

Aprilie 2026

Studiul de Audienta Online – Moldova

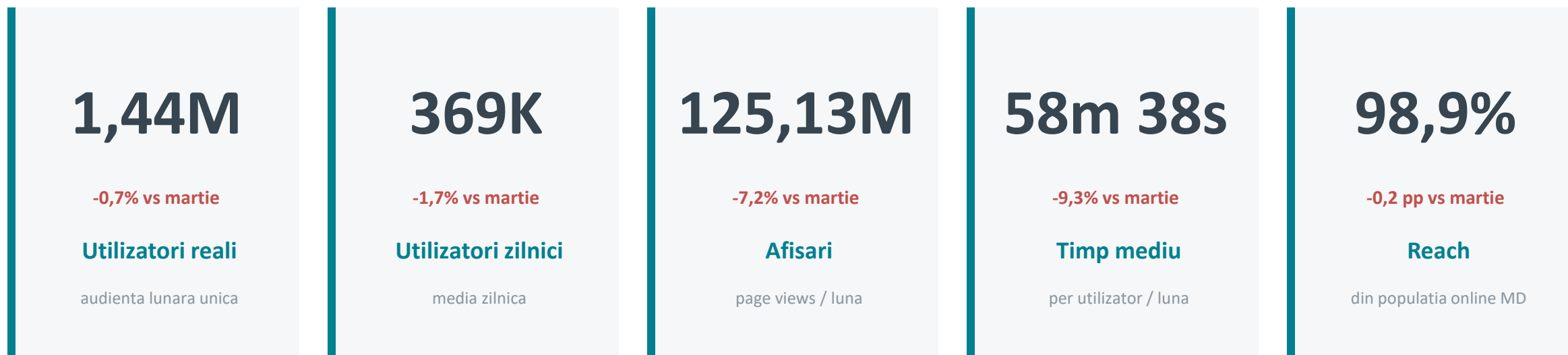
Raport lunar pentru piata de media si publicitate din Republica Moldova

BATI – Biroul de Audit al Tirajelor si Internetului

Date: gemiusAudience - Moldova

Overview

Audienta online agregata - aprilie 2026



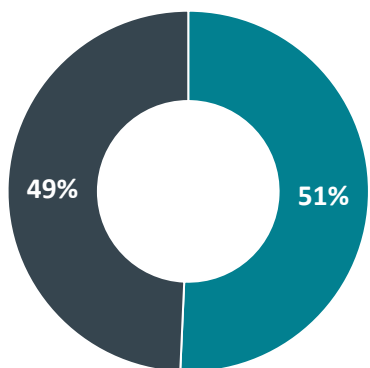
Datele insumeaza 26 site-uri auditate BATI in aprilie 2026. Timpul mediu petrecut per utilizator este de 58m 38s; reach-ul de 98,9% indica faptul ca practic toata populatia online din Republica Moldova interactioneaza lunar cu cel putin un site din panelul BATI. Indicatoarele sunt comparate cu luna martie 2026.

Gen

Compozitia agregata - aprilie 2026

Audienta

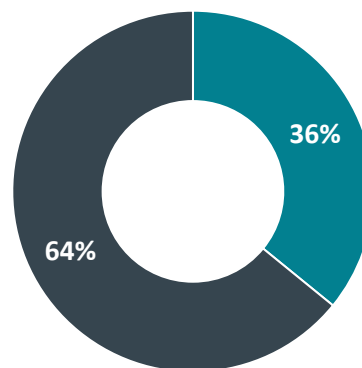
% din utilizatori unici



Feminin: 50,7% (-0,4 pp)
Masculin: 49,3% (+0,4 pp)

Timp petrecut

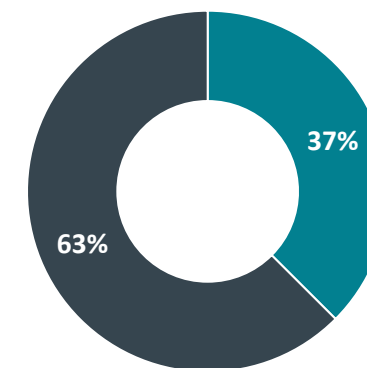
% din timp total



Feminin: 35,9% (-0,4 pp)
Masculin: 64,1% (+0,4 pp)

Afisari (page views)

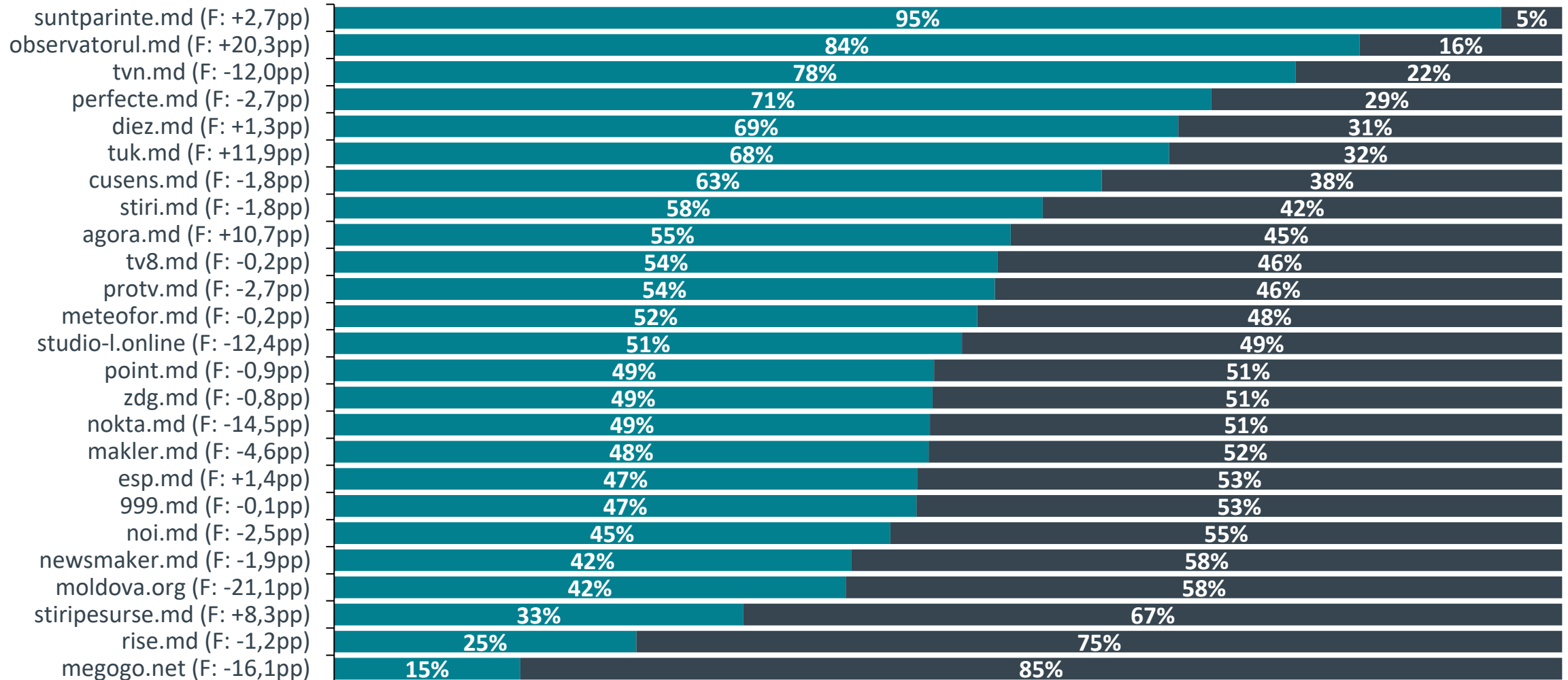
% din page views totale



Feminin: 37,5% (+1,1 pp)
Masculin: 62,5% (-1,1 pp)

Gen

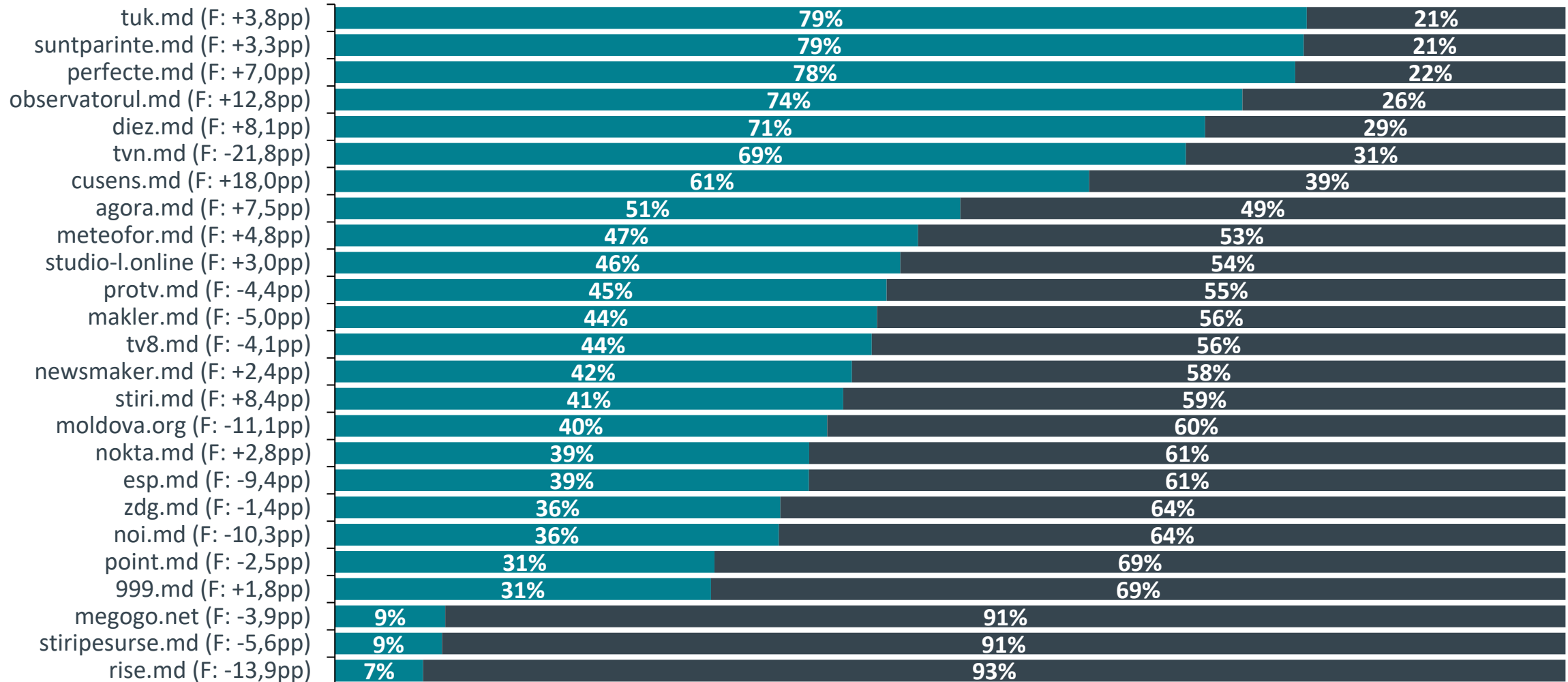
Compozitia audientei



■ Feminin ■ Masculin

Gen

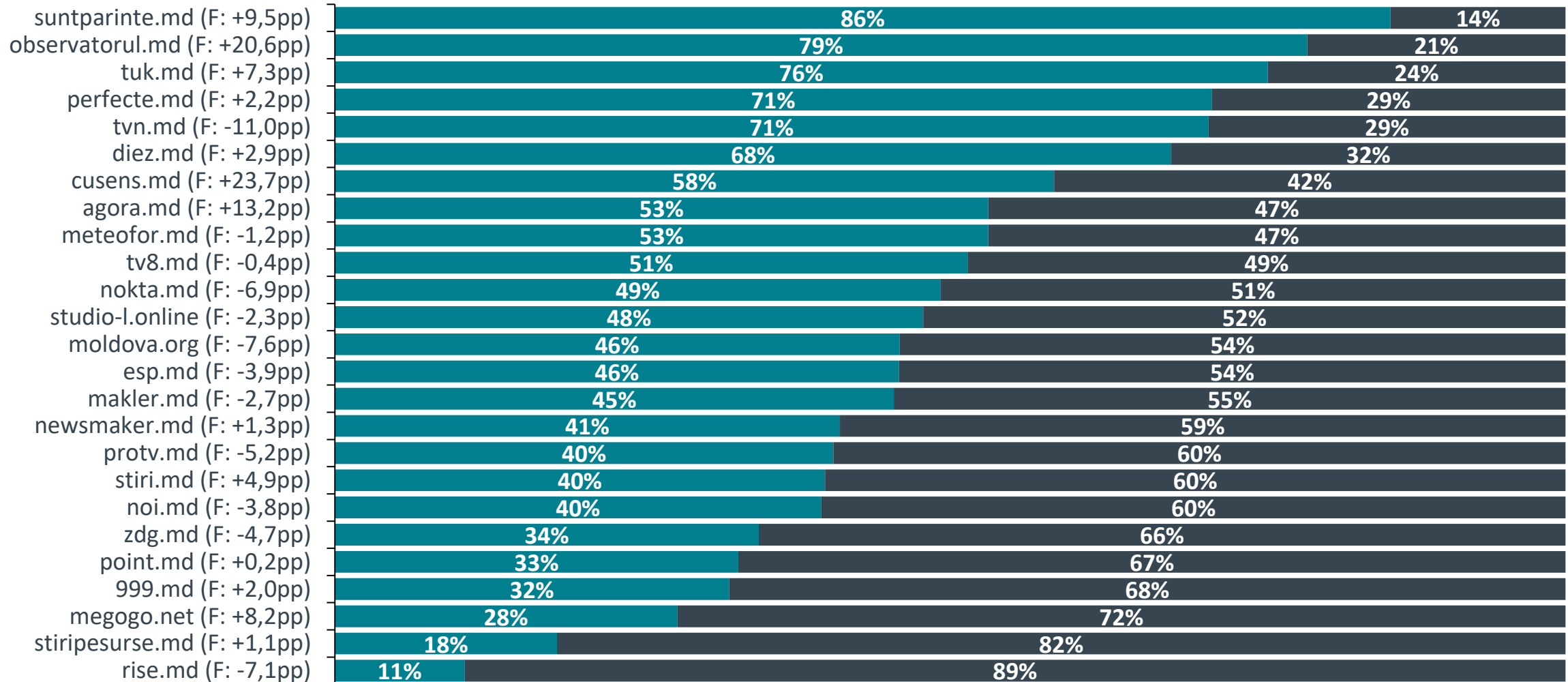
Compozitia timpului petrecut



■ Feminin ■ Masculin

Gen

Compozitia afisarilor



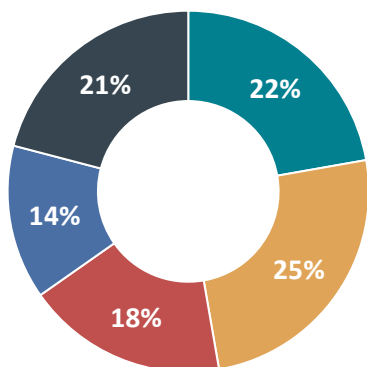
■ Feminin ■ Masculin

Varsta

Compozitia agregata - aprilie 2026

Audienta

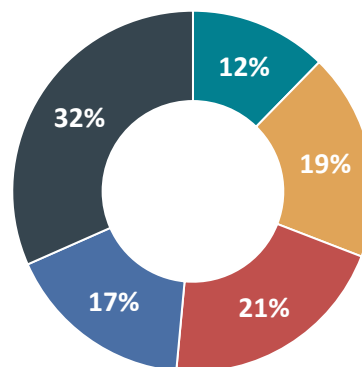
% din utilizatori unici



15-24: 22,2% (-0,7 pp)
 25-34: 25,0% (+1,4 pp)
 35-44: 18,0% (-0,9 pp)
 45-54: 13,8% (+0,1 pp)
 55+: 20,9% (+0,1 pp)

Timp petrecut

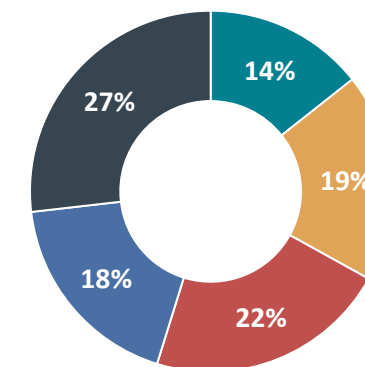
% din timp total



15-24: 12,3% (-1,3 pp)
 25-34: 18,6% (-0,9 pp)
 35-44: 20,6% (-1,0 pp)
 45-54: 16,9% (+2,0 pp)
 55+: 31,6% (+1,2 pp)

Afisari (page views)

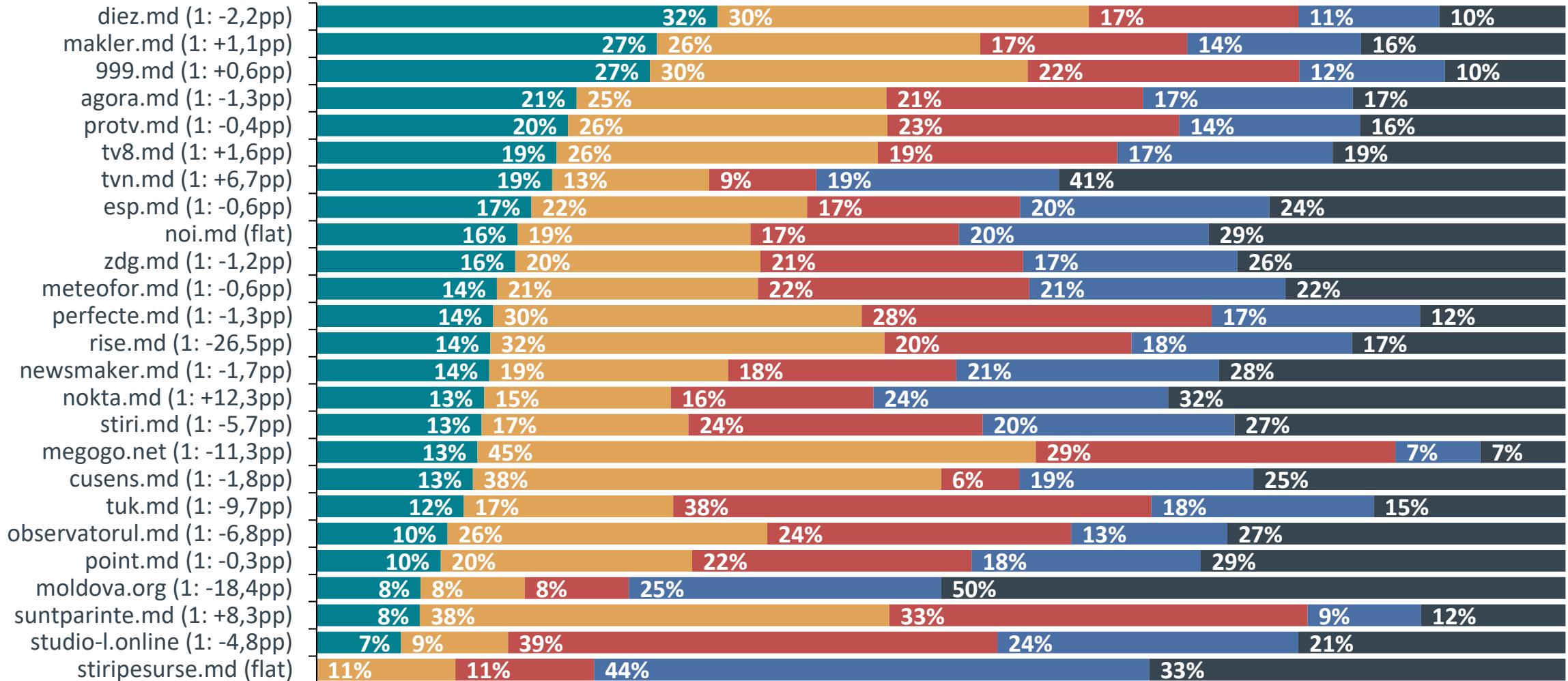
% din page views totale



15-24: 14,4% (-1,0 pp)
 25-34: 18,7% (-1,1 pp)
 35-44: 21,8% (-0,7 pp)
 45-54: 18,4% (+2,4 pp)
 55+: 26,8% (+0,3 pp)

Varsta

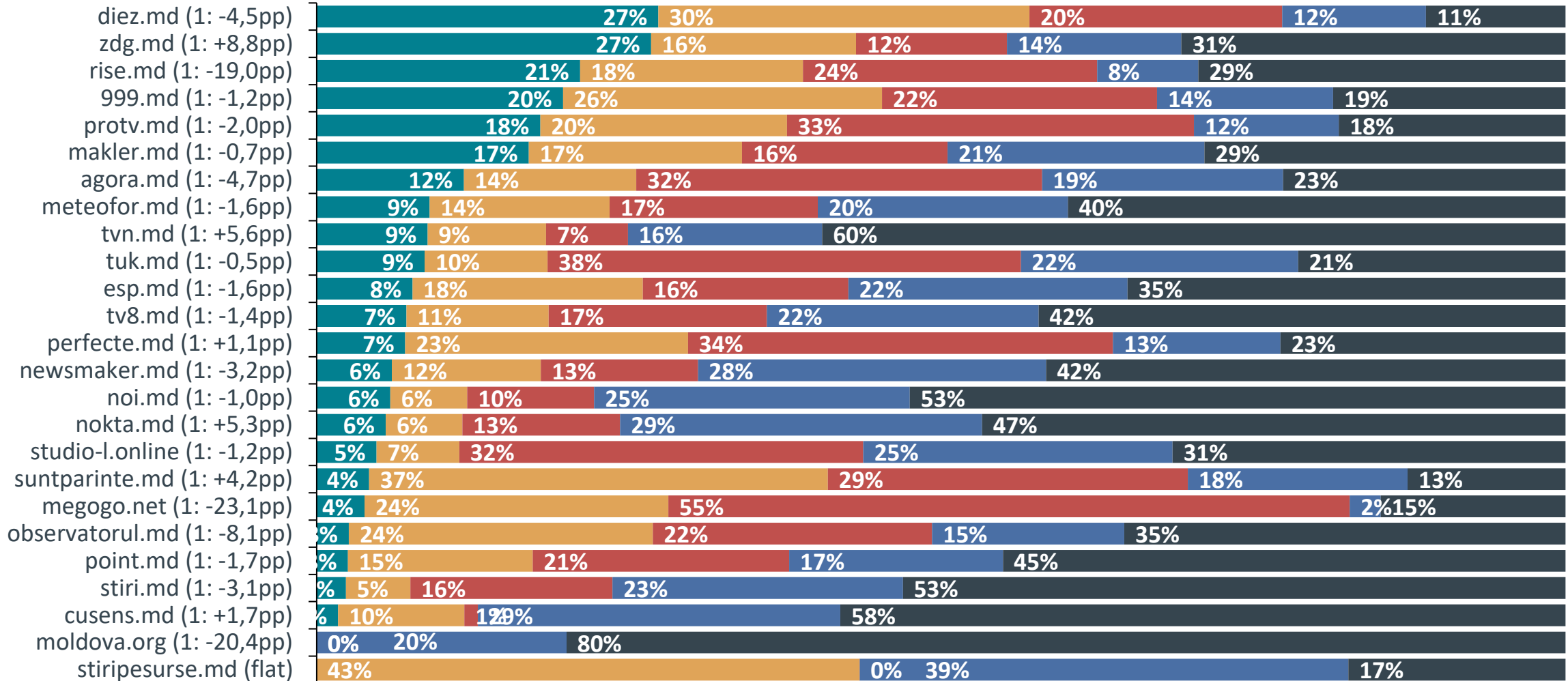
Compozitia audientei



■ 15-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55+

Varsta

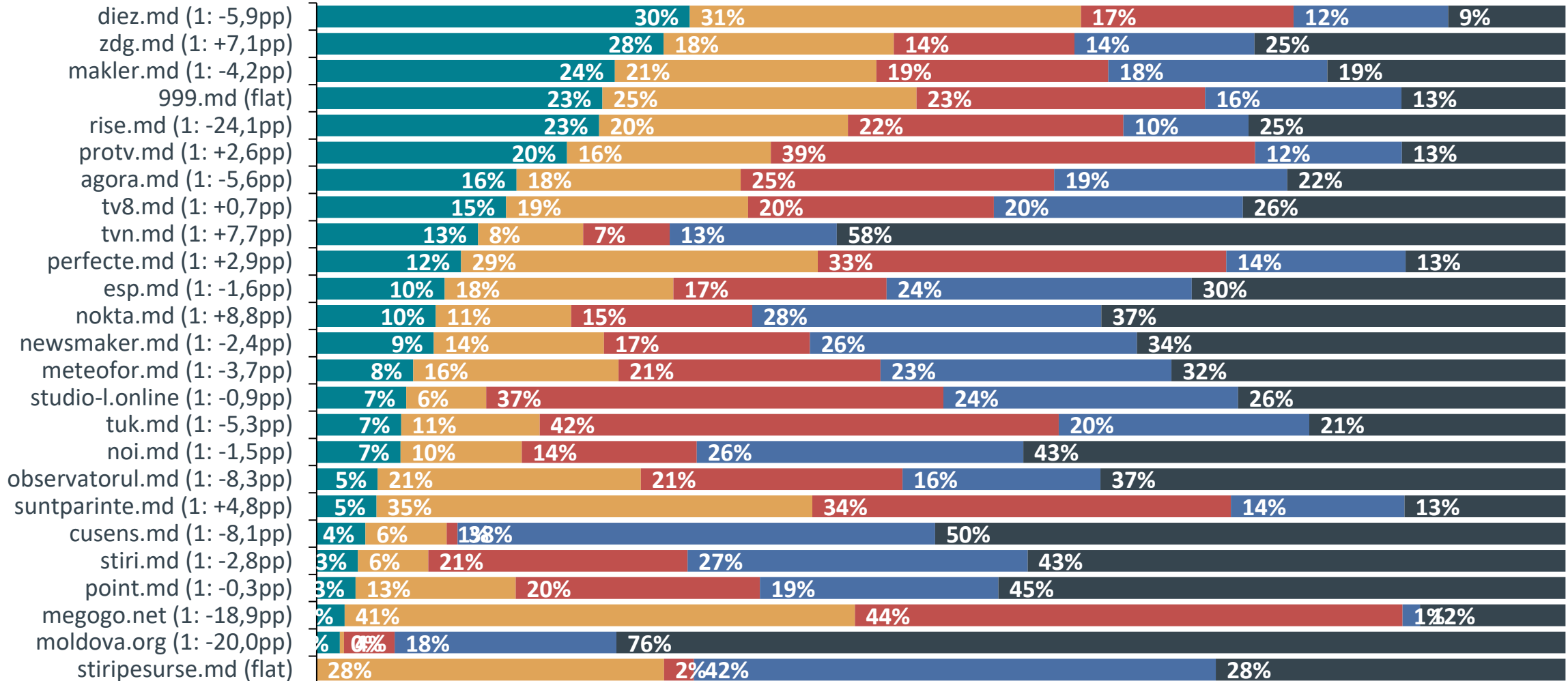
Compozitia timpului petrecut



15-24 25-34 35-44 45-54 55+

Varsta

Compozitia afisarilor



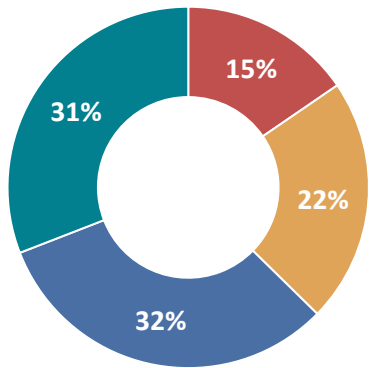
■ 15-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55+

Educatie

Compozitia agregata - aprilie 2026

Audienta

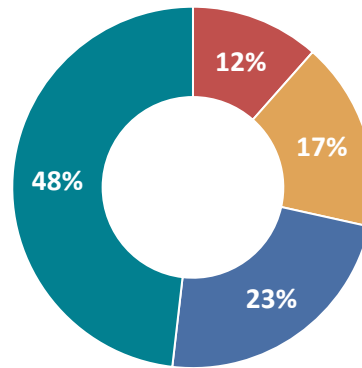
% din utilizatori unici



Primar: 15,4% (-0,3 pp)
 Profesional: 21,9% (+0,2 pp)
 Liceu / Colegiu: 31,8% (-0,2 pp)
 Superior: 30,9% (+0,3 pp)

Timp petrecut

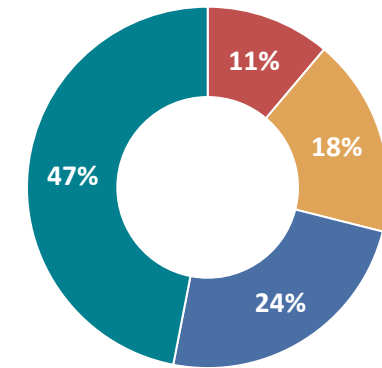
% din timp total



Primar: 11,5% (-0,3 pp)
 Profesional: 16,9% (+0,8 pp)
 Liceu / Colegiu: 23,4% (-0,5 pp)
 Superior: 48,2% (-0,1 pp)

Afisari (page views)

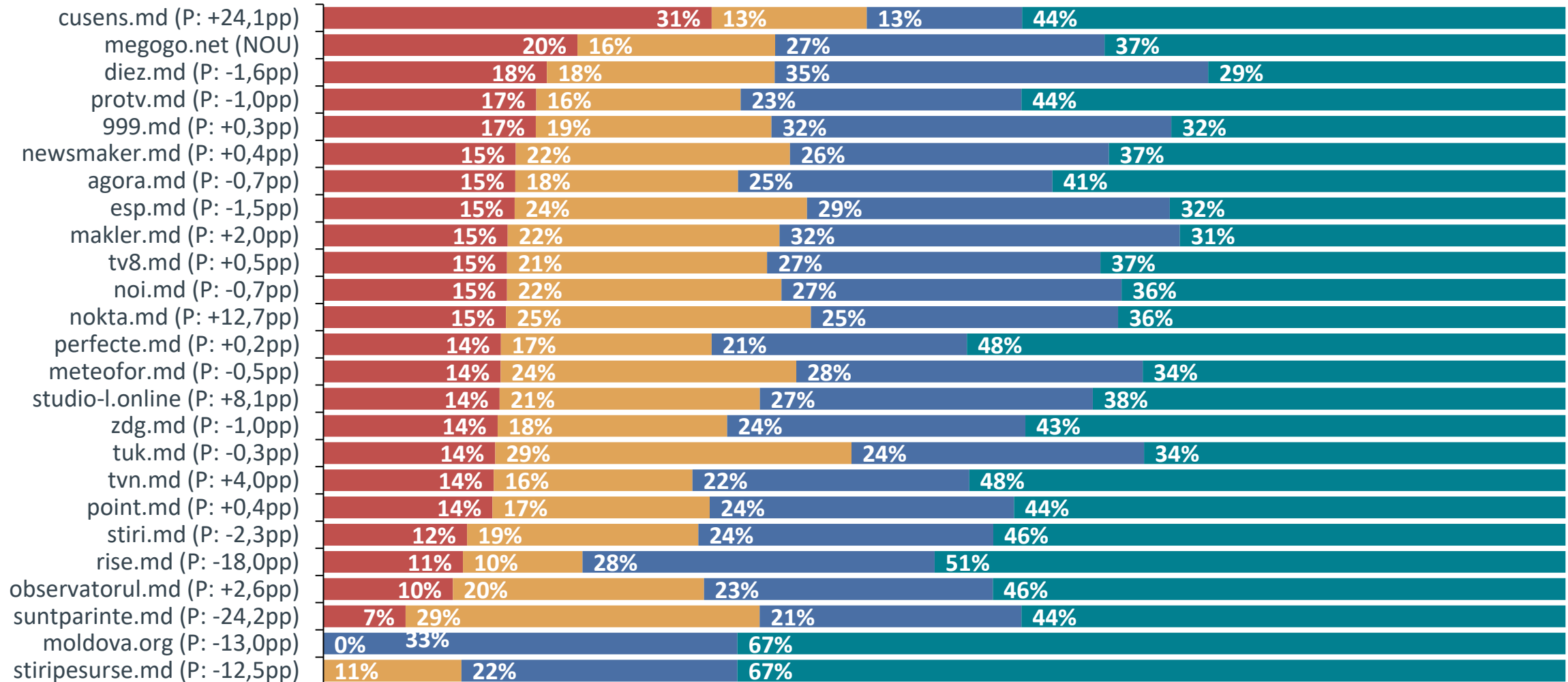
% din page views totale



Primar: 11,2% (-0,1 pp)
 Profesional: 17,8% (+0,1 pp)
 Liceu / Colegiu: 24,1% (-0,2 pp)
 Superior: 46,9% (+0,2 pp)

Educatie

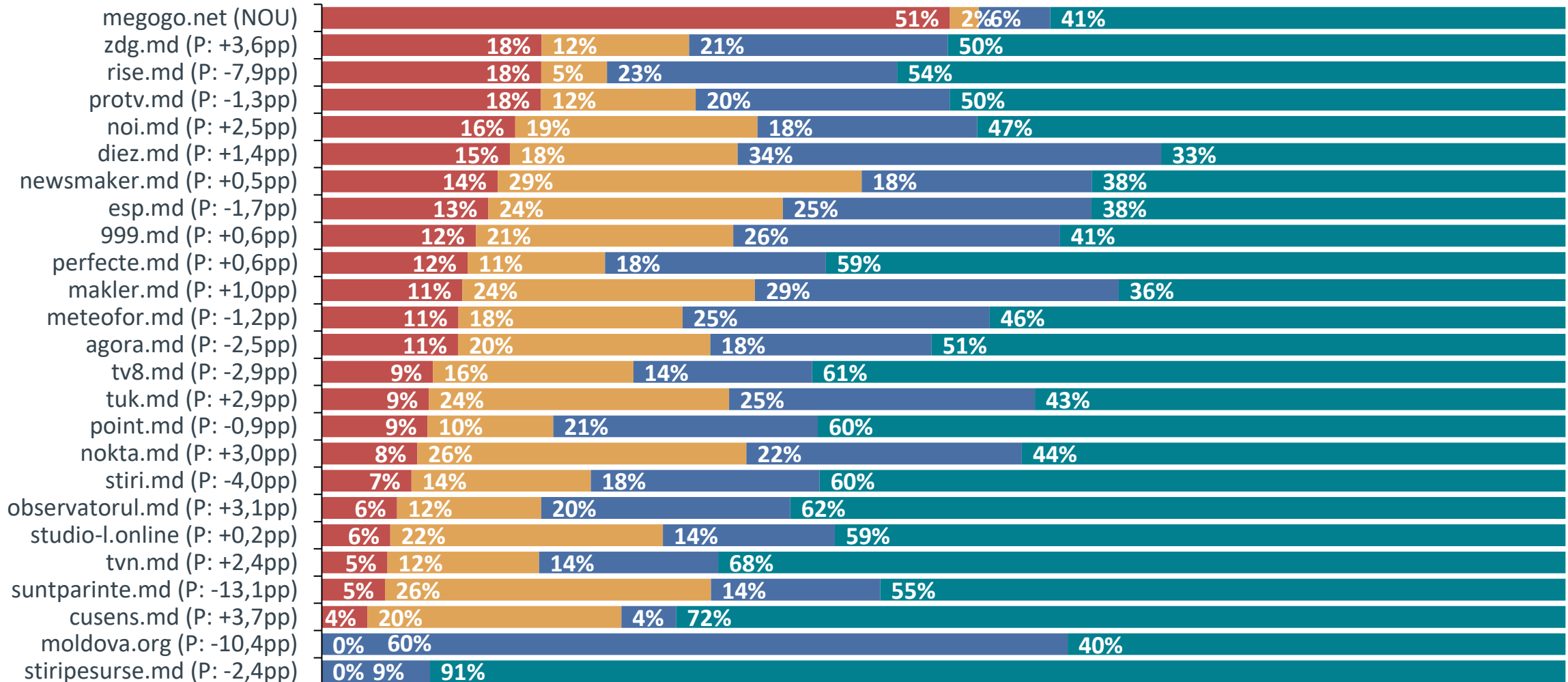
Compozitia audientei



■ Primar ■ Profesional ■ Liceu / Colegiu ■ Superior

Educatie

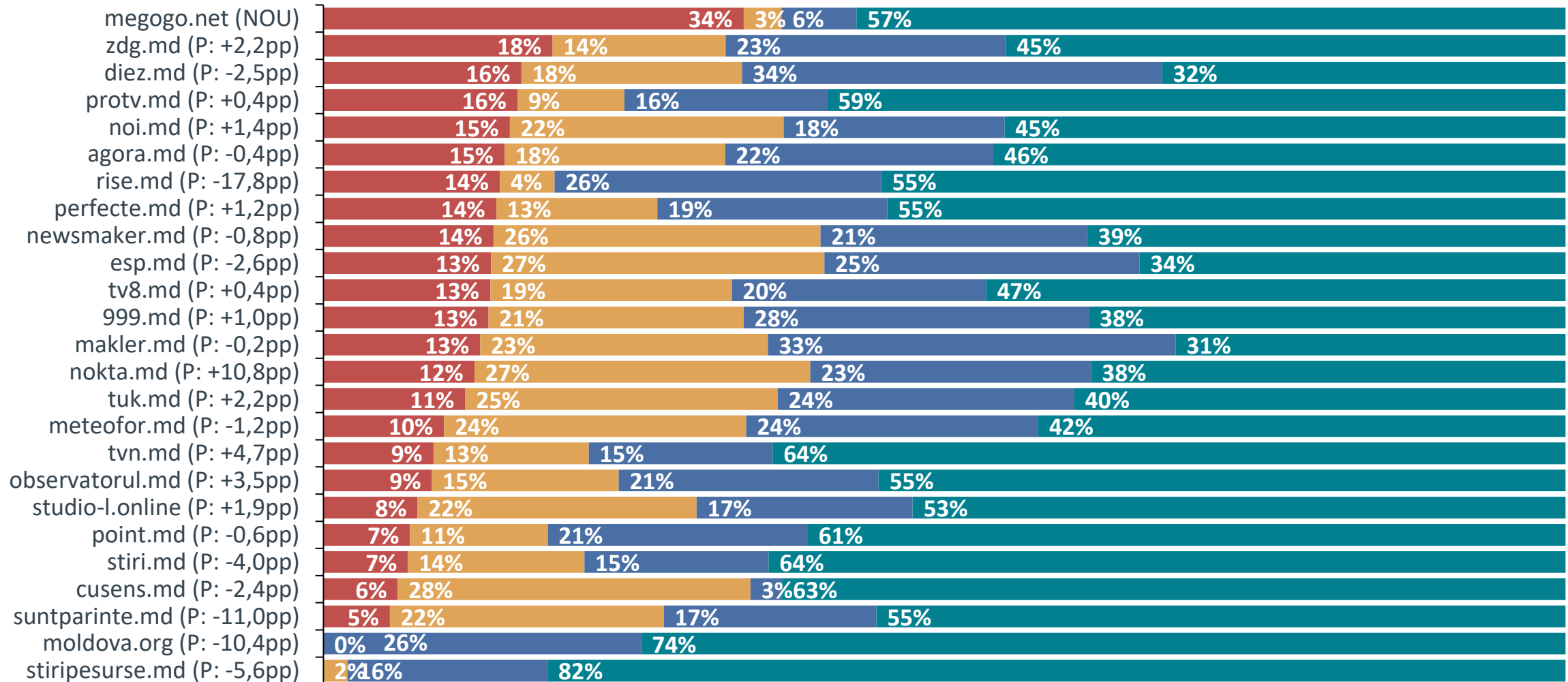
Compozitia timpului petrecut



■ Primar ■ Profesional ■ Liceu / Colegiu ■ Superior

Educatie

Compozitia afisarilor



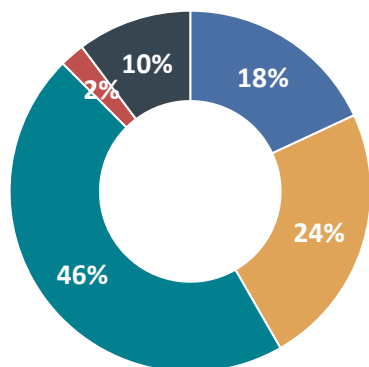
■ Primar ■ Profesional ■ Liceu / Colegiu ■ Superior

Ocupatie

Compozitia agregata - aprilie 2026

Audienta

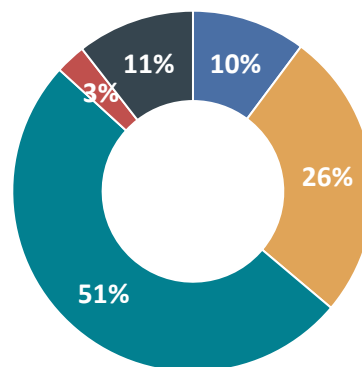
% din utilizatori unici



Elev / Student: 18,1% (-0,9 pp)
 Pensionar / Somer / Casnic: 23,6% (+0,2 pp)
 Specialist / Tehnic: 45,8% (+0,6 pp)
 Manager mediu: 2,2% (flat)
 Proprietar / Director: 10,2% (+0,1 pp)

Timp petrecut

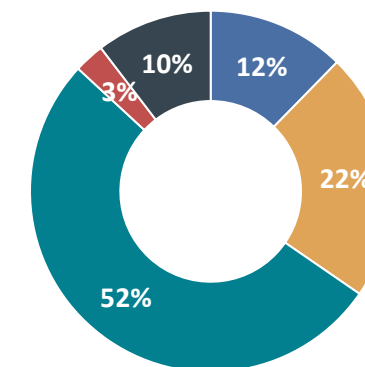
% din timp total



Elev / Student: 10,2% (-0,8 pp)
 Pensionar / Somer / Casnic: 25,9% (+0,7 pp)
 Specialist / Tehnic: 50,6% (+0,1 pp)
 Manager mediu: 2,7% (-0,2 pp)
 Proprietar / Director: 10,5% (+0,3 pp)

Afisari (page views)

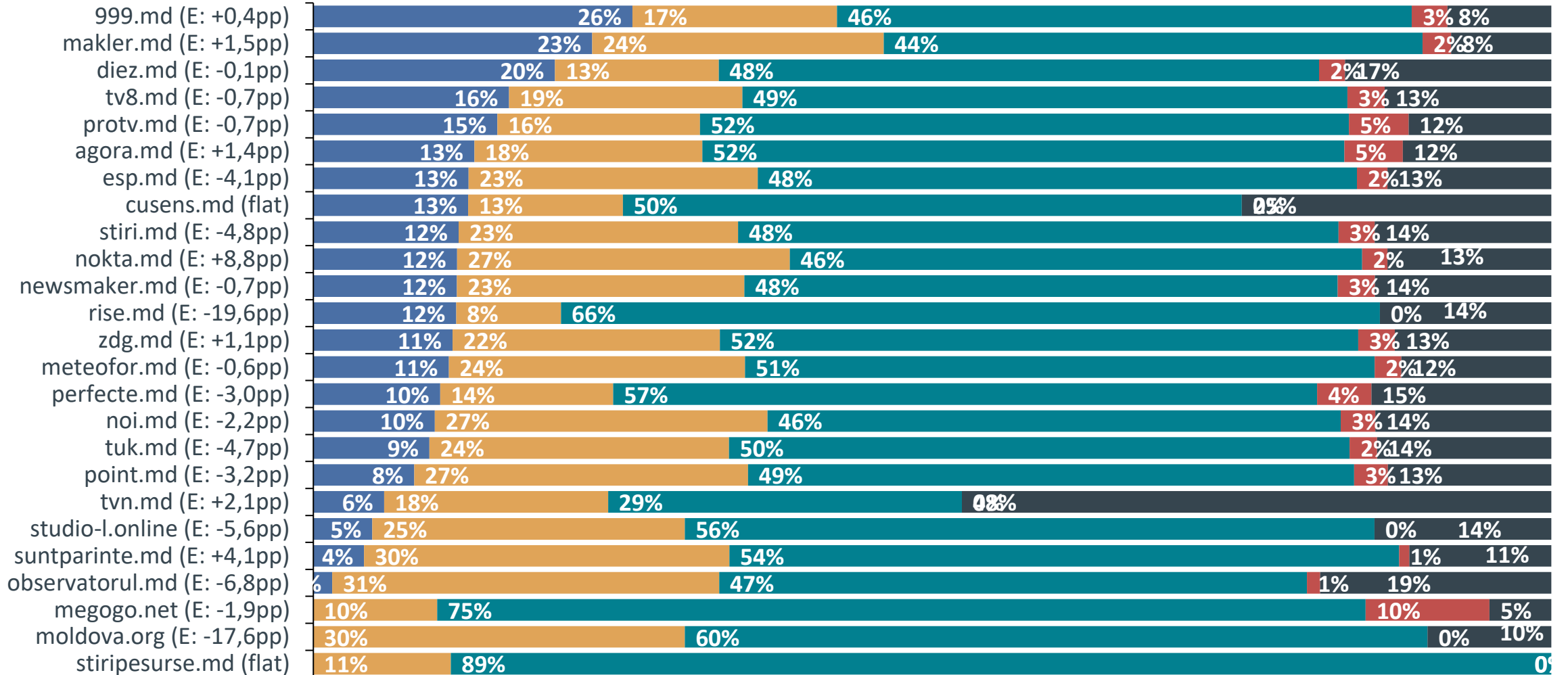
% din page views totale



Elev / Student: 12,3% (-0,6 pp)
 Pensionar / Somer / Casnic: 22,3% (+0,3 pp)
 Specialist / Tehnic: 52,3% (+0,6 pp)
 Manager mediu: 2,7% (-0,5 pp)
 Proprietar / Director: 10,4% (+0,2 pp)

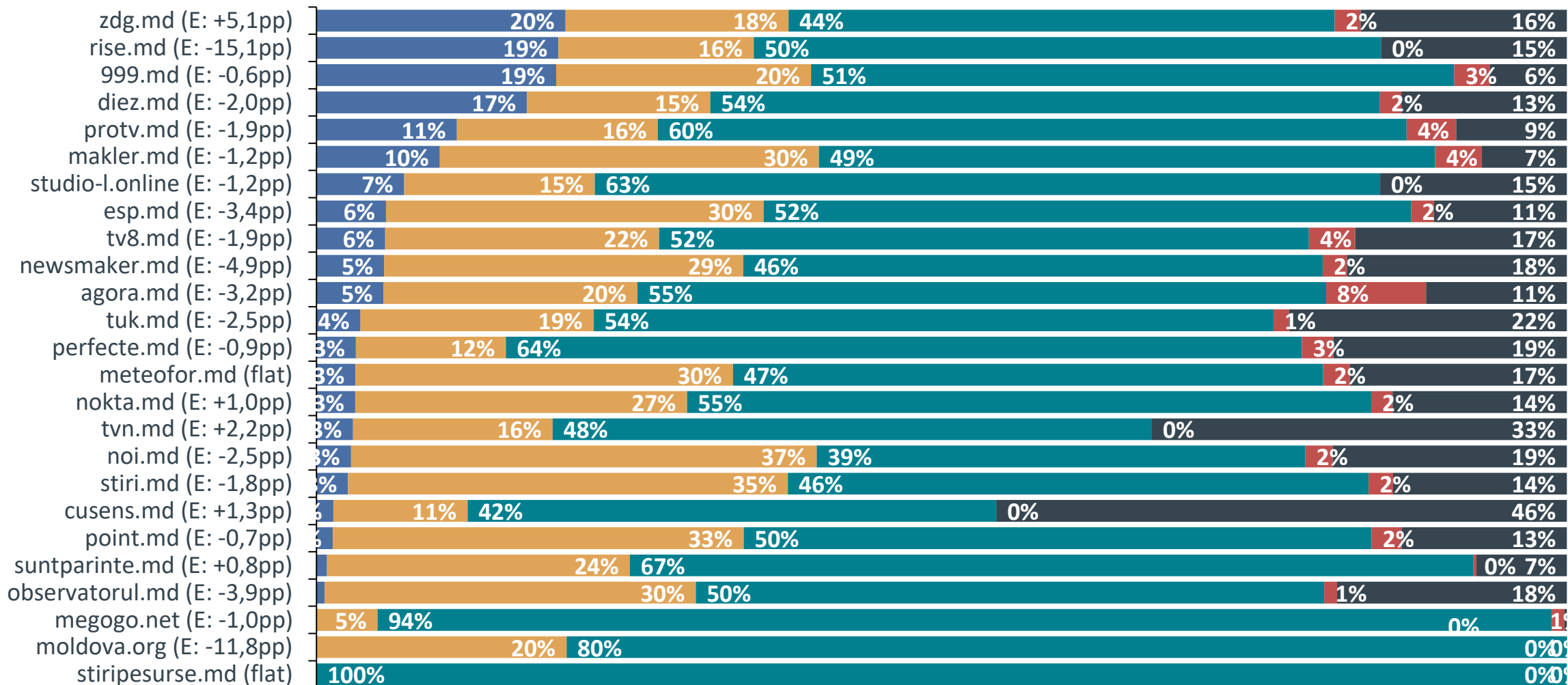
Ocupatie

Compozitia audientei



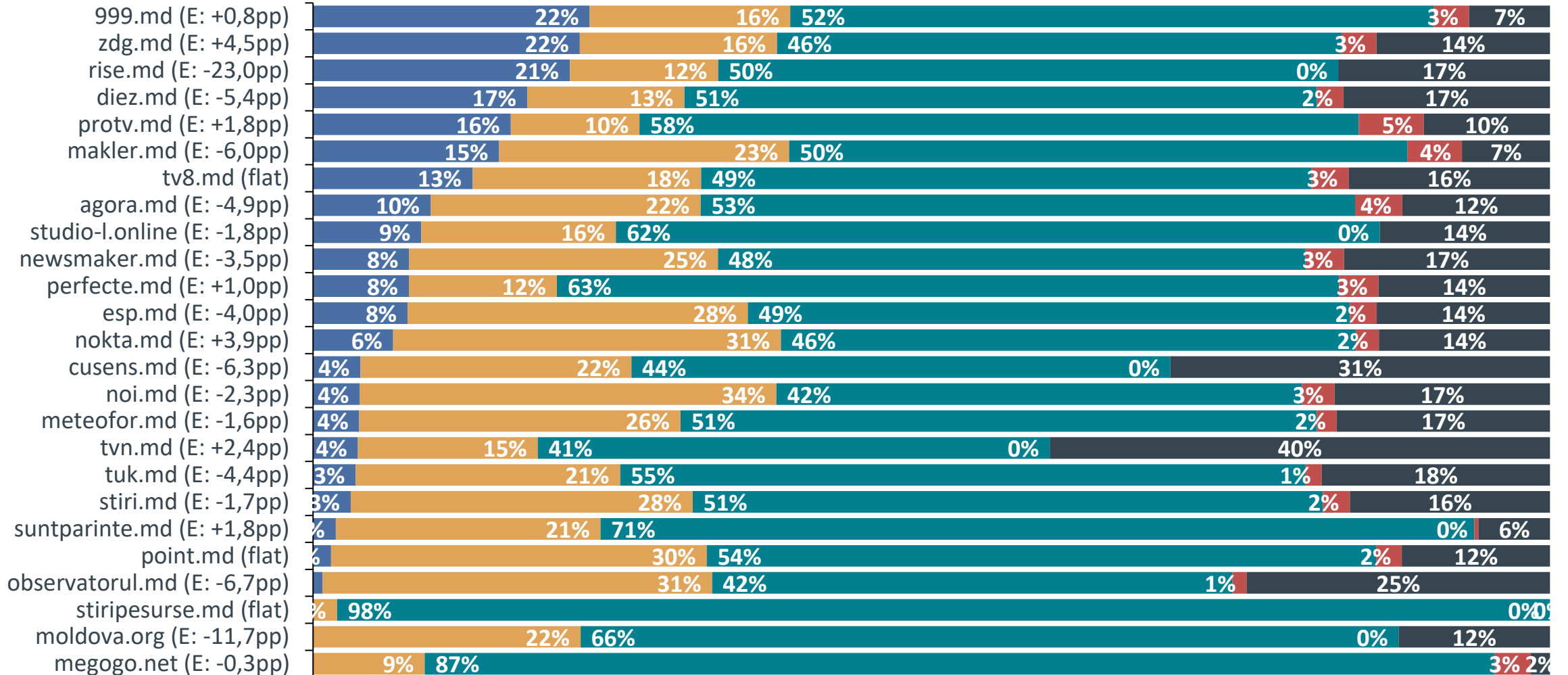
Ocupatie

Compozitia timpului petrecut



Ocupatie

Compozitia afisarilor

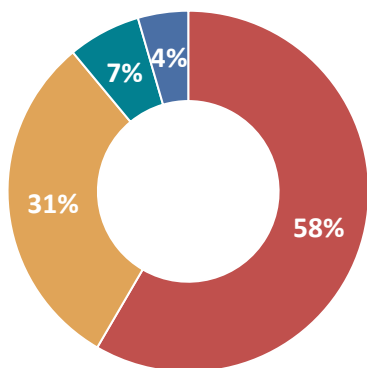


Venit

Compozitia agregata - aprilie 2026

Audienta

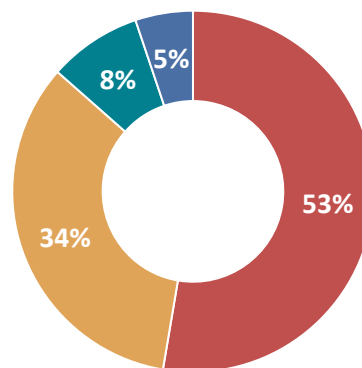
% din utilizatori unici



<8K lei: 58,4% (-0,2 pp)
 8-16K lei: 30,6% (+0,2 pp)
 16-30K lei: 6,5% (-0,2 pp)
 >30K lei: 4,5% (+0,2 pp)

Timp petrecut

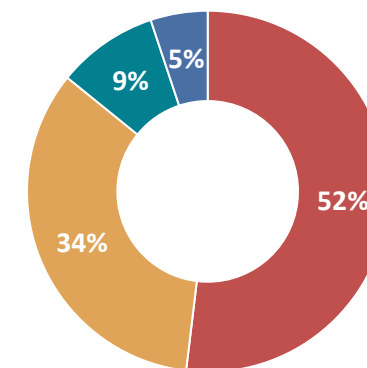
% din timp total



<8K lei: 52,7% (-0,3 pp)
 8-16K lei: 33,8% (-0,3 pp)
 16-30K lei: 8,3% (+0,3 pp)
 >30K lei: 5,2% (+0,2 pp)

Afisari (page views)

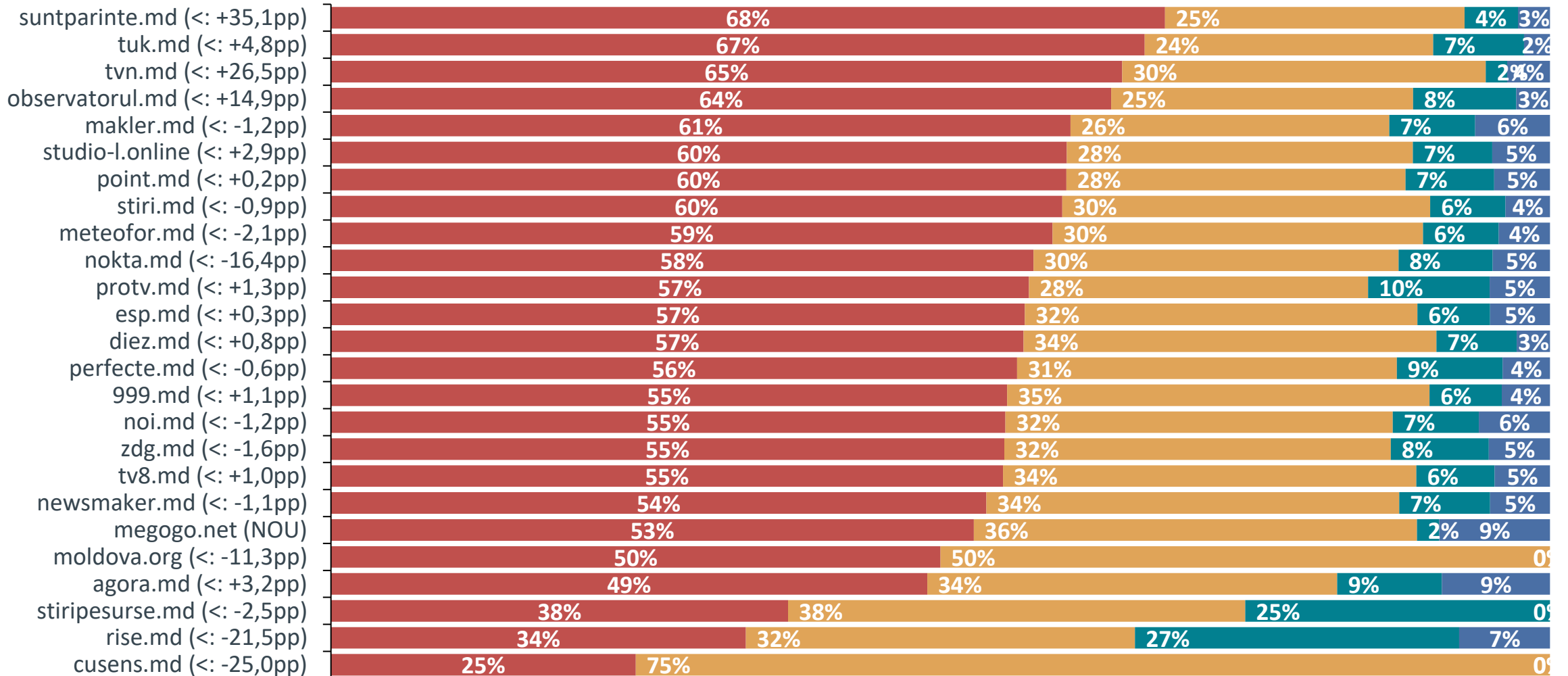
% din page views totale



<8K lei: 51,9% (flat)
 8-16K lei: 33,9% (-1,5 pp)
 16-30K lei: 9,1% (+0,9 pp)
 >30K lei: 5,1% (+0,5 pp)

Venit

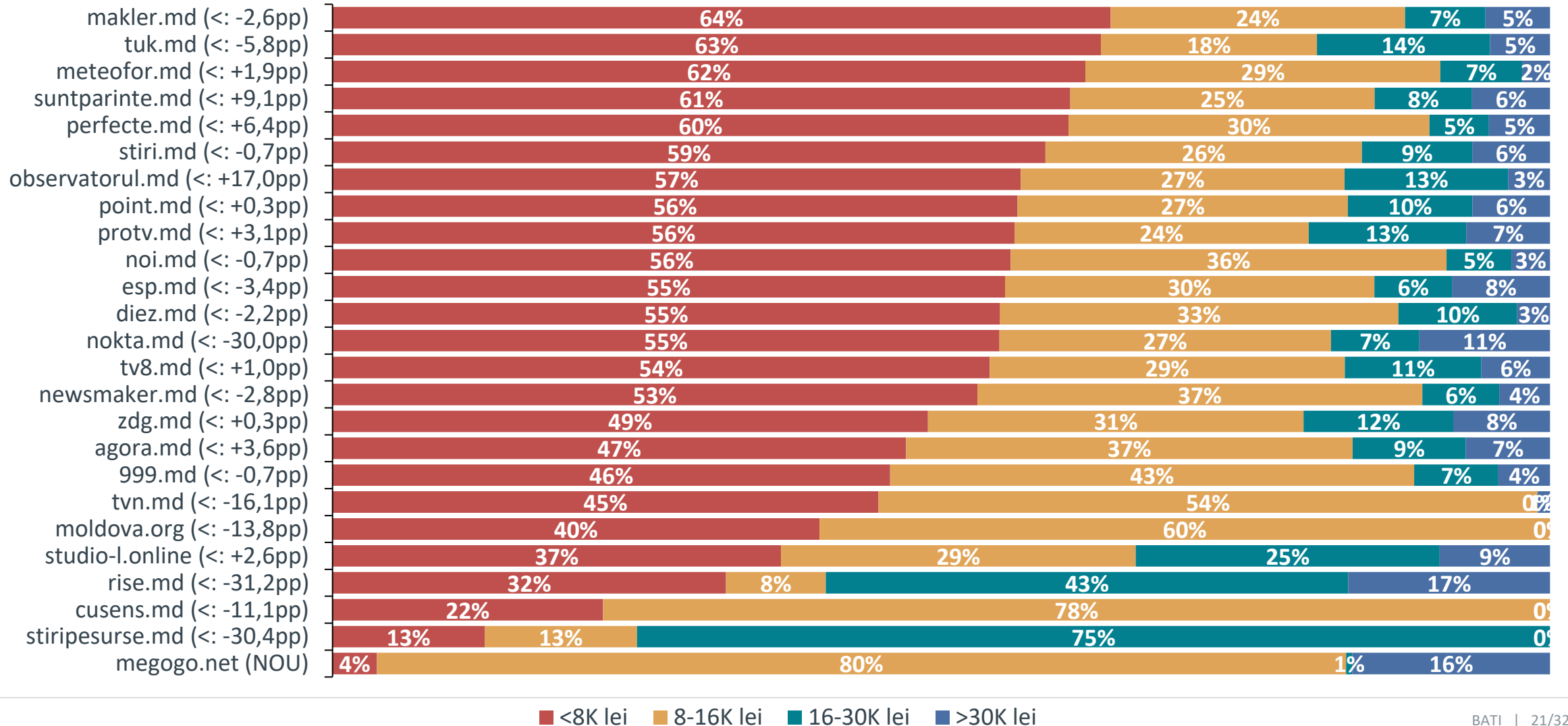
Compozitia audientei



■ <8K lei ■ 8-16K lei ■ 16-30K lei ■ >30K lei

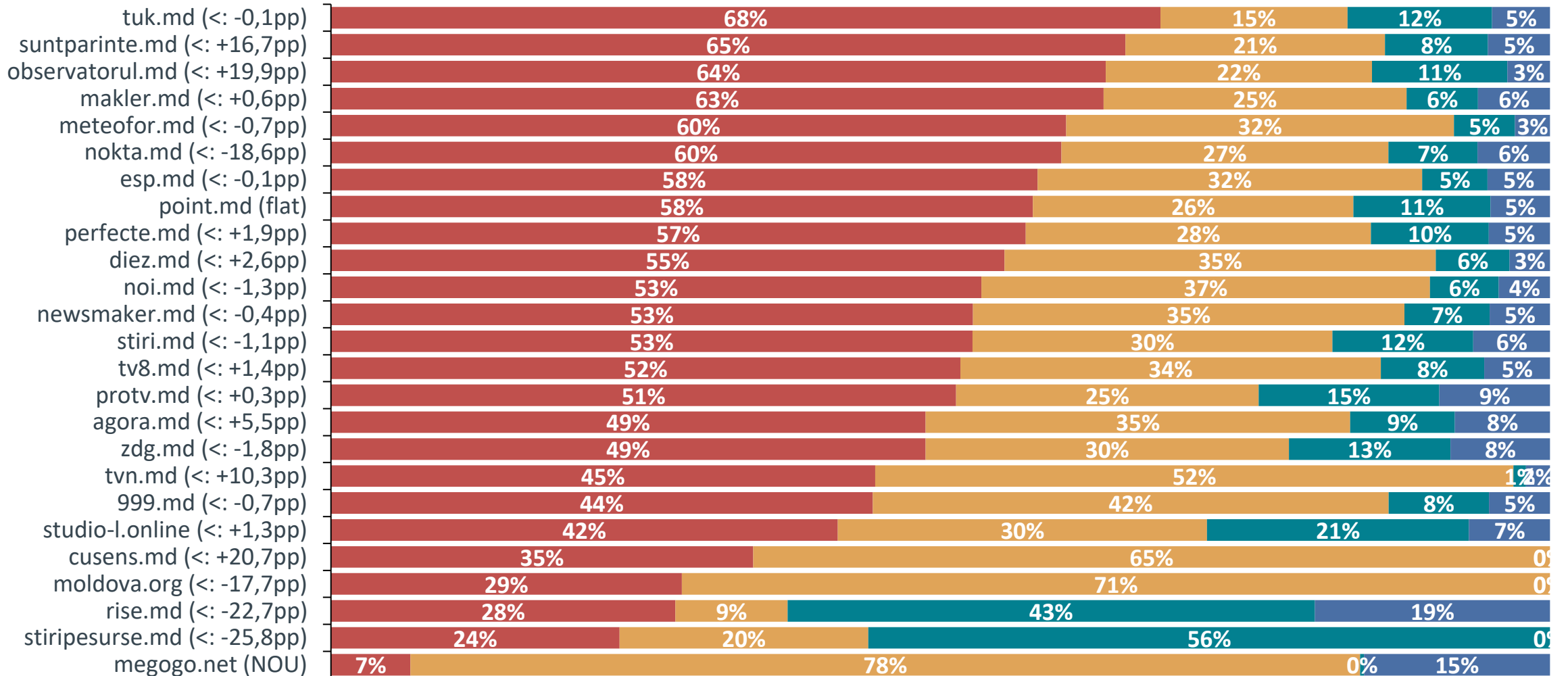
Venit

Compozitia timpului petrecut



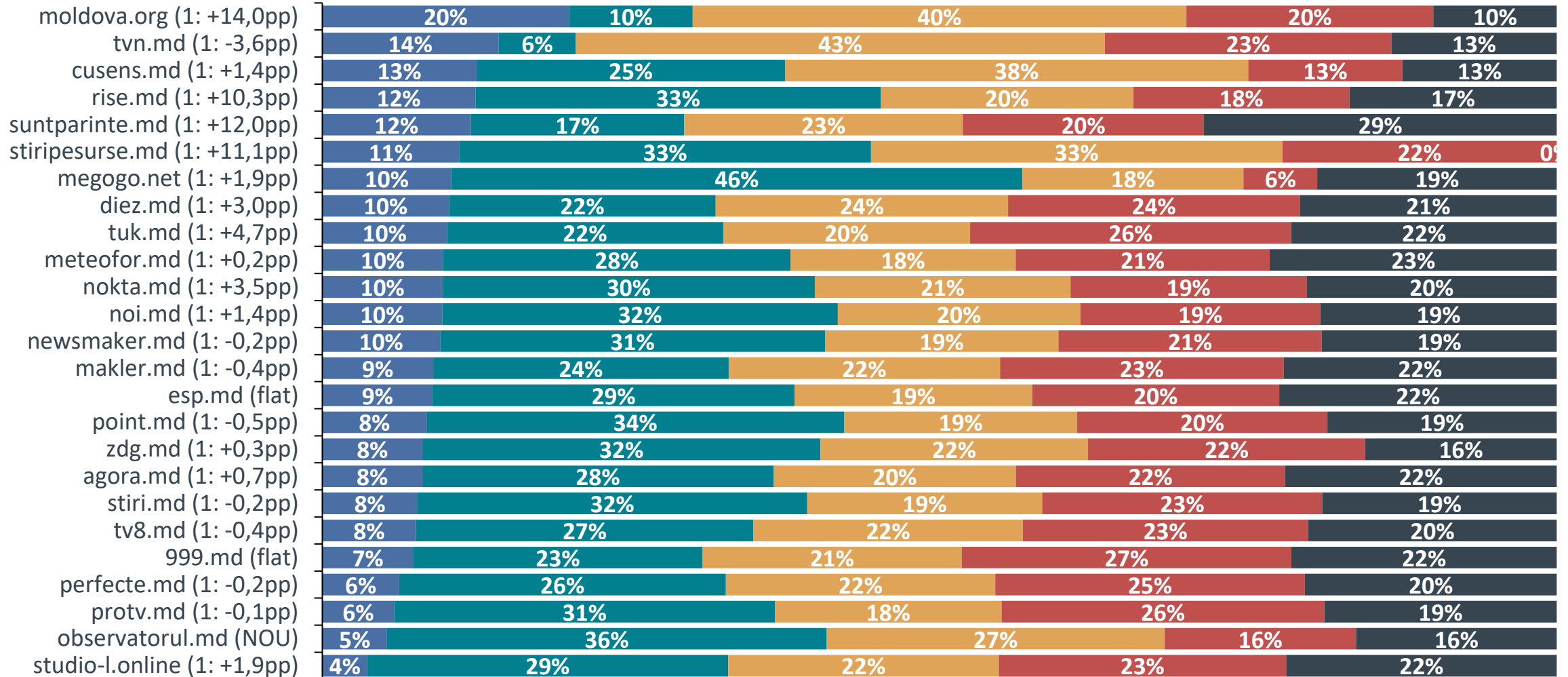
Venit

Compozitia afisarilor



■ <8K lei ■ 8-16K lei ■ 16-30K lei ■ >30K lei

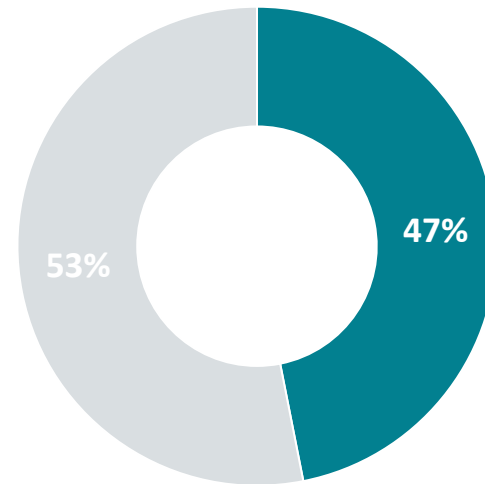
Marimea gospodariei Compozitia audientei



■ 1 pers ■ 2 pers ■ 3 pers ■ 4 pers ■ 5+ pers

Copii in familie

Compozitia agregata



Cu copii <15 ani: 46,9%

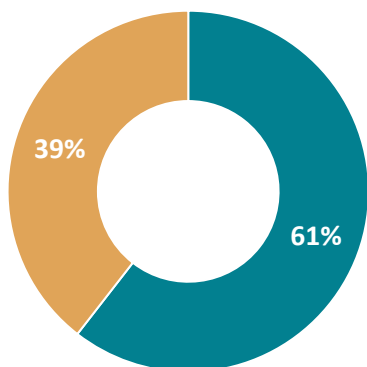
Fara copii: 53,1%

Urban / Rural

Compozitia agregata - aprilie 2026

Audienta

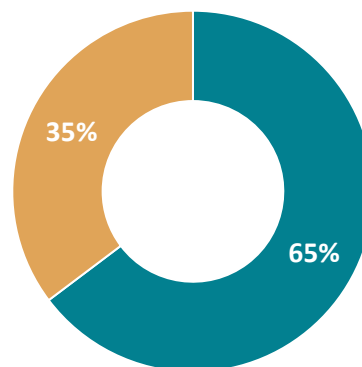
% din utilizatori unici



Urban: 60,5% (+0,7 pp)
Rural: 39,5% (-0,7 pp)

Timp petrecut

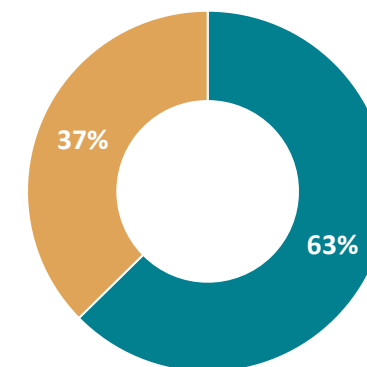
% din timp total



Urban: 64,7% (+2,3 pp)
Rural: 35,3% (-2,3 pp)

Afisari (page views)

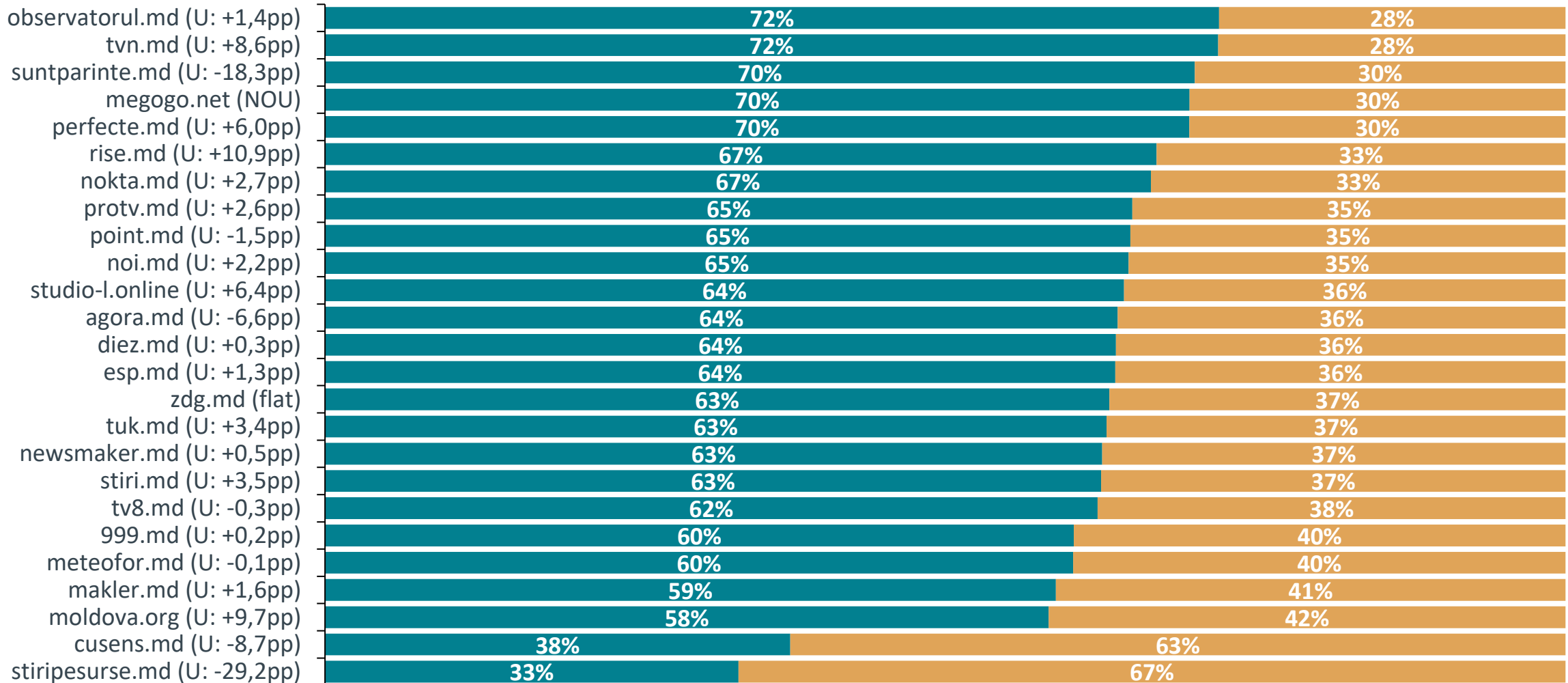
% din page views totale



Urban: 62,6% (+3,3 pp)
Rural: 37,4% (-3,3 pp)

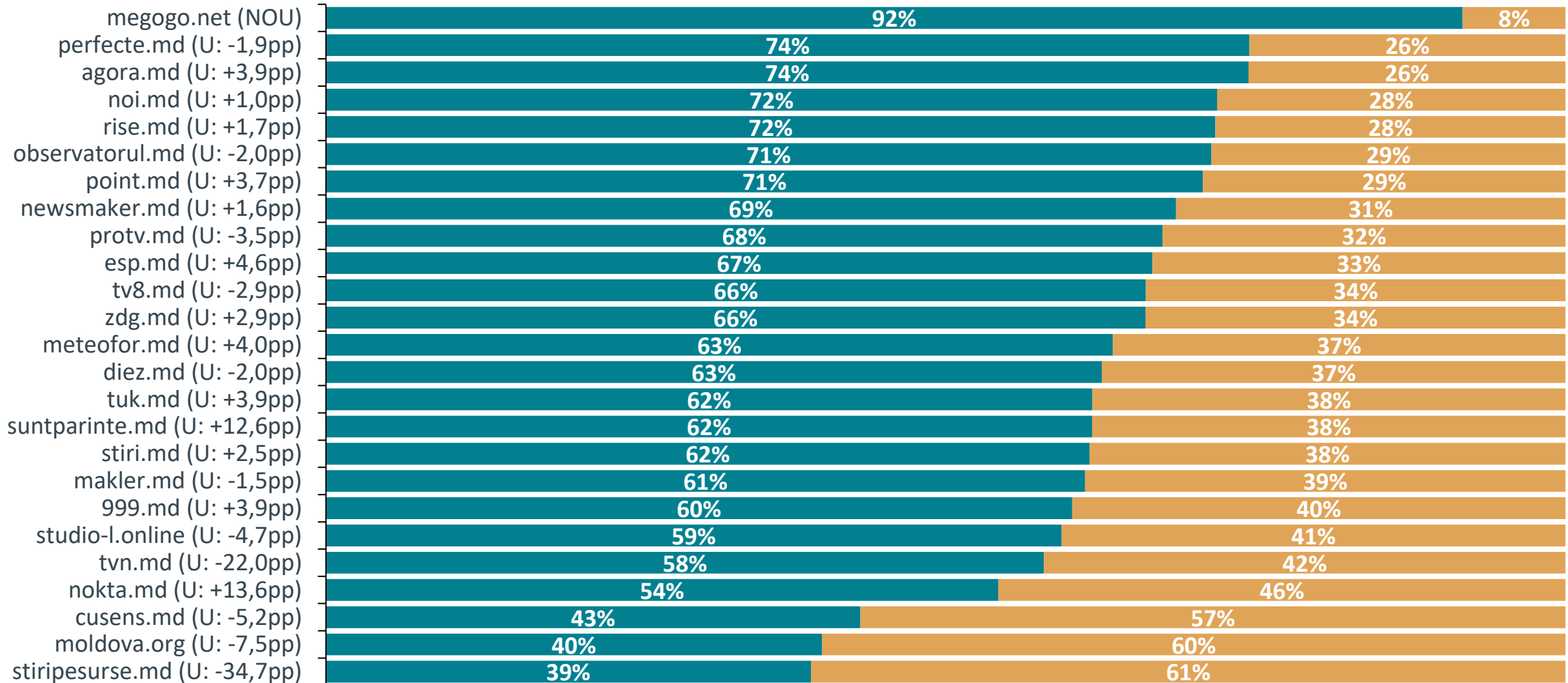
Procentele indica compozitia agregata pentru toate site-urile auditate. Delta in paranteze = variatie pp vs martie 2026.

Urban / Rural Compozitia audientei



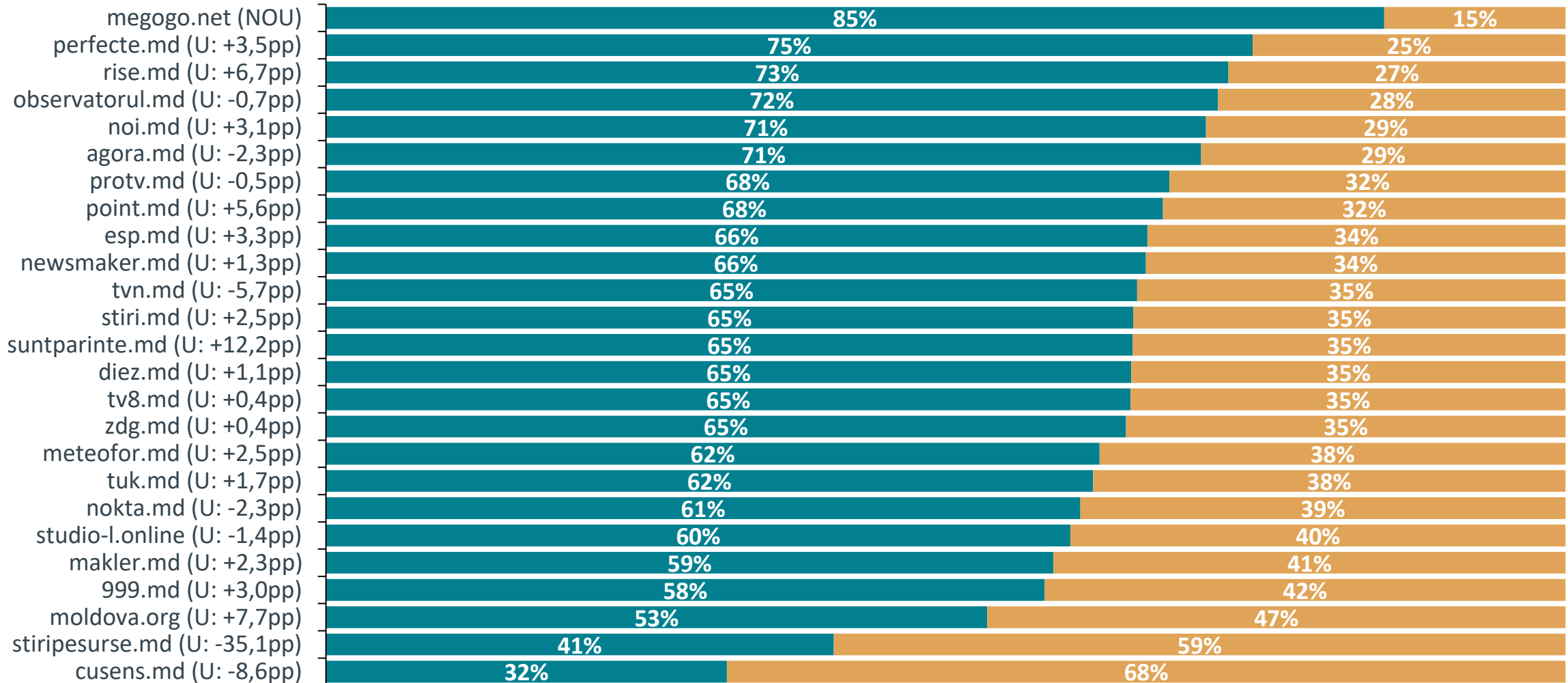
■ Urban ■ Rural

Urban / Rural Compozitia timpului petrecut



■ Urban ■ Rural

Urban / Rural Compozitia afisurilor

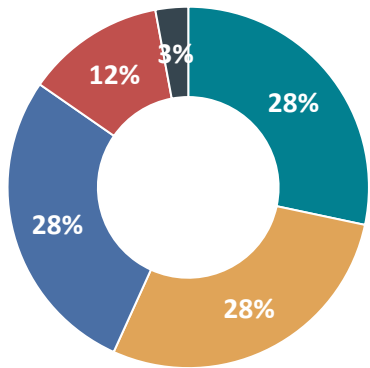


■ Urban ■ Rural

Regiuni Compozitia agregata

Audienta

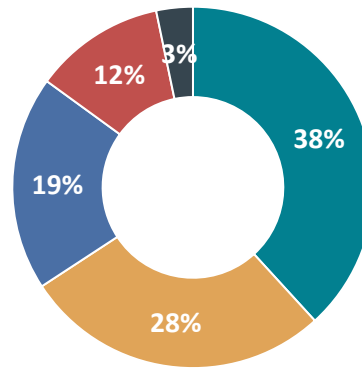
% din utilizatori unici



Chisinau: 28,3% (+0,1 pp)
 Nord: 28,4% (-0,1 pp)
 Centru: 27,9% (-0,1 pp)
 Sud: 12,4% (+0,2 pp)
 UTA Gagauzia: 2,9% (-0,1 pp)

Timp petrecut

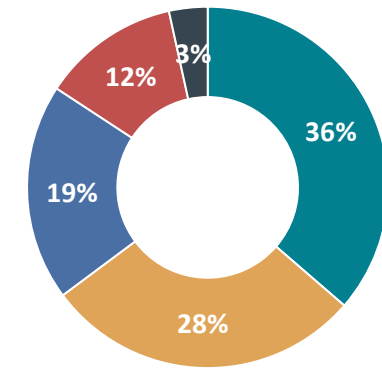
% din timp total



Chisinau: 38,2% (+2,0 pp)
 Nord: 27,6% (-1,0 pp)
 Centru: 19,2% (+1,5 pp)
 Sud: 11,7% (-1,9 pp)
 UTA Gagauzia: 3,3% (-0,6 pp)

Afisari (page views)

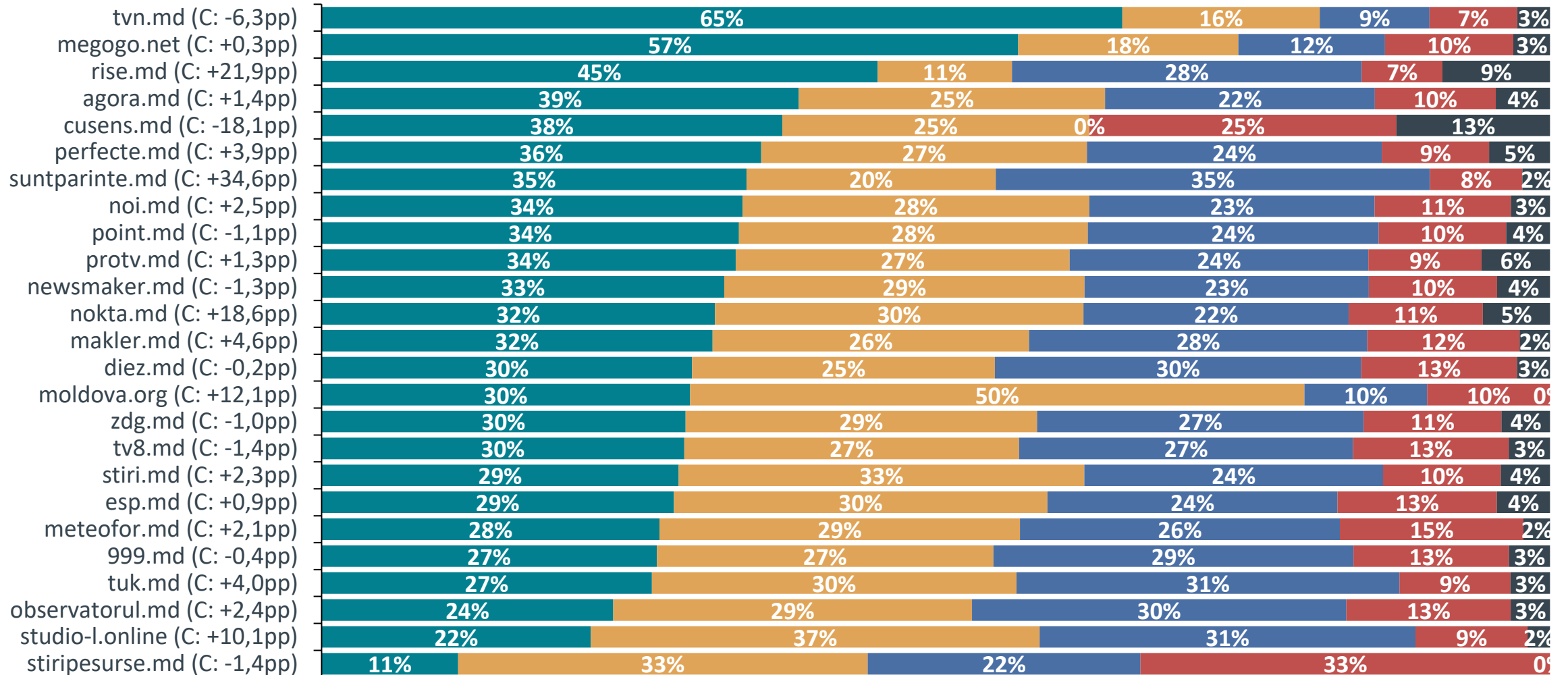
% din page views totale



Chisinau: 36,3% (+3,6 pp)
 Nord: 28,5% (-1,3 pp)
 Centru: 19,4% (+0,9 pp)
 Sud: 12,3% (-2,6 pp)
 UTA Gagauzia: 3,4% (-0,6 pp)

Regiuni

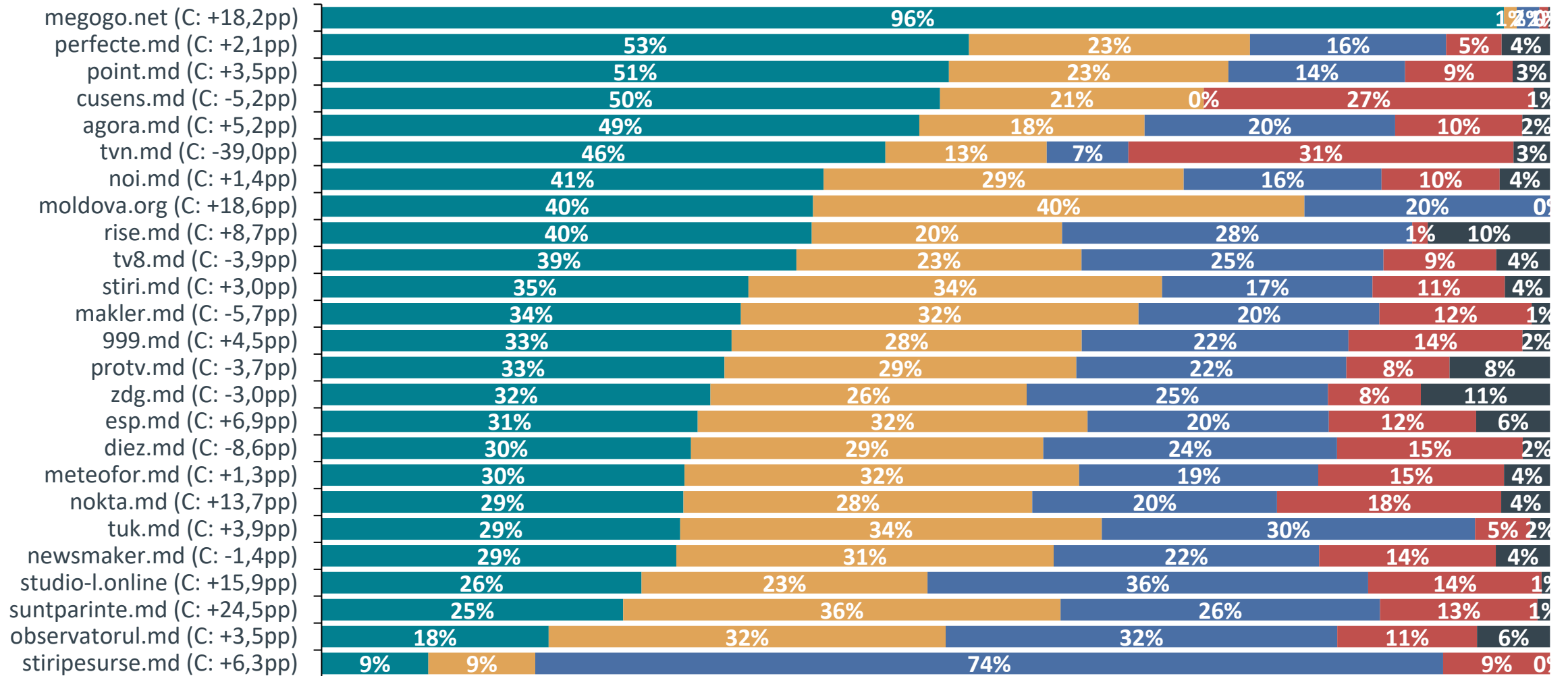
Compozitia audientei



■ Chisinau ■ Nord ■ Centru ■ Sud ■ UTA Gagauzia

Regiuni

Compozitia timpului petrecut



Regiuni

Compozitia afisarilor

