



Website: Siol.net

Provider:

Company: TSmedia, d.o.o.

Address: Stegne 19

City: 1000 Ljubljana

Contact person: Igor Gajster

E-mail: igor.gajster@tsmedia.si

Telephone number: 01/473 00 10

# 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 spletno mesto tako, da sočasno zagotavljajo učinke za oglaševalce in niso moteči za uporabnike.

## Comment:

Period: August 2020

## Daily reach (Slovenian visitors)

| Period     | Page views | Reach   | Reach (%) | Visits  | Average page views per unique users | Average visits per unique user |
|------------|------------|---------|-----------|---------|-------------------------------------|--------------------------------|
| 1.8.2020.  | 1 753 340  | 249 322 | 18,0%     | 468 409 | 7,0                                 | 1,9                            |
| 2.8.2020.  | 2 003 286  | 275 647 | 19,9%     | 527 536 | 7,3                                 | 1,9                            |
| 3.8.2020.  | 2 092 399  | 243 978 | 17,6%     | 508 801 | 8,6                                 | 2,1                            |
| 4.8.2020.  | 2 096 841  | 238 673 | 17,2%     | 488 731 | 8,8                                 | 2,0                            |
| 5.8.2020.  | 2 089 084  | 239 015 | 17,2%     | 483 953 | 8,7                                 | 2,0                            |
| 6.8.2020.  | 2 048 470  | 247 769 | 17,9%     | 502 142 | 8,3                                 | 2,0                            |
| 7.8.2020.  | 1 933 507  | 235 641 | 17,0%     | 457 475 | 8,2                                 | 1,9                            |
| 8.8.2020.  | 1 609 751  | 217 902 | 15,7%     | 401 939 | 7,4                                 | 1,8                            |
| 9.8.2020.  | 1 730 983  | 235 880 | 17,0%     | 446 246 | 7,3                                 | 1,9                            |
| 10.8.2020. | 2 031 877  | 240 853 | 17,4%     | 496 345 | 8,4                                 | 2,1                            |
| 11.8.2020. | 2 185 798  | 245 505 | 17,7%     | 518 613 | 8,9                                 | 2,1                            |
| 12.8.2020. | 2 132 197  | 268 982 | 19,4%     | 533 082 | 7,9                                 | 2,0                            |
| 13.8.2020. | 2 201 364  | 272 697 | 19,7%     | 563 721 | 8,1                                 | 2,1                            |
| 14.8.2020. | 2 294 143  | 278 596 | 20,1%     | 568 682 | 8,2                                 | 2,0                            |
| 15.8.2020. | 1 988 099  | 264 612 | 19,1%     | 517 338 | 7,5                                 | 2,0                            |
| 16.8.2020. | 1 974 741  | 250 856 | 18,1%     | 483 864 | 7,9                                 | 1,9                            |
| 17.8.2020. | 2 261 805  | 245 552 | 17,7%     | 523 619 | 9,2                                 | 2,1                            |
| 18.8.2020. | 2 314 469  | 270 162 | 19,5%     | 558 832 | 8,6                                 | 2,1                            |
| 19.8.2020. | 2 268 820  | 273 234 | 19,7%     | 570 599 | 8,3                                 | 2,1                            |
| 20.8.2020. | 2 138 135  | 247 602 | 17,9%     | 520 761 | 8,6                                 | 2,1                            |
| 21.8.2020. | 2 168 957  | 248 966 | 18,0%     | 520 652 | 8,7                                 | 2,1                            |
| 22.8.2020. | 1 794 333  | 229 076 | 16,5%     | 439 659 | 7,8                                 | 1,9                            |
| 23.8.2020. | 1 989 214  | 237 307 | 17,1%     | 479 676 | 8,4                                 | 2,0                            |
| 24.8.2020. | 2 361 116  | 251 466 | 18,1%     | 535 801 | 9,4                                 | 2,1                            |
| 25.8.2020. | 2 357 349  | 258 962 | 18,7%     | 549 717 | 9,1                                 | 2,1                            |
| 26.8.2020. | 2 381 591  | 281 853 | 20,3%     | 589 968 | 8,4                                 | 2,1                            |
| 27.8.2020. | 2 299 393  | 273 696 | 19,8%     | 560 522 | 8,4                                 | 2,0                            |
| 28.8.2020. | 2 235 673  | 265 624 | 19,2%     | 537 093 | 8,4                                 | 2,0                            |
| 29.8.2020. | 1 792 228  | 242 881 | 17,5%     | 465 820 | 7,4                                 | 1,9                            |
| 30.8.2020. | 1 879 352  | 258 701 | 18,7%     | 518 761 | 7,3                                 | 2,0                            |
| 31.8.2020. | 2 317 942  | 266 670 | 19,2%     | 570 263 | 8,7                                 | 2,1                            |

## Weekly reach (Slovenian visitors)

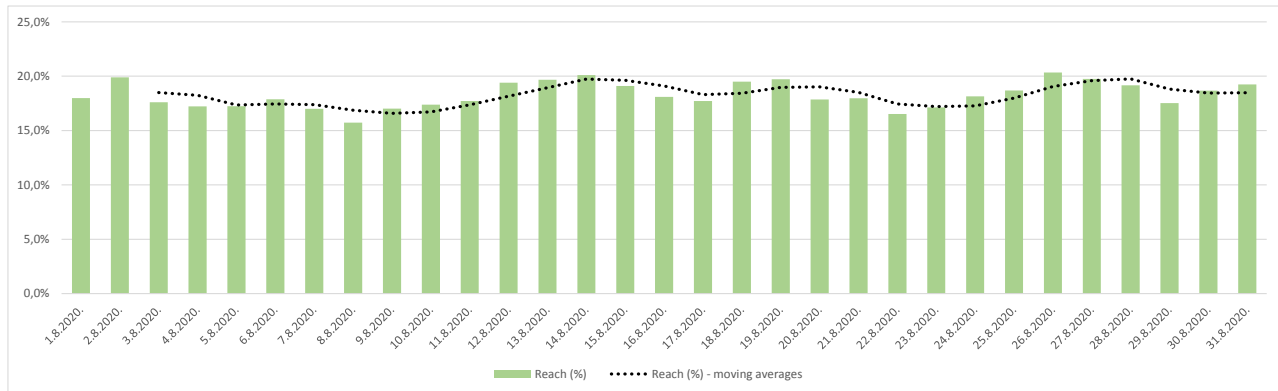
| Period                  | Page views | Reach   | Reach (%) | Visits    | Average page views per unique users | Average visits per unique user |
|-------------------------|------------|---------|-----------|-----------|-------------------------------------|--------------------------------|
| 1.8.2020. - 2.8.2020.   | 3 756 692  | 374 223 | 27,0%     | 995 944   | 10,0                                | 2,7                            |
| 3.9.2020. - 9.9.2020.   | 13 601 281 | 493 454 | 35,6%     | 3 288 712 | 27,6                                | 6,7                            |
| 10.8.2020. - 16.8.2020. | 14 808 162 | 530 057 | 38,2%     | 3 681 507 | 27,9                                | 6,9                            |
| 17.8.2020. - 23.8.2020. | 14 935 246 | 511 829 | 36,9%     | 3 613 877 | 29,2                                | 7,1                            |
| 24.8.2020. - 30.8.2020. | 15 306 586 | 525 493 | 37,9%     | 3 755 466 | 29,1                                | 7,1                            |
| 31.8.2020. - 31.8.2020. | 2 317 942  | 266 670 | 19,2%     | 570 263   | 8,7                                 | 2,1                            |

## Monthly reach (Slovenian visitors)

| Period                 | Page views | Reach   | Reach (%) | Visits     | Average page views per unique users | Average visits per unique user |
|------------------------|------------|---------|-----------|------------|-------------------------------------|--------------------------------|
| 1.8.2020. - 31.8.2020. | 64 726 597 | 759 750 | 54,8%     | 15 905 676 | 85,2                                | 20,9                           |

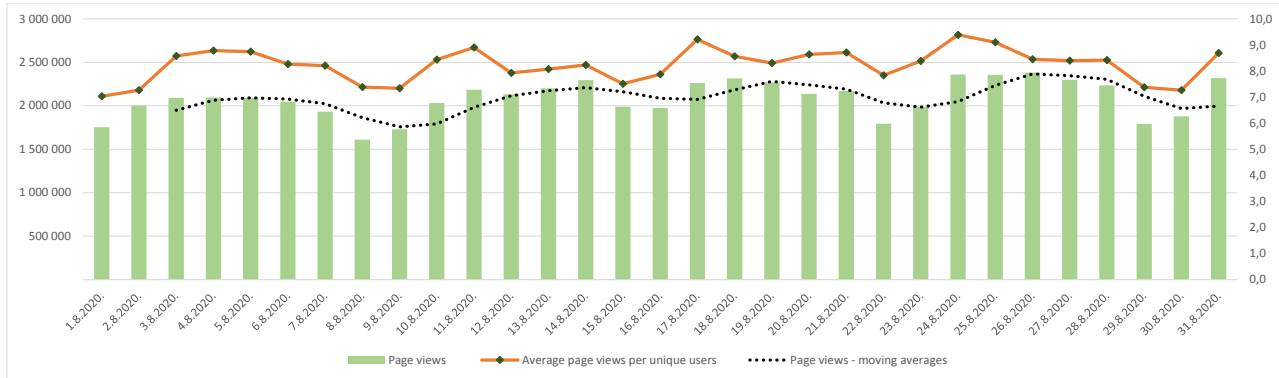
## Demographic profile of Slovenian visitors

|                    | Variable                                   | Audience composition (%) | Affinity index | Page views composition (%) |       |
|--------------------|--|--------------------------|----------------|----------------------------|-------|
| Level of Education | Elementary school or less                  | 14,1%                    | 96             | 10,4%                      |       |
|                    | Three-year high school                     | 12,5%                    | 95             | 9,2%                       |       |
|                    | Four-year high school                      | 39,6%                    | 98             | 39,2%                      |       |
|                    | Higher school, university, college or more | 32,7%                    | 107            | 40,1%                      |       |
|                    | I don't want to answer                     | 1,1%                     | 106            | 1,1%                       |       |
| Personal income    | I have no income                           | 9,9%                     | 98             | 5,3%                       |       |
|                    | Less than 400 EUR                          | 7,8%                     | 83             | 4,3%                       |       |
|                    | 400 to 800 EUR                             | 22,4%                    | 97             | 17,7%                      |       |
|                    | 800 to 1200 EUR                            | 27,3%                    | 103            | 28,4%                      |       |
|                    | 1200 to 1500 EUR                           | 9,7%                     | 102            | 12,7%                      |       |
|                    | 1500 to 1800 EUR                           | 5,9%                     | 107            | 7,0%                       |       |
|                    | over 1800 EUR                              | 7,9%                     | 113            | 12,3%                      |       |
| Region             | I don't want to answer                     | 9,2%                     | 102            | 12,3%                      |       |
|                    | Pomurska                                   | 5,5%                     | 95             | 5,6%                       |       |
|                    | Podravska                                  | 14,5%                    | 94             | 9,3%                       |       |
|                    | Koroška                                    | 3,0%                     | 88             | 1,9%                       |       |
|                    | Savinjska                                  | 12,7%                    | 98             | 12,9%                      |       |
|                    | Zasavska                                   | 2,4%                     | 98             | 3,2%                       |       |
|                    | Spodnje-posavska                           | 3,5%                     | 105            | 2,9%                       |       |
|                    | JV Slovenija                               | 6,6%                     | 103            | 5,3%                       |       |
|                    | Osrednjeslovenska                          | 28,7%                    | 105            | 38,0%                      |       |
|                    | Gorenjska                                  | 10,3%                    | 101            | 9,9%                       |       |
|                    | Notranjsko-kraška                          | 2,0%                     | 91             | 2,1%                       |       |
|                    | Goriška                                    | 5,3%                     | 99             | 4,1%                       |       |
|                    | Obalno-kraška                              | 5,3%                     | 106            | 4,9%                       |       |
|                    | Gender                                     | Male                     | 52,8%          | 103                        | 63,1% |
|                    |  | Female                   | 47,2%          | 97                         | 36,9% |
| Age                | 10 to 17 years                             | 3,3%                     | 105            | 2,2%                       |       |
|                    | 18 to 24 years                             | 8,9%                     | 90             | 2,4%                       |       |
|                    | 25 to 29 years                             | 7,1%                     | 92             | 6,4%                       |       |
|                    | 30 to 39 years                             | 19,1%                    | 92             | 16,0%                      |       |
|                    | 40 to 49 years                             | 24,7%                    | 103            | 26,6%                      |       |
|                    | 50 to 59 years                             | 21,0%                    | 109            | 25,9%                      |       |
| Employment status  | 60 to 75 years                             | 15,4%                    | 105            | 19,0%                      |       |
|                    | Employed in public sector                  | 16,4%                    | 108            | 13,7%                      |       |
|                    | Employed in a private company              | 39,7%                    | 100            | 44,3%                      |       |
|                    | Self-employed                              | 9,8%                     | 102            | 13,6%                      |       |
|                    | Unemployed                                 | 6,2%                     | 93             | 4,3%                       |       |
|                    | Retired                                    | 13,0%                    | 102            | 14,6%                      |       |
|                    | Pupil                                      | 6,3%                     | 105            | 3,3%                       |       |
|                    | Student                                    | 7,3%                     | 83             | 4,9%                       |       |
|                    | I don't want to answer                     | 1,3%                     | 100            | 1,3%                       |       |



**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.

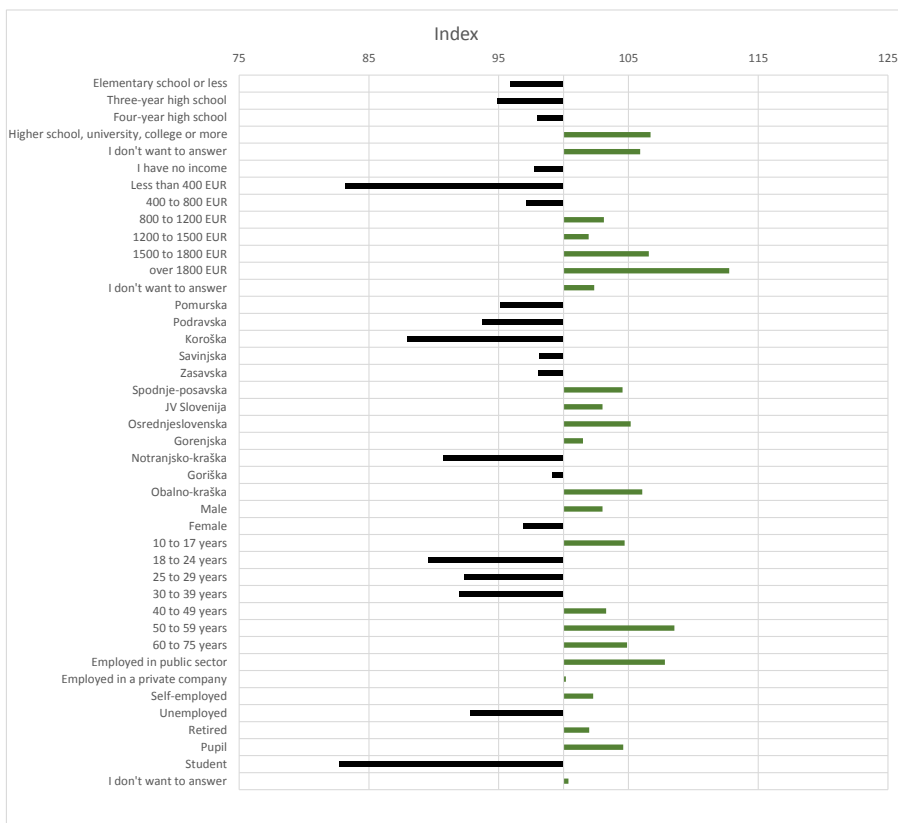


**Note:**

**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 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 1.8. to 31.8.2020. 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 1.8. to 31.8.2020. 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.