

# Mobile Overtakes Fixed Internet Access in Slovenia

Ljubljana, 12 July 2016

Data gathered by iPROM online media agency has shown that the majority of Slovenian users access online content through their mobile devices. A shrinking share of users rely on their desktop and mobile computers to look for information online, although when they do use them, they use them for longer stretches of time and for more in-depth access to content.

## Mobile Overtook Fixed Access to Online Content

iPROM's latest measurements confirm that in line with global trends, **mobile internet access is growing visibly in Slovenia as well**, making mobile the **growth driver for digital communication**. Mobile access to Slovenian online media has overtook fixed access for the first time and captured a **52,48-percent share**.

**Andrej Ivanec, Media Planning Director, iPROM**, explained the growth in mobile access: »Mobile is not just a trend - it is evidence of how profoundly our interactions with the internet have changed. The convenience makes smartphones indispensable companions to users and it can be expected that they will use them for a growing number of activities.«

## Internet users are more active when using PCs

Although Slovenian online media visitors use their mobile devices more often, they are more active when browsing on their desktops or laptops. That's when they spend more time on websites, search more in-depth and review more online documents. For an average Slovenian online media visitor **71,25 percent of website views come from their desktop or laptop** and 28,75 percent come from their mobile device.



## **iPROM Mobile reaches almost three quarters of a million of Slovenian internet users per month**

iPROM launched the first **and largest Slovenian mobile platform - iPROM Mobile** - in 2012. Today, the platform reaches almost **three quarters of a million** or **726,000 Slovenian internet users** per month.

To analyze the trove of behavioral data on the iPROM Mobile platform, iPROM used its iPROM AdServer solution that logs internet user activities and monitors technological properties of the devices they use to access Slovenian online media. Using the effective data mining that includes in-depth insights into online behavioral patterns companies can better understand the wishes and expectations of their target groups and plan their communication activities accordingly.

### **Methodology**

The gathered data applies to June 2016, when the survey was carried out on 1.5 million of Slovenian users of Slovenian online media. In accordance with the IAB standard, the research analyzed 1.78 billion of measurement queries.

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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.