



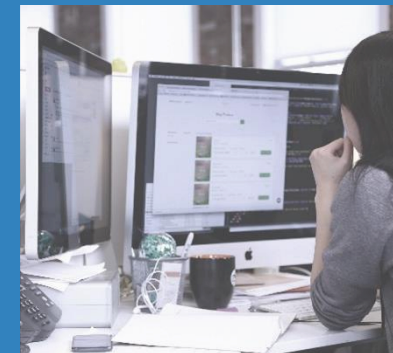
# Agencies

in 2022 the study is conducted  
with the support of 3 major  
advertising agencies



BATI

BIROUL DE AUDIT AL TIRAJELOR  
SI INTERNETULUI



NOI.MD  
AGORA.MD  
MOLDOVENII.MD  
EA.MD  
ZDG.MD  
KP.MD  
NEWSMAKER.MD  
MAKLER.MD  
GISMETEO.MD  
RUTUBE.RU  
MEGOGO.NET  
ESP.MD  
ANTICORUPTIE.MD

999.MD  
POINT.MD  
PROTV.MD  
PERFECTE.MD  
STIRI.MD  
MOLDOVA.ORG  
TV8.MD  
UNIMEDIA.MD  
UNICA.MD  
MOLD-STREET.COM  
DIEZ.MD



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SI INTERNETULUI

83%

sites participating in the audience  
study REACH 83% of the .md  
internet population



1.843mln

internet users in Moldova

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SI INTERNETULUI

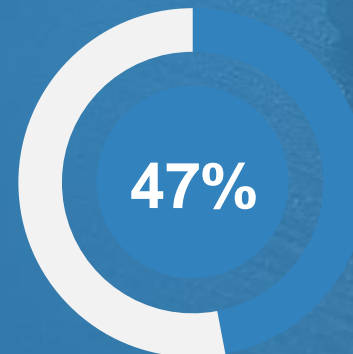
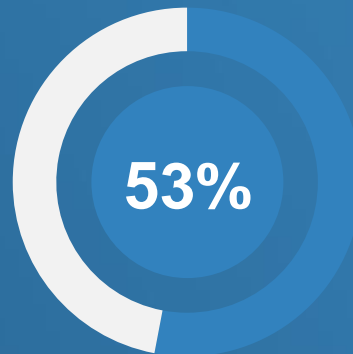
GEMIOUS

1.77mln

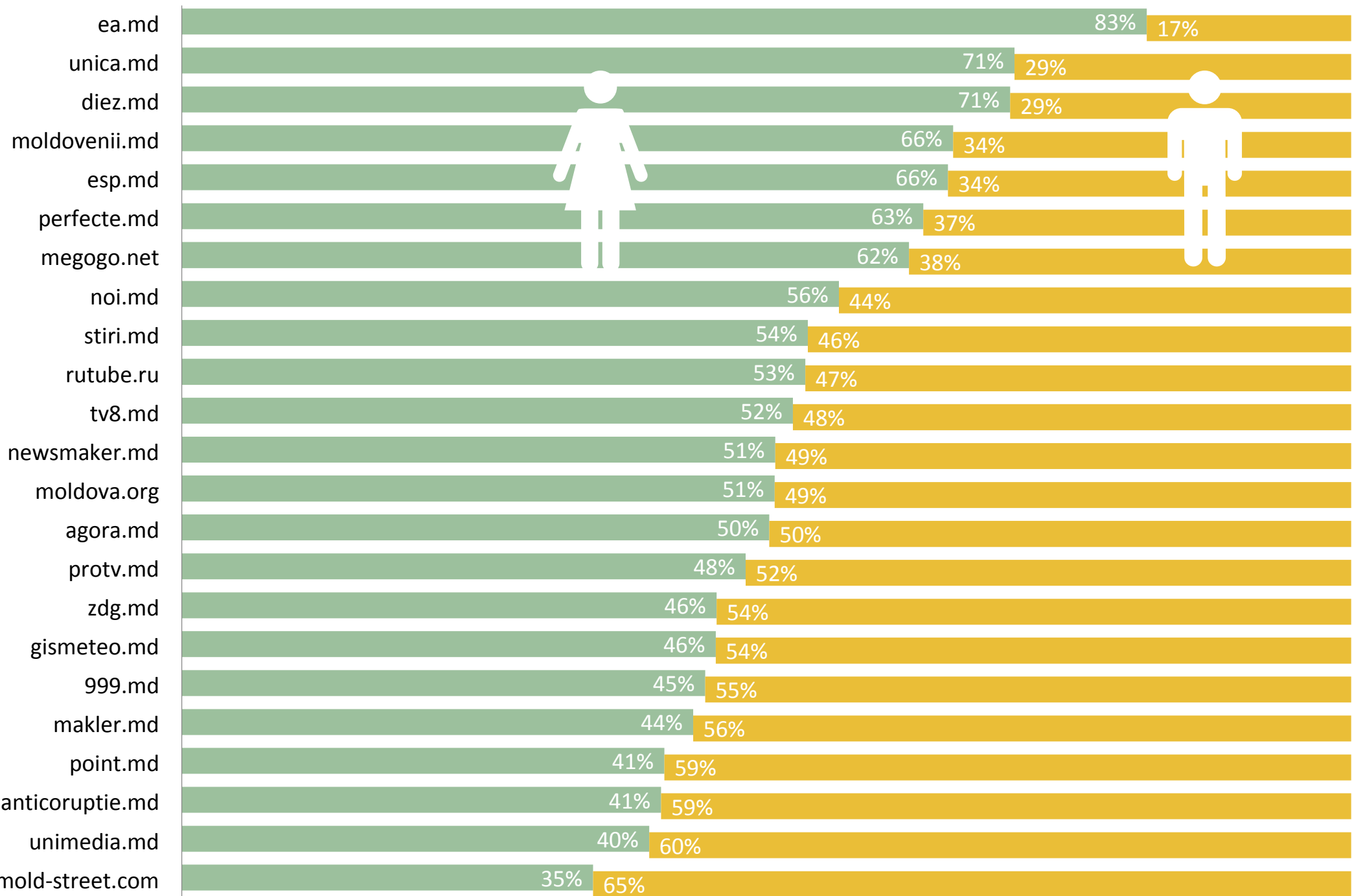
internet users use the internet daily

Gender

AUDIENCE COMPOSITION

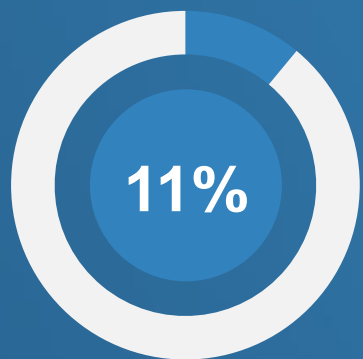


# Gender

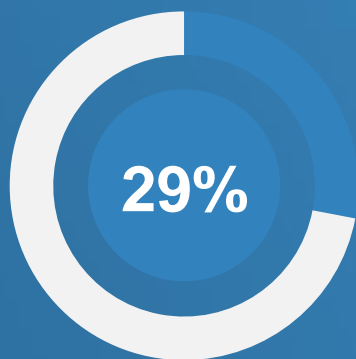


BATI

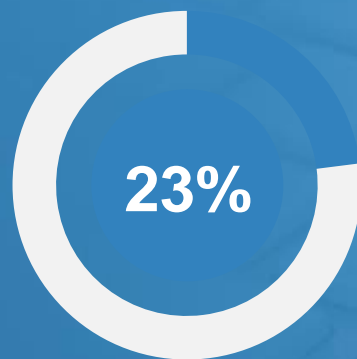
BIROUL DE AUDIT AL TIRAJELOR  
SI INTERNETULUI



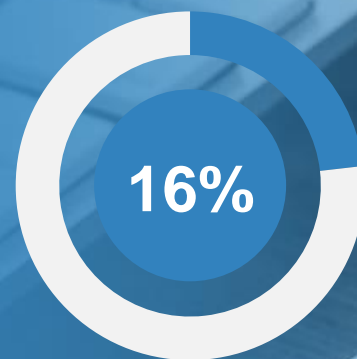
15 – 19



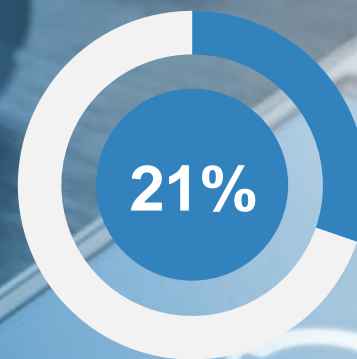
20 – 29



30 – 39



40 – 49



50+

# Age

AUDIENCE COMPOSITION



## Age

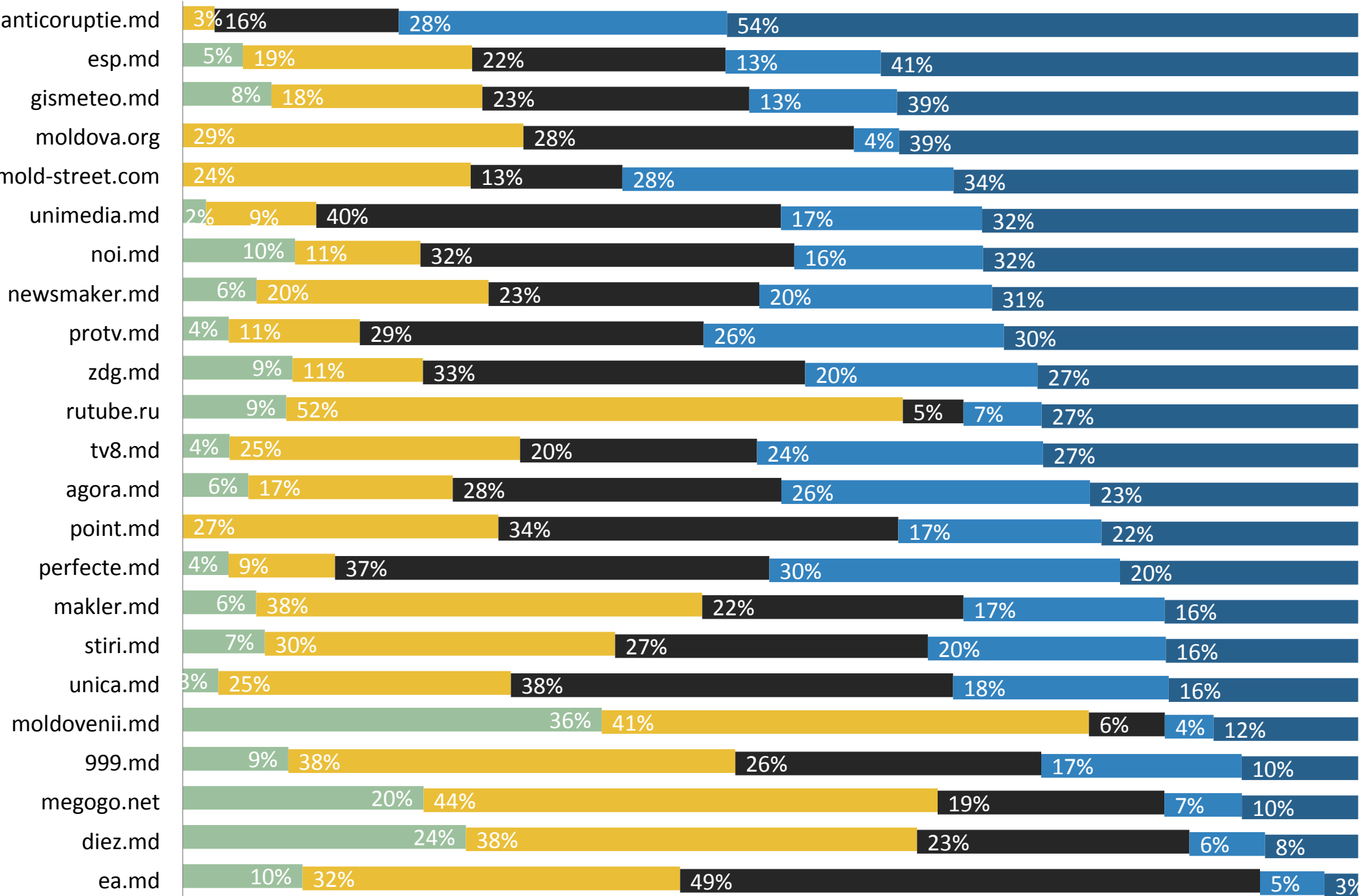
15-19

20-29

30-39

40-49

50+



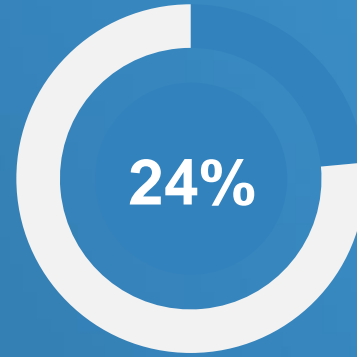
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BIROUL DE AUDIT AL TIRAJELOR  
SI INTERNETULUI

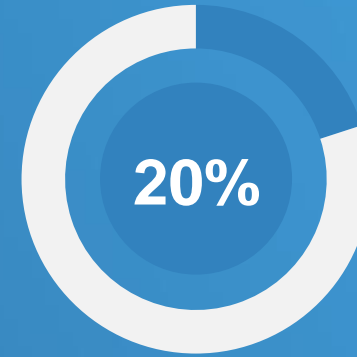


# Education

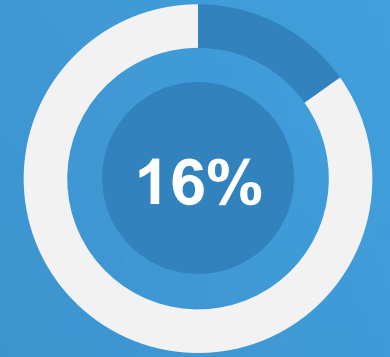
AUDIENCE COMPOSITION



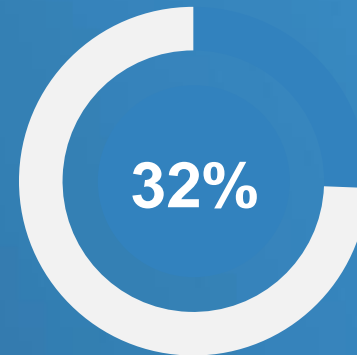
Lyceum



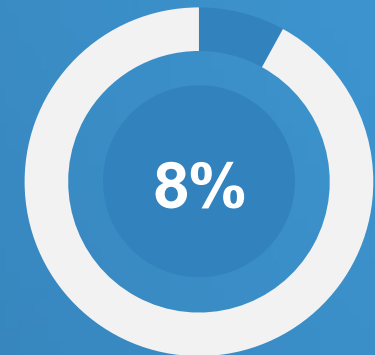
Specialized



Middle



University

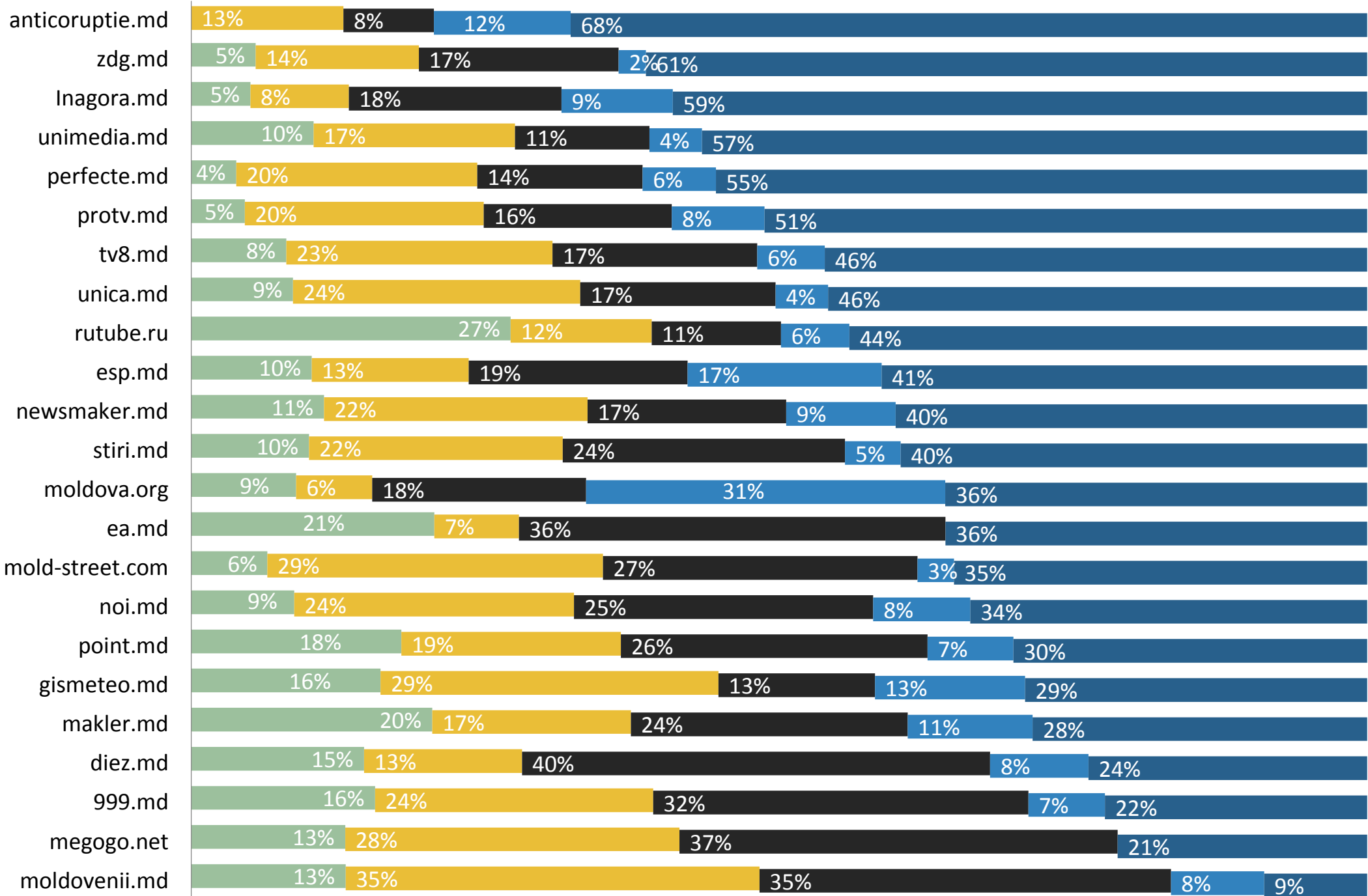


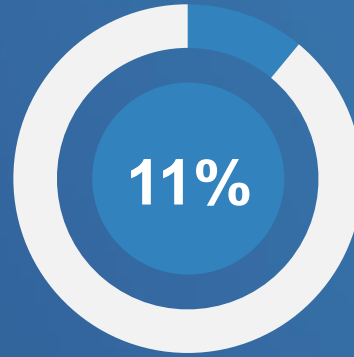
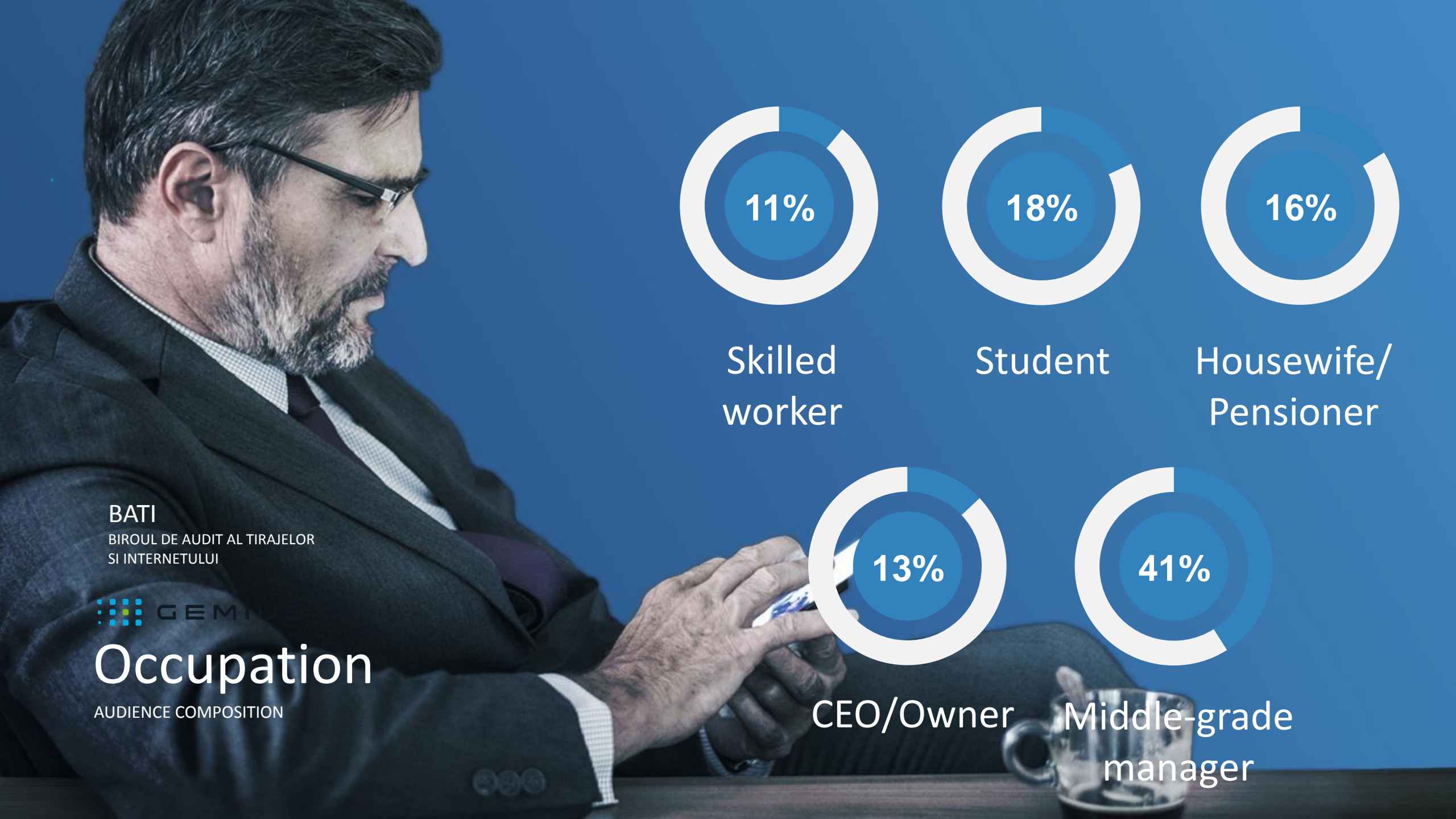
College



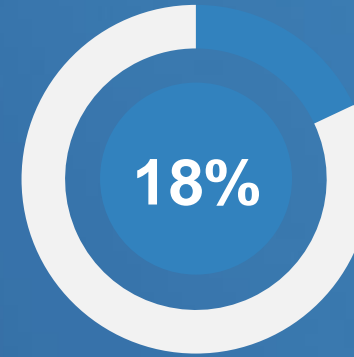
# Education

- Middle
- Specialized
- Lyceum
- College
- University

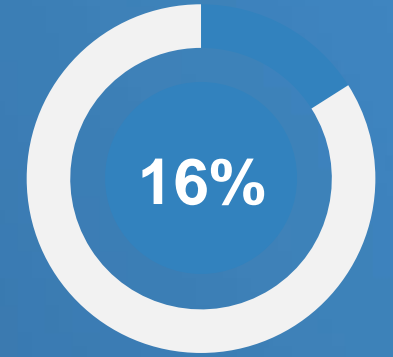




Skilled  
worker



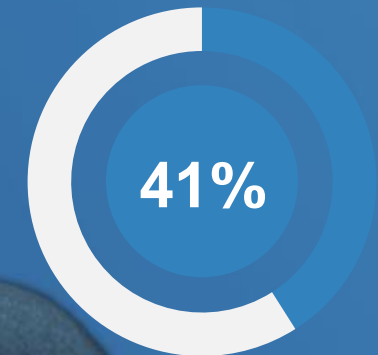
Student



Housewife/  
Pensioner



CEO/Owner



Middle-grade  
manager

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SI INTERNETULUI

GEMINI

# Occupation

AUDIENCE COMPOSITION

# Occupation

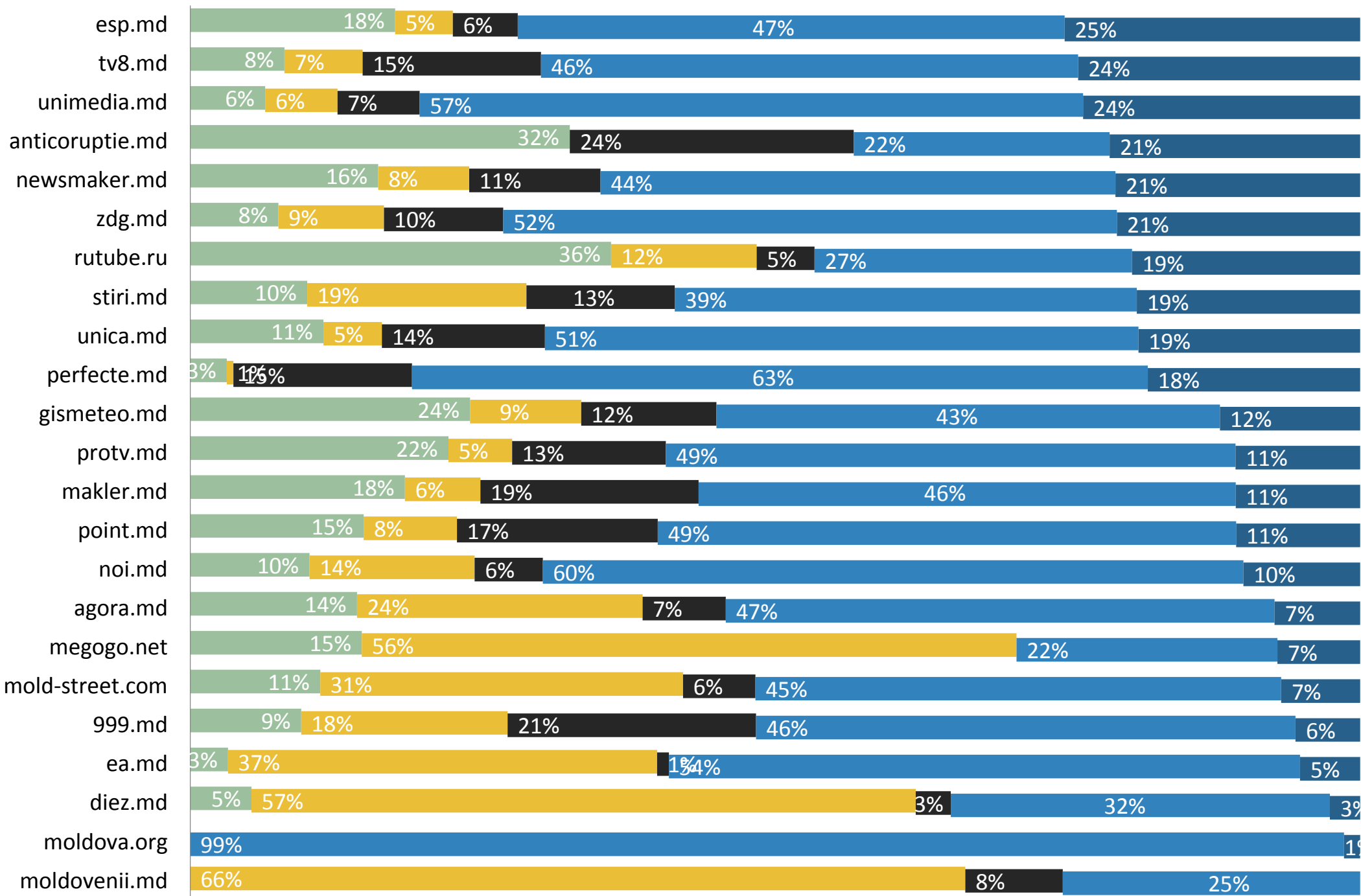
Housewife/Pensioner

Student

Skilled worker

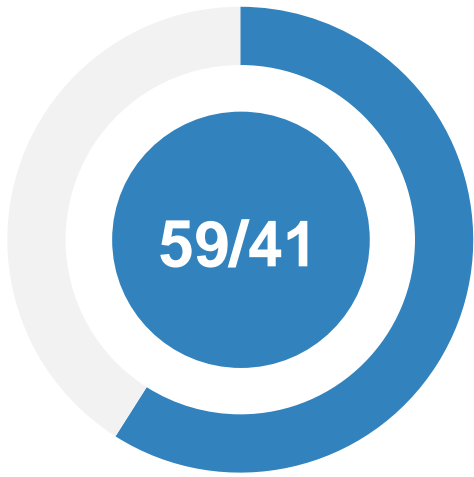
Middle-grade manager

CEO/Owner



# Rural vs Urban

online audience



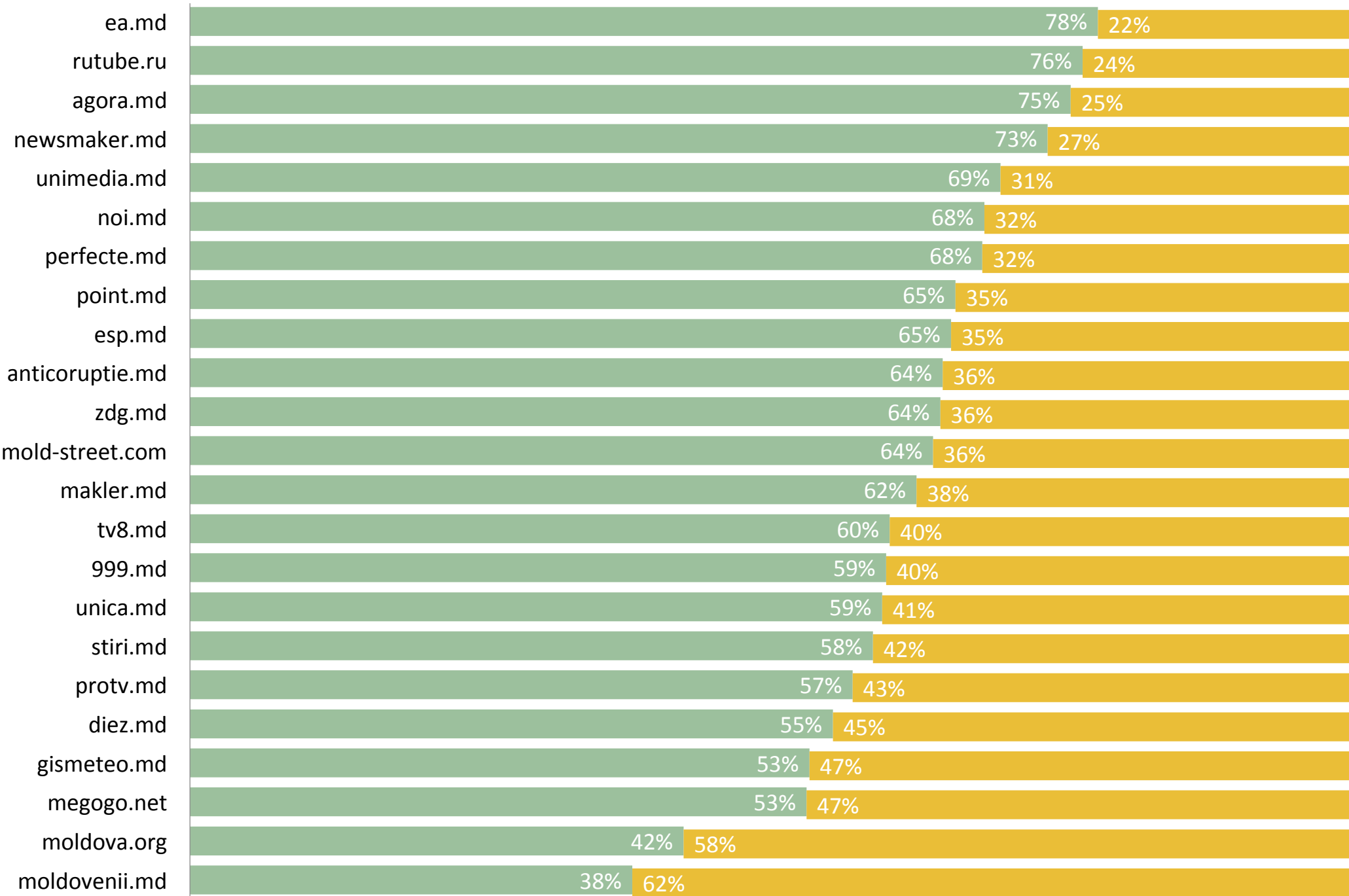
59% URBAN  
41% RURAL



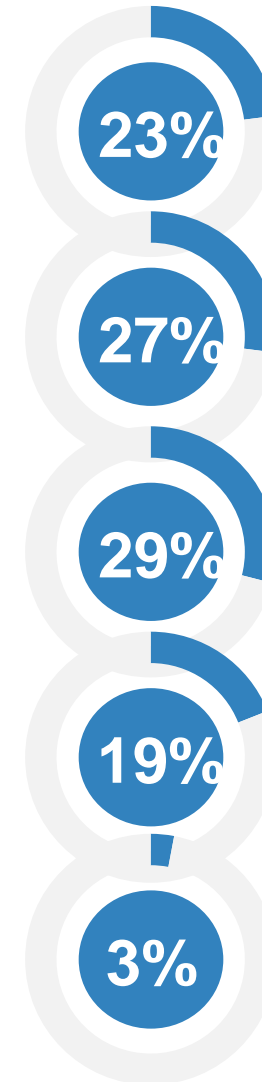
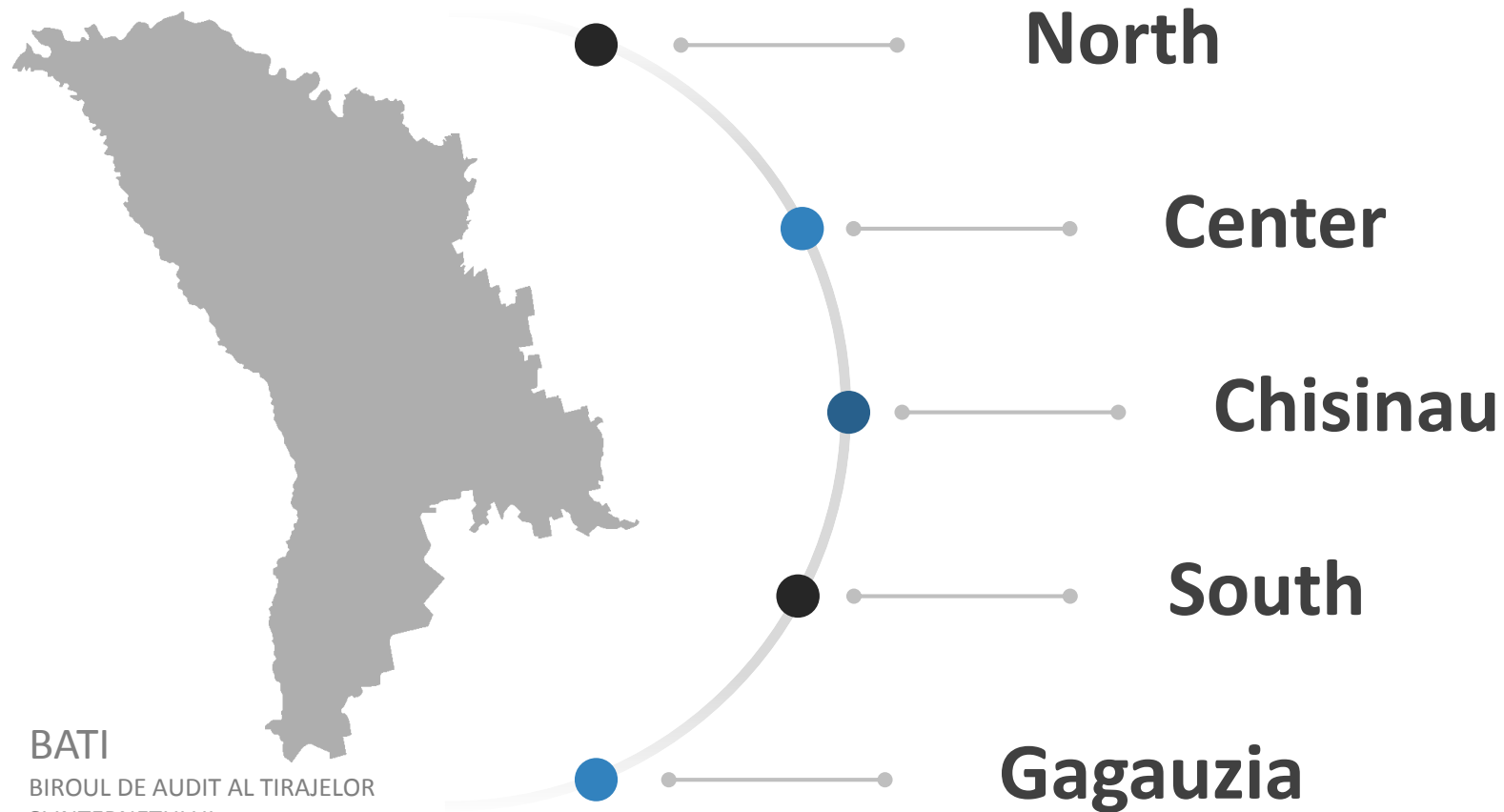
# Urban/Rural

Urban

Rural



# Regions



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SI INTERNETULUI

## Regions

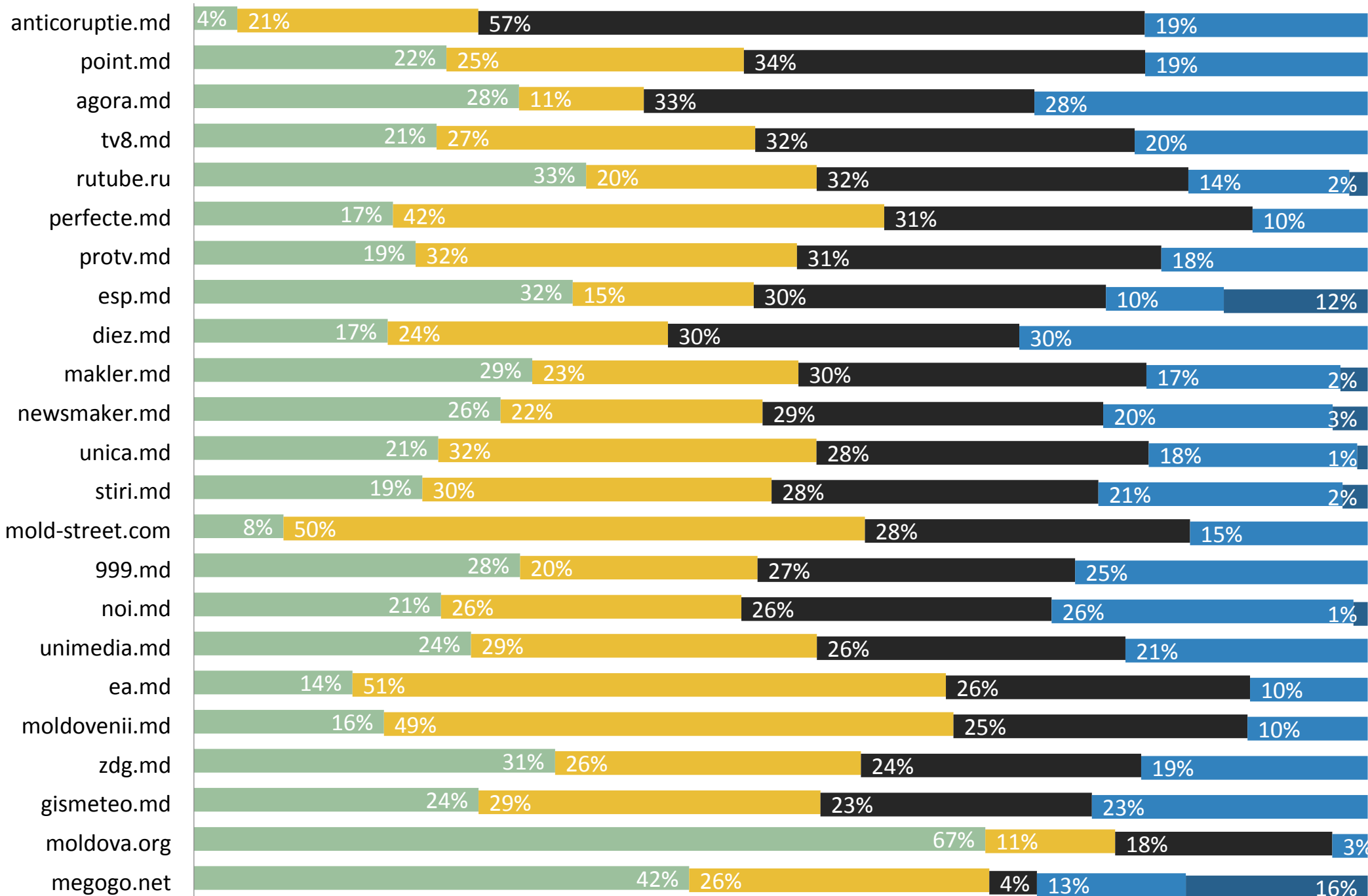
North

Center

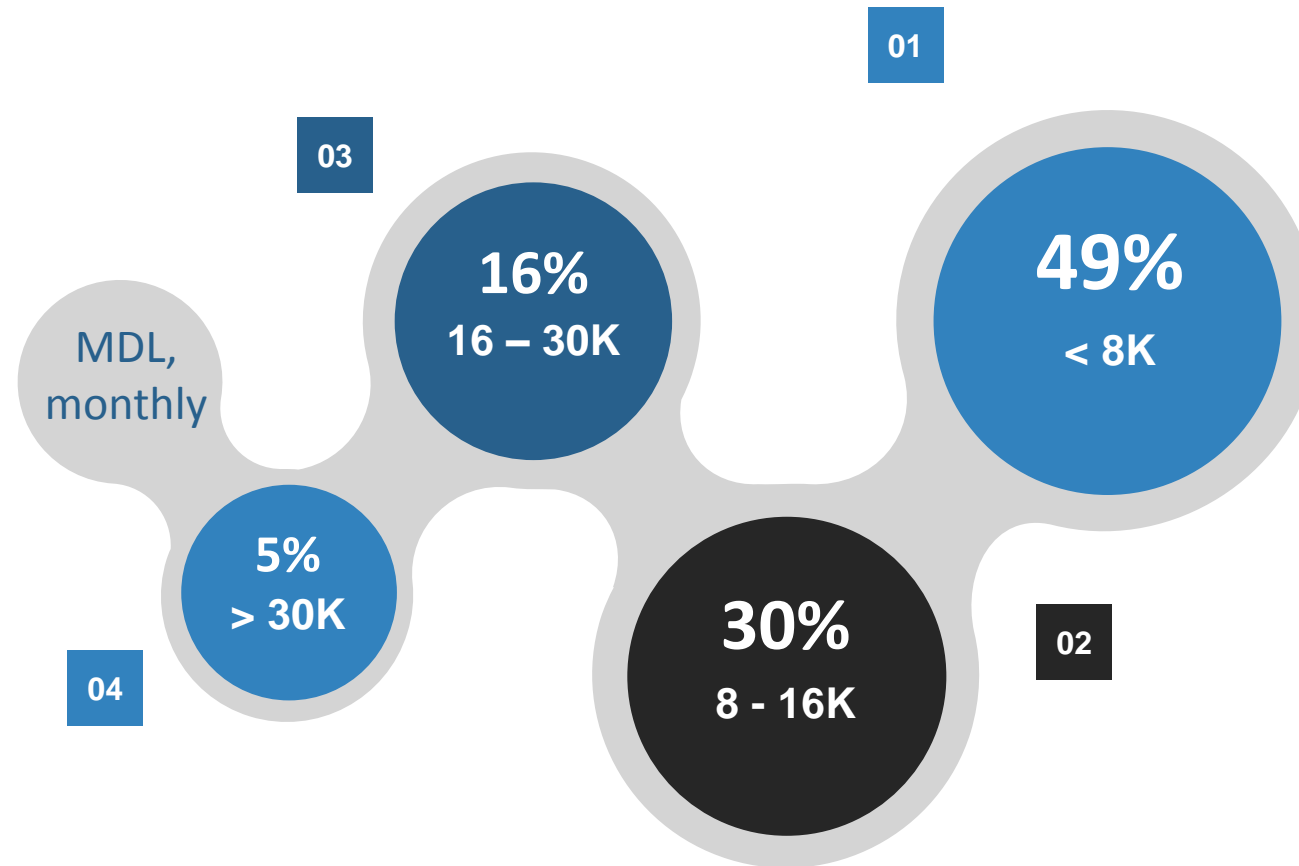
Chisinau

South

Gagauzia



# Household Net Income



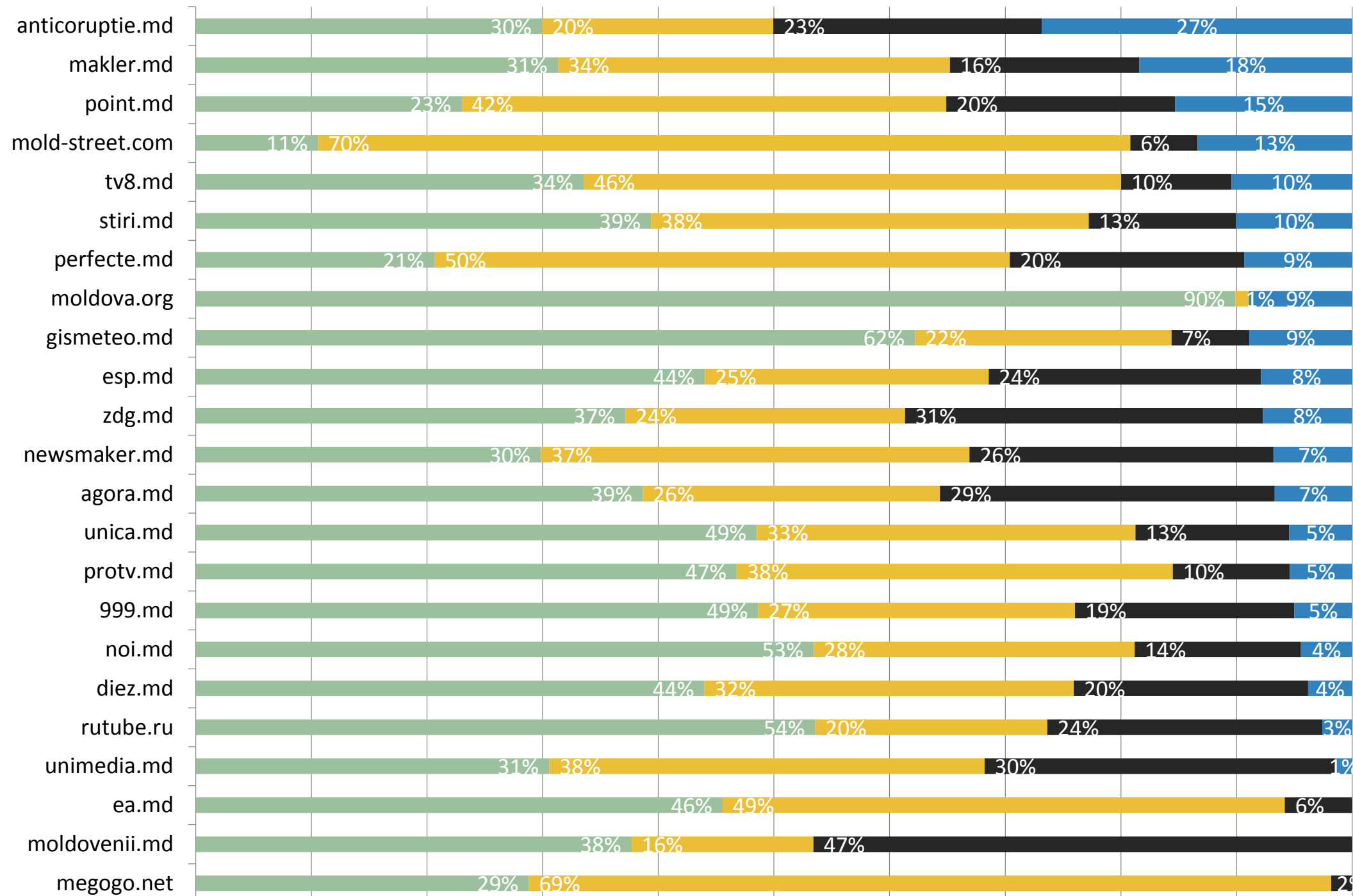
## Regions

< 8K

8K – 16K

16K – 30K

> 30K



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SI INTERNETULUI

 GEMIOUS

# ONLINE SHOPPERS

## 741K Online Buyers

BUY ONLINE A FEW TIMES A MONTH – 157K

BUY ALMOST EVERY MONTH – 213K

BUY A FEW TIMES A YEAR – 293K

BUY ONCE A YEAR – 78K

Q4 2022



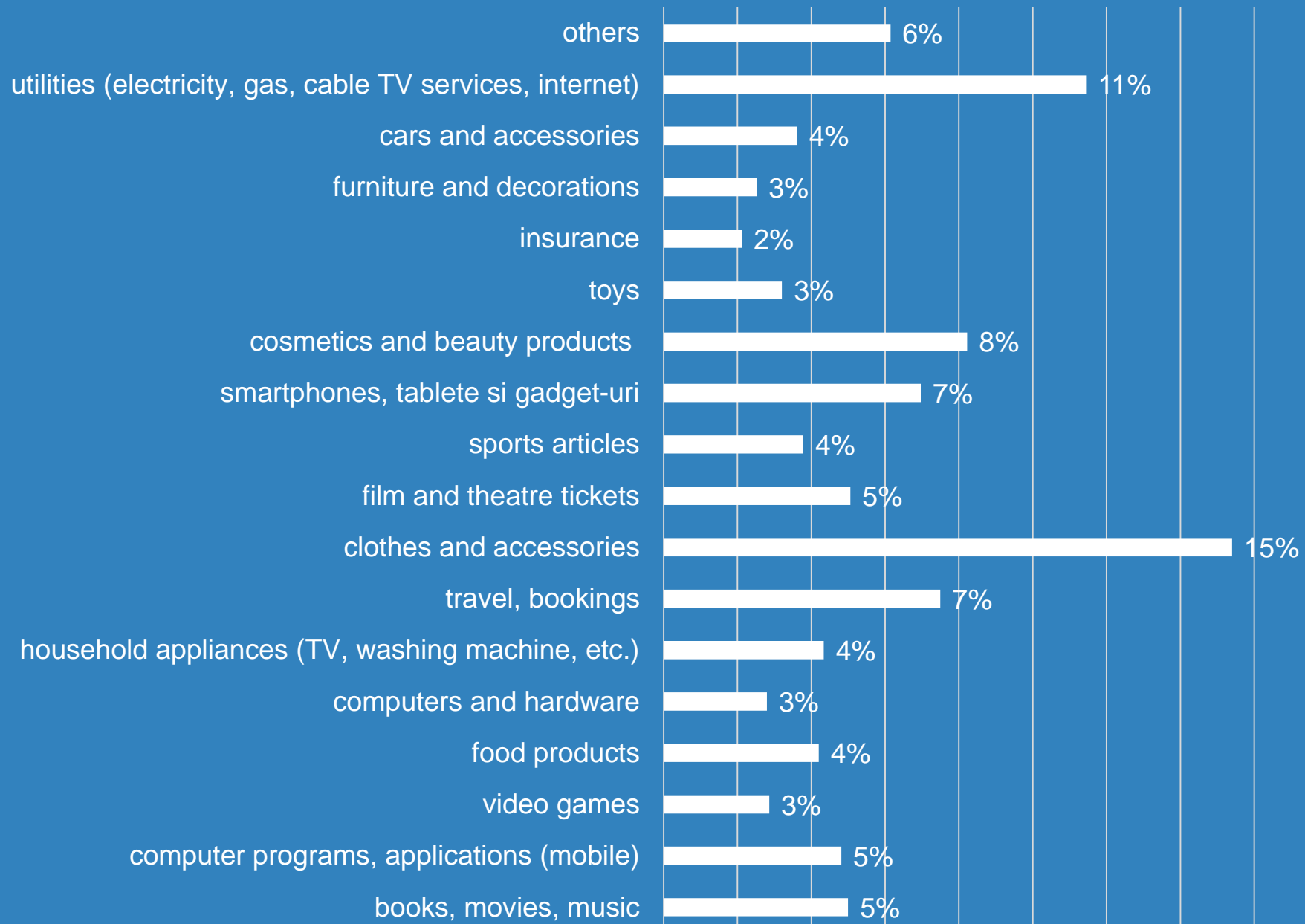
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SI INTERNETULUI



# Categories of goods or services purchased online

Q4 2022



**BATI**BIROUL DE AUDIT AL TIRAJELOR  
SI INTERNETULUI**Audience  
& traffic data  
exclusively  
from  
Moldova****12/2022**

site	Real users	Page views	Page views per user	Time spent per user [hr:min:s]	Time spent per visit [hr:min:s]	Page view duration [hr:min:s]	Reach-Internet	Visits	Visits per user
999.md	569.604	114.710.811	201,39	02:11:35	00:11:01	00:00:39	30,90%	6.803.191	11,94
stiri.md	465.271	15.709.746	33,76	00:26:06	00:04:35	00:00:46	25,24%	2.652.588	5,70
unica.md	460.324	2.289.700	4,97	00:04:01	00:00:57	00:00:48	24,97%	1.951.985	4,24
tv8.md	338.951	5.094.278	15,03	00:07:18	00:02:03	00:00:29	18,39%	1.211.155	3,57
gismeteo.md	269.047	7.714.405	28,67	00:16:25	00:01:37	00:00:34	14,60%	2.728.110	10,14
newsmaker.md	244.370	1.082.386	4,43	00:04:16	00:01:22	00:00:58	13,26%	757.824	3,10
point.md	240.960	50.242.730	208,51	02:32:08	00:06:36	00:00:44	13,07%	5.549.344	23,03
noi.md	181.055	1.675.951	9,26	00:09:11	00:02:39	00:01:00	9,82%	627.027	3,46
makler.md	179.459	8.874.318	49,45	00:45:28	00:07:34	00:00:55	9,74%	1.078.993	6,01
zdg.md	168.093	609.596	3,63	00:03:09	00:01:12	00:00:52	9,12%	439.480	2,61
protv.md	162.925	7.210.610	44,26	01:12:39	00:04:35	00:01:39	8,84%	2.584.530	15,86
diez.md	159.364	488.626	3,07	00:02:07	00:00:55	00:00:41	8,65%	366.105	2,30
unimedia.md	159.145	4.154.233	26,10	00:24:12	00:03:10	00:00:56	8,63%	1.217.298	7,65
esp.md	110.646	943.248	8,52	00:09:22	00:01:59	00:01:06	6,00%	523.172	4,73
perfecte.md	110.188	871.986	7,91	00:06:21	00:01:19	00:00:48	5,98%	528.500	4,80
agora.md	94.892	335.940	3,54	00:03:00	00:01:18	00:00:51	5,15%	218.167	2,30
rutube.ru	73.470	577.560	7,86	00:06:49	00:01:09	00:00:52	3,99%	432.202	5,88
megogo.net	50.895	843.799	16,58	00:03:13	00:00:15	00:00:12	2,76%	675.519	13,27
moldovenii.md	49.943	110.408	2,21	00:02:05	00:01:23	00:00:57	2,71%	75.027	1,50
mold-street.com	47.677	103.627	2,17	00:01:58	00:01:19	00:00:54	2,59%	71.085	1,49
anticoruptie.md	46.481	172.458	3,71	00:02:40	00:01:02	00:00:43	2,52%	119.563	2,57
ea.md	36.098	92.361	2,56	00:01:27	00:00:42	00:00:34	1,96%	74.564	2,07
moldova.org	25.079	45.305	1,81	00:01:05	00:00:43	00:00:36	1,36%	37.913	1,51