# 38 Percent of Slovenian Internet Users Use Mobile Devices to Access Online Media

LJUBLJANA, 05 August 2014

**Mobile device traffic to online media properties grew by 153 percent within one year.**

As of this June, 38 percent of Slovenian internet users used a mobile device to access online media. iPROM's research of technology characteristics of Slovenian internet users has shown that 38 percent of users in Slovenia use mobile devices to access online media. In the same period last year, 15 percent of Slovenian internet users used mobile devices to access Slovenian online media properties.

iPROM research of technology characteristics of Slovenian internet users found that 38 percent use a tablet or a smartphone to access the internet.
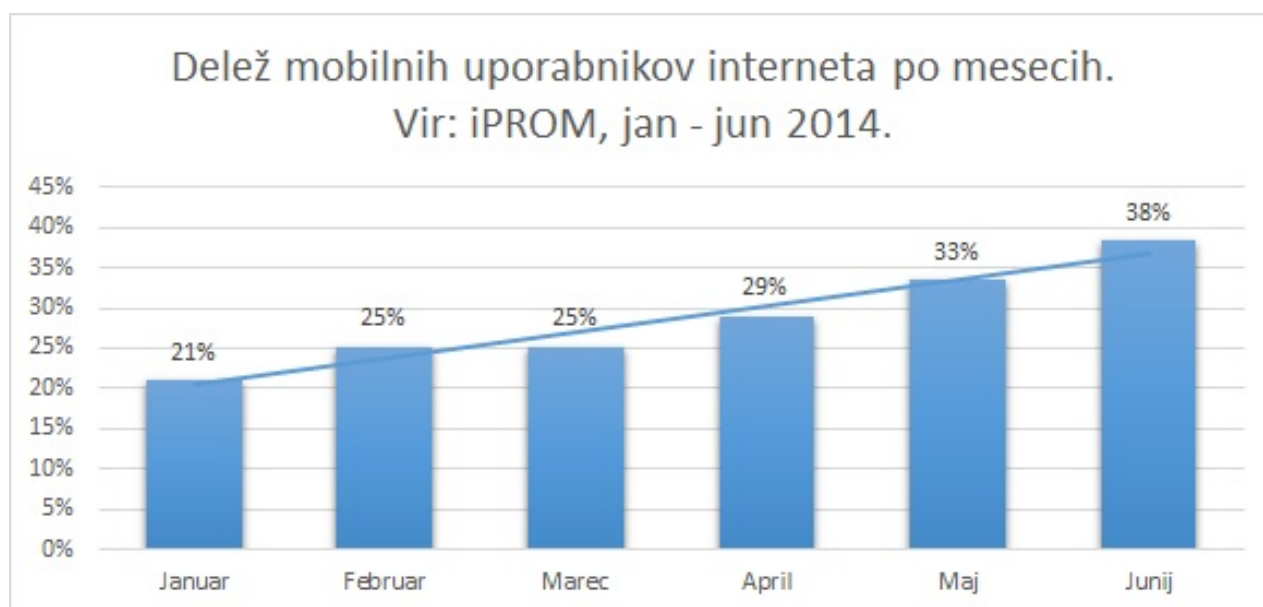
Share of mobile internet users, January-June 2014; source: iPROM, Jan–Jun 2014.

iPROM also found that internet users using desktop computers view three times as many web documents per month as mobile phone users and two times as many as tablet users. Among mobile devices used to access Slovenian online media properties tablets have a 35-percent share.
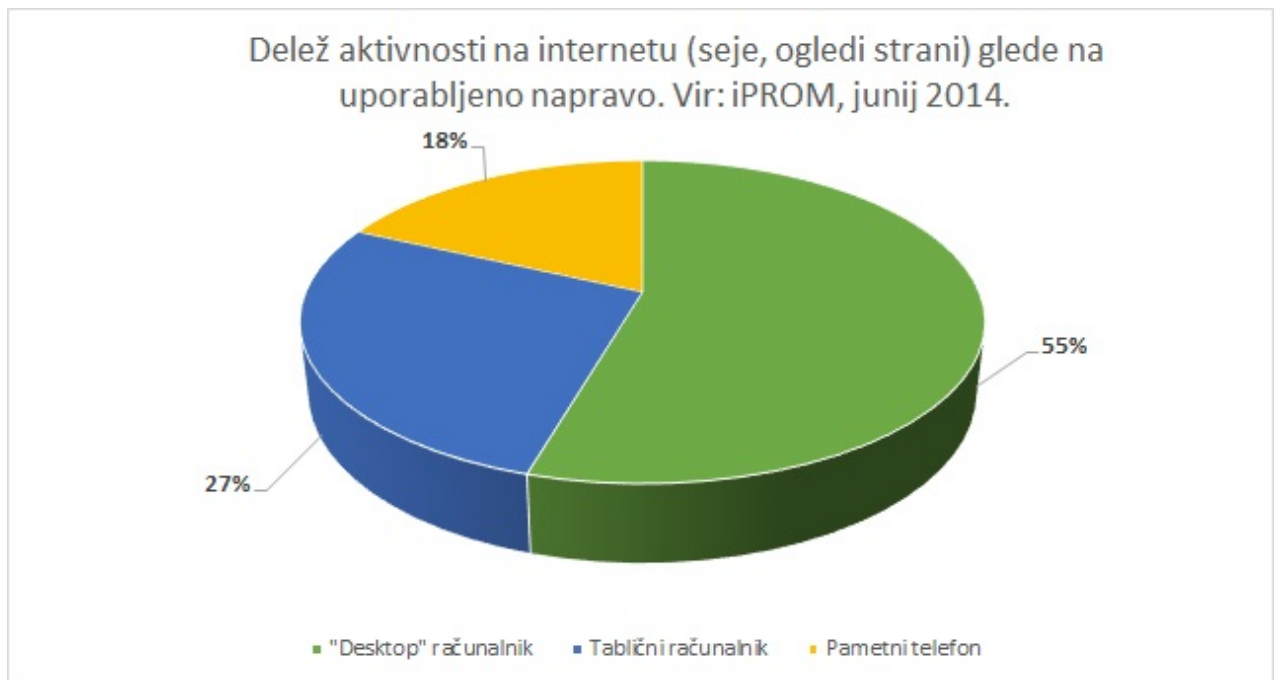
Share of internet activities (sessions, page views) for different devices; source: iPROM, June 2014.

Methodology

The analysis was performed in June 2014 with iPROM AdServer solution that is designed to manage business processes related to digital media ad space trading. The sample population is 1.36 million of Slovenian internet users. In accordance with IAB standards, the sample includes 2.2 billion of measurement requests.

iPROM reaches more than half a million of Slovenian internet users through mobile devices

iPROM Mobile is an advertising platform with the largest mobile device reach in Slovenia. iPROM's solution reaches more than half a million of Slovenian users through mobile devices and provides customers with a single entry point for standardized and automated management of all types of advertising on mobile devices.

iPROM Mobile is an advanced system that is integrated with mobile media, mobile app providers and other mobile advertising systems. iPROM's cloud-based solution provides features for advanced trading of reach among targeted users based on real-time supply and demand for advertising inventory.

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About iPROM

iPROM specializes in planning and running advertising campaigns in digital media. The tools we create are used across the industry by advertisers, direct marketers and web publishers and help them plan, execute and analyze their digital marketing activities. They are designed to increase the effectiveness of these activities as well as to make the complex world of web advertising a little simpler for our customers, justifying their investments with outstanding returns.

In a data-driven world, ad-serving efficiency is very important. Using media properties, data analytics, in-depth research and the smartest technology available, we enable marketers to deliver the right message to the right person at the right time, every time. With our tools for ultra-precise targeted audience segmentation, effective planning and proficient execution, companies are equipped to build better brands, more successful operations and stronger customer relationships.