

# Internet Media in Moldova

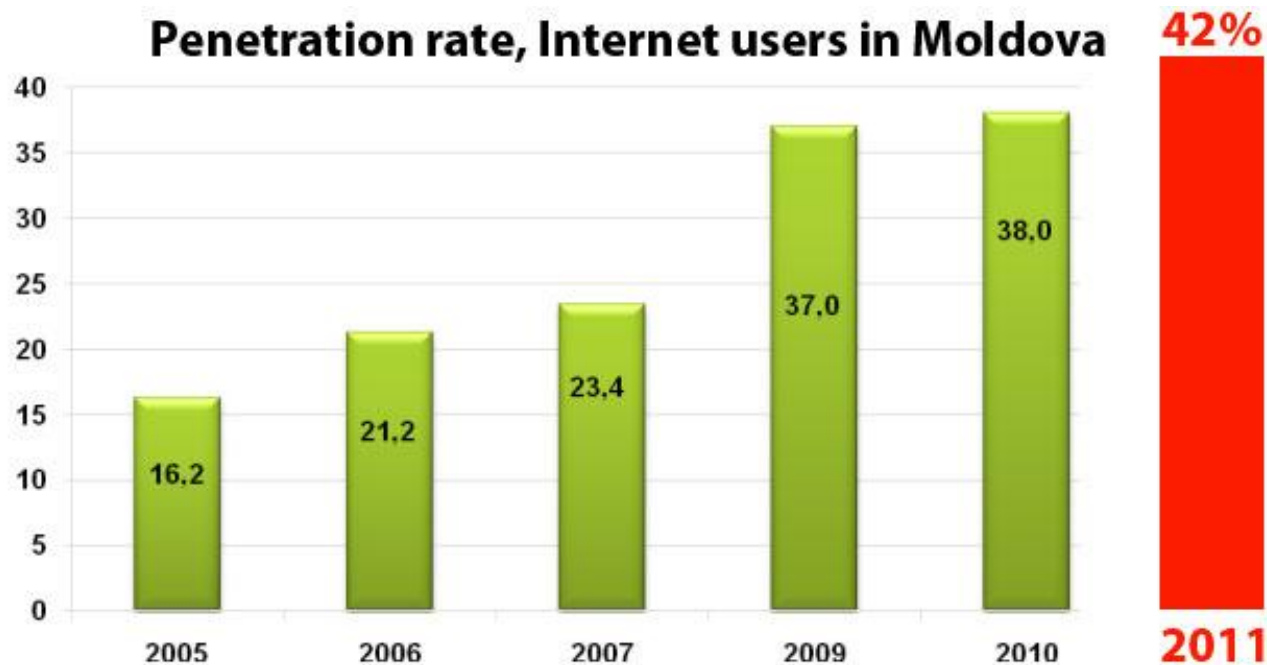
Chişinău, 23<sup>rd</sup> of October, 2012

Dumitru Ciorici

[www.dumitruciorici.com](http://www.dumitruciorici.com)



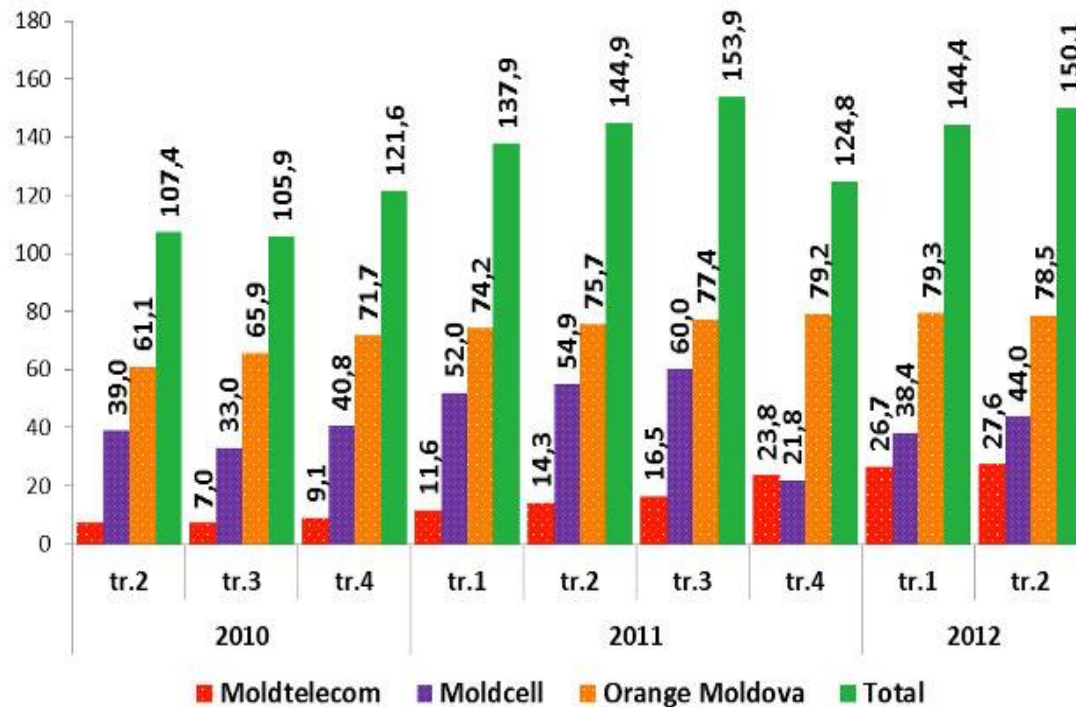
# Internet penetration rate



Over 1.4 mln users in 2011

# Mobile internet users in Moldova

Mobile Internet users



# Facebook users in Moldova

**265 000 users**

**in Moldova, october 2012**

**facebook®**

# Facebook users in Moldova october 2012



# Users interested in news

**200 – 500 thousand  
unique users**



# Top media actors



[www.unimedia.md](http://www.unimedia.md)  
~ 270 k /month  
70% own, quality  
40 news/day



[www.jurnal.md](http://www.jurnal.md)  
unavailable



[www.protv.md](http://www.protv.md)  
~ 480 k /month  
50 % own, shocking images  
50 news/day



[www.publika.md](http://www.publika.md)  
390 k /month  
100 news/day, 50% own

# Other important players

[www.allmoldova.com](http://www.allmoldova.com) agregator, all you need

[www.allfun.md](http://www.allfun.md) - Lifestyle & Fun

[www.point.md](http://www.point.md) - agregator, all you need

[www.timpul.md](http://www.timpul.md) - newspaper, analytics

[www.vesti.md](http://www.vesti.md) - ru news website

[www.kommersant.md](http://www.kommersant.md) - ru news website



# Statistics



- About 32 k unique visitors / day
- 5-10% come from Facebook
- 5% come from twitter

**Conclusion:** 60% enter directly, 40% - google, FB, twitter, odnoklassniki

# Online advertising market, 2011



Unimedia portal de știri Timeline ▾

✓ Liked

Overview Likes Reach Talking About This

All dates and times are in Pacific Time

Export Data



Total Likes?

6,764 ↑ 0.73%

Friends of Fans?

869,892 ↑ 0.66%

People Talking About This?

558 ↓ -37.3%

Weekly Total Reach?

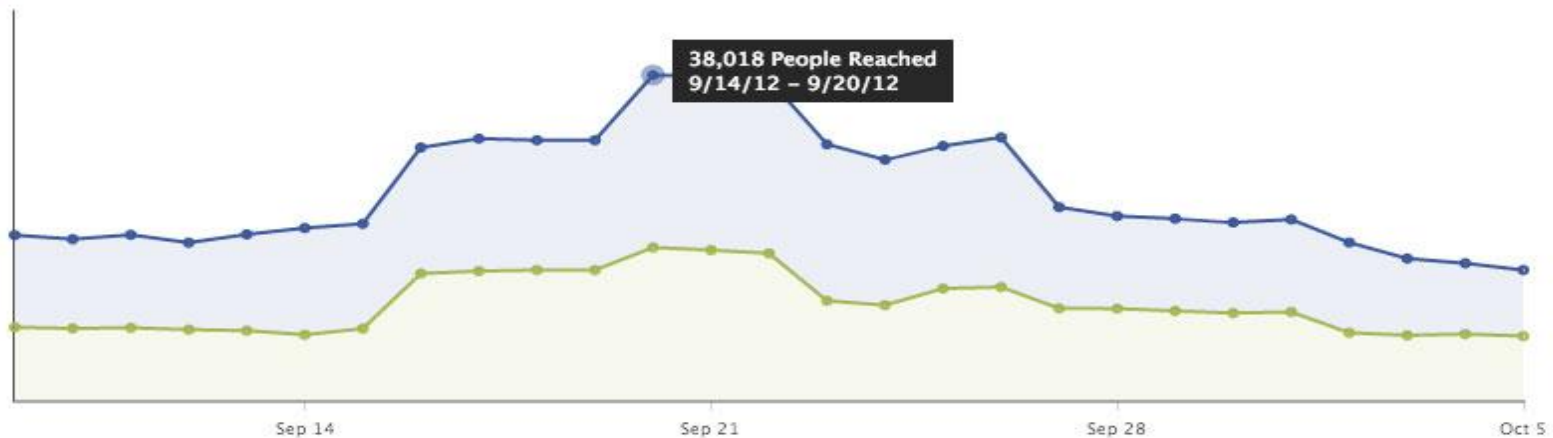
11,183 ↓ -37.12%

Total Subscribes?

3 ↑ 50%

Posts? People Talking About This? Weekly Total Reach?

178



# Online advertising market, 2011

## Moldovan internet



**50,5%**

Internet penetration

**1 502 637**

Internet Users

**1,3 mln EUR**

Online AdSpends 2011

**≈ 1 EUR**

Online Adspends per  
Internet User

# Internet Media in Moldova

twitter: @dumitruciorici

facebook: facebook.com/dumitru.ciorici

[www.dumitruciorici.com](http://www.dumitruciorici.com)

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