



Website: Siol.net

Provider:

Company: TSmedia, d.o.o.

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CERTIFICATE

Short description:

Siol.net je digitalni medij, ki je dostopen na petih zaslonih: klasičnem spletnem, mobilnem, televizijskem, tabličnem ter na zunanjih digitalnih zaslonih. Bralcem nudi najbolj sveže in aktualne novice iz Slovenije in sveta, intervjuje, kolumne, odlične zgodbe iz sveta športa, avtomobilov in trendov. Medij bralcem ponuja številne funkcionalnosti, ki bralca v trenutku seznanijo z vsemi najpomembnejšimi novicami dneva (Aktualno, Iz minute v minuto, Pregled dneva, Urednikov izbor ...). Oglaševalcem so na voljo najnaprednejši oglašni formati, ki so skladni z mednarodno uveljavljenimi IAB standardi ter so umeščeni v kontekst mesta tako, da sočasno zagotavljajo učinke za oglaševalce in niso moteči za uporabnike.

Period: May 2019

Daily reach (Slovenian visitors)

| Period | Page views | Reach | Reach (%) | Visits | Average page views per unique users | Average visits per unique user |
|------------|------------|---------|-----------|---------|-------------------------------------|--------------------------------|
| 1.5.2019. | 1 209 941 | 162 917 | 12,3% | 280 319 | 7,4 | 1,7 |
| 2.5.2019. | 1 250 984 | 171 268 | 12,9% | 297 202 | 7,3 | 1,7 |
| 3.5.2019. | 1 533 911 | 184 634 | 13,9% | 347 583 | 8,3 | 1,9 |
| 4.5.2019. | 1 574 182 | 183 136 | 13,8% | 334 205 | 8,6 | 1,8 |
| 5.5.2019. | 1 800 139 | 215 454 | 16,2% | 397 583 | 8,4 | 1,8 |
| 6.5.2019. | 1 953 138 | 224 117 | 16,9% | 447 613 | 8,7 | 2,0 |
| 7.5.2019. | 1 902 521 | 213 671 | 16,1% | 419 232 | 8,9 | 2,0 |
| 8.5.2019. | 1 907 568 | 227 876 | 17,1% | 436 469 | 8,4 | 1,9 |
| 9.5.2019. | 1 880 716 | 226 418 | 17,0% | 447 971 | 8,3 | 2,0 |
| 10.5.2019. | 1 741 448 | 205 399 | 15,5% | 400 702 | 8,5 | 2,0 |
| 11.5.2019. | 1 516 304 | 197 406 | 14,9% | 345 780 | 7,7 | 1,8 |
| 12.5.2019. | 1 822 993 | 222 860 | 16,8% | 405 662 | 8,2 | 1,8 |
| 13.5.2019. | 2 028 607 | 233 972 | 17,6% | 469 383 | 8,7 | 2,0 |
| 14.5.2019. | 2 115 320 | 253 237 | 19,1% | 501 967 | 8,4 | 2,0 |
| 15.5.2019. | 2 134 411 | 254 930 | 19,2% | 502 719 | 8,4 | 2,0 |
| 16.5.2019. | 1 972 086 | 233 923 | 17,6% | 453 212 | 8,4 | 1,9 |
| 17.5.2019. | 1 753 823 | 211 588 | 15,9% | 402 952 | 8,3 | 1,9 |
| 18.5.2019. | 1 630 243 | 227 700 | 17,1% | 395 811 | 7,2 | 1,7 |
| 19.5.2019. | 2 058 468 | 291 905 | 22,0% | 522 166 | 7,1 | 1,8 |
| 20.5.2019. | 2 158 563 | 263 364 | 19,8% | 517 556 | 8,2 | 2,0 |
| 21.5.2019. | 2 008 271 | 233 145 | 17,5% | 462 983 | 8,6 | 2,0 |
| 22.5.2019. | 1 879 588 | 220 397 | 16,6% | 429 968 | 8,5 | 2,0 |
| 23.5.2019. | 1 797 248 | 207 228 | 15,6% | 408 034 | 8,7 | 2,0 |
| 24.5.2019. | 1 661 836 | 197 395 | 14,9% | 384 367 | 8,4 | 1,9 |
| 25.5.2019. | 1 401 606 | 186 222 | 14,0% | 324 779 | 7,5 | 1,7 |
| 26.5.2019. | 1 710 162 | 229 505 | 17,3% | 417 837 | 7,5 | 1,8 |
| 27.5.2019. | 2 207 513 | 265 416 | 20,0% | 527 037 | 8,3 | 2,0 |
| 28.5.2019. | 2 124 542 | 253 725 | 19,1% | 508 611 | 8,4 | 2,0 |
| 29.5.2019. | 2 218 097 | 257 798 | 19,4% | 520 316 | 8,6 | 2,0 |
| 30.5.2019. | 2 113 788 | 254 675 | 19,2% | 498 540 | 8,3 | 2,0 |
| 31.5.2019. | 1 950 814 | 249 082 | 18,7% | 469 154 | 7,8 | 1,9 |

Weekly reach (Slovenian visitors)

| Period | Page views | Reach | Reach (%) | Visits | Average page views per unique users | Average visits per unique user |
|-------------------------|------------|---------|-----------|-----------|-------------------------------------|--------------------------------|
| 1.5.2019. - 5.5.2019. | 7 369 216 | 375 394 | 28,3% | 1 656 832 | 19,6 | 4,4 |
| 6.5.2019. - 12.5.2019. | 12 724 582 | 447 142 | 33,6% | 2 903 391 | 28,5 | 6,5 |
| 13.5.2019. - 19.5.2019. | 13 692 813 | 493 253 | 37,1% | 3 247 754 | 27,8 | 6,6 |
| 20.5.2019. - 26.5.2019. | 12 617 186 | 456 988 | 34,4% | 2 945 128 | 27,6 | 6,4 |
| 27.5.2019. - 31.5.2019. | 10 614 768 | 490 746 | 36,9% | 2 523 642 | 21,6 | 5,1 |

Monthly reach (Slovenian visitors)

| Period | Page views | Reach | Reach (%) | Visits | Average page views per unique users | Average visits per unique user |
|------------------------|------------|---------|-----------|------------|-------------------------------------|--------------------------------|
| 1.5.2019. - 31.5.2019. | 57 019 597 | 688 937 | 51,8% | 13 277 615 | 82,8 | 19,3 |

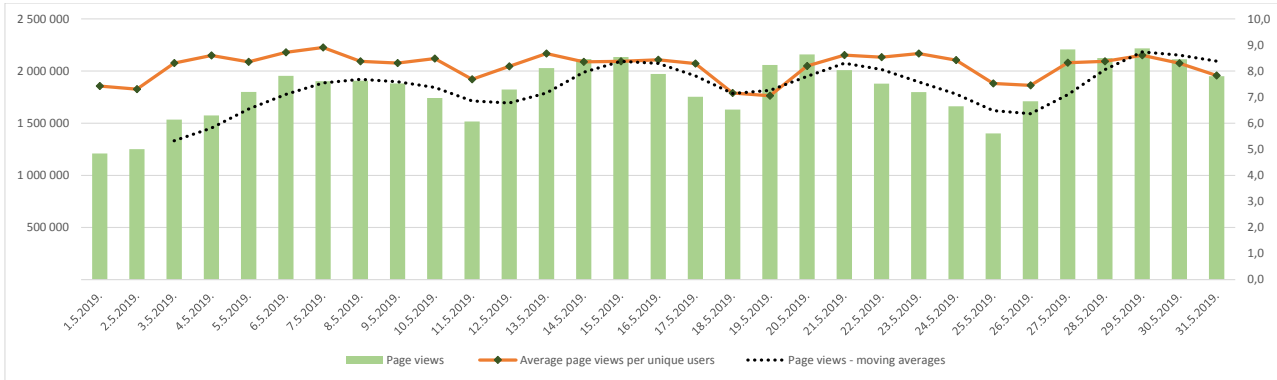
Demographic profile of Slovenian visitors

| | Variable | Audience composition (%) | Affinity index | Page views composition (%) |
|--------------------|--|--------------------------|----------------|----------------------------|
| Level of Education | Elementary school or less | 13,7% | 93 | 6,5% |
| | Three-year high school | 13,0% | 97 | 10,5% |
| | Four-year high school | 41,7% | 100 | 41,8% |
| | Higher school, university, college or more | 30,6% | 105 | 40,5% |
| | I don't want to answer | 1,0% | 99 | 0,8% |
| Personal income | I have no income | 10,7% | 98 | 5,7% |
| | Less than 400 EUR | 9,4% | 87 | 4,9% |
| | 400 to 800 EUR | 24,4% | 99 | 18,9% |
| | 800 to 1200 EUR | 25,7% | 100 | 28,8% |
| | 1200 to 1500 EUR | 9,1% | 105 | 14,0% |
| | 1500 to 1800 EUR | 5,4% | 111 | 6,8% |
| | over 1800 EUR | 6,8% | 114 | 11,8% |
| Region | I don't want to answer | 8,6% | 102 | 9,1% |
| | Pomurska | 5,3% | 94 | 4,2% |
| | Podravska | 15,2% | 97 | 10,0% |
| | Koroška | 3,4% | 94 | 1,7% |
| | Savinjska | 13,0% | 99 | 14,2% |
| | Zasavska | 2,2% | 98 | 1,9% |
| | Spodnje-posavska | 3,3% | 109 | 2,6% |
| | JV Slovenija | 6,4% | 94 | 5,6% |
| | Osrednjeslovenska | 28,4% | 105 | 35,6% |
| | Gorenjska | 10,0% | 100 | 11,5% |
| | Notranjsko-kraška | 2,0% | 95 | 1,9% |
| | Goriška | 5,8% | 100 | 7,2% |
| | Obalno-kraška | 4,9% | 98 | 3,5% |
| | Gender | Male | 50,0% | 102 |
| Female | | 50,0% | 98 | 39,5% |
| Age | 10 to 17 years | 3,7% | 107 | 1,1% |
| | 18 to 24 years | 11,7% | 92 | 5,7% |
| | 25 to 29 years | 8,7% | 94 | 6,9% |
| | 30 to 39 years | 23,0% | 98 | 21,0% |
| | 40 to 49 years | 23,2% | 103 | 26,0% |
| | 50 to 59 years | 17,3% | 105 | 22,7% |
| Employment status | 60 to 75 years | 12,1% | 104 | 15,8% |
| | Employed in public sector | 14,5% | 101 | 15,8% |
| | Employed in a private company | 40,3% | 101 | 45,2% |
| | Self-employed | 9,2% | 105 | 12,2% |
| | Unemployed | 7,1% | 95 | 4,3% |
| | Retired | 11,5% | 107 | 14,4% |
| | Pupil | 6,4% | 92 | 1,7% |
| | Student | 9,9% | 94 | 5,7% |
| | I don't want to answer | 1,0% | 92 | 0,6% |

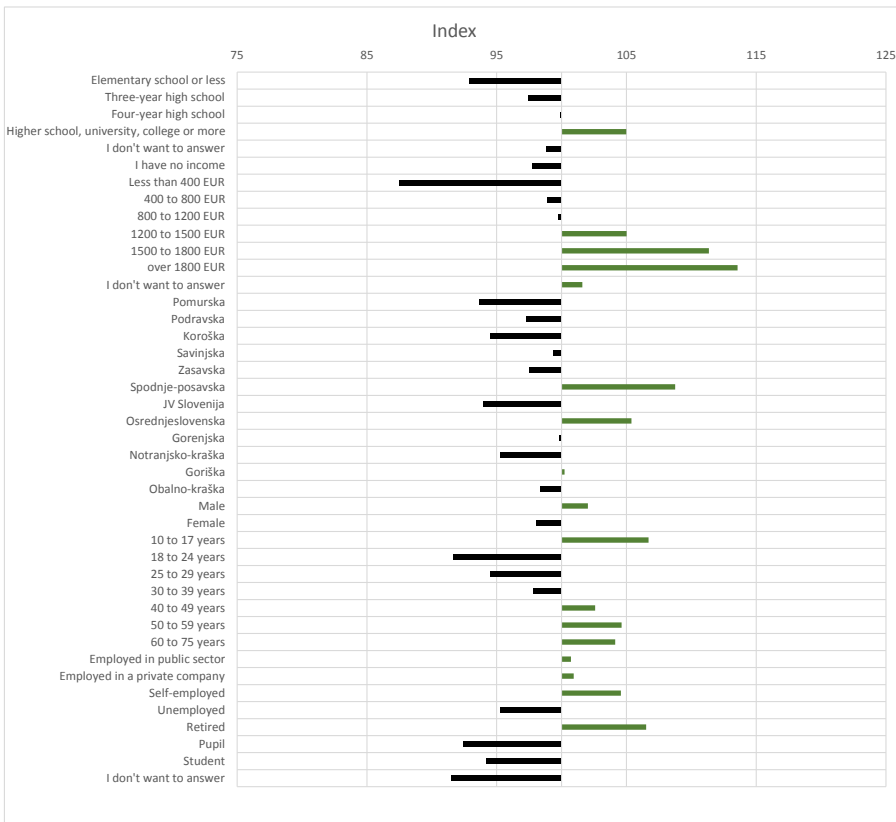


Note:

Moving average - Moving 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 on the right side of interval with length three.



Note:
Left side of graph Shows page views.
Right side of graph Shows average page views per unique user.
Moving average - Moving 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 on the right site of interval with length three.



Note:
Affinity index
The ratio of the value of the audience composition for a given target group for the selected websites/site sections in a specified time period to the value of the audience composition for a given target group for the whole internet (all websites covered by the research) in the specified time period.

Legend and notes:

Description of MOSS measurement:

MOSS certificate relating to the period from 1.5. to 31.5.2019. MOSS measurement took place during that period, which is consisted of technical measurement, telephone survey and web pop up survey

Media description:

Website, information about the provider and short description are the informations provided by MOSS participants.

Reach:

Currency is measured Slovenian reach of the web site in period from 1.5. to 31.5.2019. Reach shows number of actual people/users (in a given target group) who visited selected website/site section in a specified time period. This indicator is calculated by Ipsos Puls using offline survey data and the number of devices who visited the selected website/site section.

Reach(%):

Per cent of actual people/users (in a given target group) who visited selected website/site section in a specified time period. This indicator is calculated by Ipsos Puls using offline survey data and the number of devices who visited the selected website/site section.

Page views:

The amount of times unique users (in a given target group) in a specified time period viewed individual pages of a website.

Visits:

A series of page views generated by the uniquely identified user (in a given target group) on a given website/site section in a specified time period. In one visits, time between two consecutive page views in no longer than 30 minutes. There are two types of measurement: on the whole website and on the site section. Visits on site sections are measured separately from website visits so the number of visits for the website is not a sum of visits on the site sections.

Average page views per unique users:

The average number of page views generated by unique users (in a given target group) in a specified time period per unique user.

Average visits per unique users:

The average number of visits generated by unique users (in a given target group) in a specified time period per unique user.

Audience composition (%) :

The ratio of the number of unique users in a given target group who visited the selected website/site section in a specified time period to the total number of unique users who visited the selected website/site section in the specified time period.

Affinity index:

The ratio of the value of the audience composition for a given target group for the selected websites/site sections in a specified time period to the value of the audience composition for a given target group for the whole internet (all websites covered by the research) in the specified time period.

Page views (%)

The ratio of the number of page views (in a given target group) on each website/site section to the total number of page views (in a given target group) on all selected websites/site sections in the specified time period.

In case there is no data available:

- Data is not available, because the site was not measured in given time period.

N/A - 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=80), meaning that at least 80 visitors visited chosen web site and that they have fulfilled MOSS questionnaire on at least one web site that is participating in MOSS.