

MOSŠ

CERTIFIKAT

Trademark: Poslovni imenik bizi.si

Main domain: www.bizi.si

Publisher:

Company: TSmedia, d.o.o.

Address : Cigaletova ulica 15

City: 1000 Ljubljana

Contact person: Uroš Cuder

Contact person e-mail: uros.cuder@tsmedia.si

Contact person telephone number: 01/ 513 84 47

Short description of media:

Business assistant bizi.si offers you the most fresh financial and business data for 180 thousand Slovenian legal personalities. With advanced functions it offers searching the concrete data on legal personalities, overview of their business results, annual reports and financial results. At the same time you can find out the value of their stocks and see what the media writes about them. You can get daily fresh info about non-payers, blocked accounts, announcements of bankruptcy, insolvency processes, liquidity and benefit evaluation.

Period: January 2016

Reach - Slovenia: 218.664

Estimated additional reach - Foreign: 30.075

Monthly traffic (Slovenian visitors)

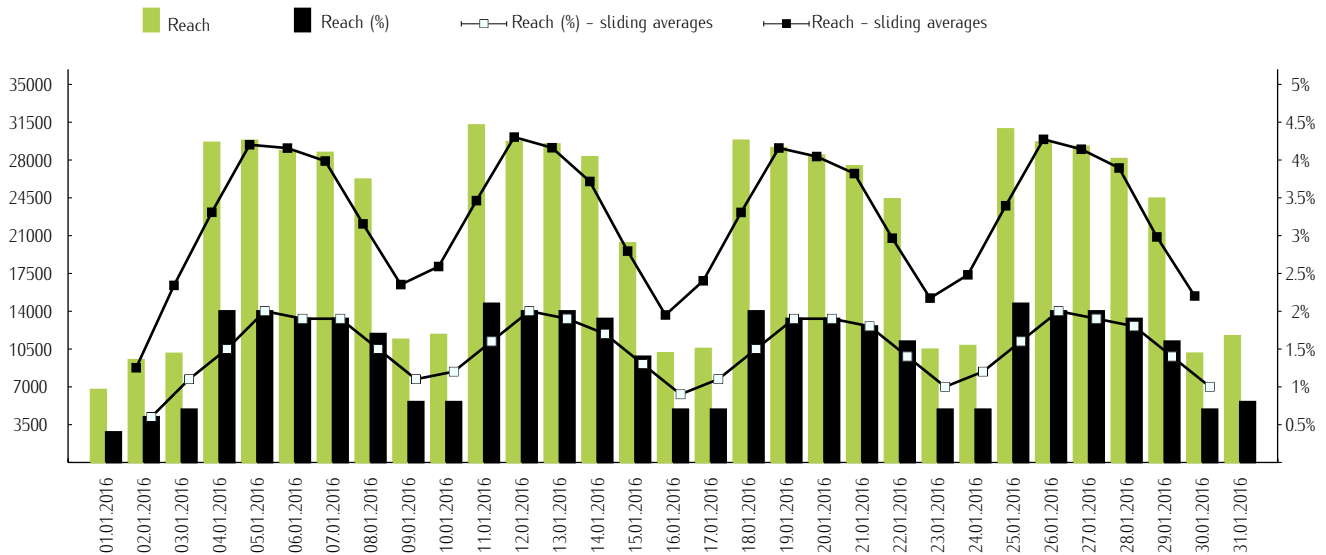
Period	Reach	Reach (%)	Page views	Average number page views per visitor	Average number visits per visitor	Average time per visitor [hr:min:s]
01.01-31.01.2016	218.664	14,6%	2.419.801	11,1	4,3	0:09:57

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]
01.01-03.01.2016	21.761	1,5%	93.267	4,3	1,8	0:02:40
04.01-10.01.2016	100.585	6,7%	595.072	5,9	2,3	0:05:22
11.01-17.01.2016	96.984	6,5%	564.551	5,8	2,3	0:05:14
18.01-24.01.2016	97.176	6,5%	578.475	6,0	2,3	0:05:23
25.01-31.01.2016	99.532	6,6%	588.436	5,9	2,3	0:05:31

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.January	6.722	0,4%	24.748	3,7	1,6	0:01:57
02.January	9.484	0,6%	32.688	3,4	1,5	0:02:13
03.January	10.067	0,7%	35.831	3,6	1,5	0:02:23
04.January	29.602	2,0%	104.907	3,5	1,4	0:03:21
05.January	29.790	2,0%	106.969	3,6	1,4	0:03:29
06.January	28.822	1,9%	102.713	3,6	1,4	0:03:29
07.January	28.672	1,9%	104.777	3,7	1,4	0:03:20
08.January	26.198	1,7%	95.478	3,6	1,4	0:03:18
09.January	11.369	0,8%	38.492	3,4	1,4	0:02:13
10.January	11.815	0,8%	41.736	3,5	1,4	0:02:29
11.January	31.213	2,1%	109.653	3,5	1,4	0:03:17
12.January	29.667	2,0%	104.656	3,5	1,4	0:03:25
13.January	29.457	2,0%	104.923	3,6	1,4	0:03:23
14.January	28.259	1,9%	101.555	3,6	1,4	0:03:26
15.January	20.297	1,4%	71.387	3,5	1,4	0:02:53
16.January	10.120	0,7%	34.129	3,4	1,5	0:02:10
17.January	10.518	0,7%	38.248	3,6	1,4	0:02:33
18.January	29.796	2,0%	106.963	3,6	1,4	0:03:24
19.January	29.105	1,9%	108.831	3,7	1,4	0:03:30
20.January	28.410	1,9%	103.062	3,6	1,4	0:03:20
21.January	27.428	1,8%	97.065	3,5	1,4	0:03:28
22.January	24.377	1,6%	87.009	3,6	1,4	0:03:19
23.January	10.453	0,7%	37.887	3,6	1,5	0:02:15
24.January	10.786	0,7%	37.658	3,5	1,5	0:02:17
25.January	30.849	2,1%	109.151	3,5	1,4	0:03:33
26.January	29.635	2,0%	109.482	3,7	1,4	0:03:39
27.January	29.234	2,0%	105.209	3,6	1,4	0:03:29
28.January	28.097	1,9%	102.972	3,7	1,4	0:03:30
29.January	24.431	1,6%	85.962	3,5	1,4	0:03:19
30.January	10.081	0,7%	35.211	3,5	1,5	0:02:13
31.January	11.698	0,8%	40.449	3,5	1,4	0:02:17

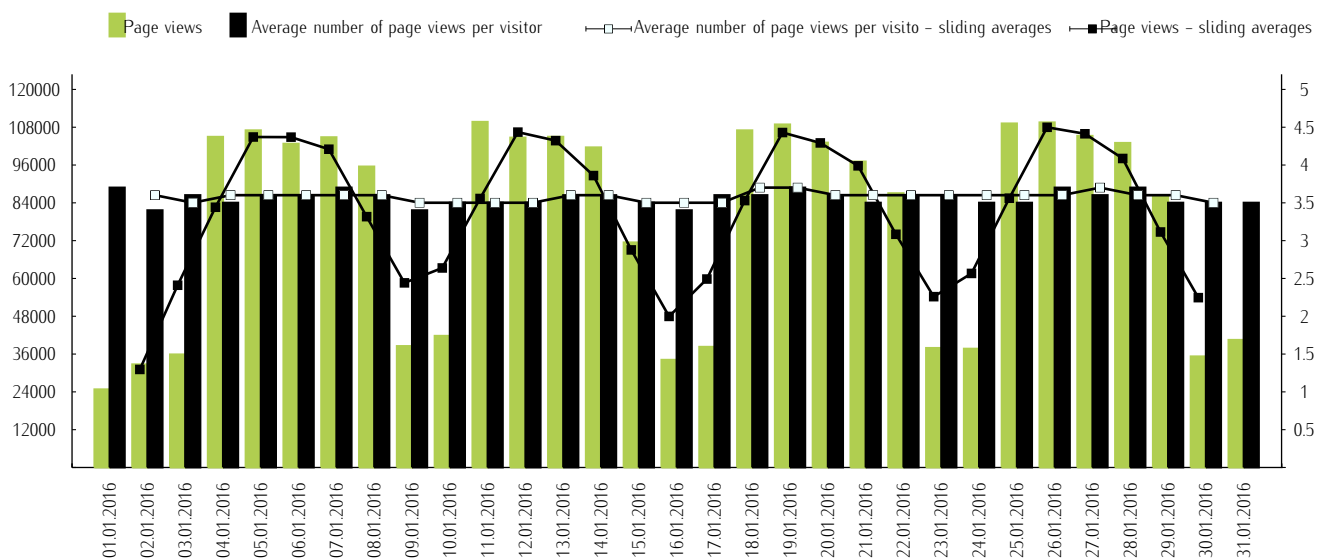


Comment:

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.

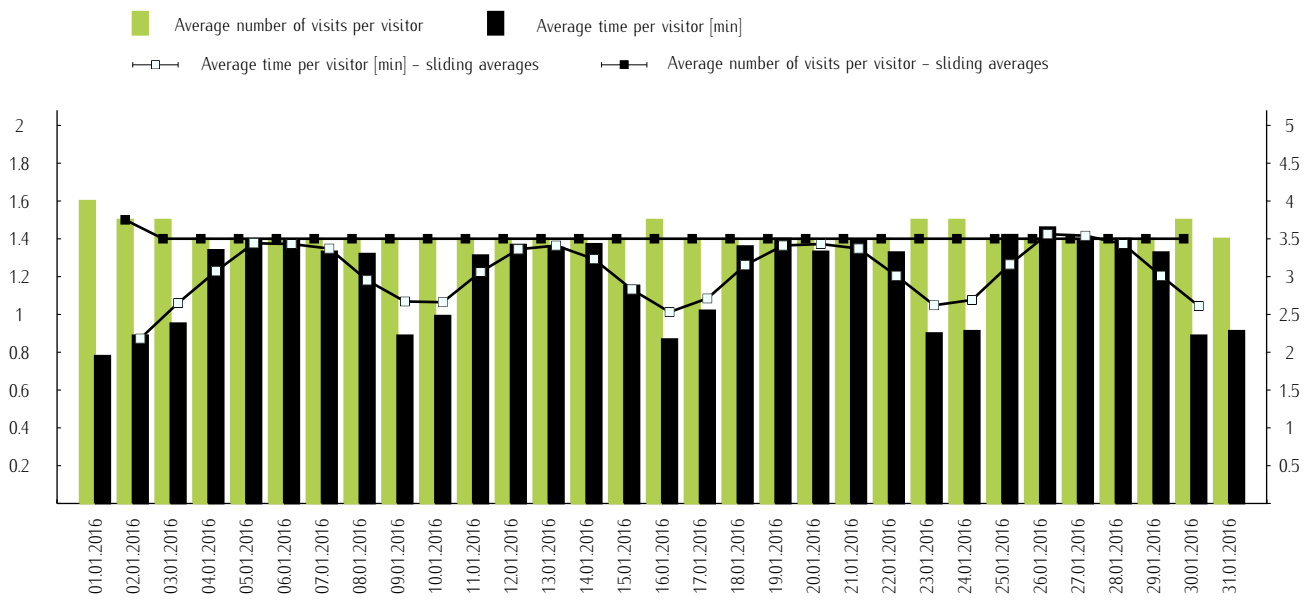


Comment:

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	52.4%	101	55.3%
	female	47.6%	99	44.7%
Age weighted	10-14	*	*	*
	15-19	*	*	*
	20-24	8.3%	100	8.8%
	25-29	10.4%	107	7.7%
	30-39	27.0%	124	43.3%
	40-49	22.1%	114	20.3%
	50-59	16.2%	104	11.1%
	60-75	10.5%	90	5.6%
Education	elementary school or lower	8.2%	87	4.9%
	three years of high school	17.3%	85	11.5%
	four years of high school	33.8%	121	48.2%
	high, higher school, university or higher still in school	28.3%	131	26.0%
		12.4%	60	9.4%
Employment status	elementary school	*	*	*
	secondary school	*	*	*
	student	7.1%	104	6.1%
	employed in public sector	10.0%	89	4.4%
	employed in a company	38.8%	110	50.1%
	self-employed	14.4%	181	15.9%
	unemployed	9.2%	105	6.9%
	pensioner	10.1%	80	5.3%
	housewife	*	*	*
	other	4.4%	124	8.3%
Average net income of a person per month	no income	9.0%	105	5.4%
	less than EUR 365	5.8%	88	4.5%
	EUR 365 – EUR 730	21.3%	91	16.9%
	EUR 730 – EUR 1100	26.2%	120	38.2%
	EUR 1100 – EUR 1460	11.9%	125	10.8%
	more than EUR 1460	9.7%	137	13.4%
	don't want to answer	16.0%	70	10.8%
Region	Pomurska	5.9%	99	3.1%
	Podravska	14.1%	93	11.6%
	Koroška	3.4%	86	1.7%
	Savinjska	11.4%	100	10.3%
	Zasavska	2.4%	77	2.5%
	Spodnjeposavska	2.6%	86	2.1%
	Dolenjska	6.0%	75	4.8%
	Osrednje – slovenska	32.1%	124	40.6%
	Gorenjska	10.6%	91	8.6%
	Goriška	4.0%	87	4.8%
	Obalno – kraška	4.9%	110	8.4%
	Notranje – kraška	2.6%	93	1.6%

Legend and comments:

Description of MOSS measurement:

MOSS certificate is prepared for period from 01.01 to 31.01.2016. 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 01.01 to 31.01.2016. 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.