



Website: Bizi.si

Provider:

Company: TSmedia, d.o.o.

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# CERTIFICATE

## Short description:

Poslovni asistent bizi.si vam nudi najnovjše 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, insolventnostnih postopkih, likvidni sposobnosti in bonitetni oceni podjetij.

## Comment:

Period: January 2019

## Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.1.2020.	20 043	9 873	0,7%	10 579	2,0	1,1
2.1.2020.	26 110	13 538	1,0%	13 812	1,9	1,0
3.1.2020.	45 914	21 140	1,6%	22 998	2,2	1,1
4.1.2020.	27 882	14 116	1,1%	14 709	2,0	1,0
5.1.2020.	30 143	15 578	1,2%	15 580	1,9	1,0
6.1.2020.	83 675	36 861	2,8%	39 530	2,3	1,1
7.1.2020.	87 681	36 494	2,7%	39 043	2,4	1,1
8.1.2020.	85 112	36 753	2,8%	39 460	2,3	1,1
9.1.2020.	84 680	36 279	2,7%	38 868	2,3	1,1
10.1.2020.	76 699	32 883	2,5%	35 248	2,3	1,1
11.1.2020.	30 669	15 212	1,1%	15 944	2,0	1,0
12.1.2020.	32 323	15 159	1,1%	15 656	2,1	1,0
13.1.2020.	91 715	39 208	2,9%	41 582	2,3	1,1
14.1.2020.	86 649	37 576	2,8%	40 376	2,3	1,1
15.1.2020.	87 775	37 469	2,8%	40 101	2,3	1,1
16.1.2020.	83 918	36 330	2,7%	38 740	2,3	1,1
17.1.2020.	72 798	33 338	2,5%	35 823	2,2	1,1
18.1.2020.	32 619	16 779	1,3%	17 531	1,9	1,0
19.1.2020.	33 579	16 585	1,2%	16 931	2,0	1,0
20.1.2020.	89 079	40 531	3,0%	43 405	2,2	1,1
21.1.2020.	99 081	44 951	3,4%	48 577	2,2	1,1
22.1.2020.	91 586	40 630	3,1%	43 411	2,3	1,1
23.1.2020.	86 713	37 686	2,8%	40 473	2,3	1,1
24.1.2020.	75 357	33 434	2,5%	35 803	2,3	1,1
25.1.2020.	32 709	16 967	1,3%	17 912	1,9	1,1
26.1.2020.	34 820	16 964	1,3%	17 504	2,1	1,0
27.1.2020.	94 175	38 984	2,9%	41 857	2,4	1,1
28.1.2020.	90 155	38 392	2,9%	41 295	2,3	1,1
29.1.2020.	87 642	38 448	2,9%	41 052	2,3	1,1
30.1.2020.	86 413	36 550	2,7%	39 289	2,4	1,1
31.1.2020.	76 379	32 616	2,5%	35 047	2,3	1,1

## Weekly reach (Slovenian visitors)

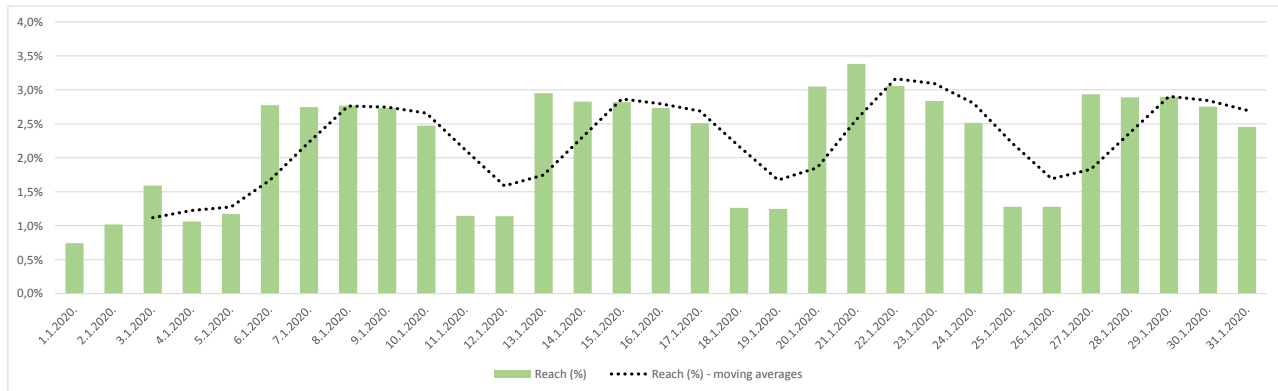
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.1.2020. - 5.1.2020.	150 090	54 096	4,1%	77 542	2,8	1,4
6.1.2020. - 12.1.2020.	480 831	127 509	9,6%	223 275	3,8	1,8
13.1.2020. - 19.1.2020.	489 053	133 024	10,0%	230 427	3,7	1,7
20.1.2020. - 26.1.2020.	509 339	140 015	10,5%	246 527	3,6	1,8
27.1.2020. - 31.1.2020.	434 763	132 685	10,0%	198 535	3,3	1,5

## Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.1.2020. - 31.1.2020.	2 064 052	262 425	19,7%	975 010	7,9	3,7

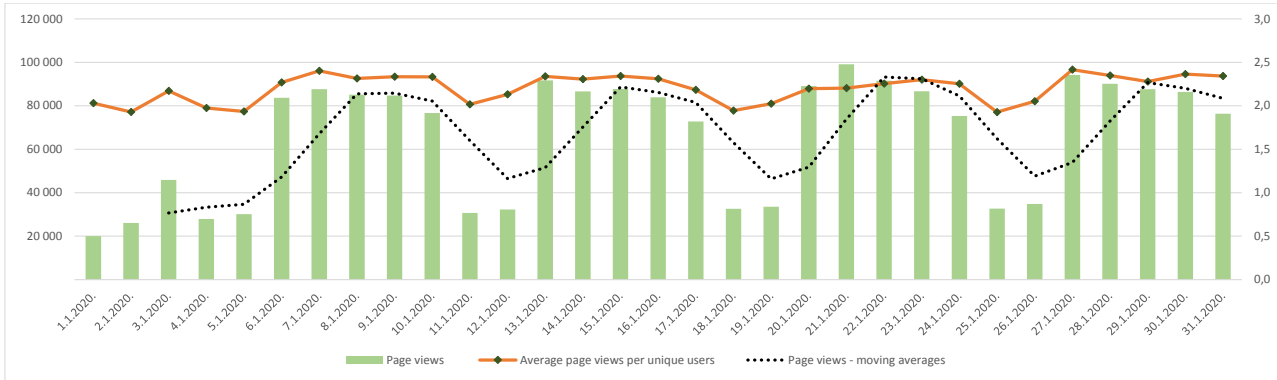
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	13,2%	89	6,3%
	Three-year high school	10,0%	74	5,1%
	Four-year high school	41,5%	103	49,0%
	Higher school, university, college or more	34,4%	113	39,0%
	I don't want to answer	1,0%	95	0,6%
Personal income	I have no income	9,7%	95	4,6%
	Less than 400 EUR	8,3%	85	5,5%
	400 to 800 EUR	20,2%	86	15,5%
	800 to 1200 EUR	29,3%	111	35,4%
	1200 to 1500 EUR	10,8%	116	19,6%
	1500 to 1800 EUR	6,0%	115	6,8%
	over 1800 EUR	7,4%	111	7,5%
Region	I don't want to answer	8,2%	93	5,1%
	Pomurska	5,6%	102	3,6%
	Podravska	14,7%	93	9,6%
	Koroška	2,3%	66	1,3%
	Savinjska	12,7%	98	11,2%
	Zasavska	2,4%	107	1,9%
	Spodnje-posavska	3,1%	101	2,0%
	JV Slovenija	5,5%	83	5,6%
	Osrednjeslovenska	30,0%	110	47,6%
	Gorenjska	10,2%	102	8,3%
	Notranjsko-kraška	2,6%	123	2,0%
	Goriška	5,7%	102	3,0%
	Obalno-kraška	5,1%	100	3,9%
	Gender	Male	46,7%	93
Female		53,3%	107	61,2%
Age	10 to 17 years	2,1%	72	0,8%
	18 to 24 years	8,7%	81	4,9%
	25 to 29 years	8,3%	104	5,3%
	30 to 39 years	22,7%	107	45,1%
	40 to 49 years	23,8%	101	20,6%
	50 to 59 years	21,2%	113	15,8%
	60 to 75 years	12,8%	89	7,1%
Employment status	Employed in public sector	14,1%	96	9,7%
	Employed in a private company	42,7%	108	54,5%
	Self-employed	12,3%	137	19,0%
	Unemployed	7,5%	108	4,9%
	Retired	9,7%	78	4,8%
	Pupil	5,2%	80	1,7%
	Student	7,4%	79	4,8%
	I don't want to answer	1,0%	79	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.

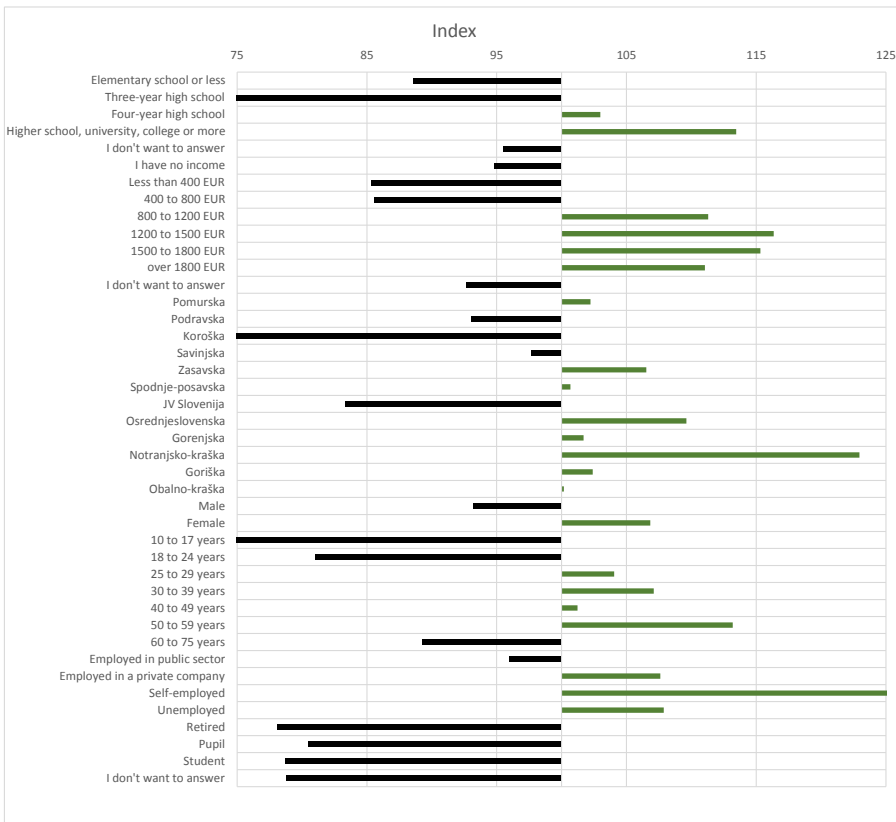


**Note:**

**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 1.1. to 31.1.2020. 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 1.1. to 31.1.2020. 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.