

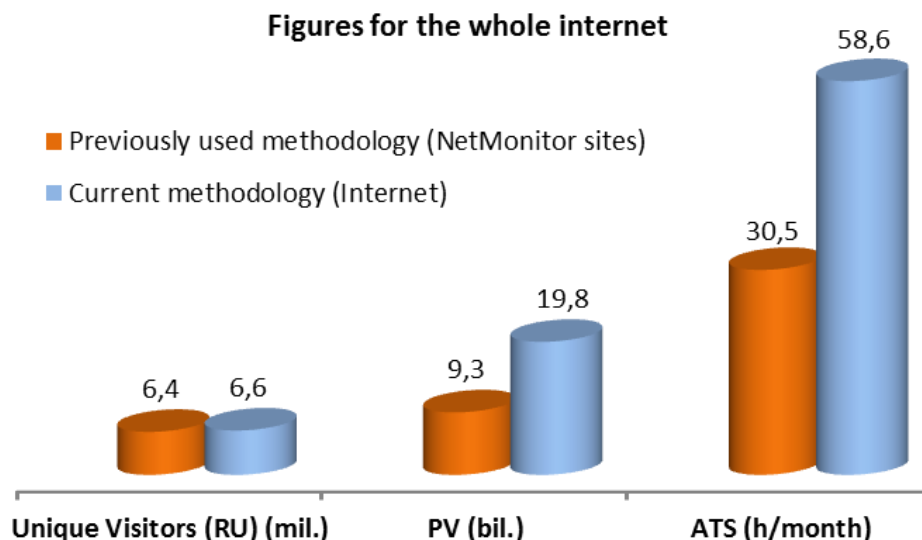
Press Release

PRAGUE, February 26, 2013 – NetMonitor Goes into the New Year with New Data

The measurement of Czech Internet audience has expanded the range of supplied outputs in 2013. Since January, a part of the official NetMonitor monthly data are also data on the viewing of stream video content, including the socio-demographic profile of viewers, and data on audience traffic from mobile devices. Also new is the ability to measure complete online consumption of Czech Internet overall, not only within the servers involved in NetMonitor.

NetMonitor commenced the new year with a slightly modified methodology, enabling the inclusion of total Internet audience traffic as well as the time and the activity spent on websites that are not publicly measured within the project. Simply said, the new total numbers correspond with the audience attendance of all websites by Czech users. The average time spent on Internet by one user in a month (ATS) rose due to the expansion of monitoring in January from 30 and a half hours to 58.6 hours, and the total number of page views for all Internet was approximately doubled, from 9.3 to 19.8 billion PVs. Counting real users of the Internet, there was a slight rise of about 2% of users that do not visit any of the media audited in NetMonitor.

"For methodological reasons, NetMonitor could not yet provide the complete audience of all Czech Internet. With today's change we will finally have complete data, which should provide a more relevant view on the importance of individual media types. For example, by taking into account total Internet traffic, its consumption will come significantly closer to television", said Ján Simkanič, Chairman of the SPIR Executive Board regarding the January NetMonitor data. This is clearly illustrated in the following graph:



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Kateřina Hrubešová, Executive Director of SPIR, points out that "It would be a great mistake to assume that users that are active beyond the measured media spend their time only on the main foreign websites, Google and Facebook. Unaudited Internet includes important corporate pages, online games, eshops, erotic sites and other areas that NetMonitor did not take into account until now. These are services that do not have the ambition to be measured by NetMonitor and publicly show their audience traffic".

Another advantage of the new methodology is the possibility to combine in one analysis data about the audience traffic of classic websites and data on the audience traffic of stream content, which are newly a part of the NetMonitor monthly data set. Newly available with video streaming of data is the socio-demography of users watching the video content. As of January was also launched the official measurement of audience traffic from mobile devices. The methodology of RU calculation (number of real users) is still the same.

Official audited monthly NetMonitor data, including socio-demography are paid outputs for subscribers to the data. Public monthly outputs without socio-demography are available [here](#). Daily data is accessible in an [online application](#), and the description of changes in data and notifications are available [here](#). The new NetMonitor methodology is available [here](#).

SPIR is a professional association engaged in the area of internet advertising since the year 2000. At the present time the membership base consists of 60 members. In addition to conducting individual, widely respected online audience measurement NetMonitor, it is also conducting the AdMonitoring project of internet advertising expenditures, audit of online ad campaigns, the professional internet marketing conference IAC, provides expert analyses of the development of the internet market, and is a self-regulatory organisation of audiovisual content.

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