

Trademark: Telefonski imenik Slovenije na spletu - itis.si

Main domain: www.itis.si

Publisher:

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**Short description of media:**

Phone book of Slovenia has long been a synonym for more detailed information about phone numbers from different operators, addresses and activities of companies. With an advanced search through the only real yellow pages in Slovenia you can quickly find the right offer. With the help of interactive map you can easily find the way to it. Itis.si enables you to search for companies and private persons. Both big, medium and small companies decide to advertise in ITIS every year.

Period: December 2015

Reach - Slovenia: 269.368

Estimated additional reach - Foreign: 25.233

**Monthly traffic (Slovenian visitors)**

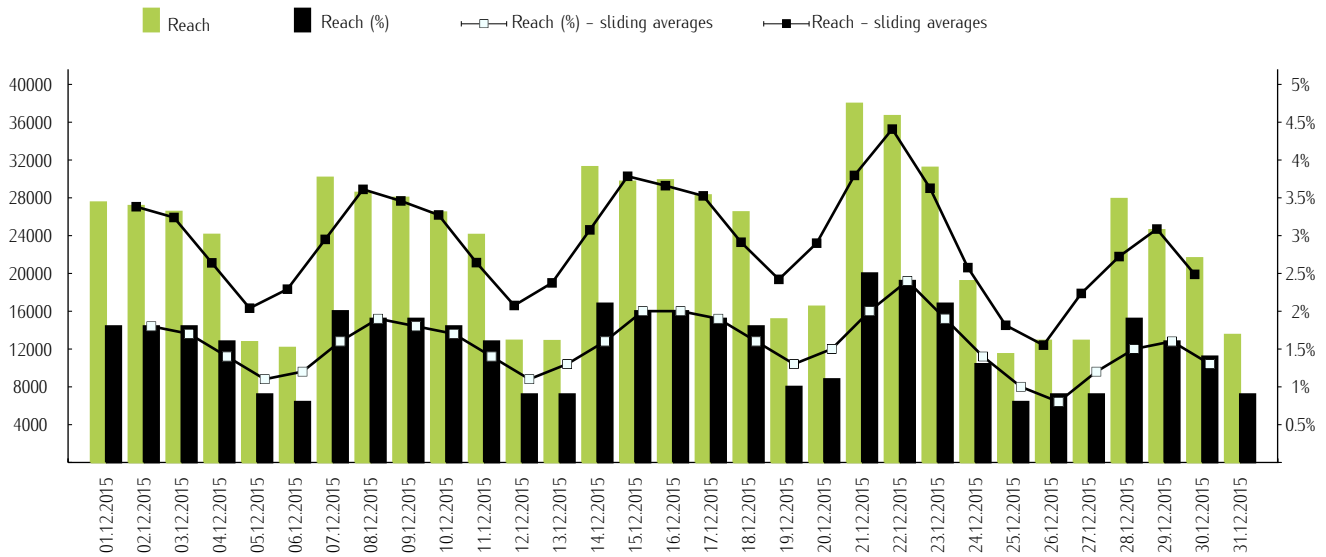
| Period           | Reach   | Reach (%) | Page views | Average number page views per visitor | Average number visits per visitor | Average time per visitor [hr:min:s] |
|------------------|---------|-----------|------------|---------------------------------------|-----------------------------------|-------------------------------------|
| 01.12-31.12.2015 | 269.368 | 18,0%     | 2.569.874  | 9,5                                   | 3,5                               | 0:07:34                             |

**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] |
|------------------|---------|-----------|------------|---------------------------------------|-----------------------------------|-------------------------------------|
| 01.12-06.12.2015 | 91.545  | 6,1%      | 425.083    | 4,6                                   | 1,9                               | 0:03:30                             |
| 07.12-13.12.2015 | 108.394 | 7,2%      | 540.514    | 5,0                                   | 2,0                               | 0:03:47                             |
| 14.12-20.12.2015 | 117.153 | 7,8%      | 637.216    | 5,4                                   | 2,0                               | 0:04:28                             |
| 21.12-27.12.2015 | 110.617 | 7,4%      | 658.285    | 6,0                                   | 2,0                               | 0:05:01                             |
| 28.12-31.12.2015 | 68.021  | 4,5%      | 308.776    | 4,5                                   | 1,7                               | 0:03:19                             |

**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.December | 27.505 | 1,8%      | 88.726     | 3,2                                   | 1,3                               | 0:02:32                             |
| 02.December | 27.130 | 1,8%      | 88.973     | 3,3                                   | 1,3                               | 0:02:34                             |
| 03.December | 26.513 | 1,8%      | 84.991     | 3,2                                   | 1,3                               | 0:02:34                             |
| 04.December | 24.087 | 1,6%      | 77.909     | 3,2                                   | 1,3                               | 0:02:27                             |
| 05.December | 12.726 | 0,9%      | 41.861     | 3,3                                   | 1,4                               | 0:02:02                             |
| 06.December | 12.122 | 0,8%      | 42.623     | 3,5                                   | 1,4                               | 0:02:20                             |
| 07.December | 30.124 | 2,0%      | 96.168     | 3,2                                   | 1,3                               | 0:02:32                             |
| 08.December | 28.529 | 1,9%      | 94.304     | 3,3                                   | 1,3                               | 0:02:39                             |
| 09.December | 28.005 | 1,9%      | 91.272     | 3,3                                   | 1,3                               | 0:02:32                             |
| 10.December | 26.450 | 1,8%      | 87.232     | 3,3                                   | 1,3                               | 0:02:33                             |
| 11.December | 24.077 | 1,6%      | 80.122     | 3,3                                   | 1,3                               | 0:02:29                             |
| 12.December | 12.879 | 0,9%      | 45.412     | 3,5                                   | 1,4                               | 0:02:13                             |
| 13.December | 12.844 | 0,9%      | 46.004     | 3,6                                   | 1,4                               | 0:02:28                             |
| 14.December | 31.247 | 2,1%      | 103.008    | 3,3                                   | 1,3                               | 0:02:39                             |
| 15.December | 29.706 | 2,0%      | 99.672     | 3,4                                   | 1,3                               | 0:02:45                             |
| 16.December | 29.857 | 2,0%      | 103.030    | 3,5                                   | 1,3                               | 0:02:51                             |
| 17.December | 28.262 | 1,9%      | 99.149     | 3,5                                   | 1,3                               | 0:02:53                             |
| 18.December | 26.468 | 1,8%      | 95.467     | 3,6                                   | 1,3                               | 0:02:55                             |
| 19.December | 15.140 | 1,0%      | 59.970     | 4,0                                   | 1,4                               | 0:03:07                             |
| 20.December | 16.482 | 1,1%      | 76.920     | 4,7                                   | 1,3                               | 0:04:08                             |
| 21.December | 37.950 | 2,5%      | 163.819    | 4,3                                   | 1,3                               | 0:04:07                             |
| 22.December | 36.647 | 2,4%      | 162.205    | 4,4                                   | 1,3                               | 0:04:11                             |
| 23.December | 31.181 | 2,1%      | 128.290    | 4,1                                   | 1,3                               | 0:03:35                             |
| 24.December | 19.181 | 1,3%      | 67.646     | 3,5                                   | 1,3                               | 0:02:25                             |
| 25.December | 11.456 | 0,8%      | 42.818     | 3,7                                   | 1,4                               | 0:02:21                             |
| 26.December | 12.877 | 0,9%      | 45.237     | 3,5                                   | 1,4                               | 0:02:14                             |
| 27.December | 12.874 | 0,9%      | 48.270     | 3,7                                   | 1,4                               | 0:02:31                             |
| 28.December | 27.874 | 1,9%      | 99.795     | 3,6                                   | 1,3                               | 0:02:43                             |
| 29.December | 24.576 | 1,6%      | 90.312     | 3,7                                   | 1,3                               | 0:02:44                             |
| 30.December | 21.608 | 1,4%      | 73.210     | 3,4                                   | 1,3                               | 0:02:32                             |
| 31.December | 13.492 | 0,9%      | 45.459     | 3,4                                   | 1,4                               | 0:02:06                             |

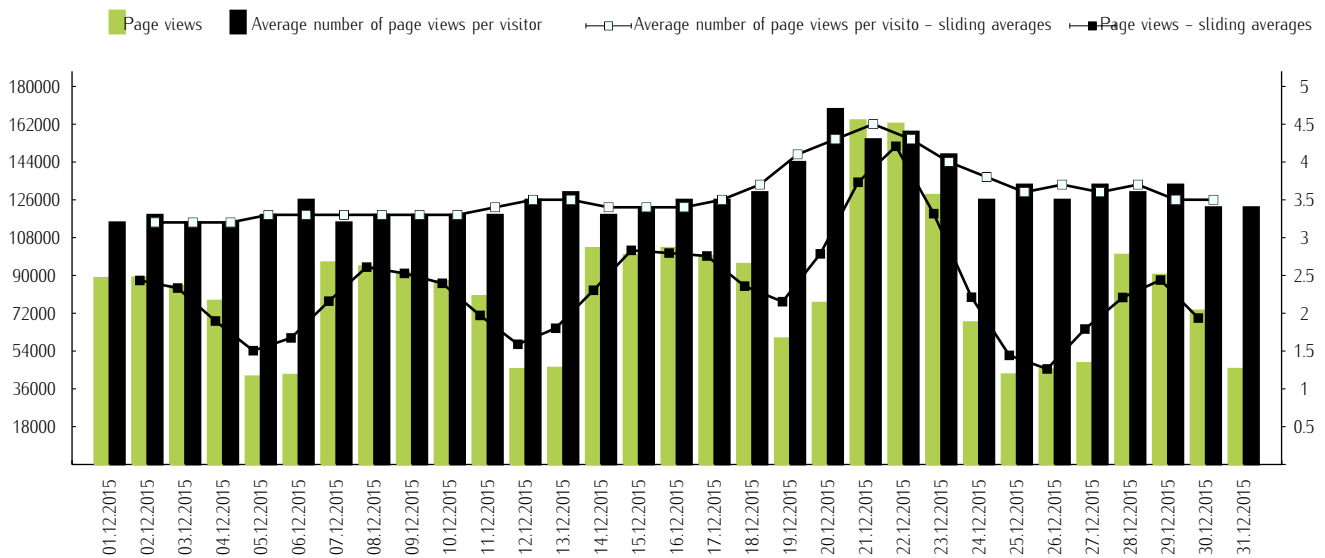


Comment:

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 length three.

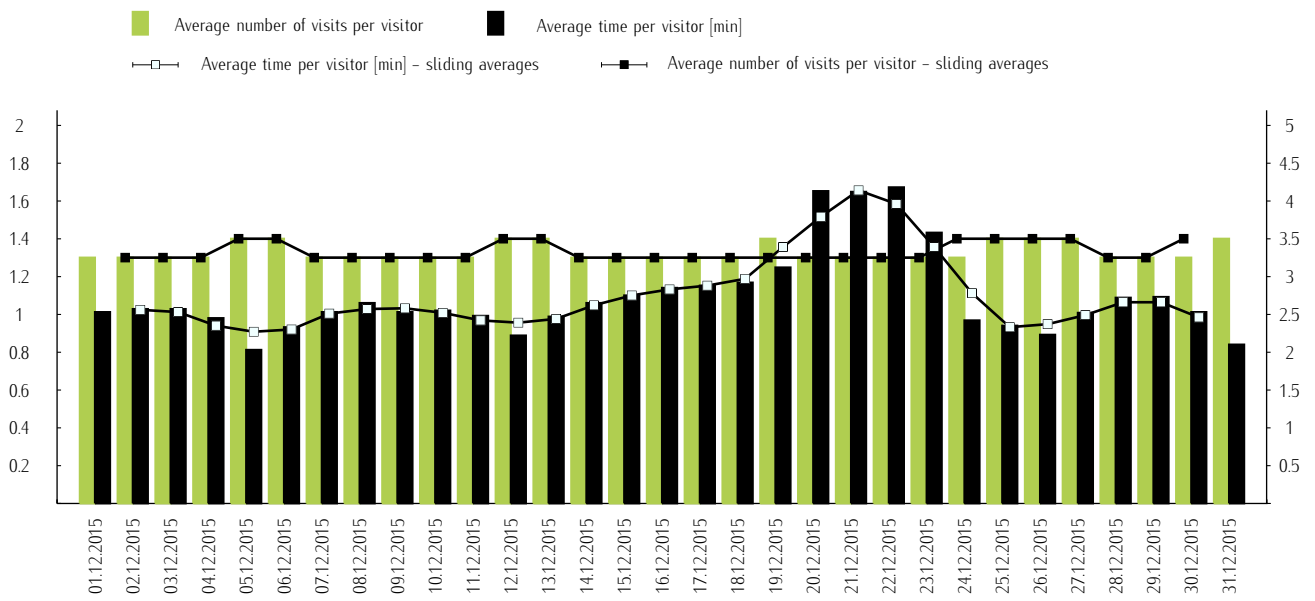


Comment:

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 summ 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  | 49.6%              | 96                               | 49.8%          |
|  | female  | 50.4%              | 104                              | 50.2%          |
| Age weighted                             | 10-14   | *                  | *                                | *              |
|  | 15-19   | 4.3%               | 61                               | 4.3%           |
|  | 20-24   | 6.0%               | 72                               | 6.2%           |
|  | 25-29   | 8.6%               | 89                               | 7.5%           |
|  | 30-39   | 22.1%              | 101                              | 20.0%          |
|  | 40-49   | 20.4%              | 105                              | 18.0%          |
|  | 50-59   | 20.1%              | 129                              | 22.4%          |
|  | 60-75   | 14.6%              | 125                              | 18.5%          |
| Education                                | elementary school or lower                                | 9.6%               | 102                              | 10.2%          |
|  | three years of high school                                | 19.6%              | 96                               | 21.8%          |
|  | four years of high school                                 | 32.2%              | 116                              | 32.3%          |
|  | high, higher school, university or higher still in school | 24.1%              | 112                              | 23.0%          |
| Employment status                        | elementary school   | 4.6%               | 61                               | 3.2%           |
|  | secondary school  | 3.5%               | 62                               | 3.5%           |
|  | student   | 5.7%               | 83                               | 5.6%           |
|  | employed in public sector                                 | 12.1%              | 111                              | 10.1%          |
|  | employed in a company                                     | 34.6%              | 97                               | 32.3%          |
|  | self-employed   | 9.0%               | 114                              | 8.0%           |
|  | unemployed  | 8.5%               | 99                               | 10.6%          |
|  | pensioner   | 16.9%              | 133                              | 21.9%          |
|  | housewife   | *                  | *                                | *              |
| other                                    | 3.9%  | 120                | 3.7%                             |                |
| Average net income of a person per month | no income   | 7.7%               | 89                               | 8.3%           |
|  | less than EUR 365   | 7.3%               | 109                              | 8.5%           |
|  | EUR 365 – EUR 730   | 24.9%              | 105                              | 29.5%          |
|  | EUR 730 – EUR 1100  | 24.5%              | 113                              | 22.9%          |
|  | EUR 1100 – EUR 1460                                       | 10.0%              | 106                              | 8.7%           |
|  | more than EUR 1460  | 6.0%               | 82                               | 5.1%           |
|  | don't want to answer                                      | 19.6%              | 87                               | 17.0%          |
| Region                                   | Pomurska  | 5.8%               | 86                               | 5.4%           |
|  | Podravska   | 15.8%              | 108                              | 15.9%          |
|  | Koroška   | 5.0%               | 128                              | 4.7%           |
|  | Savinjska   | 12.6%              | 115                              | 14.9%          |
|  | Zasavska  | 3.4%               | 106                              | 3.5%           |
|  | Spodnjeposavska   | 2.9%               | 93                               | 2.2%           |
|  | Dolenjska   | 7.5%               | 105                              | 7.9%           |
|  | Osrednje – slovenska                                      | 24.1%              | 89                               | 22.4%          |
|  | Gorenjska   | 10.0%              | 89                               | 10.6%          |
|  | Goriška   | 5.7%               | 124                              | 5.9%           |
|  | Obalno – kraška   | 4.5%               | 96                               | 4.1%           |
|  | Notranje – kraška   | 2.6%               | 100                              | 2.7%           |

**Legend and comments:****Description of MOSS measurement:**

MOSS certificate is prepared for period from 01.12 to 31.12.2015. 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 01.12 to 31.12.2015. 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.