



Website: Bizi.si

Provider:

Company: TSmedia, d.o.o.

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**Short description:**

Poslovni asistent bizi.si vam nudi najnovije 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: December 2020

**Daily reach (Slovenian visitors)**

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.12.2020.	75 674	33 883	2,3%	36 305	2,2	1,1
2.12.2020.	73 824	32 226	2,2%	34 825	2,3	1,1
3.12.2020.	73 852	32 005	2,2%	34 459	2,3	1,1
4.12.2020.	67 922	30 582	2,1%	33 004	2,2	1,1
5.12.2020.	32 113	15 716	1,1%	17 035	2,0	1,1
6.12.2020.	35 545	15 569	1,1%	16 500	2,3	1,1
7.12.2020.	84 496	37 660	2,6%	40 720	2,2	1,1
8.12.2020.	85 175	36 446	2,5%	39 673	2,3	1,1
9.12.2020.	81 415	35 856	2,5%	38 823	2,3	1,1
10.12.2020.	78 475	35 308	2,4%	37 627	2,2	1,1
11.12.2020.	71 592	31 575	2,2%	34 463	2,3	1,1
12.12.2020.	32 434	15 483	1,1%	17 221	2,1	1,1
13.12.2020.	33 421	16 268	1,1%	16 791	2,1	1,0
14.12.2020.	81 509	37 530	2,6%	40 808	2,2	1,1
15.12.2020.	79 471	35 905	2,5%	38 884	2,2	1,1
16.12.2020.	77 032	35 897	2,5%	39 014	2,1	1,1
17.12.2020.	74 058	34 735	2,4%	37 783	2,1	1,1
18.12.2020.	68 541	32 770	2,3%	35 616	2,1	1,1
19.12.2020.	32 807	14 723	1,0%	16 965	2,2	1,2
20.12.2020.	34 069	16 793	1,2%	18 055	2,0	1,1
21.12.2020.	78 689	36 818	2,5%	39 945	2,1	1,1
22.12.2020.	72 735	33 861	2,3%	36 602	2,1	1,1
23.12.2020.	64 910	29 757	2,1%	32 538	2,2	1,1
24.12.2020.	40 372	19 832	1,4%	21 722	2,0	1,1
25.12.2020.	24 541	11 309	0,8%	13 460	2,2	1,2
26.12.2020.	26 784	12 146	0,8%	14 072	2,2	1,2
27.12.2020.	29 613	14 313	1,0%	15 848	2,1	1,1
28.12.2020.	63 932	29 907	2,1%	32 677	2,1	1,1
29.12.2020.	56 350	28 651	2,0%	28 934	2,0	1,0
30.12.2020.	52 679	26 622	1,8%	26 855	2,0	1,0
31.12.2020.	32 635	16 862	1,2%	17 373	1,9	1,0

**Weekly reach (Slovenian visitors)**

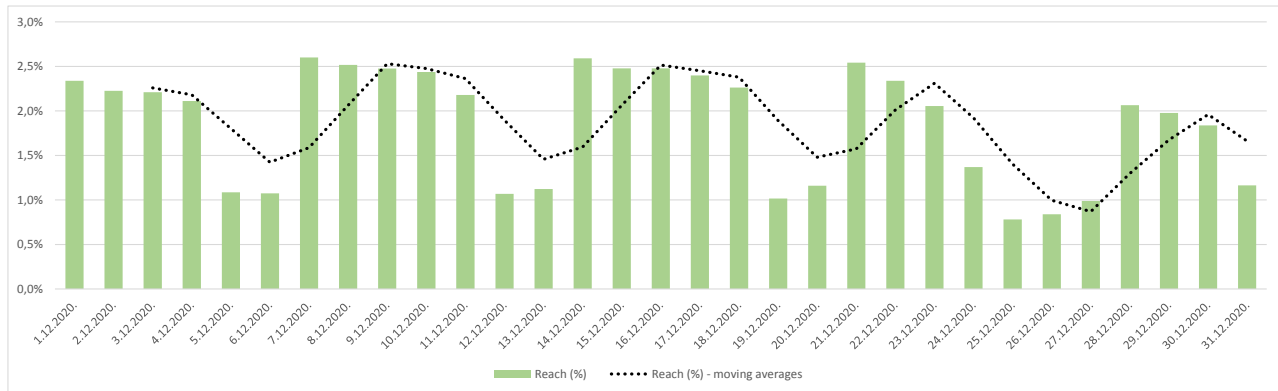
Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.12.2020. - 6.12.2020.	358 685	106 200	7,3%	171 761	3,4	1,6
7.12.2020. - 13.12.2020.	466 826	125 806	8,7%	224 815	3,7	1,8
14.12.2020. - 20.12.2020.	447 289	127 007	8,8%	226 797	3,5	1,8
21.12.2020. - 27.12.2020.	337 270	103 266	7,1%	173 526	3,3	1,7
28.12.2020. - 31.12.2020.	205 598	78 148	5,4%	105 772	2,6	1,4

**Monthly reach (Slovenian visitors)**

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
1.12.2020. - 31.12.2020.	1 815 405	262 132	18,1%	902 113	6,9	3,4

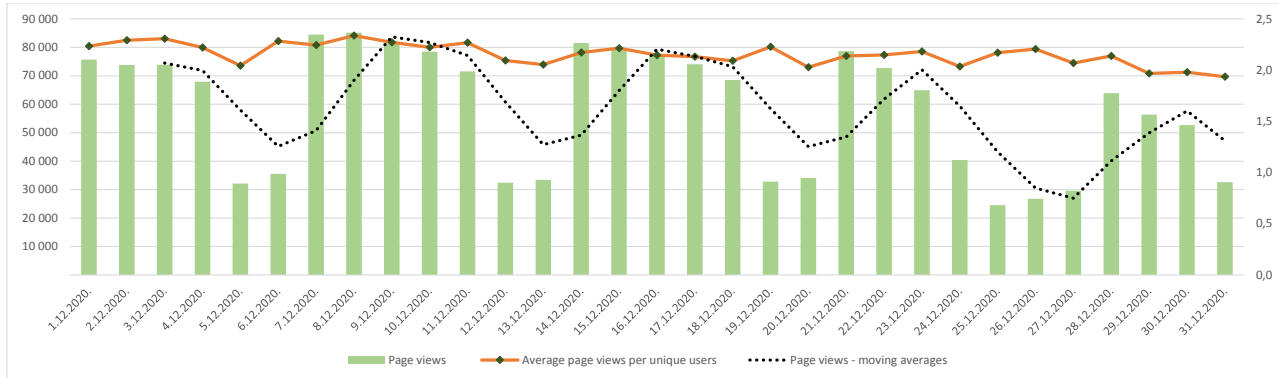
## Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	8,6%	67	3,3%
	Three-year high school	11,3%	89	4,4%
	Four-year high school	37,2%	96	33,1%
	Higher school, university, college or more	41,8%	120	58,7%
	I don't want to answer	1,1%	114	0,6%
Personal income	I have no income	6,0%	64	1,5%
	Less than 400 EUR	6,7%	87	3,0%
	400 to 800 EUR	15,6%	81	8,8%
	800 to 1200 EUR	31,9%	108	22,5%
	1200 to 1500 EUR	13,1%	116	45,8%
	1500 to 1800 EUR	8,7%	137	7,0%
	over 1800 EUR	9,3%	114	7,9%
	I don't want to answer	8,8%	105	3,5%
Region	Pomurska	6,1%	105	2,6%
	Podravska	16,6%	107	43,8%
	Koroška	3,1%	93	1,8%
	Savinjska	11,5%	91	7,7%
	Zasavska	2,5%	96	1,9%
	Spodnje-posavska	3,9%	106	1,8%
	JV Slovenija	6,0%	97	5,8%
	Osrednjeslovenska	28,3%	106	25,1%
	Gorenjska	9,2%	96	4,8%
	Notranjsko-kraška	1,8%	74	0,5%
	Goriška	6,1%	101	2,8%
	Obalno-kraška	4,9%	90	1,5%
	Gender	Male	49,4%	95
Female		50,6%	106	69,6%
Age	10 to 17 years	3,2%	80	0,5%
	18 to 24 years	7,5%	71	3,0%
	25 to 29 years	10,4%	108	7,0%
	30 to 39 years	25,5%	113	52,6%
	40 to 49 years	23,9%	110	21,1%
	50 to 59 years	17,8%	99	10,7%
	60 to 75 years	11,5%	86	4,8%
Employment status	Employed in public sector	14,2%	88	6,7%
	Employed in a private company	45,8%	112	38,0%
	Self-employed	13,1%	150	9,5%
	Unemployed	4,7%	77	37,4%
	Retired	11,1%	85	4,5%
	Pupil	5,6%	75	2,2%
	Student	4,8%	73	1,3%
	I don't want to answer	0,7%	68	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.

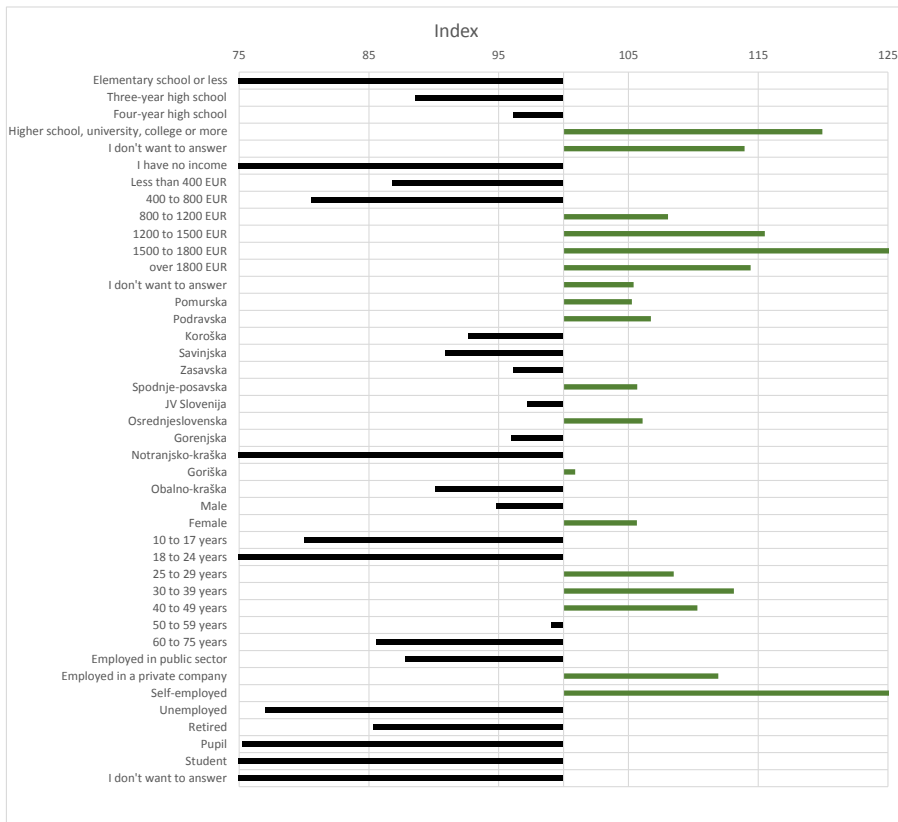


**Note:**

**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 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 1.12. to 31.12.2020. 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 1.12. to 31.12.2020. 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.