

MOSŠ

CERTIFIKAT

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: September 2015

Reach - Slovenia: 563.754

Estimated additional reach - Foreign: 64.553

Monthly traffic (Slovenian visitors)

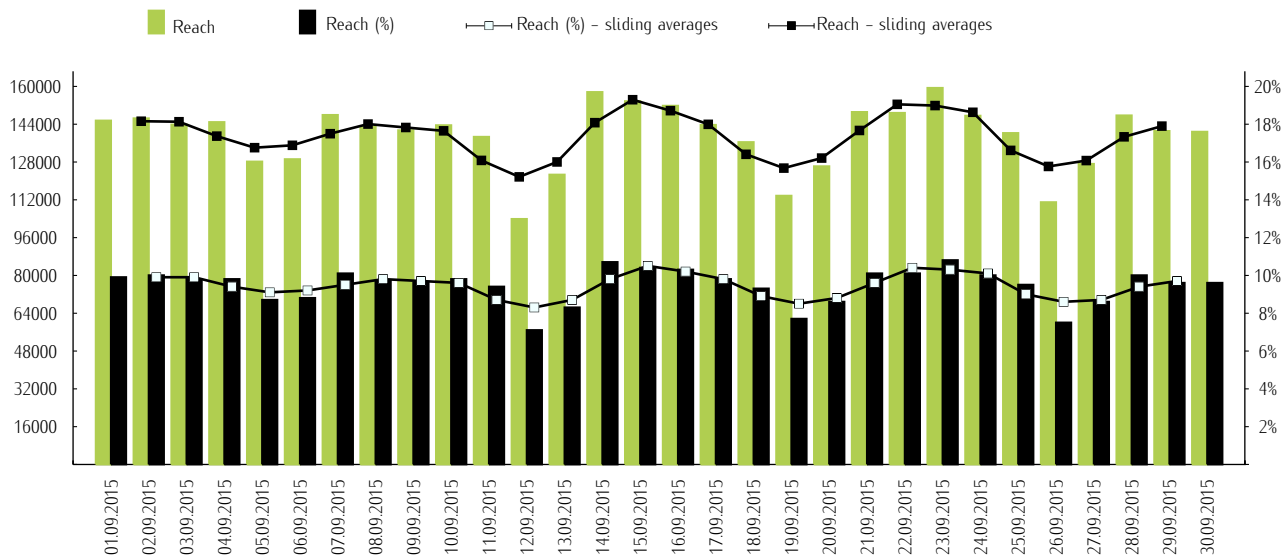
Period	Reach	Reach (%)	Page views	Average number page views per visitor	Average number visits per visitor	Average time per visitor [hr:min:s]
01.09-30.09.2015	563.754	38,3%	53.278.957	94,5	14,0	2:57:03

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]
01.09-06.09.2015	328.595	22,3%	10.802.763	32,9	4,8	1:00:34
07.09-13.09.2015	333.950	22,7%	12.104.571	36,2	5,3	1:07:01
14.09-20.09.2015	352.272	23,9%	12.376.928	35,1	5,3	1:06:22
21.09-27.09.2015	352.344	24,0%	12.503.893	35,5	5,3	1:07:17
28.09-30.09.2015	238.595	16,2%	5.490.802	23,0	3,4	0:43:47

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.September	145.467	9,9%	1.875.230	12,9	1,9	0:23:47
02.September	146.412	10,0%	1.936.973	13,2	1,9	0:23:57
03.September	143.785	9,8%	1.860.014	12,9	1,9	0:24:26
04.September	144.826	9,8%	1.866.906	12,9	1,9	0:23:59
05.September	128.121	8,7%	1.654.014	12,9	1,9	0:23:36
06.September	129.127	8,8%	1.609.626	12,5	1,8	0:22:39
07.September	147.845	10,1%	1.900.569	12,9	1,9	0:24:12
08.September	142.856	9,7%	1.848.183	12,9	1,9	0:24:35
09.September	141.358	9,6%	1.827.943	12,9	1,9	0:24:20
10.September	143.495	9,8%	1.849.486	12,9	1,9	0:23:53
11.September	138.591	9,4%	1.765.497	12,7	1,8	0:23:26
12.September	103.830	7,1%	1.299.712	12,5	1,8	0:23:10
13.September	122.591	8,3%	1.613.181	13,2	1,8	0:22:35
14.September	157.543	10,7%	2.012.013	12,8	1,9	0:23:50
15.September	153.683	10,4%	1.890.640	12,3	1,9	0:23:06
16.September	151.741	10,3%	1.864.672	12,3	1,9	0:23:32
17.September	143.639	9,8%	1.742.520	12,1	1,9	0:23:12
18.September	136.349	9,3%	1.733.890	12,7	2,0	0:24:24
19.September	113.660	7,7%	1.490.806	13,1	1,9	0:24:32
20.September	126.124	8,6%	1.642.387	13,0	1,9	0:24:13
21.September	149.096	10,1%	1.889.757	12,7	1,9	0:24:42
22.September	148.720	10,1%	1.837.575	12,4	1,9	0:23:57
23.September	159.297	10,8%	1.972.093	12,4	1,9	0:23:12
24.September	147.526	10,0%	1.911.482	13,0	1,9	0:24:45
25.September	140.193	9,5%	1.856.086	13,2	1,9	0:25:00
26.September	110.924	7,5%	1.456.911	13,1	1,8	0:24:19
27.September	127.139	8,6%	1.579.989	12,4	1,8	0:22:56
28.September	147.654	10,0%	1.860.991	12,6	1,9	0:24:06
29.September	141.058	9,6%	1.831.851	13,0	1,9	0:24:33
30.September	140.741	9,6%	1.797.960	12,8	1,9	0:24:21

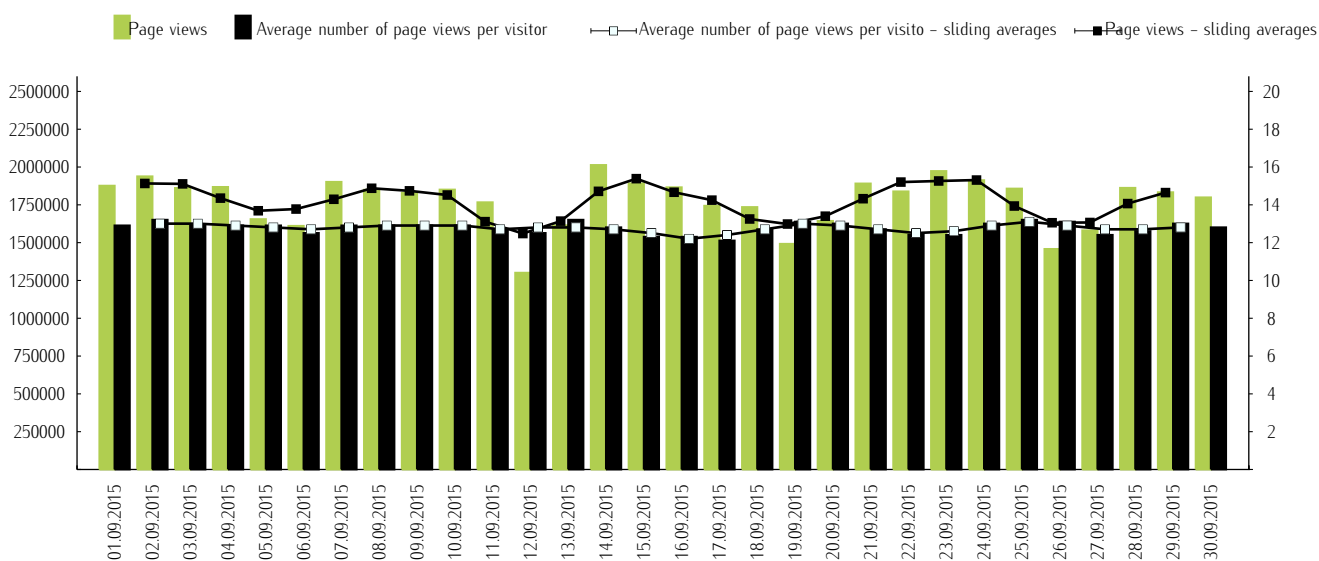


Comment:

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.

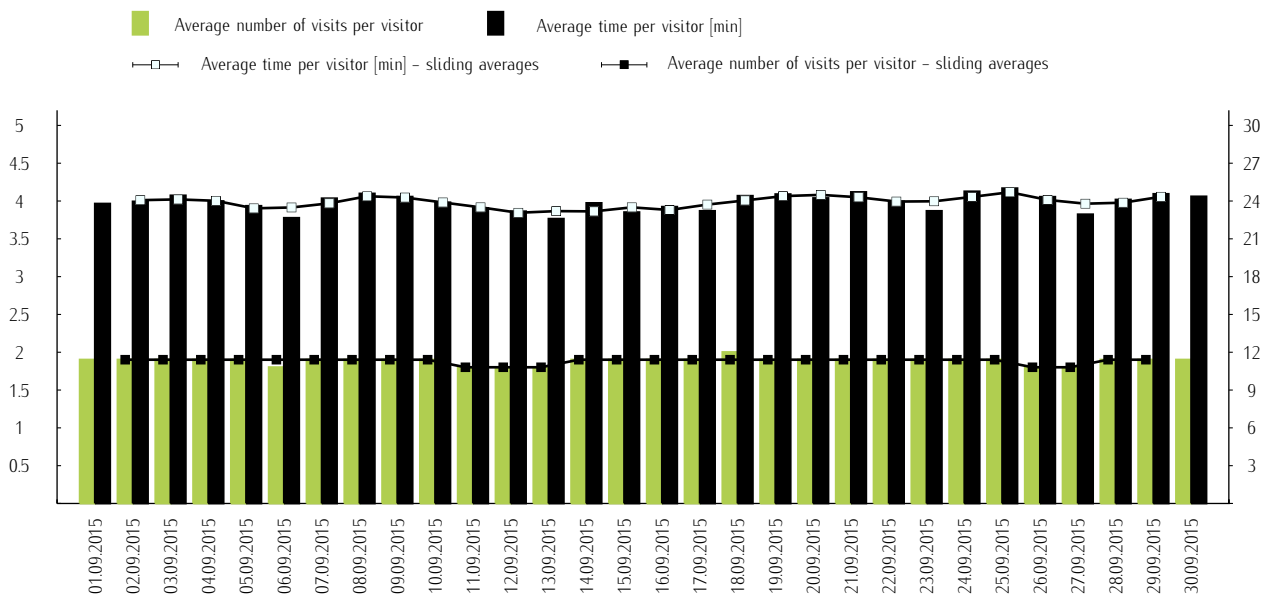


Comment:

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	53.7%	103	68.9%
	female	46.3%	96	31.1%
Age weighted	10-14	4.0%	65	1.1%
	15-19	6.8%	95	2.2%
	20-24	8.6%	99	6.6%
	25-29	10.1%	101	8.5%
	30-39	21.4%	96	22.5%
	40-49	21.3%	107	30.0%
	50-59	16.4%	104	15.3%
	60-75	11.4%	113	13.9%
Education	elementary school or lower	7.5%	81	4.2%
	three years of high school	20.3%	99	15.2%
	four years of high school	27.4%	102	36.3%
	high, higher school, university or higher	25.0%	115	33.7%
	still in school	19.8%	92	10.6%
Employment status	elementary school	4.9%	70	1.4%
	secondary school	5.3%	91	1.8%
	student	8.7%	113	6.7%
	employed in public sector	11.0%	101	12.5%
	employed in a company	34.9%	97	42.1%
	self-employed	9.4%	114	10.8%
	unemployed	9.1%	102	5.7%
	pensioner	12.2%	109	13.5%
	housewife	1.0%	86	0.5%
other	3.6%	106	5.0%	
Average net income of a person per month	no income	9.1%	101	5.1%
	less than EUR 365	7.4%	105	6.0%
	EUR 365 – EUR 730	22.4%	93	17.5%
	EUR 730 – EUR 1100	22.0%	102	20.9%
	EUR 1100 – EUR 1460	10.9%	108	18.2%
	more than EUR 1460	8.0%	118	15.4%
	don't want to answer	20.1%	94	16.9%
Region	Pomurska	6.1%	99	4.2%
	Podravska	13.0%	90	7.7%
	Koroška	3.6%	95	1.4%
	Savinjska	11.3%	103	11.1%
	Zasavska	3.0%	96	1.8%
	Spodnjeposavska	2.6%	95	3.2%
	Dolenjska	7.0%	90	5.2%
	Osrednje – slovenska	28.8%	105	41.7%
	Gorenjska	11.7%	98	10.9%
	Goriška	5.9%	137	7.1%
	Obalno – kraška	4.4%	93	3.5%
	Notranje – kraška	2.7%	96	2.2%

Legend and comments:

Description of MOSS measurement:

MOSS certificate is prepared for period from 01.09 to 30.09.2015. 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 01.09 to 30.09.2015. 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.