

Internet Media in Moldova

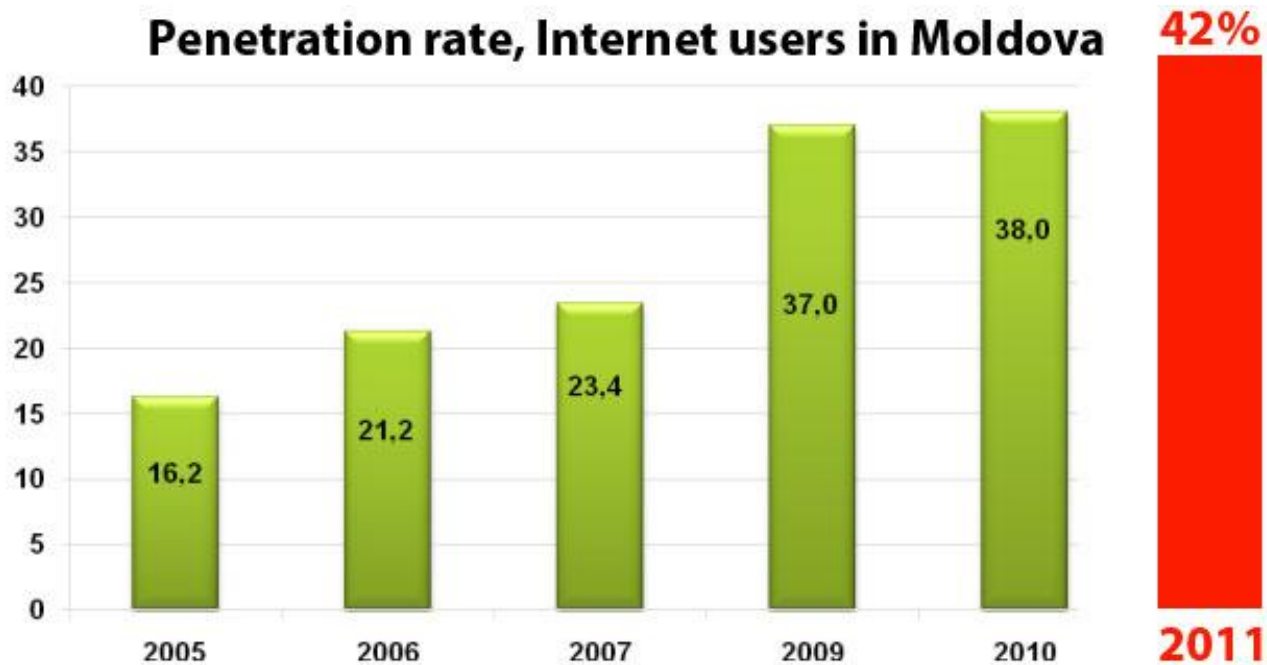
Chişinău, 23rd of October, 2012

Dumitru Ciorici

www.dumitruciorici.com



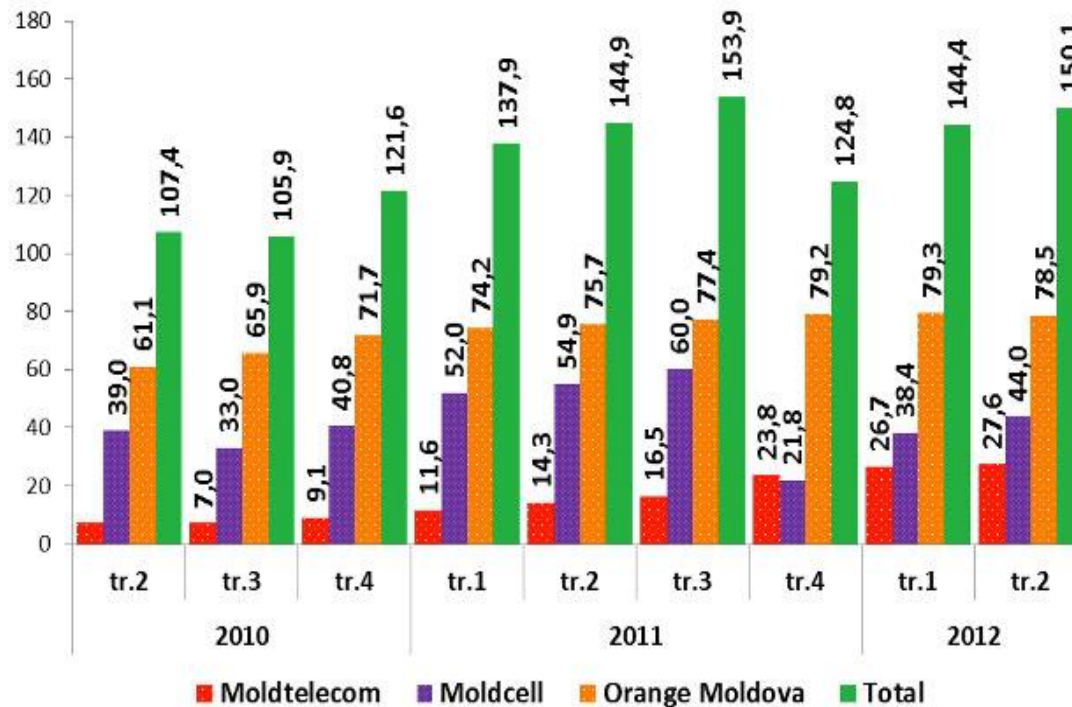
Internet penetration rate



Over 1.4 mln users in 2011

Mobile internet users in Moldova

Mobile Internet users



4,2% from total

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

The logo for UNIMEDIA, featuring the word "UNIMEDIA" in white capital letters on a blue rectangular background. A white Wi-Fi symbol is positioned above the letter "I".

www.unimedia.md
~ 270 k / month
70% own, quality
40 news/day

The logo for Jurnal.md, consisting of the text "Jurnal.md" in a bold, pink, sans-serif font, followed by a pink square icon containing a white stylized number "7".

www.jurnal.md
unavailable



www.protv.md
~ 480 k / month
50 % own, shocking images
50 news/day

The logo for PUBLIKA.MD, featuring a blue icon of a computer monitor with a white cursor arrow pointing at it, followed by the text "PUBLIKA.MD" in a bold, blue, sans-serif font.

www.publika.md
390 k / month
100 news/day, 50% own

Other important players

www.allmoldova.com agregator, all you need

www.allfun.md - Lifestyle & Fun

www.point.md - agregator, all you need

www.timpul.md - newspaper, analytics

www.vesti.md - ru news website

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

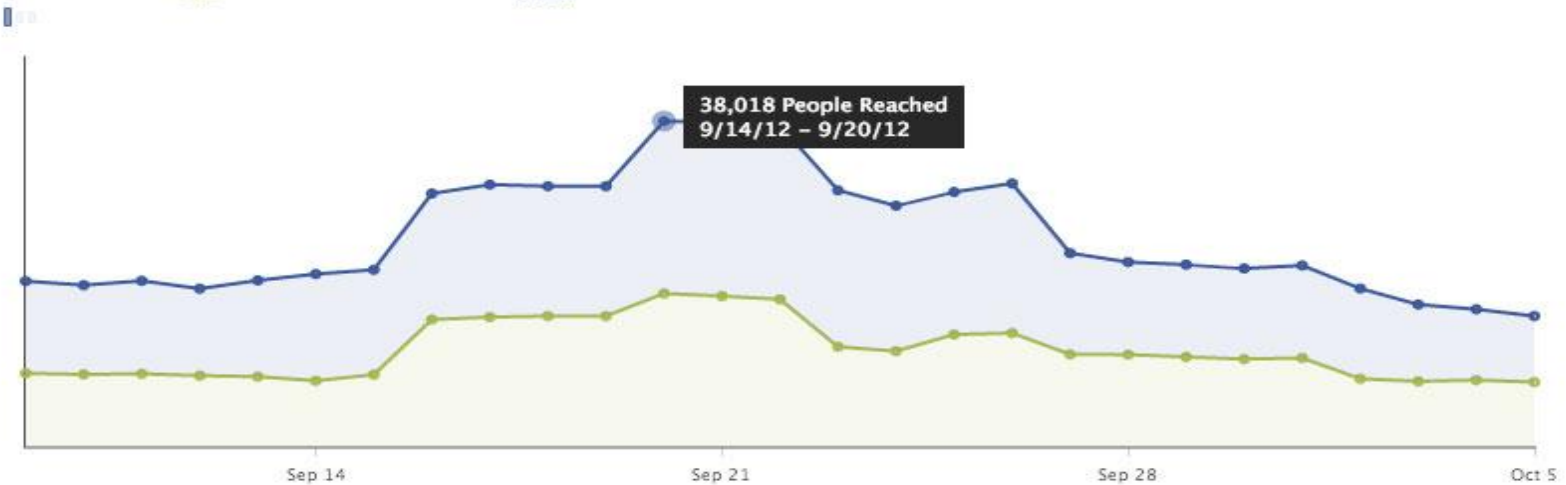
Overview Likes Reach Talking About This

All dates and times are in Pacific Time

Export Data

Total Likes?	Friends of Fans?	People Talking About This?	Weekly Total Reach?	Total Subscribes?
6,764 ↑0.73%	869,892 ↑0.66%	558 ↓-37.3%	11,183 ↓-37.12%	3 ↑50%

Posts? People Talking About This? Weekly Total Reach?



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

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www.dumitruciorici.com

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