



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, insolventnostnih postopkih, likvidni sposobnosti in bonitetni oceni podjetij.

Comment:

Period: December 2021

Daily reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.12.2021	91 770	37 920	2,6%	41 201	2,4	1,1
02.12.2021	88 792	38 178	2,6%	41 403	2,3	1,1
03.12.2021	77 496	33 535	2,3%	36 502	2,3	1,1
04.12.2021	31 866	14 955	1,0%	17 713	2,1	1,2
05.12.2021	36 987	16 869	1,2%	19 184	2,2	1,1
06.12.2021	91 453	39 067	2,7%	42 384	2,3	1,1
07.12.2021	92 424	39 880	2,7%	43 331	2,3	1,1
08.12.2021	88 593	38 294	2,6%	41 569	2,3	1,1
09.12.2021	83 313	35 512	2,4%	38 531	2,3	1,1
10.12.2021	73 948	33 714	2,3%	36 636	2,2	1,1
11.12.2021	32 180	15 349	1,1%	18 027	2,1	1,2
12.12.2021	35 112	16 855	1,2%	19 201	2,1	1,1
13.12.2021	97 258	41 599	2,8%	45 229	2,3	1,1
14.12.2021	95 108	41 208	2,8%	44 854	2,3	1,1
15.12.2021	93 602	41 691	2,9%	45 511	2,2	1,1
16.12.2021	89 428	38 585	2,6%	42 001	2,3	1,1
17.12.2021	76 687	33 237	2,3%	36 266	2,3	1,1
18.12.2021	33 209	15 200	1,0%	18 376	2,2	1,2
19.12.2021	34 787	15 730	1,1%	17 937	2,2	1,1
20.12.2021	88 444	39 998	2,7%	43 418	2,2	1,1
21.12.2021	88 342	38 971	2,7%	42 357	2,3	1,1
22.12.2021	84 234	38 178	2,6%	41 577	2,2	1,1
23.12.2021	75 385	33 393	2,3%	36 331	2,3	1,1
24.12.2021	47 497	21 915	1,5%	24 009	2,2	1,1
25.12.2021	28 781	12 678	0,9%	15 930	2,3	1,3
26.12.2021	34 799	16 120	1,1%	18 959	2,2	1,2
27.12.2021	72 084	32 796	2,2%	35 936	2,2	1,1
28.12.2021	70 299	31 185	2,1%	34 161	2,3	1,1
29.12.2021	62 203	29 150	2,0%	31 935	2,1	1,1
30.12.2021	54 310	26 512	1,8%	26 916	2,0	1,0
31.12.2021	34 192	16 978	1,2%	17 647	2,0	1,0

Weekly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.12.2021 - 05.12.2021	326 890	103 204	7,1%	155 094	3,2	1,5
06.12.2021 - 12.12.2021	496 916	134 123	9,2%	238 538	3,7	1,8
13.12.2021 - 19.12.2021	520 074	136 165	9,3%	249 514	3,8	1,8
20.12.2021 - 26.12.2021	447 506	123 534	8,5%	221 564	3,6	1,8
27.12.2021 - 31.12.2021	293 088	97 435	6,7%	146 495	3,0	1,5

Monthly reach (Slovenian visitors)

Period	Page views	Reach	Reach (%)	Visits	Average page views per unique users	Average visits per unique user
01.12.2021 - 31.12.2021	2 084 367	277 353	19,0%	1 010 989	7,5	3,6

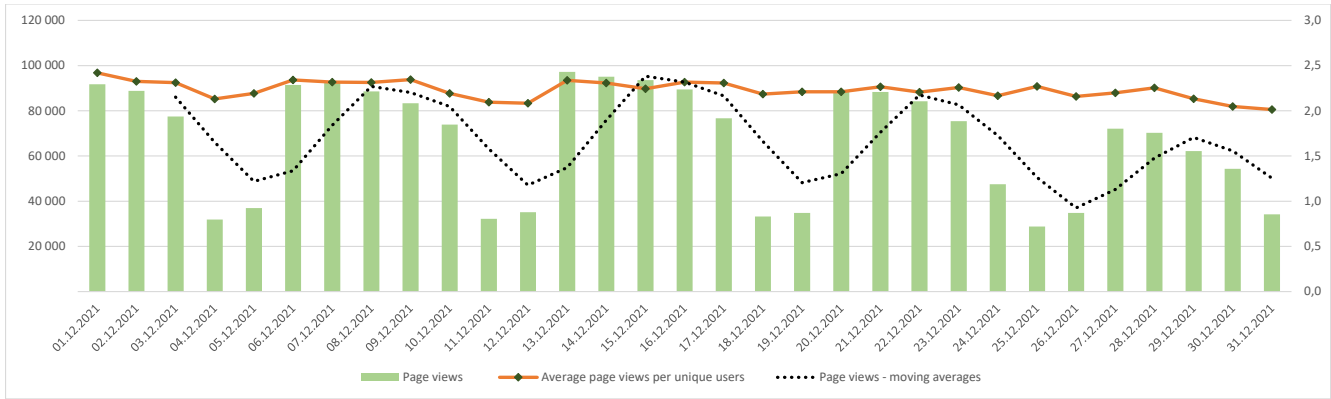
Demographic profile of Slovenian visitors

	Variable	Audience composition (%)	Affinity index	Page views composition (%)
Level of Education	Elementary school or less	12,2%	82	9,3%
	Three-year high school	9,3%	78	8,8%
	Four-year high school	39,1%	101	40,7%
	Higher school, university, college or more	38,3%	114	38,9%
	I don't want to answer	1,1%	115	2,3%
Personal income	I have no income	9,3%	82	8,0%
	Less than 400 EUR	5,9%	78	5,9%
	400 to 800 EUR	16,2%	91	11,6%
	800 to 1200 EUR	28,7%	103	23,0%
	1200 to 1500 EUR	13,5%	121	24,5%
	1500 to 1800 EUR	7,4%	115	6,9%
	over 1800 EUR	11,0%	121	12,7%
	I don't want to answer	7,9%	92	7,5%
Region	Pomurska	4,9%	82	4,4%
	Podravska	16,4%	102	15,2%
	Koroška	2,5%	77	2,9%
	Savinjska	11,2%	89	8,0%
	Zasavska	1,8%	70	1,0%
	Spodnje-posavska	4,3%	124	4,1%
	JV Slovenija	6,4%	94	7,3%
	Osrednjeslovenska	28,6%	107	28,8%
	Gorenjska	12,0%	120	14,3%
	Notranjsko-kraška	2,6%	117	3,8%
	Goriška	5,3%	101	6,1%
	Obalno-kraška	4,1%	79	4,2%
	Gender	Male	49,9%	98
Female		50,1%	102	46,9%
Age	10 to 17 years	2,5%	63	2,0%
	18 to 24 years	8,8%	75	9,9%
	25 to 29 years	7,0%	93	8,7%
	30 to 39 years	21,9%	109	24,4%
	40 to 49 years	24,4%	114	26,0%
	50 to 59 years	20,1%	112	18,8%
	60 to 75 years	14,9%	88	10,2%
Employment status	Employed in public sector	14,6%	89	11,9%
	Employed in a private company	42,3%	110	45,6%
	Self-employed	14,2%	152	19,4%
	Unemployed	6,3%	96	7,5%
	Retired	10,6%	88	6,8%
	Pupil	5,6%	65	5,0%
	Student	5,3%	69	3,1%
	I don't want to answer	1,2%	109	0,6%

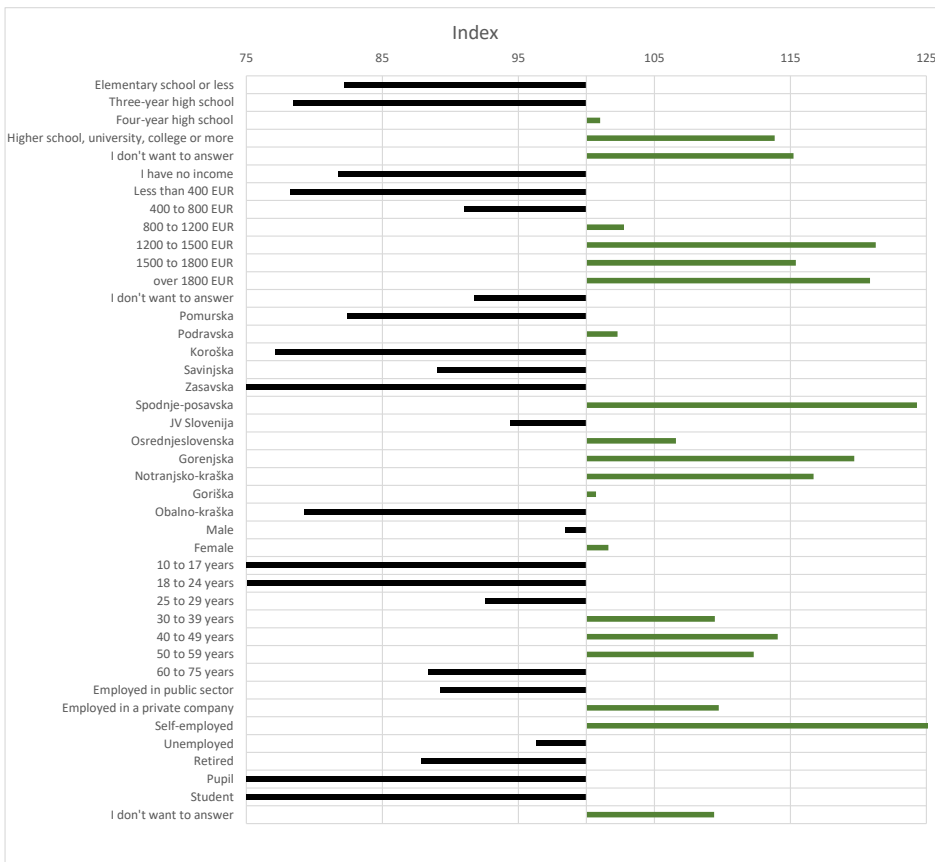


Note:

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 1.12. to 31.12.2021. 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 31.12.2021. 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.