



Website: Bizi.si

Provider:

Company: TSmedia, d.o.o.

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# CERTIFICATE

## Short description:

Poslovni asistent bizi.si vam nudi najnovejše finančne in poslovne podatke za 180 tisoč slovenskih pravnih oseb. S svojimi naprednimi funkcijami vam omogoča iskanje kontaktnih podatkov pravnih oseb, pregled njihovih poslovnih podatkov, letnih poročil in finančnih izkazov, istočasno pa lahko izveste tudi, kolikšna je vrednost njihove delnice in kaj o njih pišejo mediji. Pridobite lahko tudi dnevno sveže informacije o neplačnikih, blokadah TRR-jev, objavah stečajev, narokih, insolventnosti postopkih, likvidni sposobnosti in bonitetni oceni podjetij.

## Comment:

Period: October 2019

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.10.2019.	83 351	36 966	2,8%	39 626	2,3	1,1
2.10.2019.	86 931	37 601	2,8%	40 367	2,3	1,1
3.10.2019.	90 406	38 676	2,9%	41 417	2,3	1,1
4.10.2019.	125 582	29 165	2,2%	31 068	4,3	1,1
5.10.2019.	73 445	9 385	0,7%	9 869	7,8	1,1
6.10.2019.	75 871	9 427	0,7%	10 336	8,0	1,1
7.10.2019.	122 958	34 895	2,6%	37 392	3,5	1,1
8.10.2019.	88 112	36 381	2,7%	39 046	2,4	1,1
9.10.2019.	83 353	36 101	2,7%	38 590	2,3	1,1
10.10.2019.	92 595	38 694	2,9%	41 515	2,4	1,1
11.10.2019.	73 954	31 037	2,3%	33 371	2,4	1,1
12.10.2019.	28 571	13 752	1,0%	14 663	2,1	1,1
13.10.2019.	30 536	14 463	1,1%	14 928	2,1	1,0
14.10.2019.	92 065	38 733	2,9%	41 314	2,4	1,1
15.10.2019.	87 797	37 554	2,8%	40 022	2,3	1,1
16.10.2019.	85 166	36 974	2,8%	39 751	2,3	1,1
17.10.2019.	79 840	35 069	2,6%	37 698	2,3	1,1
18.10.2019.	72 778	31 168	2,3%	33 348	2,3	1,1
19.10.2019.	29 118	15 207	1,1%	15 772	1,9	1,0
20.10.2019.	31 780	15 380	1,2%	16 832	2,1	1,1
21.10.2019.	88 620	38 730	2,9%	41 475	2,3	1,1
22.10.2019.	85 852	36 824	2,8%	39 623	2,3	1,1
23.10.2019.	83 618	36 828	2,8%	39 355	2,3	1,1
24.10.2019.	82 162	34 968	2,6%	37 616	2,3	1,1
25.10.2019.	70 270	30 859	2,3%	33 106	2,3	1,1
26.10.2019.	26 129	14 857	1,1%	15 077	1,8	1,0
27.10.2019.	26 659	13 648	1,0%	14 975	2,0	1,1
28.10.2019.	77 145	32 975	2,5%	35 441	2,3	1,1
29.10.2019.	76 642	32 995	2,5%	35 553	2,3	1,1
30.10.2019.	64 047	28 012	2,1%	30 046	2,3	1,1
31.10.2019.	29 396	13 239	1,0%	13 551	2,2	1,0

## Weekly reach (Slovenian visitors)

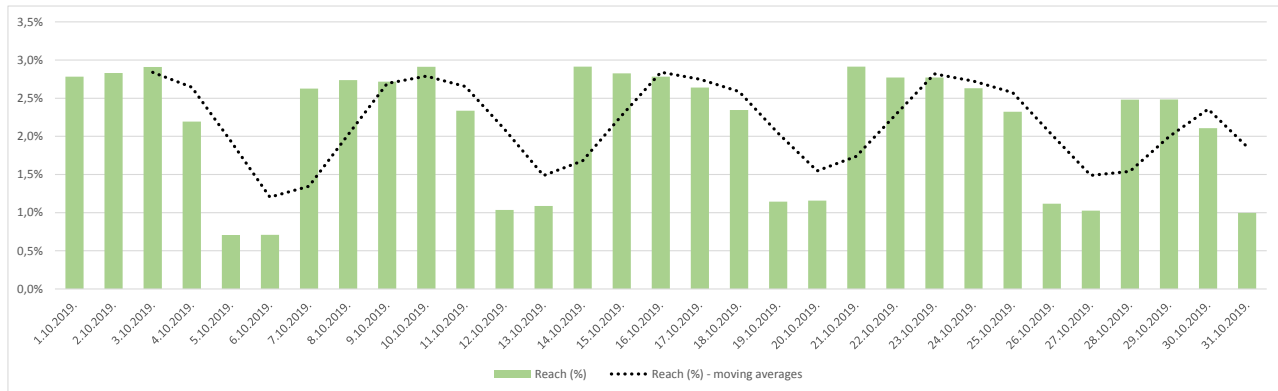
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.10.2019. - 6.10.2019.	536 177	107 766	8,1%	168 040	5,0	1,6
7.10.2019. - 13.10.2019.	520 487	122 638	9,2%	216 684	4,2	1,8
14.10.2019. - 20.10.2019.	478 560	126 708	9,5%	223 722	3,8	1,8
21.10.2019. - 27.10.2019.	463 458	124 787	9,4%	219 936	3,7	1,8
28.10.2019. - 31.10.2019.	247 524	87 658	6,6%	114 733	2,8	1,3

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.10.2019. - 31.10.2019.	2 246 731	247 439	18,6%	938 153	9,1	3,8

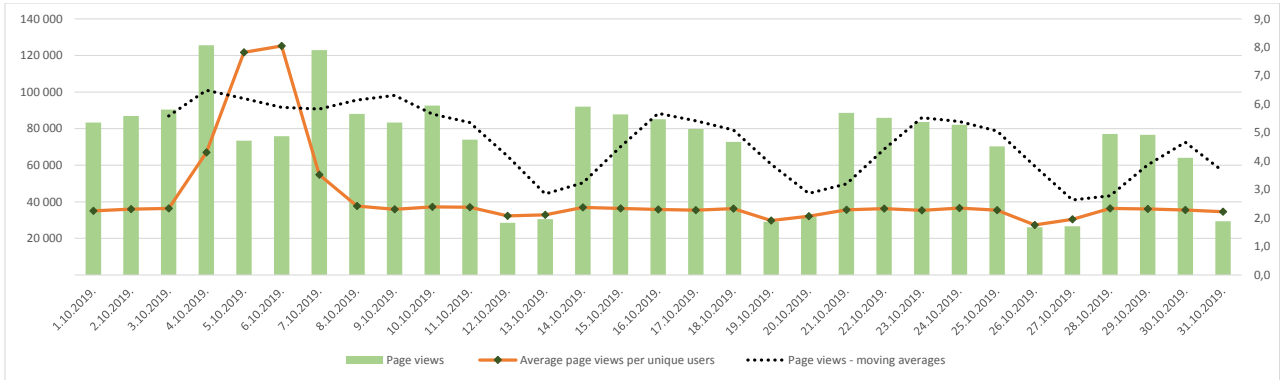
## Demographic profile of Slovenian visitors

Variable		Audience composition (%)	Affinity index	Page views composition (%)	
Level of Education	Elementary school or less	10,6%	73	5,8%	
	Three-year high school	10,9%	81	8,4%	
	Four-year high school	43,4%	105	53,1%	
	Higher school, university, college or more	34,2%	115	32,2%	
	I don't want to answer	1,0%	91	0,4%	
Personal income	I have no income	8,6%	81	4,5%	
	Less than 400 EUR	8,4%	81	5,4%	
	400 to 800 EUR	21,0%	87	15,0%	
	800 to 1200 EUR	29,1%	113	44,4%	
	1200 to 1500 EUR	11,3%	127	7,3%	
	1500 to 1800 EUR	5,4%	107	5,3%	
	over 1800 EUR	8,2%	128	10,2%	
	I don't want to answer	8,0%	92	7,7%	
Region	Pomurska	5,4%	97	3,9%	
	Podravska	15,2%	96	13,0%	
	Koroška	2,7%	79	1,7%	
	Savinjska	13,3%	103	9,3%	
	Zasavska	2,2%	95	1,1%	
	Spodnje-posavska	3,0%	96	2,4%	
	JV Slovenija	5,9%	92	4,8%	
	Osrednjeslovenska	28,6%	104	41,2%	
	Gorenjska	10,7%	106	10,6%	
	Notranjsko-kraška	2,2%	104	4,4%	
	Goriška	6,2%	107	3,9%	
	Obalno-kraška	4,7%	92	3,8%	
	Gender	Male	46,9%	96	44,3%
		Female	53,1%	104	55,7%
Age	10 to 17 years	2,7%	67	1,2%	
	18 to 24 years	9,6%	78	6,0%	
	25 to 29 years	8,6%	100	5,9%	
	30 to 39 years	26,7%	116	43,8%	
	40 to 49 years	24,7%	108	24,0%	
	50 to 59 years	17,5%	103	14,0%	
	60 to 75 years	10,0%	83	4,9%	
Employment status	Employed in public sector	13,6%	93	8,3%	
	Employed in a private company	43,9%	111	61,6%	
	Self-employed	13,4%	154	12,3%	
	Unemployed	6,6%	92	3,3%	
	Retired	8,6%	75	3,5%	
	Pupil	5,0%	75	2,1%	
	Student	8,1%	78	8,6%	
	I don't want to answer	0,8%	70	0,3%	

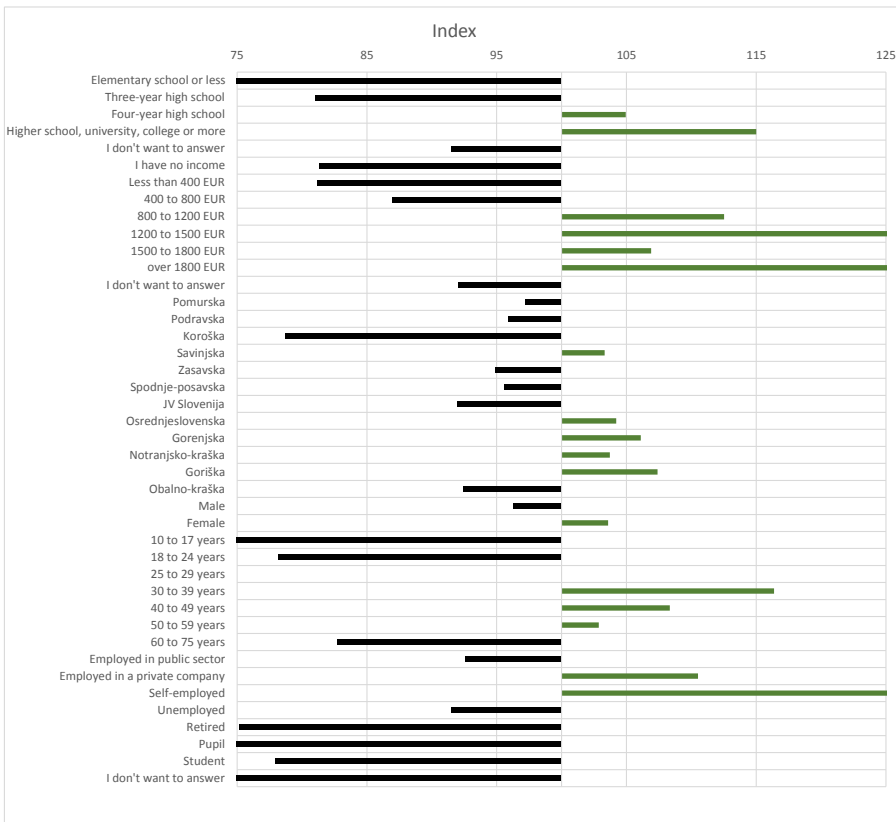


### Note:

**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 side 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 1.10. to 31.10.2019. 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 1.10. to 31.10.2019. 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.