



Trademark: Planet Siol.net

Main domain: www.siol.net

Publisher:

Company: TSmedia, d.o.o.

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City: 1000 Ljubljana

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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: July 2015

Reach - Slovenia: 527.723

Estimated additional reach - Foreign: 75.961

Monthly traffic (Slovenian visitors)

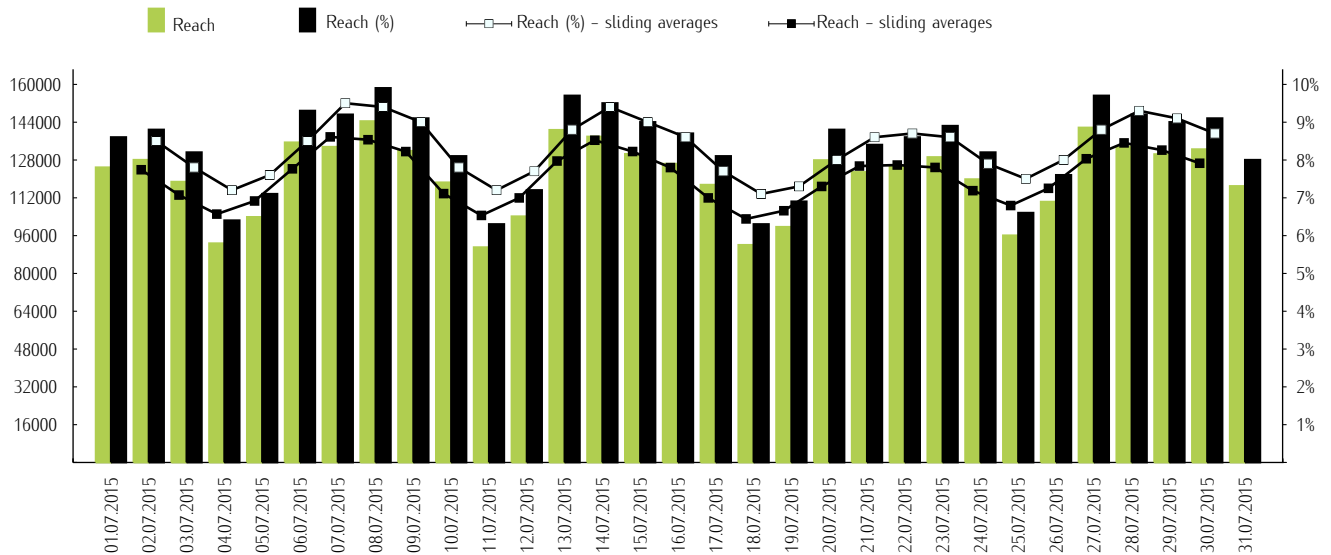
Period	Reach	Reach (%)	Page views	Average number page views per visitor	Average number visits per visitor	Average time per visitor [hr:min:s]
01.07-31.07.2015	527.723	36,3%	49.480.960	93,8	13,9	2:50:33

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]
01.07-05.07.2015	256.061	17,6%	7.767.730	30,3	4,2	0:53:28
06.07-12.07.2015	313.680	21,6%	11.129.392	35,5	5,3	1:04:47
13.07-19.07.2015	304.384	20,9%	11.018.981	36,2	5,4	1:06:27
20.07-26.07.2015	297.917	20,5%	10.729.254	36,0	5,5	1:06:14
27.07-31.07.2015	276.098	19,0%	8.835.603	32,0	4,7	0:58:04

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.July	124.815	8,6%	1.739.773	13,9	1,9	0:24:47
02.July	127.997	8,8%	1.743.766	13,6	1,9	0:23:56
03.July	118.723	8,2%	1.614.508	13,6	1,9	0:24:10
04.July	92.666	6,4%	1.264.164	13,6	1,8	0:23:57
05.July	103.809	7,1%	1.405.519	13,5	1,9	0:23:34
06.July	135.376	9,3%	1.847.729	13,6	2,0	0:24:07
07.July	133.508	9,2%	1.793.348	13,4	2,0	0:24:21
08.July	144.357	9,9%	1.802.042	12,5	2,0	0:22:52
09.July	131.784	9,1%	1.707.949	13,0	1,9	0:23:48
10.July	118.446	8,1%	1.520.417	12,8	1,9	0:24:04
11.July	91.000	6,3%	1.150.444	12,6	1,9	0:23:10
12.July	104.083	7,2%	1.307.463	12,6	1,9	0:23:10
13.July	140.663	9,7%	1.856.816	13,2	2,0	0:24:19
14.July	137.839	9,5%	1.811.688	13,1	2,0	0:24:11
15.July	130.489	9,0%	1.716.990	13,2	2,0	0:23:55
16.July	126.336	8,7%	1.661.986	13,2	2,0	0:24:01
17.July	117.448	8,1%	1.514.167	12,9	2,0	0:24:03
18.July	91.989	6,3%	1.189.704	12,9	1,9	0:23:15
19.July	99.627	6,9%	1.267.630	12,7	1,9	0:23:37
20.July	127.860	8,8%	1.671.635	13,1	2,0	0:24:08
21.July	122.841	8,4%	1.615.368	13,2	2,0	0:24:15
22.July	125.511	8,6%	1.655.001	13,2	2,0	0:24:32
23.July	129.152	8,9%	1.659.009	12,8	2,0	0:23:58
24.July	119.785	8,2%	1.557.607	13,0	2,0	0:23:35
25.July	96.024	6,6%	1.166.946	12,2	1,9	0:22:01
26.July	110.271	7,6%	1.403.688	12,7	1,9	0:23:11
27.July	141.650	9,7%	1.857.565	13,1	2,0	0:23:46
28.July	133.569	9,2%	1.798.773	13,5	2,0	0:24:15
29.July	130.388	9,0%	1.768.828	13,6	2,0	0:24:55
30.July	132.477	9,1%	1.847.874	13,9	2,0	0:25:00
31.July	116.905	8,0%	1.562.563	13,4	1,9	0:24:31

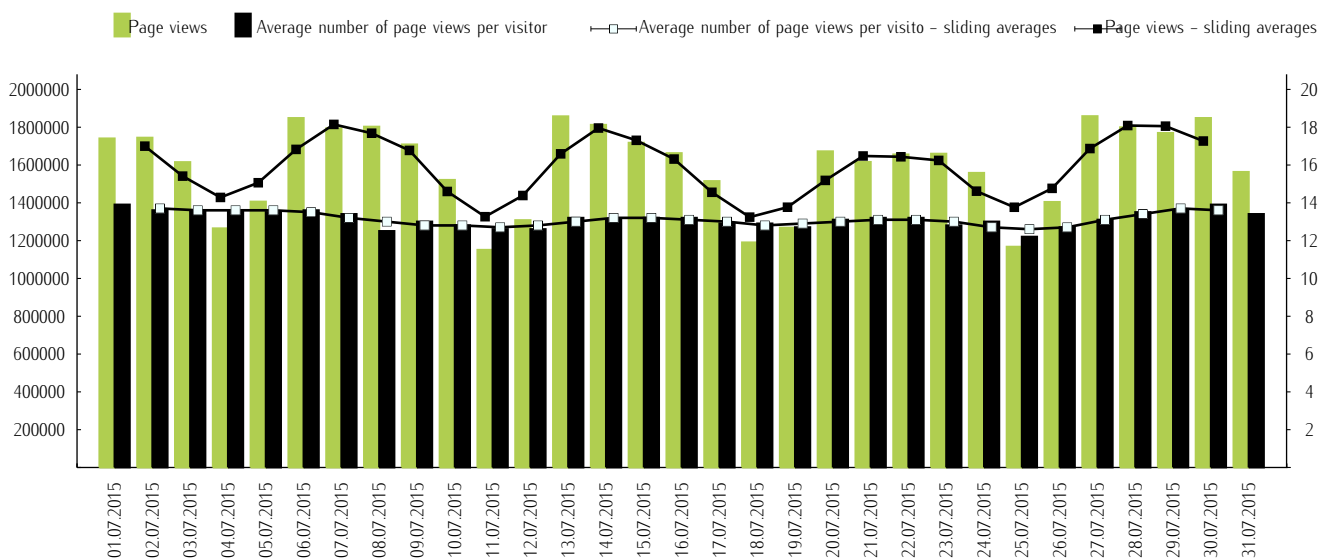


Comment:

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.

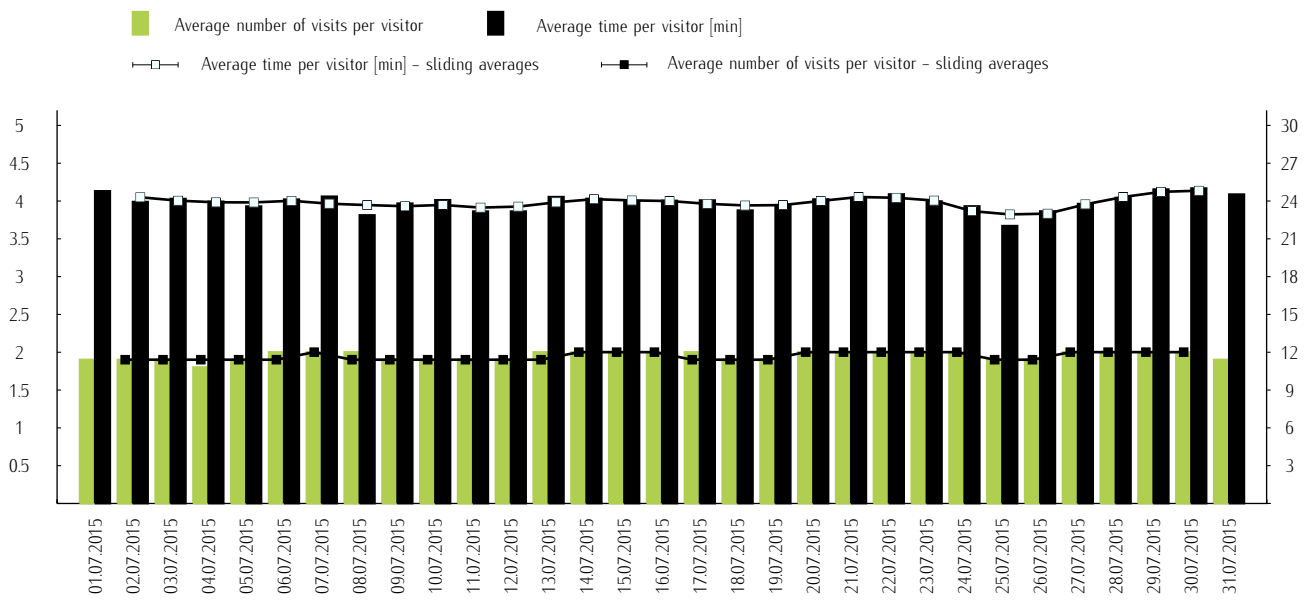


Comment:

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	55.7%	107	71.3%
	female	44.3%	92	28.7%
Age weighted	10-14	4.7%	73	2.1%
	15-19	5.3%	74	2.4%
	20-24	7.5%	88	4.9%
	25-29	9.6%	96	6.6%
	30-39	22.5%	100	20.4%
	40-49	21.7%	109	28.3%
	50-59	16.0%	109	20.7%
	60-75	12.6%	118	14.7%
Education	elementary school or lower	8.6%	87	7.2%
	three years of high school	19.0%	96	16.2%
	four years of high school	29.5%	106	33.8%
	high, higher school, university or higher still in school	25.4%	119	33.2%
Employment status	elementary school	5.9%	75	2.3%
	secondary school	4.0%	74	1.8%
	student	6.8%	99	5.0%
	employed in public sector	11.3%	104	11.6%
	employed in a company	36.0%	100	37.7%
	self-employed	8.7%	108	13.1%
	unemployed	9.1%	104	5.6%
	pensioner	13.2%	114	13.7%
	housewife	1.0%	106	0.5%
other	3.9%	115	8.6%	
Average net income of a person per month	no income	9.2%	105	4.4%
	less than EUR 365	6.8%	96	4.7%
	EUR 365 – EUR 730	22.0%	92	15.5%
	EUR 730 – EUR 1100	22.3%	101	21.0%
	EUR 1100 – EUR 1460	11.1%	112	16.5%
	more than EUR 1460	8.1%	121	13.6%
	don't want to answer	20.5%	95	24.3%
Region	Pomurska	5.8%	97	4.7%
	Podravska	12.8%	91	7.0%
	Koroška	3.3%	85	1.6%
	Savinjska	9.7%	89	8.0%
	Zasavska	2.7%	85	2.3%
	Spodnjeposavska	2.6%	92	3.8%
	Dolenjska	7.2%	86	4.9%
	Osrednje – slovenska	30.1%	113	36.4%
	Gorenjska	11.8%	103	11.1%
	Goriška	5.8%	126	12.4%
	Obalno – kraška	5.5%	99	5.2%
	Notranje – kraška	2.7%	102	2.4%

## **Legend and comments:**

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

MOSS certificate is prepared for period from 01.07 to 31.07.2015. 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 01.07 to 31.07.2015. 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.