

# 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: Uroš Cuder

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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: May 2015

Reach - Slovenia: 566.203

Estimated additional reach - Foreign: 67.163

## Monthly traffic (Slovenian visitors)

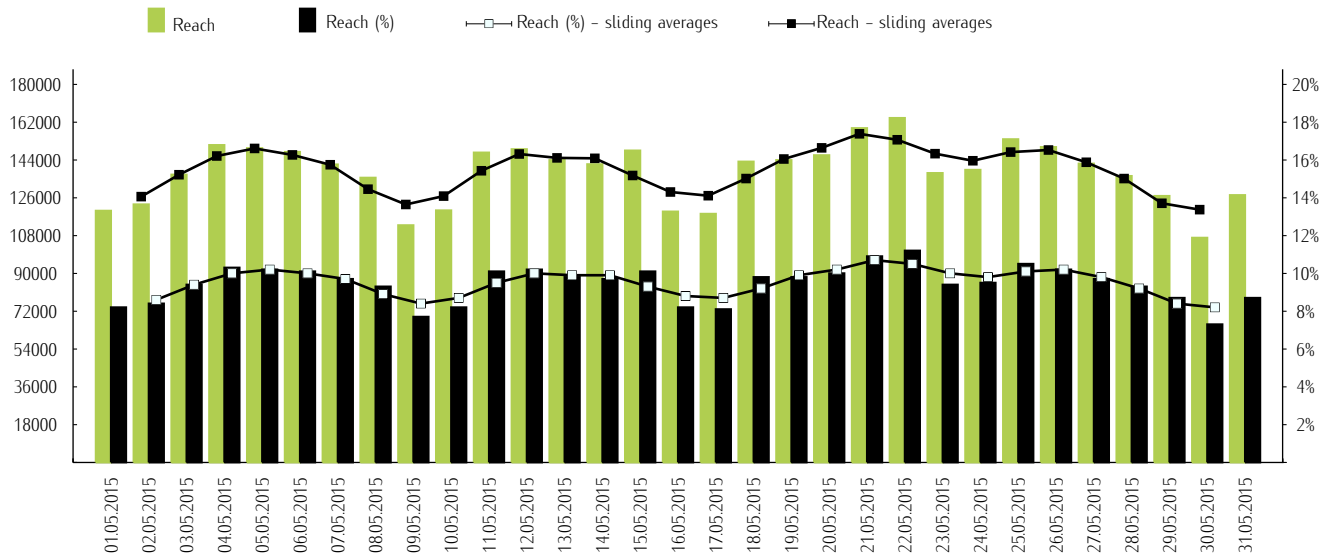
Period	Reach	Reach (%)	Page views	Average number page views per visitor	Average number visits per visitor	Average time per visitor [hr:min:s]
01.05-31.05.2015	566.203	38,7%	57.938.802	102,3	14,5	3:02:24

## 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]
01.05-03.05.2015	221.462	15,1%	5.119.624	23,1	3,2	0:39:55
04.05-10.05.2015	337.988	23,1%	12.908.592	38,2	5,4	1:08:20
11.05-17.05.2015	341.983	23,3%	13.040.602	38,1	5,4	1:08:00
18.05-24.05.2015	365.283	24,9%	14.005.148	38,3	5,4	1:08:31
25.05-31.05.2015	334.057	22,8%	12.864.836	38,5	5,4	1:09:03

## 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.May	119.783	8,2%	1.592.982	13,3	1,9	0:22:55
02.May	122.807	8,4%	1.681.291	13,7	1,9	0:23:25
03.May	136.979	9,4%	1.845.351	13,5	1,9	0:23:29
04.May	151.058	10,3%	2.016.279	13,3	1,9	0:24:23
05.May	149.558	10,2%	1.998.314	13,4	1,9	0:24:22
06.May	147.781	10,1%	1.989.827	13,5	1,9	0:24:06
07.May	141.816	9,7%	1.926.994	13,6	1,9	0:24:42
08.May	135.511	9,3%	1.821.220	13,4	1,9	0:24:10
09.May	112.879	7,7%	1.535.841	13,6	1,9	0:23:07
10.May	119.954	8,2%	1.620.117	13,5	1,9	0:23:29
11.May	147.484	10,1%	1.990.164	13,5	1,9	0:24:11
12.May	149.076	10,2%	1.955.060	13,1	1,9	0:23:48
13.May	143.899	9,8%	1.928.363	13,4	1,9	0:24:11
14.May	141.929	9,7%	1.914.724	13,5	2,0	0:24:18
15.May	148.455	10,1%	1.976.501	13,3	1,9	0:23:33
16.May	119.395	8,2%	1.640.732	13,7	1,8	0:23:42
17.May	118.322	8,1%	1.635.058	13,8	1,9	0:24:22
18.May	143.181	9,8%	1.972.818	13,8	1,9	0:24:57
19.May	143.897	9,8%	1.899.354	13,2	1,9	0:23:45
20.May	146.220	10,0%	1.976.065	13,5	2,0	0:24:32
21.May	159.106	10,9%	2.158.842	13,6	1,9	0:24:44
22.May	163.947	11,2%	2.219.975	13,5	1,9	0:24:01
23.May	137.731	9,4%	1.883.353	13,7	1,9	0:24:09
24.May	139.251	9,5%	1.894.741	13,6	1,9	0:23:21
25.May	153.828	10,5%	2.102.125	13,7	2,0	0:24:26
26.May	150.100	10,2%	2.036.950	13,6	2,0	0:24:28
27.May	142.222	9,7%	1.939.997	13,6	2,0	0:25:02
28.May	136.321	9,3%	1.864.090	13,7	1,9	0:24:48
29.May	126.826	8,7%	1.718.379	13,5	1,9	0:24:30
30.May	106.924	7,3%	1.462.999	13,7	1,8	0:24:00
31.May	127.225	8,7%	1.740.296	13,7	1,8	0:23:45

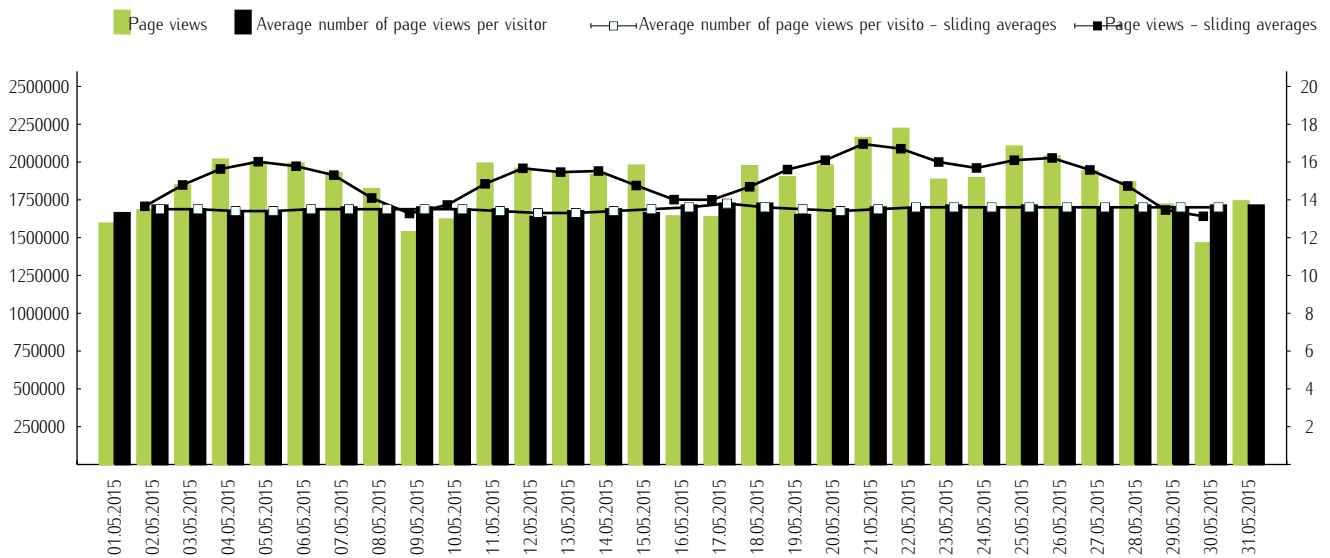


Comment:

**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 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.

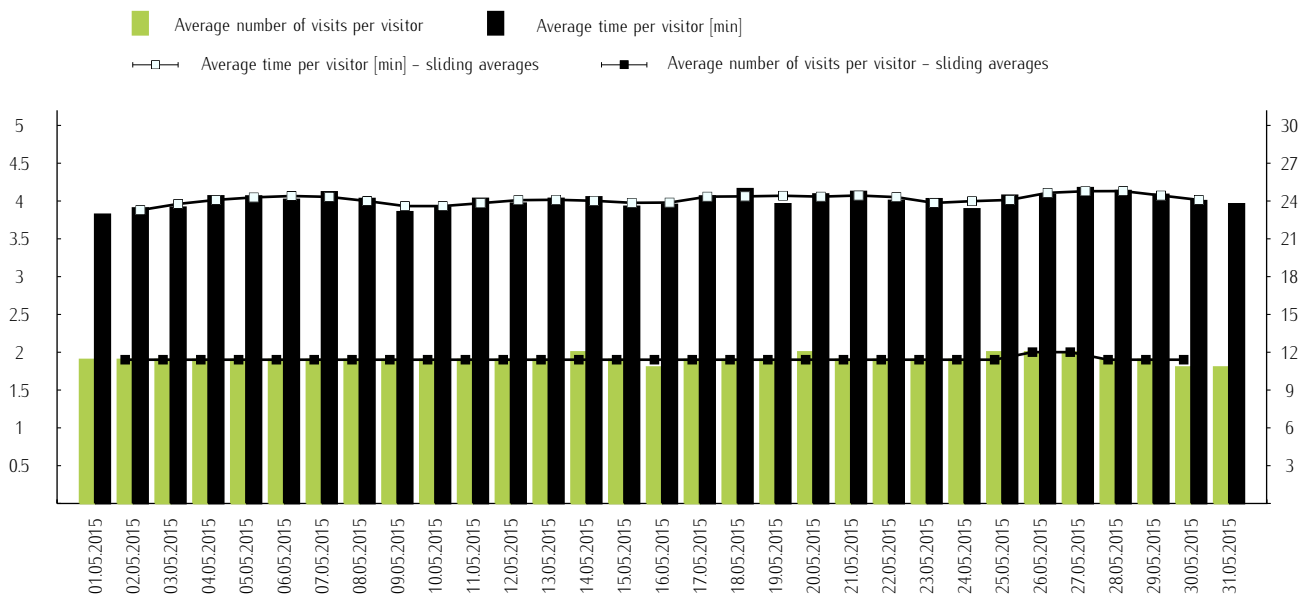


Comment:

**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 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.



**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	53.1%	103	68.5%
	female	46.9%	97	31.5%
Age weighted	10-14	3.3%	61	0.7%
	15-19	7.4%	101	2.7%
	20-24	8.6%	101	6.5%
	25-29	9.9%	97	7.0%
	30-39	21.8%	97	23.6%
	40-49	19.8%	101	28.2%
	50-59	16.3%	106	18.2%
	60-75	13.0%	116	13.1%
Education	elementary school or lower	8.5%	90	4.9%
	three years of high school	19.4%	94	16.7%
	four years of high school	28.1%	102	37.9%
	high, higher school, university or higher	24.2%	113	30.4%
	still in school	19.7%	94	10.0%
Employment status	elementary school	4.5%	67	1.0%
	secondary school	5.5%	97	2.2%
	student	8.9%	116	6.5%
	employed in public sector	11.0%	100	10.2%
	employed in a company	35.2%	98	42.4%
	self-employed	7.6%	99	9.4%
	unemployed	8.7%	95	8.6%
	pensioner	14.5%	120	13.8%
	housewife	1.0%	104	0.4%
	other	3.0%	94	5.4%
Average net income of a person per month	no income	9.6%	104	5.0%
	less than EUR 365	7.6%	103	6.4%
	EUR 365 – EUR 730	23.6%	97	19.8%
	EUR 730 – EUR 1100	21.2%	98	21.3%
	EUR 1100 – EUR 1460	10.3%	107	15.0%
	more than EUR 1460	7.9%	119	15.5%
	don't want to answer	19.6%	93	17.1%
Region	Pomurska	6.0%	93	4.9%
	Podravska	13.5%	93	7.2%
	Koroška	3.8%	96	4.1%
	Savinjska	10.4%	93	8.7%
	Zasavska	2.9%	95	2.0%
	Spodnjeposavska	2.7%	91	3.7%
	Dolenjska	6.6%	86	4.0%
	Osrednje – slovenska	29.6%	112	39.6%
	Gorenjska	11.4%	101	10.9%
	Goriška	6.1%	122	8.1%
	Obalno – kraška	3.9%	79	3.0%
	Notranje – kraška	3.0%	117	3.7%

## **Legend and comments:**

### **Description of MOSS measurement:**

MOSS certificate is prepared for period from 01.05 to 31.05.2015. 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 01.05 to 31.05.2015. 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.