

MOSŠ CERTIFIKAT

Trademark: Planet Sio.net

Main domain: www.sio.net

Publisher:

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Short description of media:

Planet Sio.net is the leading Slovenian digital media, where you can find various relevant and objective news from Slovenia, world, sport, culture, automotive industry. The board of editors shares useful advice and information regarding job opportunities and personal financial advices, positive stories of influential people. Leading digital media Planet Sio.net is available from morning to the evening, at home and on the way. Modern applications ensure the user with comprehensive multimedia experience.

Period: December 2015

Reach - Slovenia: 566.297

Estimated additional reach - Foreign: 57.732

Monthly traffic (Slovenian visitors)

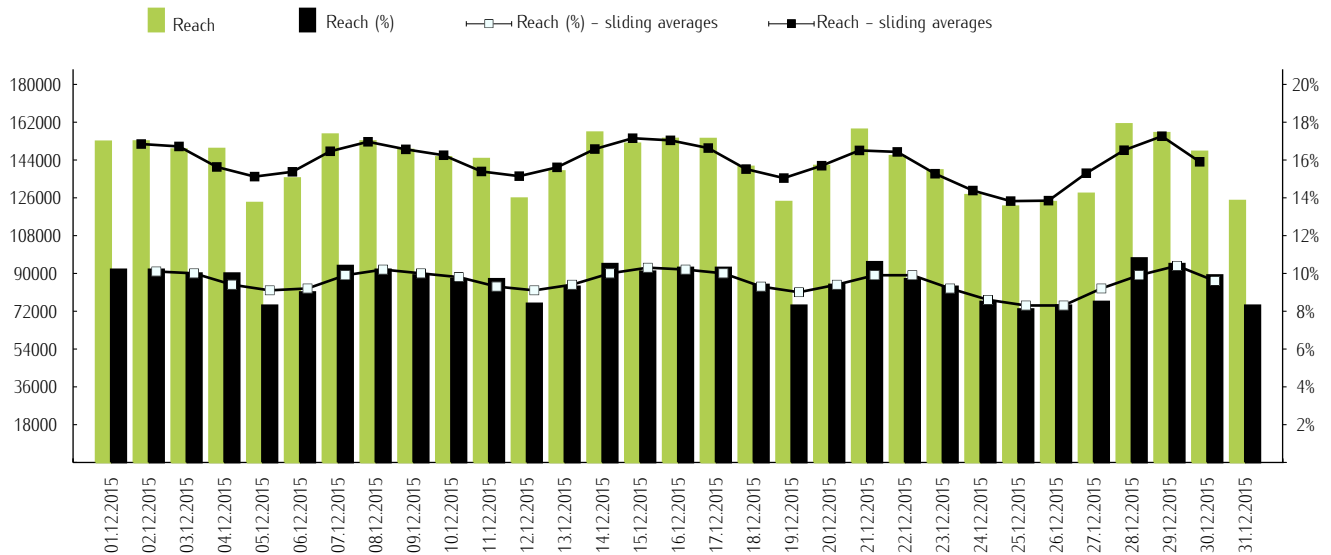
Period	Reach	Reach (%)	Page views	Average number page views per visitor	Average number visits per visitor	Average time per visitor [hr:min:s]
01.12-31.12.2015	566.297	37,8%	54.309.007	95,9	14,3	2:57:43

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	330.880	22,1%	10.515.813	31,8	4,8	0:59:17
07.12-13.12.2015	349.326	23,3%	12.232.017	35,0	5,3	1:05:02
14.12-20.12.2015	355.106	23,7%	12.387.363	34,9	5,3	1:05:05
21.12-27.12.2015	335.831	22,4%	11.912.258	35,5	5,1	1:05:08
28.12-31.12.2015	289.961	19,4%	7.261.556	25,0	3,7	0:45:57

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	152.764	10,2%	1.857.623	12,2	1,9	0:22:47
02.December	152.877	10,2%	1.827.109	12,0	1,9	0:22:47
03.December	149.067	10,0%	1.811.014	12,1	1,8	0:23:15
04.December	149.305	10,0%	1.813.975	12,1	1,8	0:22:18
05.December	123.579	8,3%	1.533.561	12,4	1,8	0:22:53
06.December	135.280	9,0%	1.672.531	12,4	1,8	0:22:23
07.December	156.158	10,4%	1.925.566	12,3	1,9	0:22:53
08.December	152.906	10,2%	1.844.234	12,1	1,9	0:23:05
09.December	148.849	9,9%	1.727.493	11,6	1,9	0:21:49
10.December	145.339	9,7%	1.707.997	11,8	1,9	0:22:10
11.December	144.506	9,7%	1.765.592	12,2	1,8	0:22:27
12.December	125.686	8,4%	1.586.161	12,6	1,8	0:22:32
13.December	138.617	9,3%	1.674.974	12,1	1,8	0:22:09
14.December	157.100	10,5%	1.891.364	12,0	1,9	0:22:31
15.December	151.804	10,1%	1.814.582	12,0	1,9	0:22:42
16.December	154.101	10,3%	1.781.549	11,6	1,8	0:21:54
17.December	154.050	10,3%	1.802.543	11,7	1,8	0:22:07
18.December	140.784	9,4%	1.713.327	12,2	1,8	0:22:52
19.December	124.043	8,3%	1.563.115	12,6	1,8	0:22:09
20.December	141.222	9,4%	1.820.883	12,9	1,9	0:23:58
21.December	158.467	10,6%	1.950.656	12,3	1,9	0:23:05
22.December	145.877	9,7%	1.829.084	12,5	1,9	0:23:35
23.December	139.101	9,3%	1.732.388	12,5	1,9	0:23:14
24.December	127.311	8,5%	1.589.938	12,5	1,8	0:23:01
25.December	121.850	8,1%	1.593.021	13,1	1,8	0:23:02
26.December	124.008	8,3%	1.582.495	12,8	1,8	0:23:10
27.December	127.962	8,5%	1.634.676	12,8	1,8	0:22:55
28.December	161.045	10,8%	1.946.912	12,1	1,8	0:22:16
29.December	156.834	10,5%	1.947.771	12,4	1,8	0:22:38
30.December	147.951	9,9%	1.768.620	12,0	1,8	0:21:54
31.December	124.535	8,3%	1.598.253	12,8	1,8	0:23:39

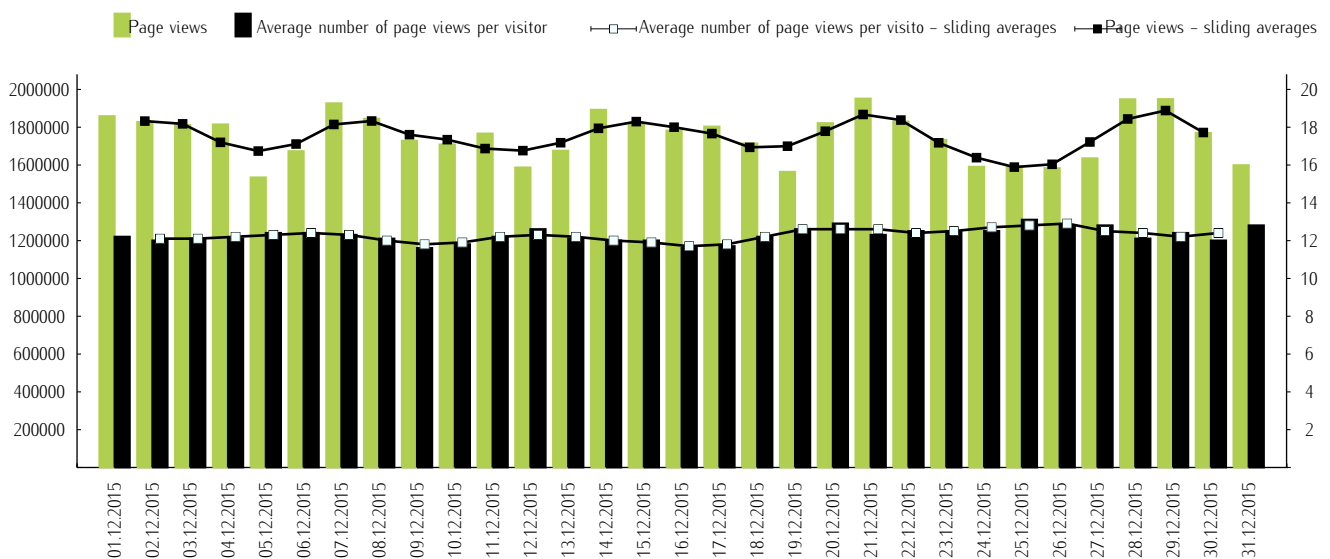


Comment:

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.

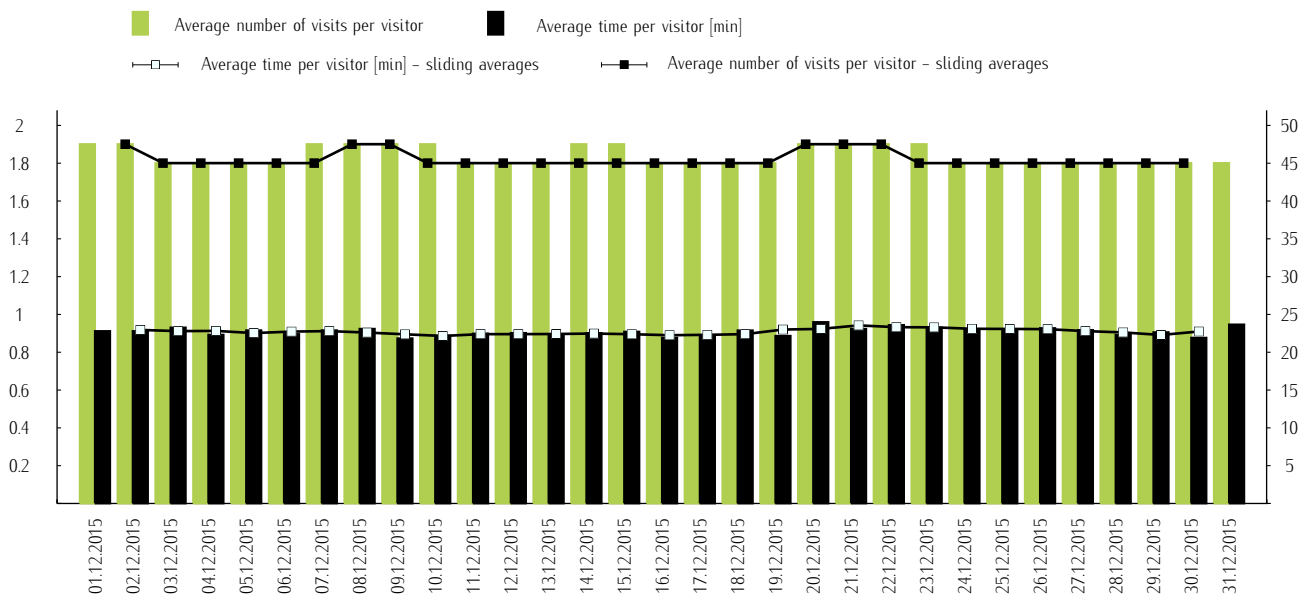


Comment:

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	54.1%	105	69.3%
	female	45.9%	95	30.7%
Age weighted	10-14	4.2%	64	1.0%
	15-19	6.9%	98	2.1%
	20-24	8.1%	98	4.9%
	25-29	8.4%	87	10.4%
	30-39	20.9%	96	21.8%
	40-49	20.9%	108	26.8%
	50-59	16.5%	106	16.2%
	60-75	14.0%	120	16.7%
Education	elementary school or lower	8.3%	88	5.1%
	three years of high school	19.3%	94	16.5%
	four years of high school	28.8%	104	38.0%
	high, higher school, university or higher still in school	24.5%	113	31.6%
Employment status	elementary school	19.1%	93	8.8%
	secondary school	5.1%	68	1.4%
	student	5.6%	100	1.4%
	employed in public sector	7.7%	113	5.6%
	employed in a company	11.6%	107	11.4%
	self-employed	34.7%	97	44.1%
	unemployed	8.4%	107	10.8%
	pensioner	7.8%	92	4.8%
	housewife	15.0%	118	15.5%
other	1.0%	95	0.6%	
Average net income of a person per month	no income	3.0%	93	4.4%
	less than EUR 365	9.2%	106	3.6%
	EUR 365 - EUR 730	7.1%	105	4.8%
	EUR 730 - EUR 1100	22.2%	94	18.8%
	EUR 1100 - EUR 1460	22.1%	102	22.9%
	more than EUR 1460	10.0%	106	17.2%
	don't want to answer	8.6%	117	17.0%
Region		20.8%	92	15.7%
	Pomurska	7.0%	103	4.8%
	Podravska	13.7%	94	7.6%
	Koroška	3.8%	97	1.9%
	Savinjska	9.9%	90	9.2%
	Zasavska	2.5%	80	2.4%
	Spodnjeposavska	2.9%	93	3.5%
	Dolenjska	6.7%	93	4.8%
	Osrednje - slovenska	29.5%	109	38.2%
	Gorenjska	11.4%	101	13.5%
	Goriška	5.3%	114	7.0%
	Obalno - kraška	4.9%	104	4.7%
	Notranje - kraška	2.4%	92	2.3%

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.