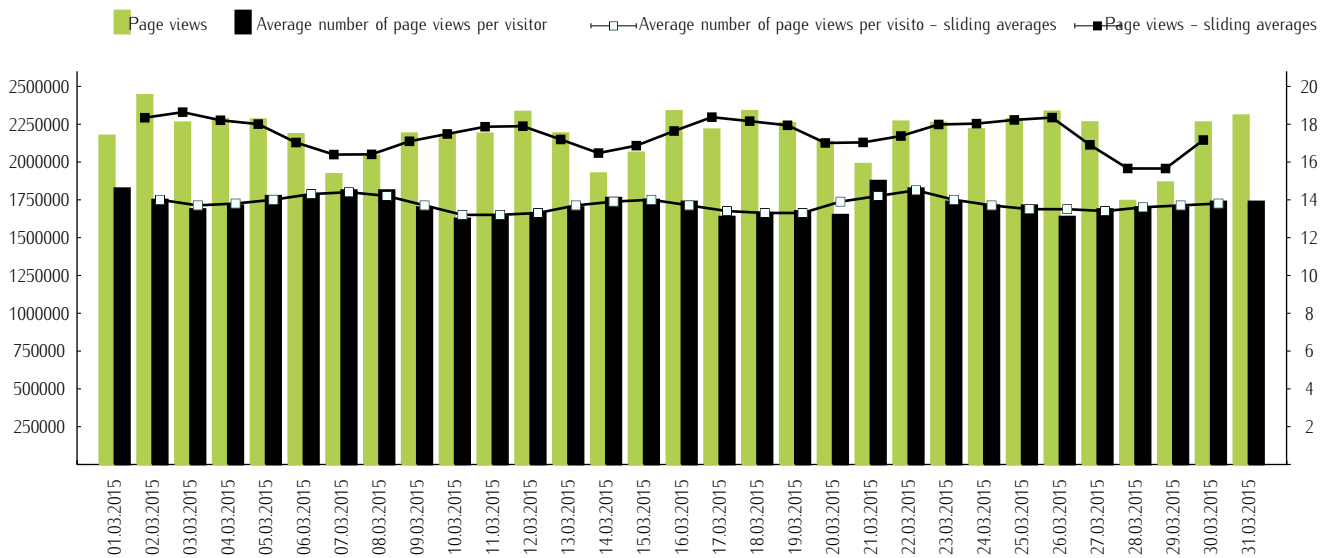


Comment:

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.

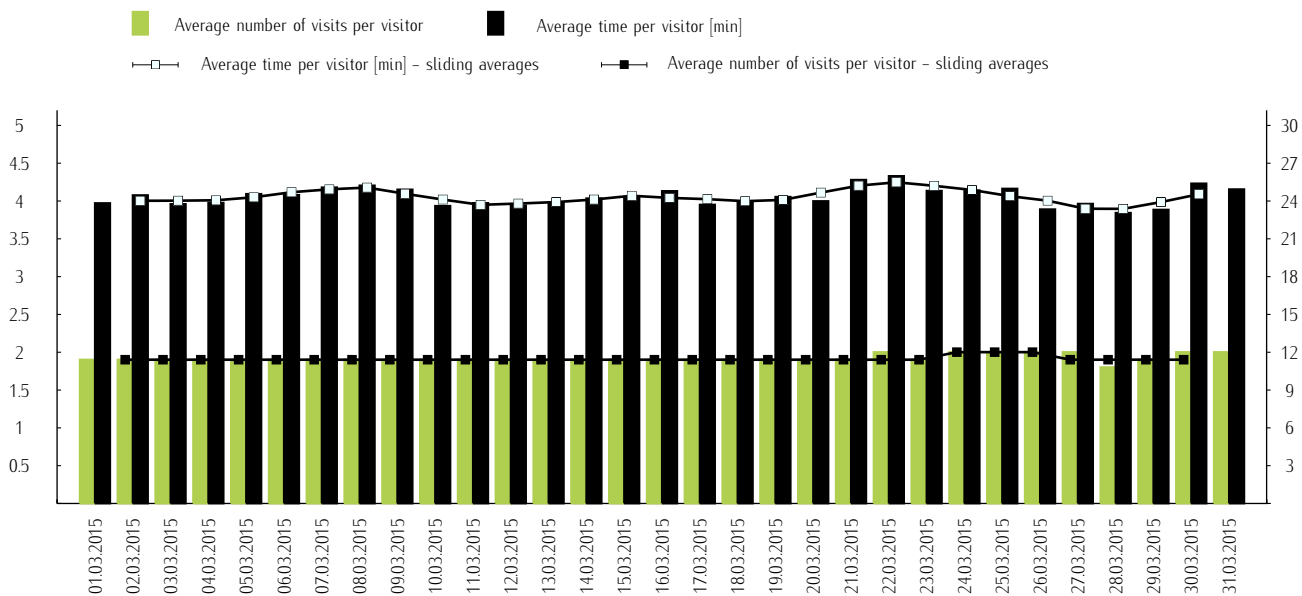


Comment:

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	53.9%	103	69.9%
	female	46.1%	96	30.1%
Age weighted	10-14	3.8%	67	2.2%
	15-19	6.8%	93	3.5%
	20-24	8.3%	99	6.0%
	25-29	9.8%	98	8.3%
	30-39	21.9%	99	22.0%
	40-49	19.4%	100	25.4%
	50-59	17.0%	110	17.7%
	60-75	12.9%	111	15.0%
Education	elementary school or lower	9.6%	90	6.1%
	three years of high school	19.2%	96	16.2%
	four years of high school	28.6%	105	37.7%
	high, higher school, university or higher still in school	23.4%	109	27.9%
Employment status	elementary school	19.2%	94	12.1%
	secondary school	4.9%	74	2.4%
	student	5.3%	91	1.8%
	employed in public sector	8.4%	115	7.5%
	employed in a company	11.4%	101	10.1%
	self-employed	35.6%	101	39.5%
	unemployed	7.1%	94	9.1%
	pensioner	9.3%	105	8.7%
	housewife	14.2%	115	15.5%
other	1.0%	89	0.5%	
Average net income of a person per month	no income	2.7%	75	4.9%
	less than EUR 365	10.2%	109	7.4%
	EUR 365 – EUR 730	7.1%	103	6.6%
	EUR 730 – EUR 1100	23.8%	96	19.2%
	EUR 1100 – EUR 1460	22.4%	104	20.3%
	more than EUR 1460	10.2%	106	15.1%
	don't want to answer	7.4%	114	14.0%
Region	Pomurska	18.9%	89	17.4%
	Podravska	6.2%	99	3.8%
	Koroška	14.0%	95	8.8%
	Savinjska	3.6%	90	4.0%
	Zasavska	10.4%	91	9.6%
	Spodnjeposavska	3.0%	100	2.2%
	Dolenjska	2.7%	92	3.7%
	Osrednje – slovenska	6.8%	87	3.3%
	Gorenjska	28.4%	109	38.3%
	Goriška	11.7%	109	10.8%
	Obalno – kraška	5.7%	117	7.9%
	Notranje – kraška	4.9%	96	4.0%
		2.5%	89	3.5%

Legend and comments:

Description of MOSS measurement:

MOSS certificate is prepared for period from 01.03 to 31.03.2015. 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 01.03 to 31.03.2015. 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.