



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

## 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.  | 2 773 153  | 316 372 | 21,8%     | 639 952 | 8,8                                 | 2,0                            |
| 2.12.2020.  | 2 774 879  | 298 831 | 20,6%     | 604 706 | 9,3                                 | 2,0                            |
| 3.12.2020.  | 2 951 036  | 330 589 | 22,8%     | 682 767 | 8,9                                 | 2,1                            |
| 4.12.2020.  | 2 954 759  | 350 920 | 24,2%     | 714 044 | 8,4                                 | 2,0                            |
| 5.12.2020.  | 2 587 353  | 325 970 | 22,5%     | 615 534 | 7,9                                 | 1,9                            |
| 6.12.2020.  | 2 588 154  | 323 213 | 22,3%     | 620 142 | 8,0                                 | 1,9                            |
| 7.12.2020.  | 2 902 264  | 318 727 | 22,0%     | 644 530 | 9,1                                 | 2,0                            |
| 8.12.2020.  | 3 071 471  | 329 655 | 22,8%     | 690 916 | 9,3                                 | 2,1                            |
| 9.12.2020.  | 3 150 638  | 334 778 | 23,1%     | 719 425 | 9,4                                 | 2,1                            |
| 10.12.2020. | 2 998 982  | 349 799 | 24,1%     | 706 320 | 8,6                                 | 2,0                            |
| 11.12.2020. | 3 009 578  | 343 226 | 23,7%     | 695 471 | 8,8                                 | 2,0                            |
| 12.12.2020. | 2 892 062  | 357 862 | 24,7%     | 721 937 | 8,1                                 | 2,0                            |
| 13.12.2020. | 2 769 394  | 337 424 | 23,3%     | 678 407 | 8,2                                 | 2,0                            |
| 14.12.2020. | 3 056 984  | 321 352 | 22,2%     | 674 817 | 9,5                                 | 2,1                            |
| 15.12.2020. | 2 996 956  | 315 704 | 21,8%     | 666 348 | 9,5                                 | 2,1                            |
| 16.12.2020. | 3 018 417  | 304 995 | 21,1%     | 652 615 | 9,9                                 | 2,1                            |
| 17.12.2020. | 2 964 021  | 306 910 | 21,2%     | 659 906 | 9,7                                 | 2,2                            |
| 18.12.2020. | 2 721 625  | 312 240 | 21,6%     | 657 215 | 8,7                                 | 2,1                            |
| 19.12.2020. | 2 457 604  | 298 430 | 20,6%     | 606 573 | 8,2                                 | 2,0                            |
| 20.12.2020. | 2 581 663  | 320 811 | 22,1%     | 633 460 | 8,0                                 | 2,0                            |
| 21.12.2020. | 2 807 296  | 312 816 | 21,6%     | 659 067 | 9,0                                 | 2,1                            |
| 22.12.2020. | 2 713 103  | 281 589 | 19,4%     | 597 666 | 9,6                                 | 2,1                            |
| 23.12.2020. | 2 745 549  | 280 512 | 19,4%     | 603 635 | 9,8                                 | 2,2                            |
| 24.12.2020. | 2 527 937  | 283 965 | 19,6%     | 577 930 | 8,9                                 | 2,0                            |
| 25.12.2020. | 2 737 115  | 330 722 | 22,8%     | 657 040 | 8,3                                 | 2,0                            |
| 26.12.2020. | 2 728 714  | 322 408 | 22,3%     | 632 688 | 8,5                                 | 2,0                            |
| 27.12.2020. | 2 644 483  | 310 778 | 21,5%     | 618 627 | 8,5                                 | 2,0                            |
| 28.12.2020. | 3 064 666  | 332 723 | 23,0%     | 696 893 | 9,2                                 | 2,1                            |
| 29.12.2020. | 3 607 888  | 416 673 | 28,8%     | 891 575 | 8,7                                 | 2,1                            |
| 30.12.2020. | 2 893 553  | 320 844 | 22,1%     | 679 731 | 9,0                                 | 2,1                            |
| 31.12.2020. | 2 400 159  | 261 836 | 18,1%     | 523 091 | 9,2                                 | 2,0                            |

## 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.   | 16 628 801 | 578 721 | 39,9%     | 3 876 622 | 28,7                                | 6,7                            |
| 7.12.2020. - 13.12.2020.  | 20 794 211 | 607 384 | 41,9%     | 4 855 629 | 34,2                                | 8,0                            |
| 14.12.2020. - 20.12.2020. | 19 797 050 | 590 643 | 40,8%     | 4 549 083 | 33,5                                | 7,7                            |
| 21.12.2020. - 27.12.2020. | 18 902 519 | 591 297 | 40,8%     | 4 345 679 | 32,0                                | 7,3                            |
| 28.12.2020. - 31.12.2020. | 11 966 258 | 587 511 | 40,6%     | 2 790 868 | 20,4                                | 4,8                            |

## 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. | 88 089 783 | 853 858 | 58,9%     | 20 418 178 | 103,2                               | 23,9                           |

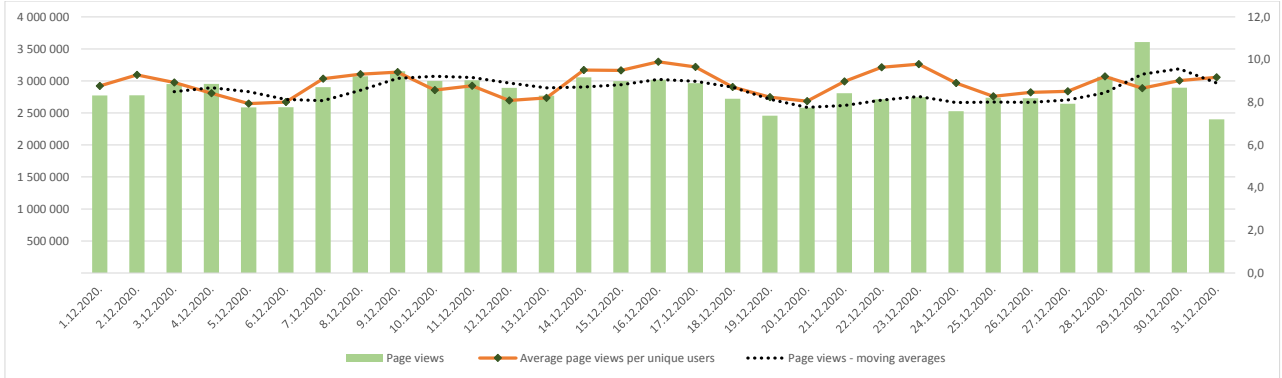
## Demographic profile of Slovenian visitors

|                    | Variable                                   | Audience composition (%) | Affinity index | Page views composition (%) |
|--------------------|--|--------------------------|----------------|----------------------------|
| Level of Education | Elementary school or less                  | 12,2%                    | 96             | 6,7%                       |
|                    | Three-year high school                     | 12,9%                    | 102            | 8,9%                       |
|                    | Four-year high school                      | 38,0%                    | 98             | 37,6%                      |
|                    | Higher school, university, college or more | 35,9%                    | 103            | 46,4%                      |
|                    | I don't want to answer                     | 0,9%                     | 87             | 0,3%                       |
| Personal income    | I have no income                           | 8,5%                     | 92             | 5,6%                       |
|                    | Less than 400 EUR                          | 7,4%                     | 96             | 4,5%                       |
|                    | 400 to 800 EUR                             | 19,8%                    | 102            | 14,7%                      |
|                    | 800 to 1200 EUR                            | 29,5%                    | 100            | 26,9%                      |
|                    | 1200 to 1500 EUR                           | 11,7%                    | 103            | 15,5%                      |
|                    | 1500 to 1800 EUR                           | 6,7%                     | 106            | 7,6%                       |
|                    | over 1800 EUR                              | 8,5%                     | 105            | 14,0%                      |
|                    | I don't want to answer                     | 7,8%                     | 94             | 11,2%                      |
| Region             | Pomurska                                   | 5,8%                     | 100            | 5,7%                       |
|                    | Podravska                                  | 15,7%                    | 100            | 12,3%                      |
|                    | Koroška                                    | 3,3%                     | 99             | 1,9%                       |
|                    | Savinjska                                  | 13,1%                    | 103            | 12,9%                      |
|                    | Zasavska                                   | 2,5%                     | 94             | 2,6%                       |
|                    | Spodnje-posavska                           | 3,8%                     | 104            | 4,3%                       |
|                    | JV Slovenija                               | 6,0%                     | 97             | 6,4%                       |
|                    | Osrednjeslovenska                          | 26,3%                    | 99             | 29,6%                      |
|                    | Gorenjska                                  | 9,5%                     | 100            | 9,7%                       |
|                    | Notranjsko-kraška                          | 2,6%                     | 107            | 1,9%                       |
|                    | Goriška                                    | 6,5%                     | 107            | 8,0%                       |
|                    | Obalno-kraška                              | 5,0%                     | 92             | 4,8%                       |
|                    | Gender                                     | Male                     | 52,4%          | 101                        |
| Female             |  | 47,6%                    | 99             | 37,2%                      |
| Age                | 10 to 17 years                             | 3,3%                     | 83             | 1,3%                       |
|                    | 18 to 24 years                             | 9,5%                     | 90             | 5,3%                       |
|                    | 25 to 29 years                             | 9,5%                     | 99             | 5,7%                       |
|                    | 30 to 39 years                             | 21,0%                    | 93             | 17,2%                      |
|                    | 40 to 49 years                             | 21,8%                    | 100            | 22,6%                      |
|                    | 50 to 59 years                             | 19,3%                    | 108            | 23,8%                      |
|                    | 60 to 75 years                             | 15,3%                    | 114            | 24,0%                      |
| Employment status  | Employed in public sector                  | 17,0%                    | 105            | 16,4%                      |
|                    | Employed in a private company              | 40,5%                    | 99             | 41,0%                      |
|                    | Self-employed                              | 8,9%                     | 102            | 10,2%                      |
|                    | Unemployed                                 | 5,2%                     | 85             | 4,4%                       |
|                    | Retired                                    | 14,8%                    | 114            | 20,4%                      |
|                    | Pupil                                      | 6,9%                     | 92             | 3,4%                       |
|                    | Student                                    | 5,8%                     | 88             | 3,4%                       |
|                    | I don't want to answer                     | 0,9%                     | 88             | 0,7%                       |

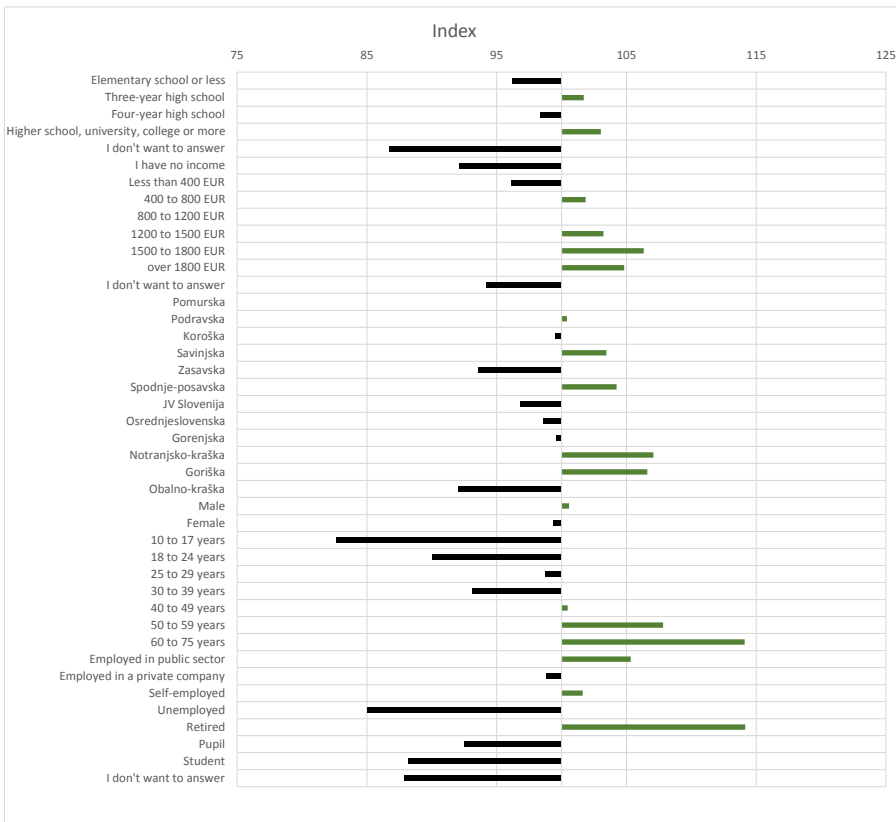


**Note:**

**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 1.12. 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.