

August 2026

Studiul de Audienta Online – Moldova

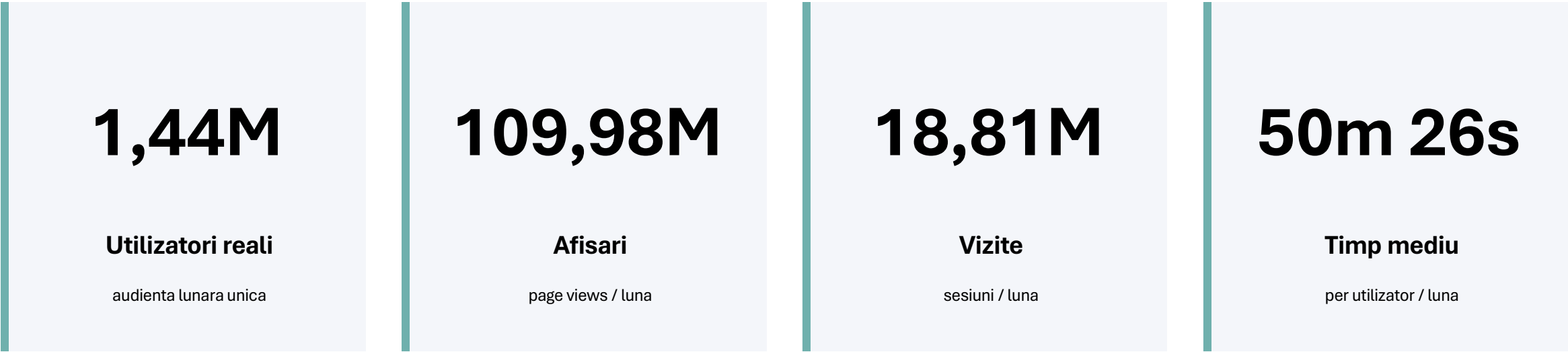
Raport lunar pentru piata de media si publicitate din Republica Moldova

BATI – Biroul de Audit al Tirajelor si Internetului

Date: gemiusAudience - Moldova

Overview

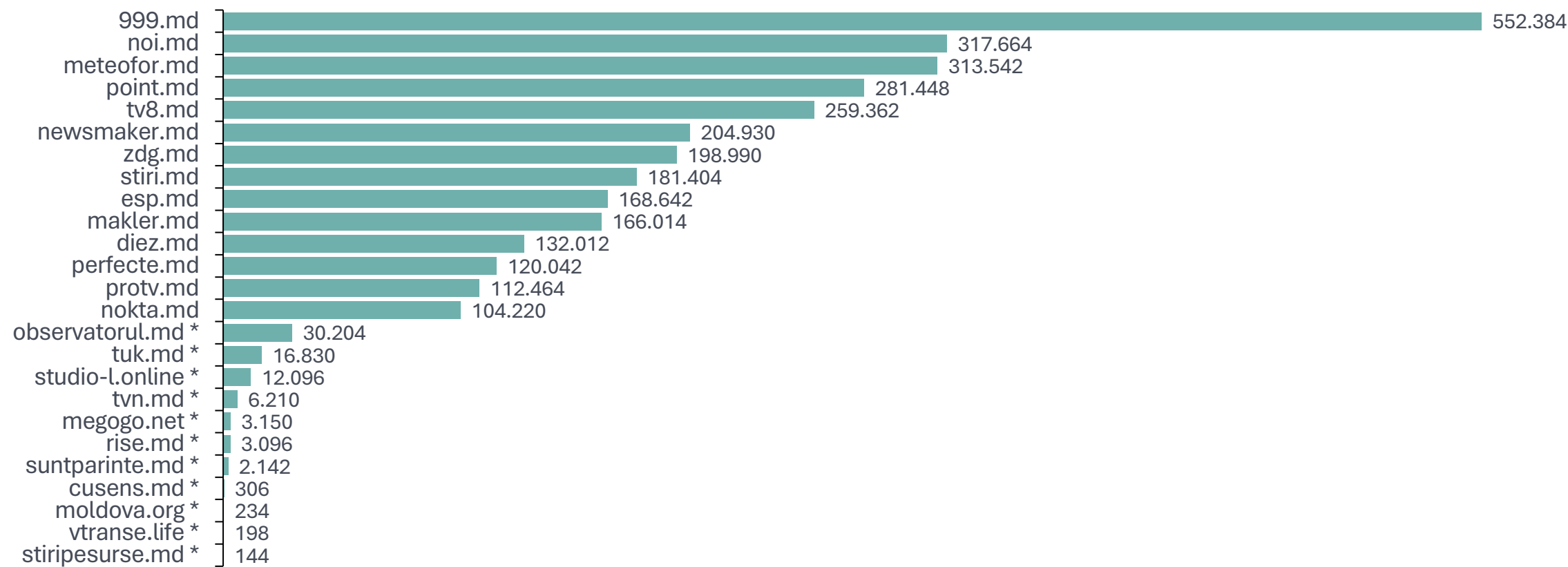
Audienta online agregata - august 2026



Datele insumeaza 25 site-uri din panelul gemiusAudience Moldova in august 2026. Timpul mediu petrecut per utilizator este de 50m 26s. Cifrele reflecta traficul agregat masurat pe toate site-urile auditate.

Top site-uri

Clasament dupa utilizatori reali - august 2026

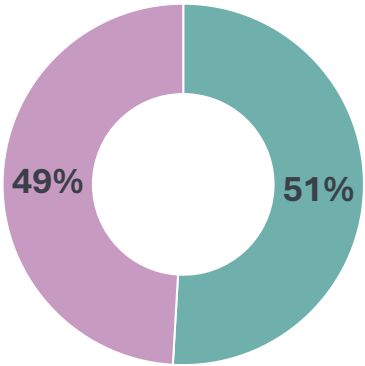


Cifrele indica utilizatorii reali din august 2026. Asterisc (*) = esantion sub pragul statistic gemiusAudience (11 site-uri).

Gen

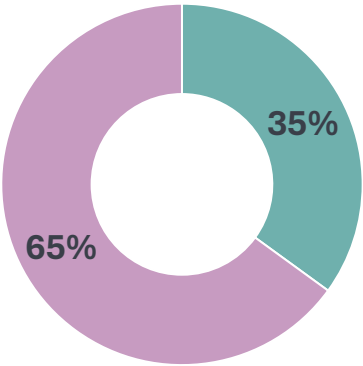
Compozitia agregata - august 2026

Audienta
% din utilizatori unici



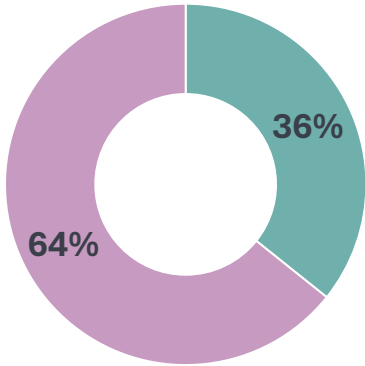
Feminin: 50,9% - Masculin: 49,1%

Timp petrecut
% din timp total



Feminin: 35,0% - Masculin: 65,0%

Afisari (page views)
% din page views totale

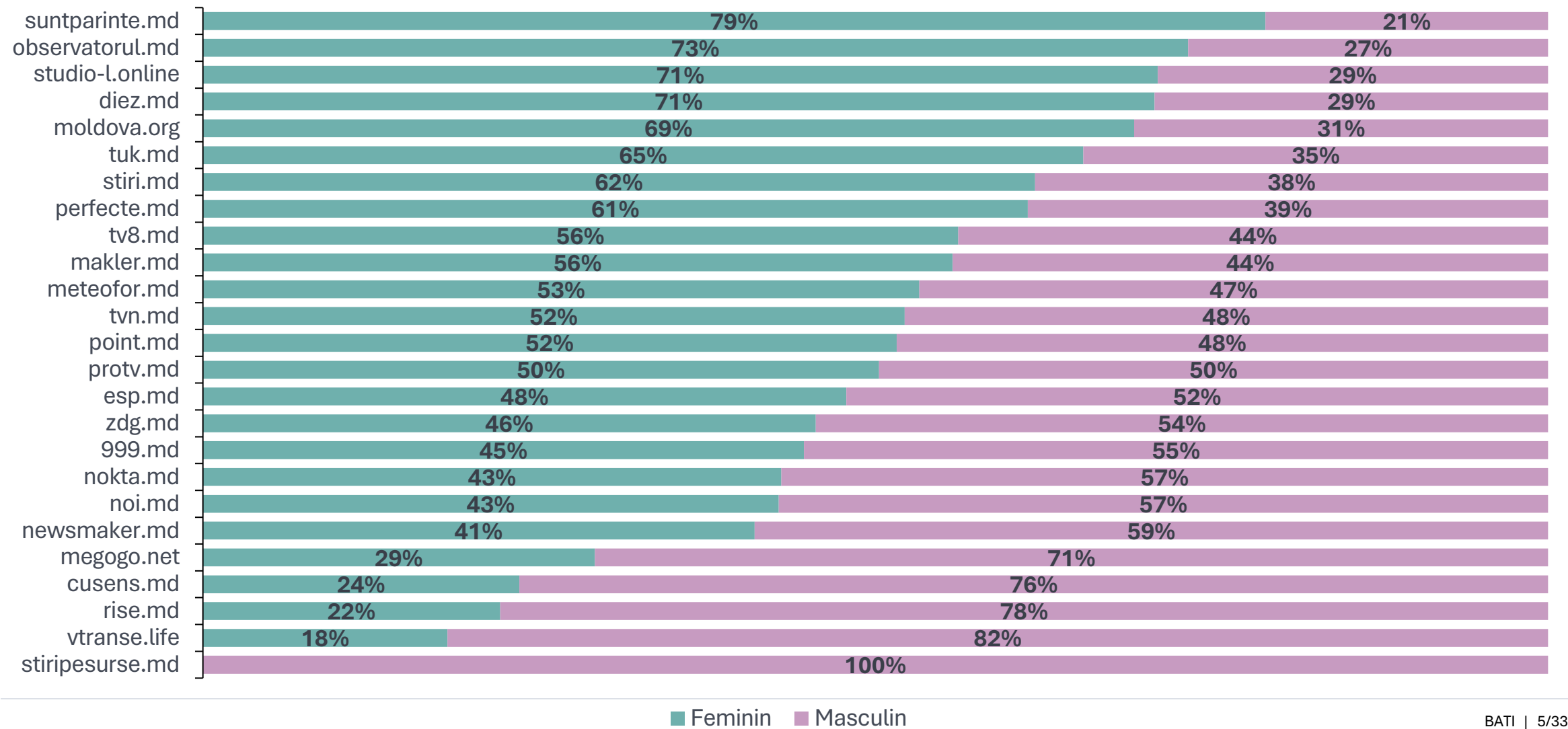


Feminin: 35,7% - Masculin: 64,3%

Procentele indica compozitia agregata pentru toate site-urile auditate.

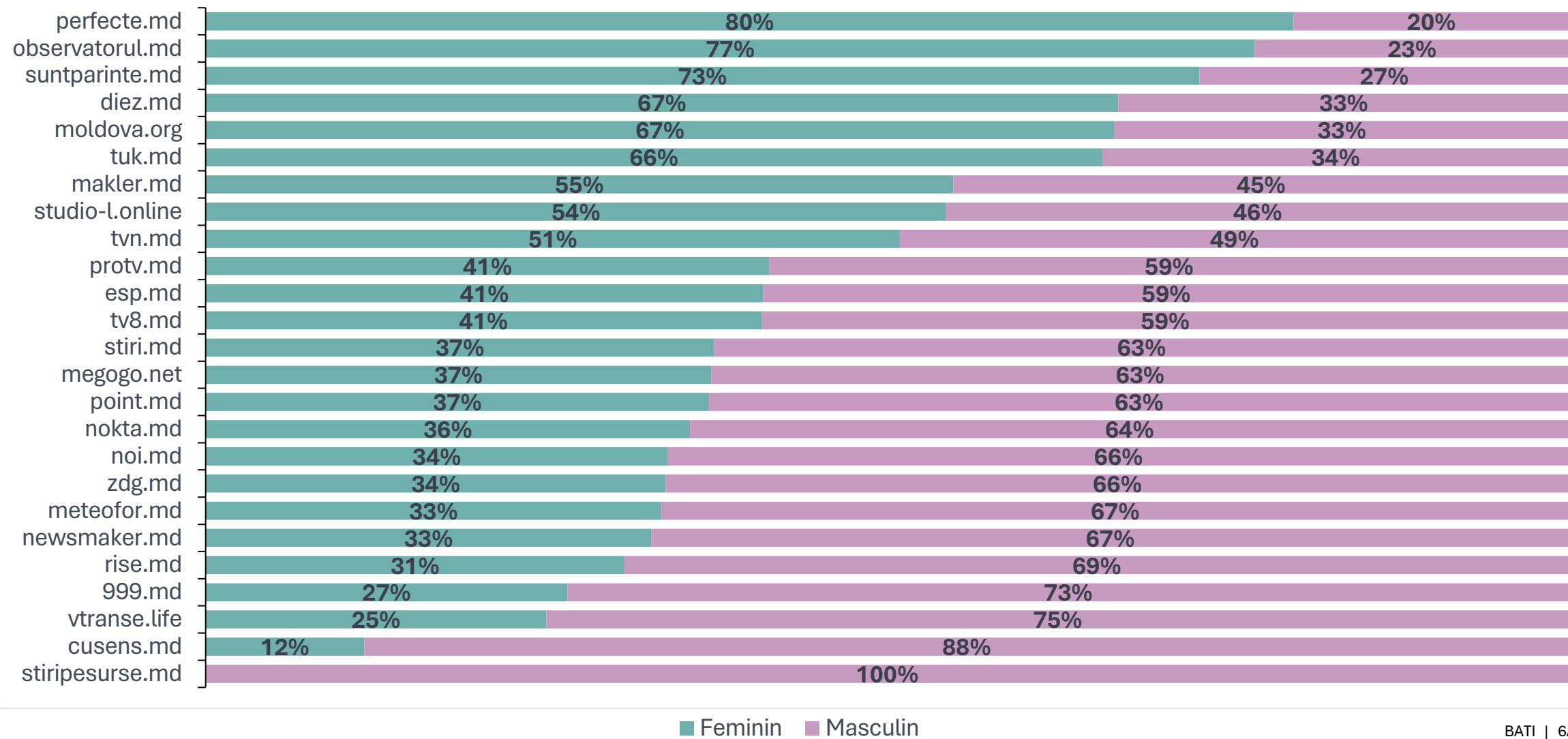
Gen

Compozitia audientei



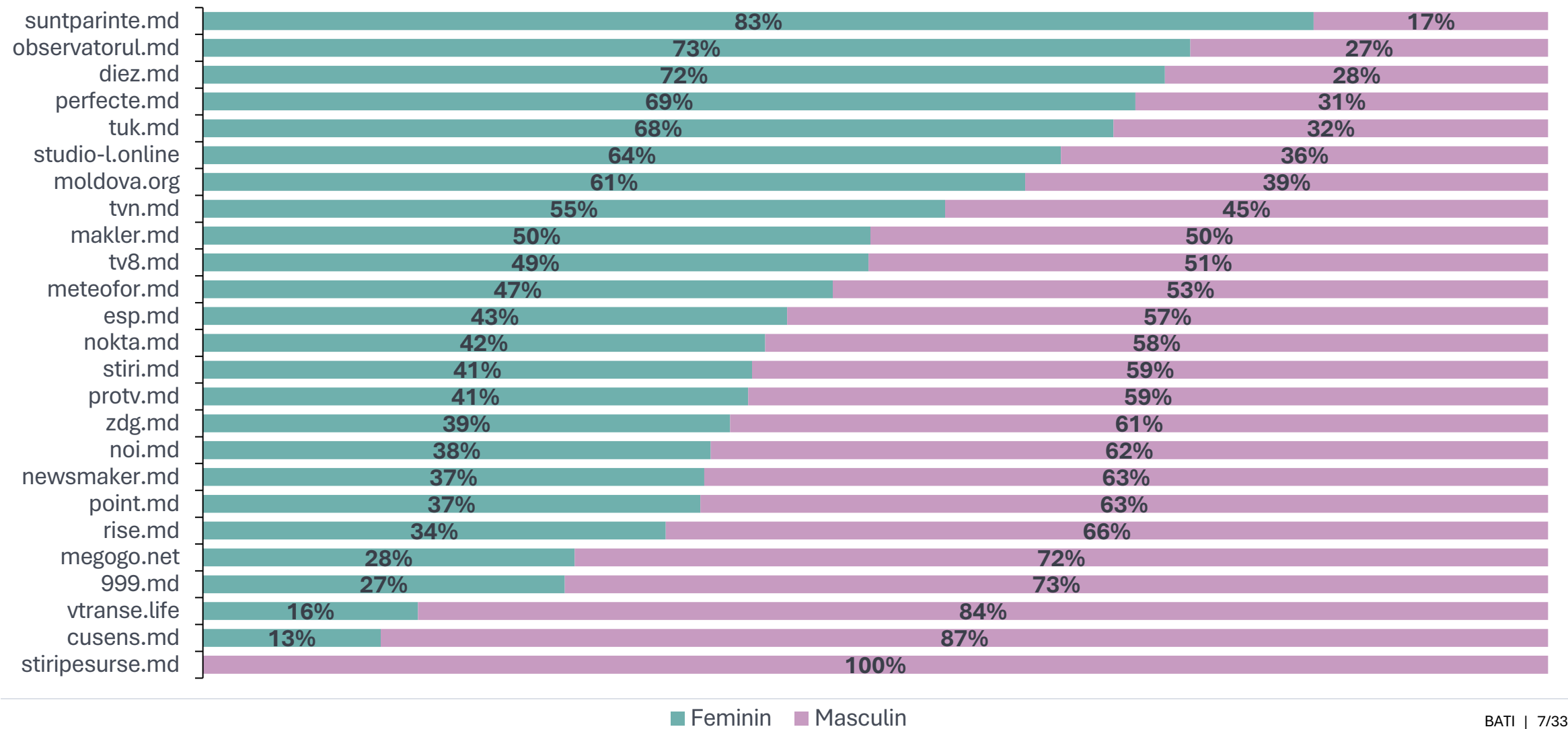
Gen

Compozitia timpului petrecut



Gen

Compozitia afisarilor

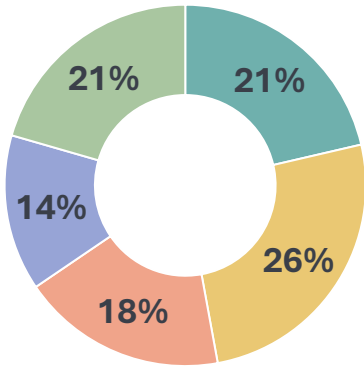


Varsta

Compozitia agregata - august 2026

Audienta

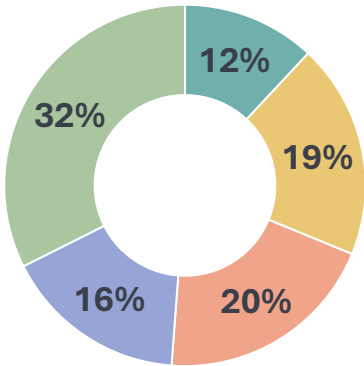
% din utilizatori unici



15-24: 21,4% - 25-34: 25,7% - 35-44: 18,4%
45-54: 14,0% - 55+: 20,5%

Timp petrecut

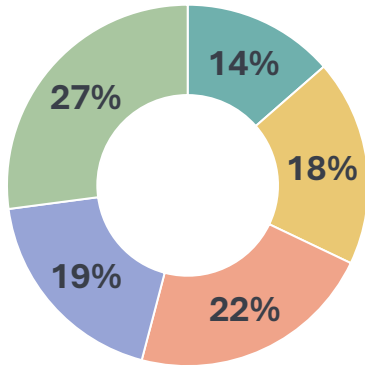
% din timp total



15-24: 12,0% - 25-34: 19,3% - 35-44: 20,0%
45-54: 16,4% - 55+: 32,4%

Afisari (page views)

% din page views totale

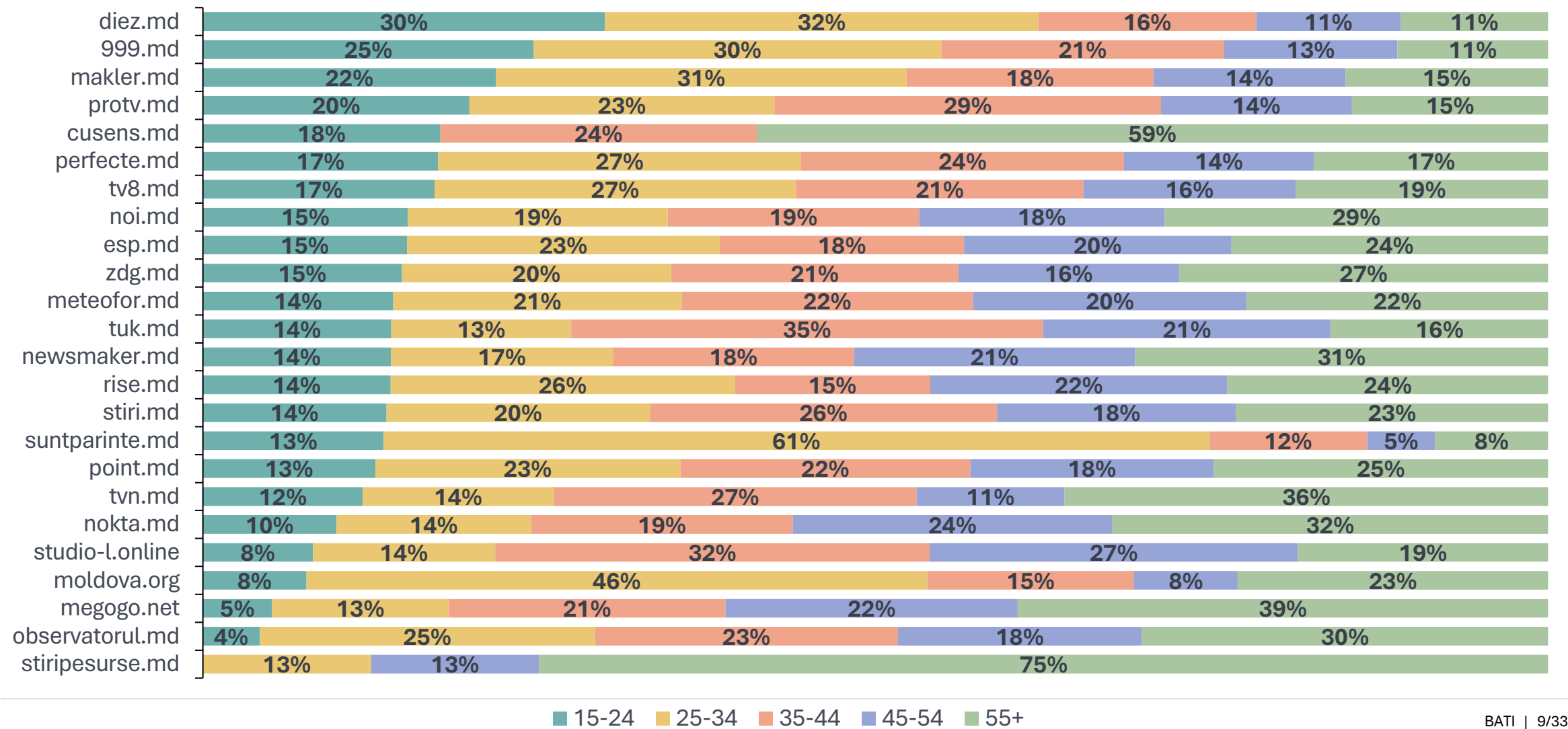


15-24: 13,6% - 25-34: 18,5% - 35-44: 22,0%
45-54: 18,8% - 55+: 27,1%

Procentele indica compozitia agregata pentru toate site-urile auditate.

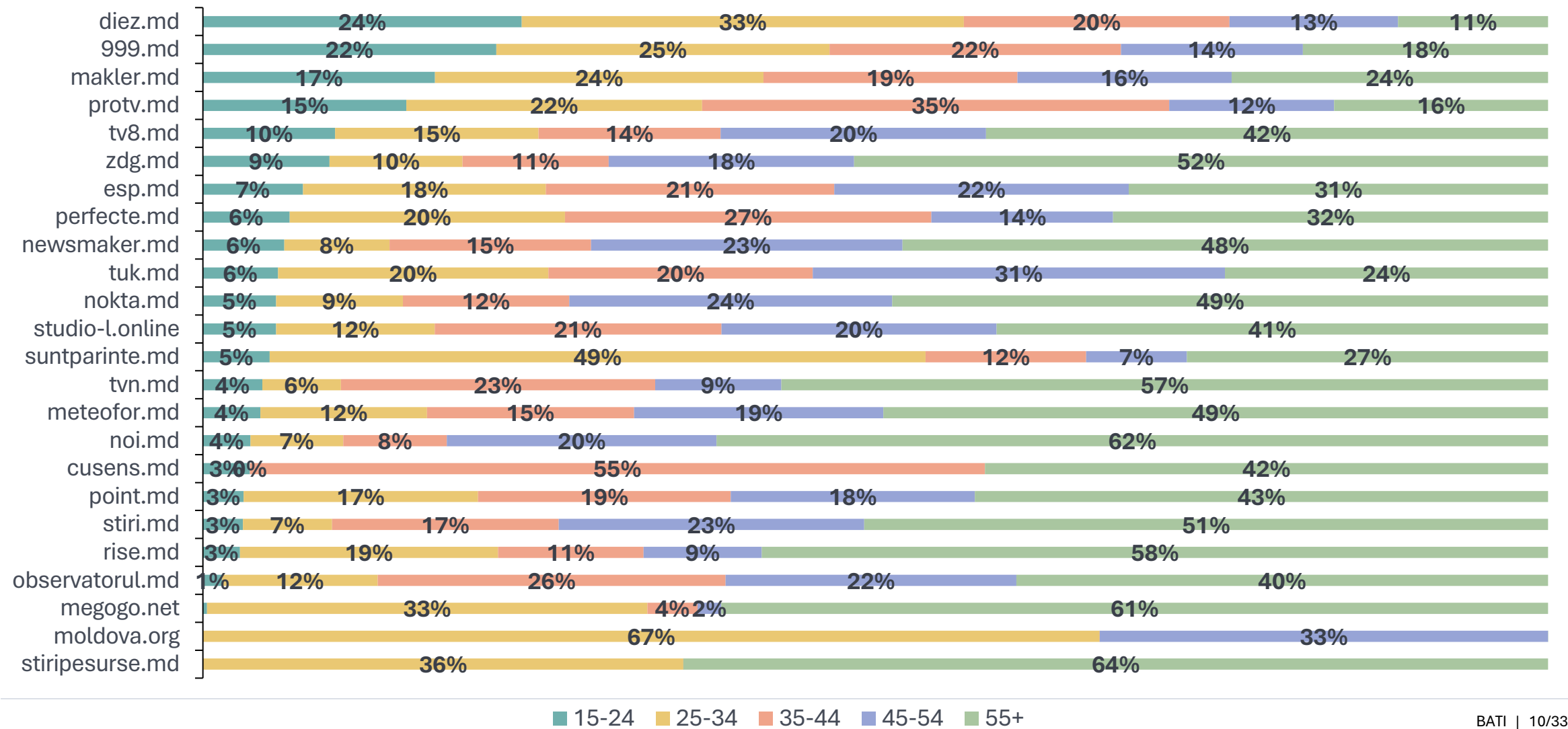
Varsta

Compozitia audientei



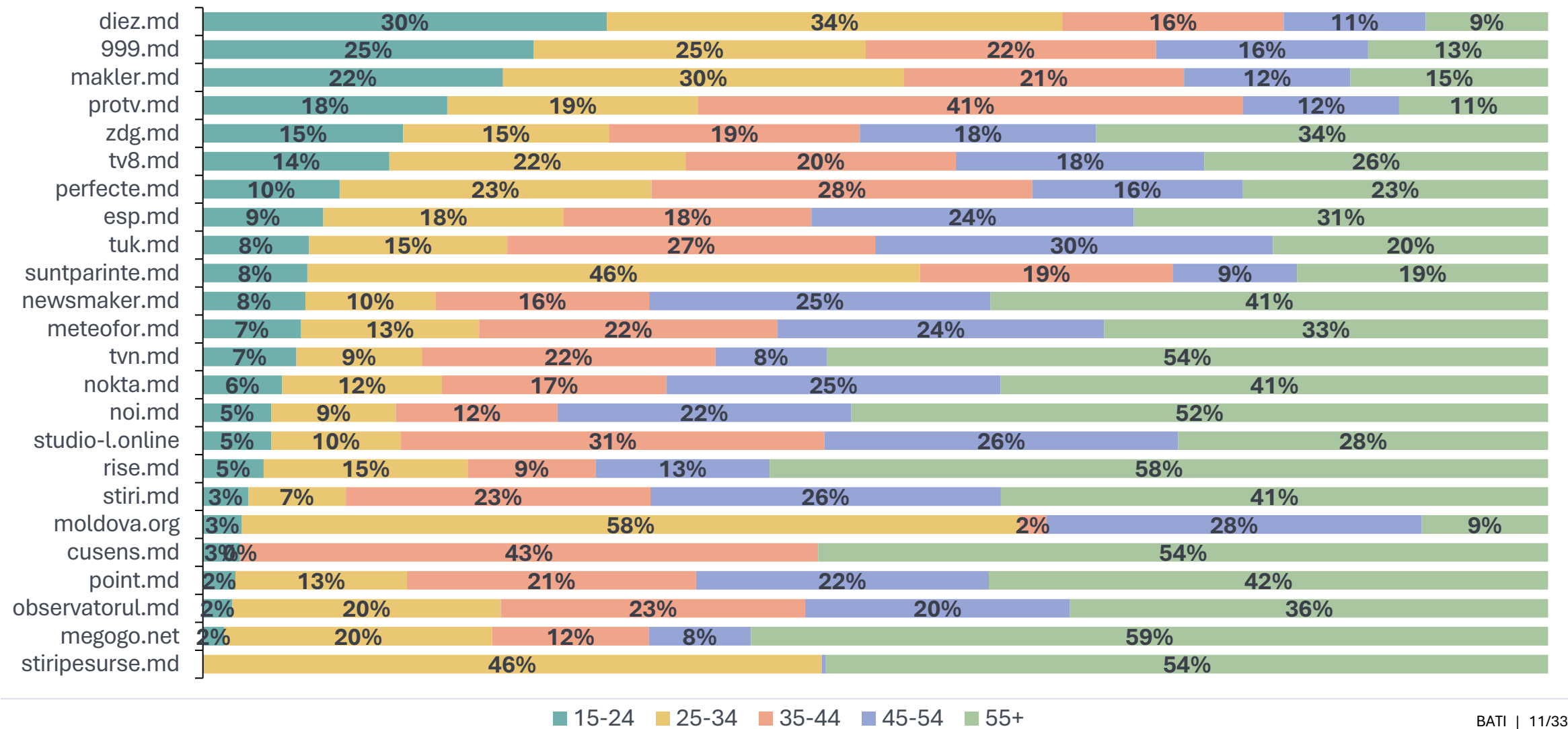
Varsta

Compozitia timpului petrecut



Varsta

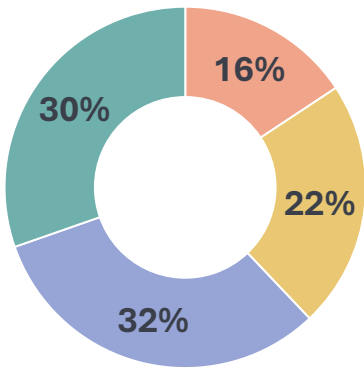
Compozitia afisarilor



Educatie

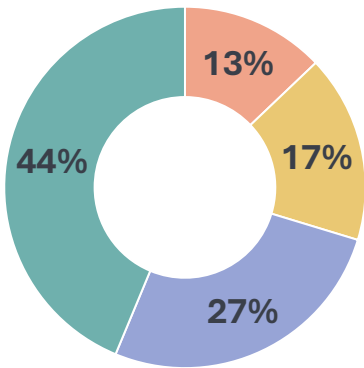
Compozitia agregata - august 2026

Audienta
% din utilizatori unici



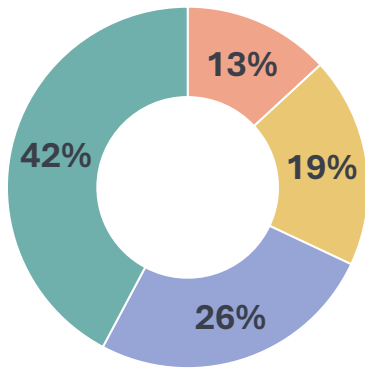
Primar: 15,7% - Profesional: 22,2%
Liceu / Colegiu: 31,7% - Superior: 30,3%

Timp petrecut
% din timp total



Primar: 12,9% - Profesional: 16,8%
Liceu / Colegiu: 26,6% - Superior: 43,7%

Afisari (page views)
% din page views totale

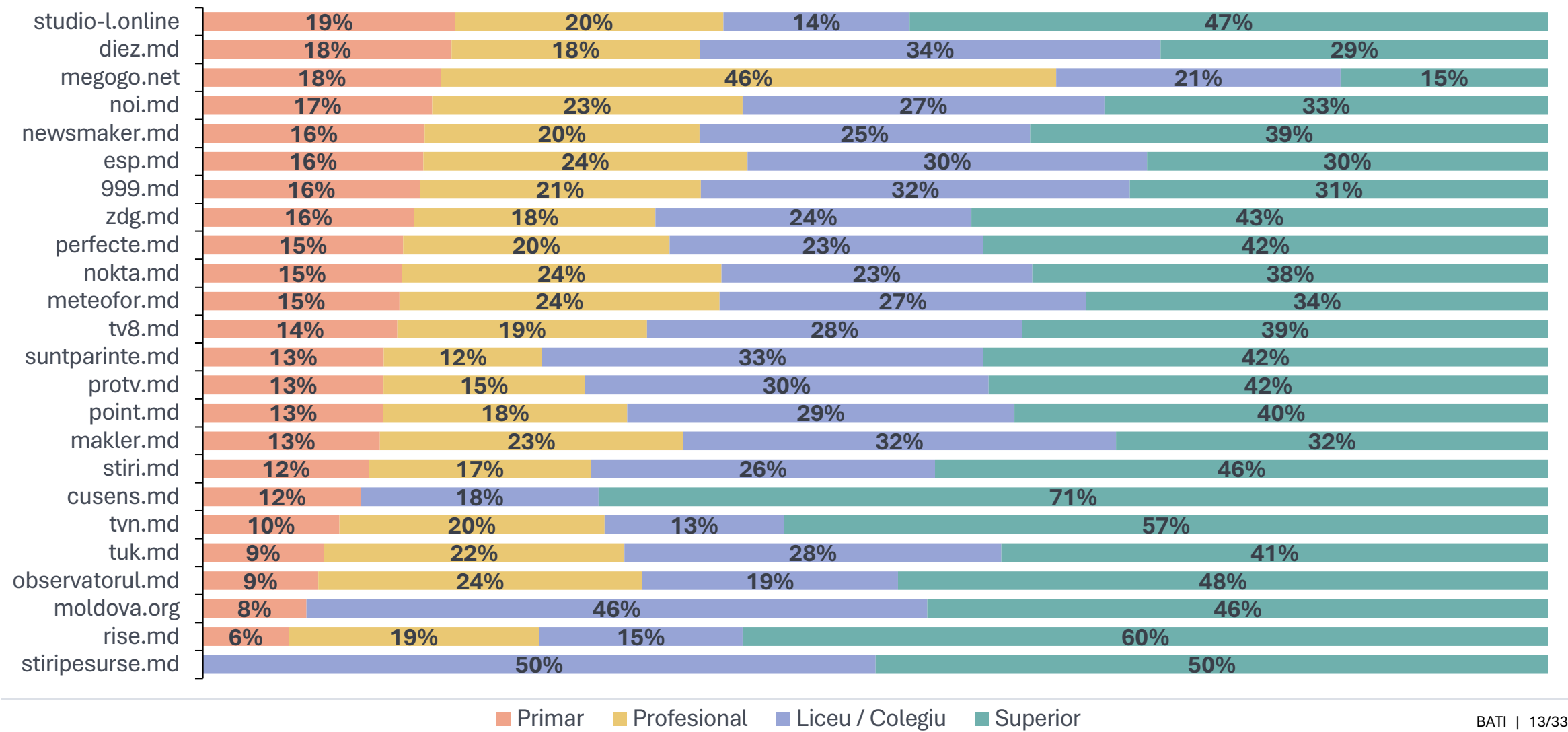


Primar: 13,1% - Profesional: 18,9%
Liceu / Colegiu: 25,8% - Superior: 42,2%

Procentele indica compozitia agregata pentru toate site-urile auditate.

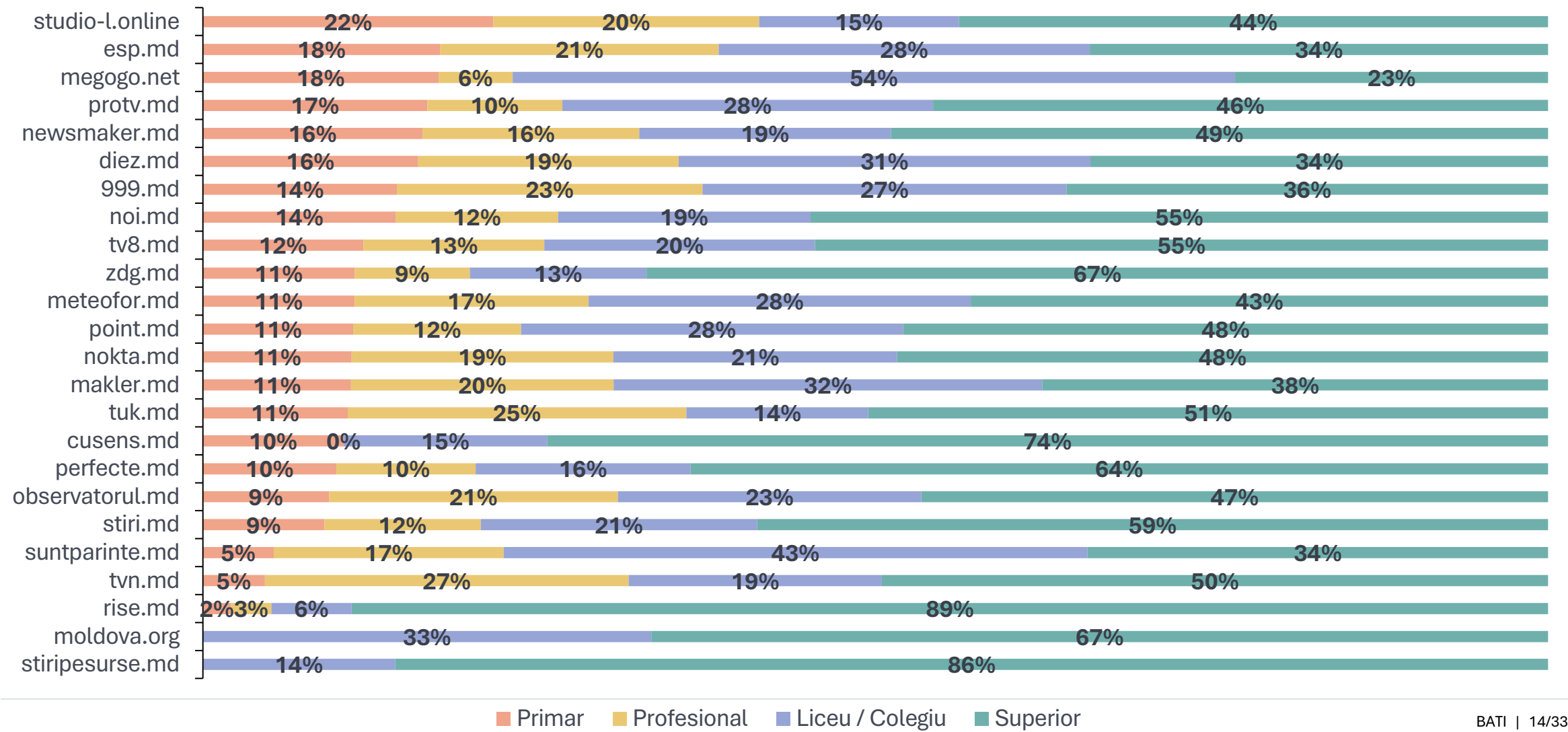
Educatie

Compozitia audientei



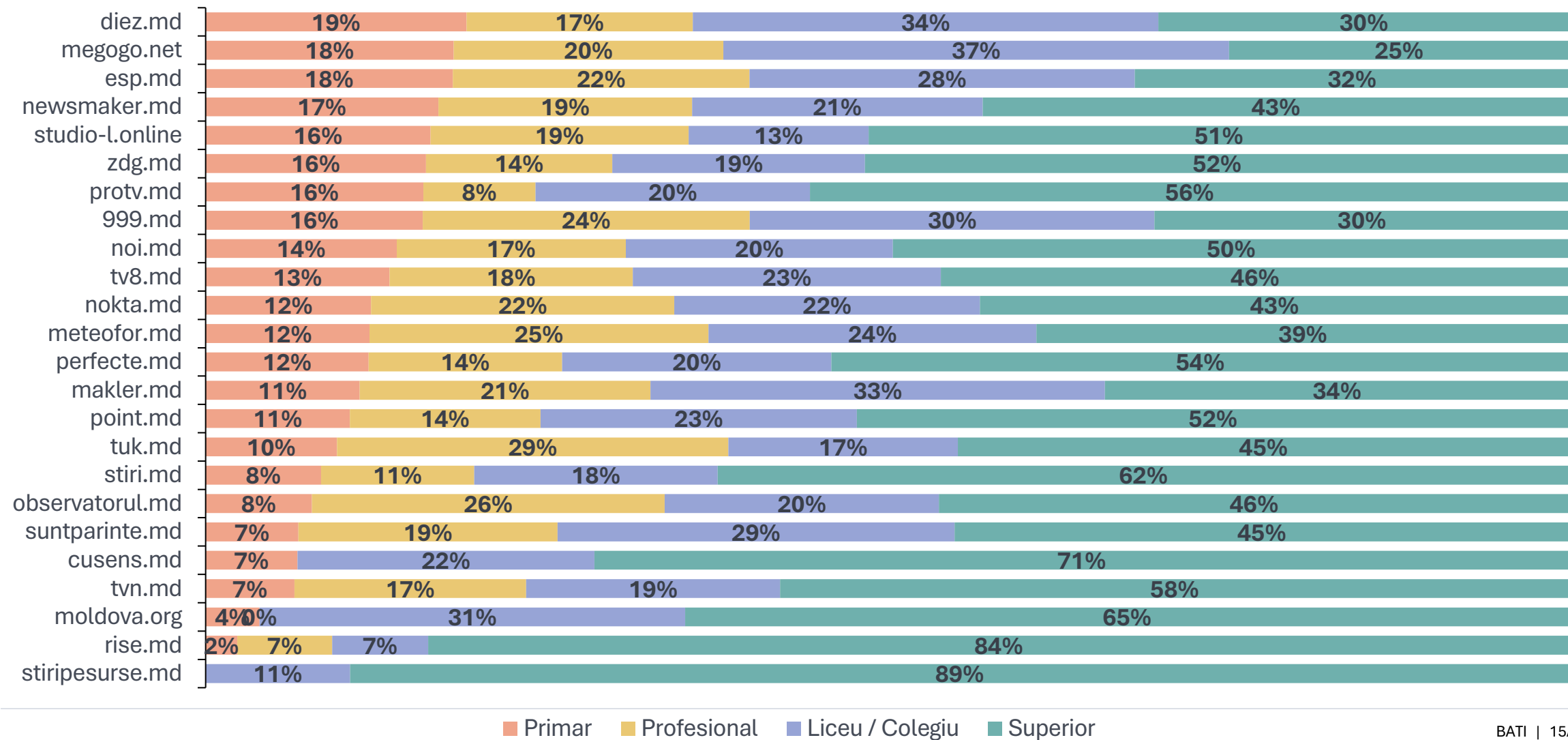
Educatie

Compozitia timpului petrecut



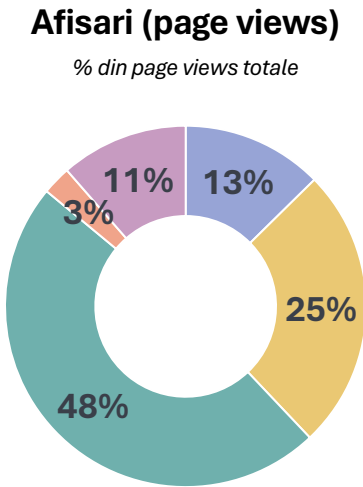
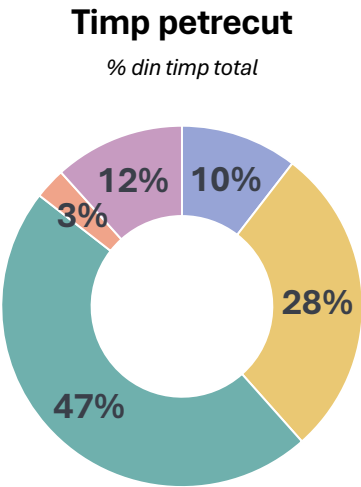
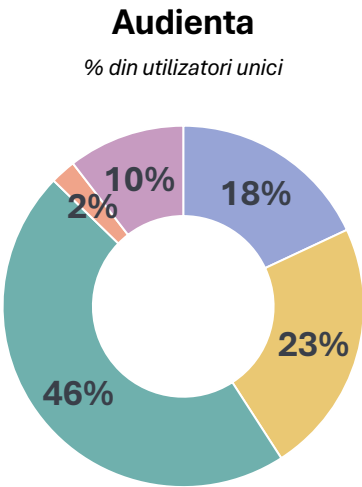
Educatie

Compozitia afisarilor



Ocupatie

Compozitia agregata - august 2026



Elev / Student: 18,0% - Pensionar / Somer / Casnic: 22,8% - Specialist / Tehnic: 46,4%
Manager mediu: 2,3% - Proprietar / Director: 10,5%

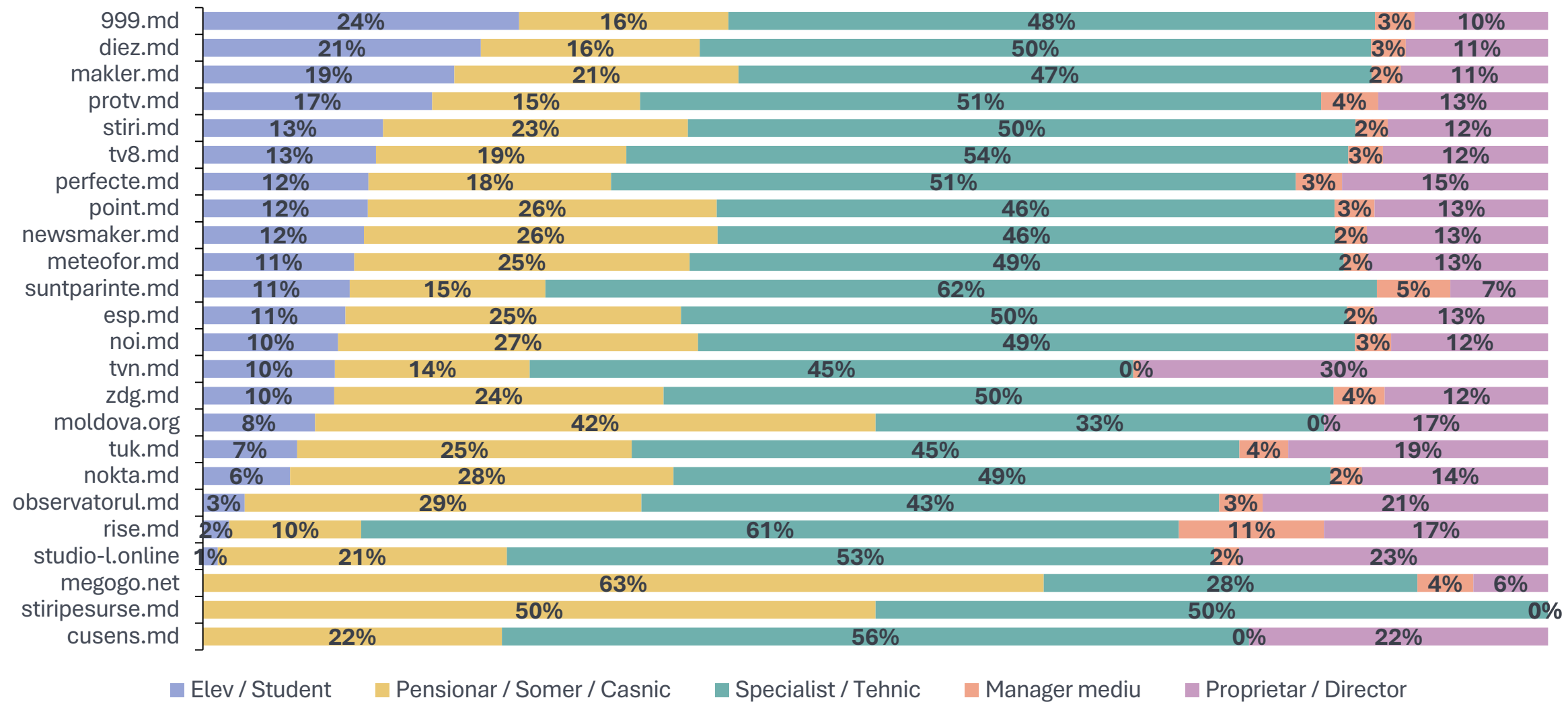
Elev / Student: 10,5% - Pensionar / Somer / Casnic: 28,0% - Specialist / Tehnic: 47,1%
Manager mediu: 2,8% - Proprietar / Director: 11,7%

Elev / Student: 12,6% - Pensionar / Somer / Casnic: 25,3% - Specialist / Tehnic: 48,1%
Manager mediu: 2,6% - Proprietar / Director: 11,4%

Procentele indica compozitia agregata pentru toate site-urile auditate.

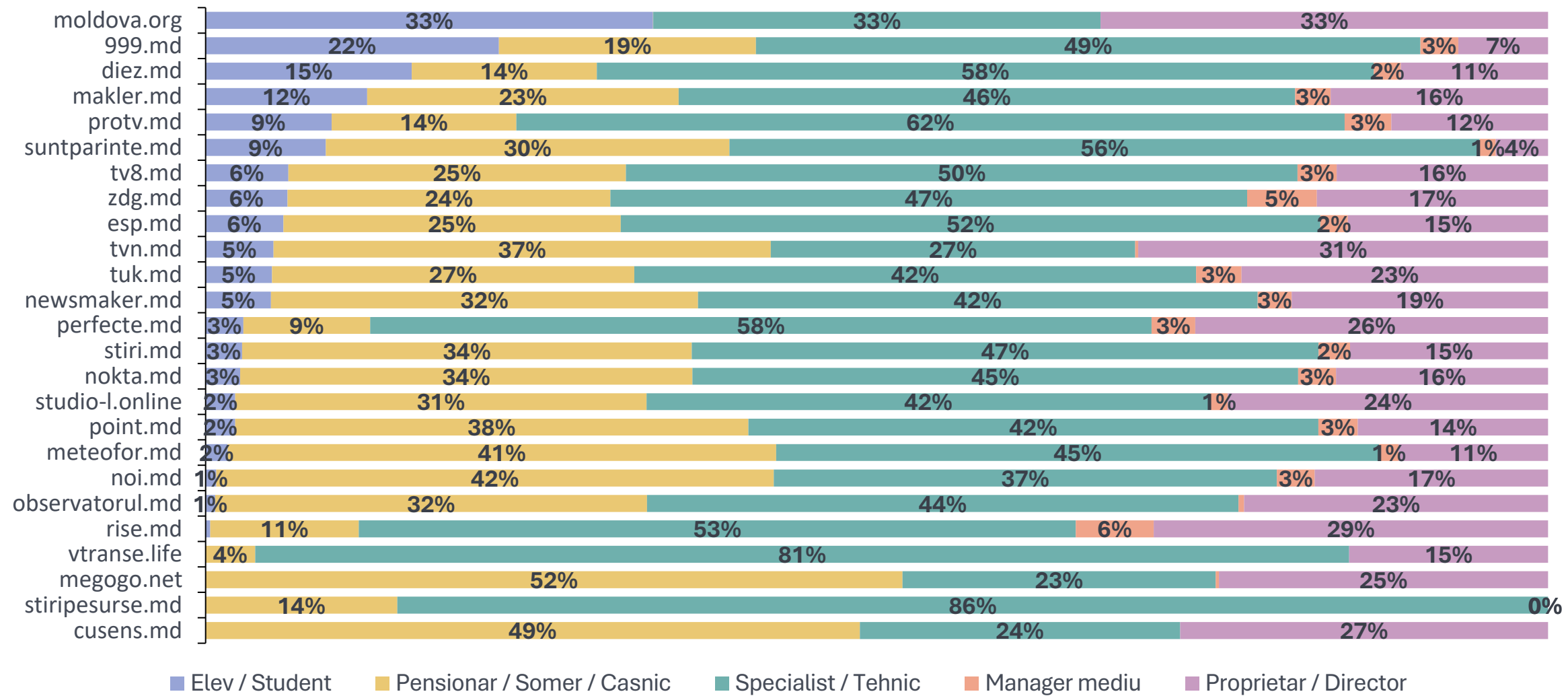
Ocupatie

Compozitia audientei



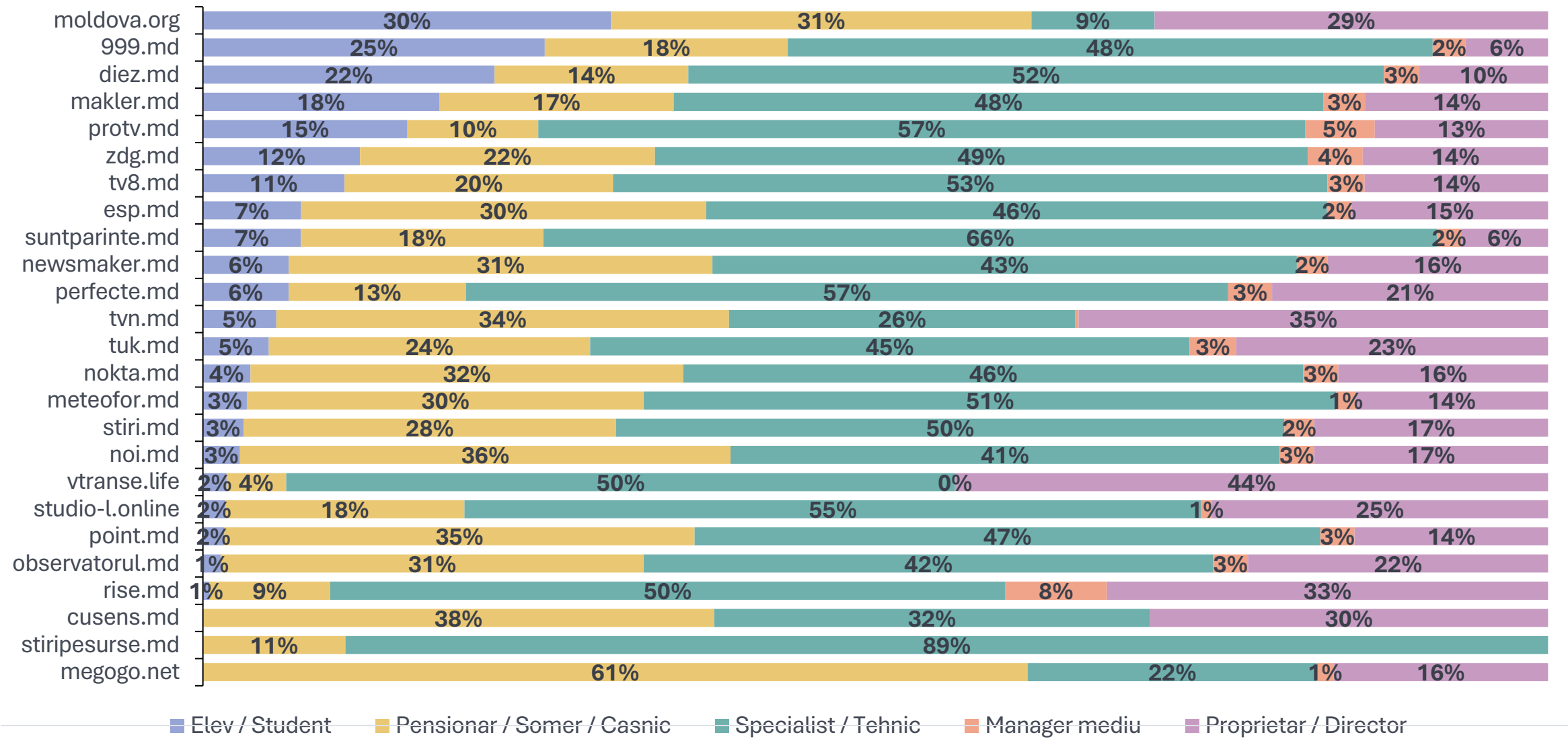
Ocupatie

Compozitia timpului petrecut



Ocupatie

Compozitia afisarilor

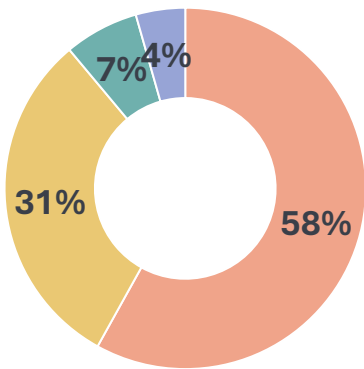


Venit

Compozitia agregata - august 2026

Audienta

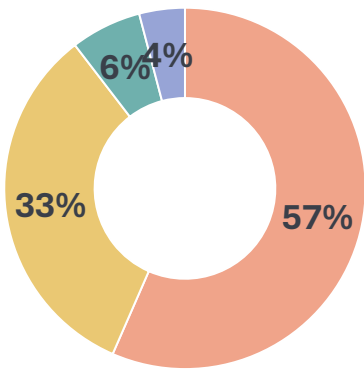
% din utilizatori unici



<8K lei: 58,1% - 8-16K lei: 30,9%
16-30K lei: 6,7% - >30K lei: 4,4%

Timp petrecut

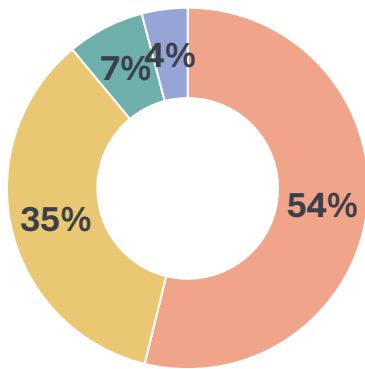
% din timp total



<8K lei: 56,6% - 8-16K lei: 33,0%
16-30K lei: 6,3% - >30K lei: 4,1%

Afisari (page views)

% din page views totale

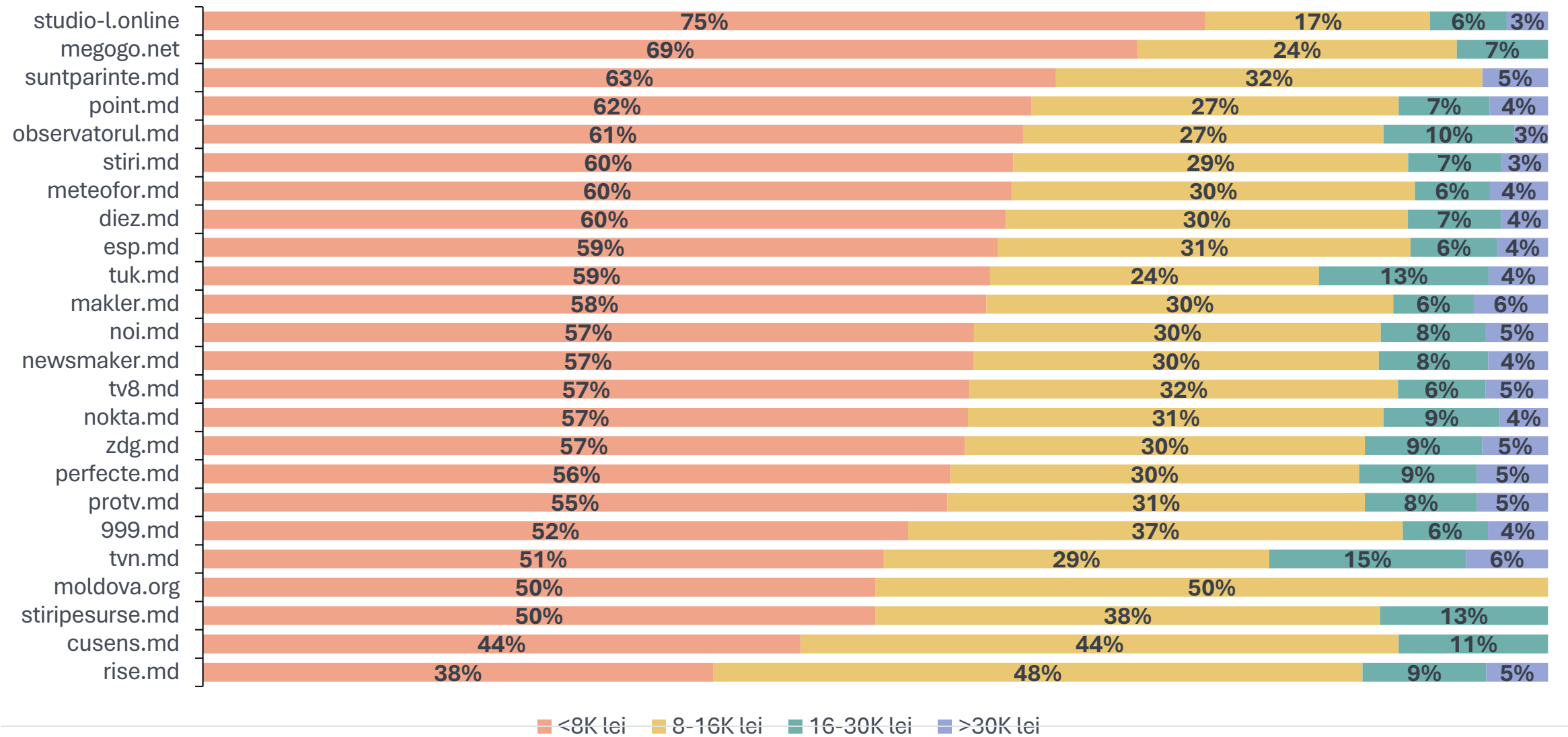


<8K lei: 53,8% - 8-16K lei: 35,1%
16-30K lei: 6,9% - >30K lei: 4,1%

Procentele indica compozitia agregata pentru toate site-urile auditate.

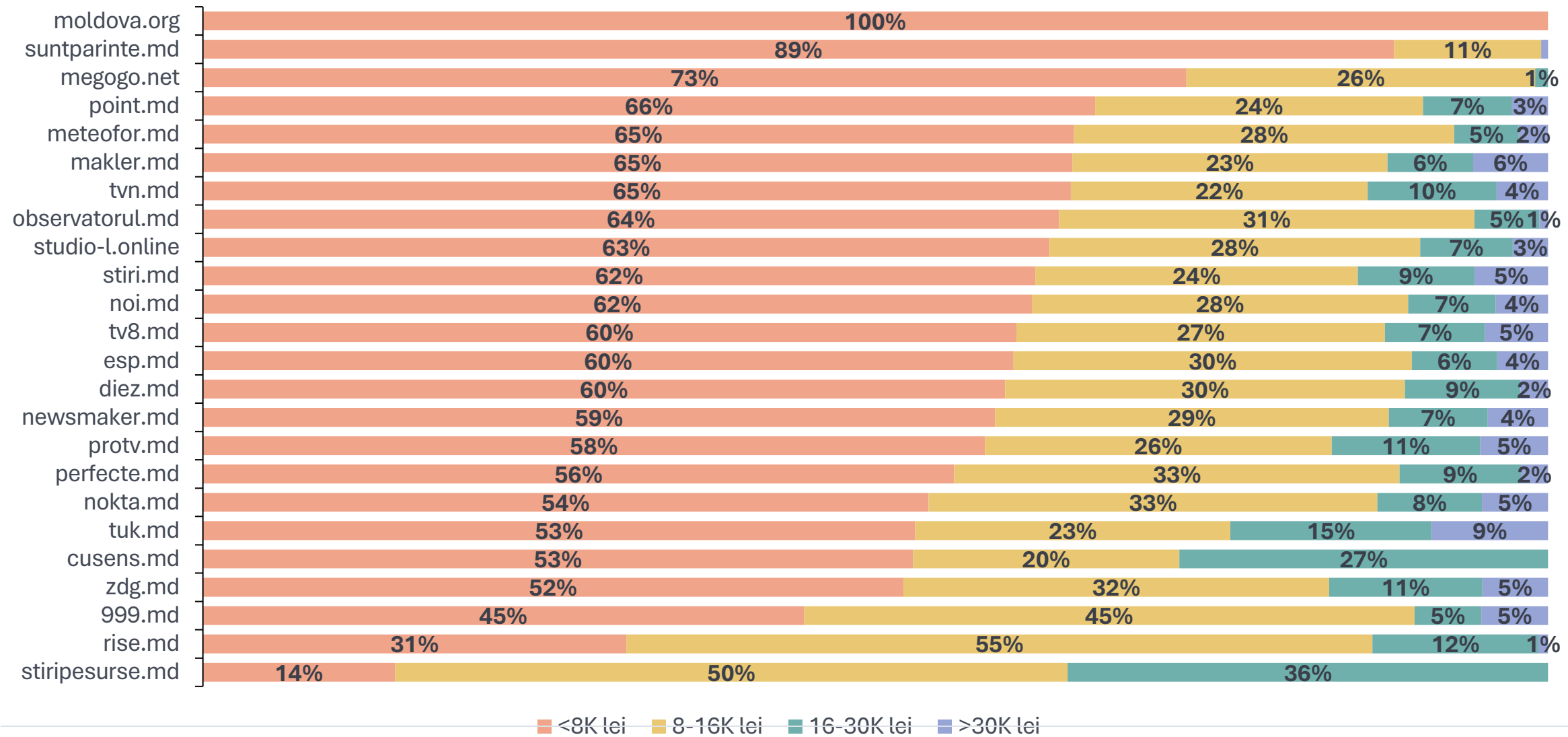
Venit

Compozitia audientei



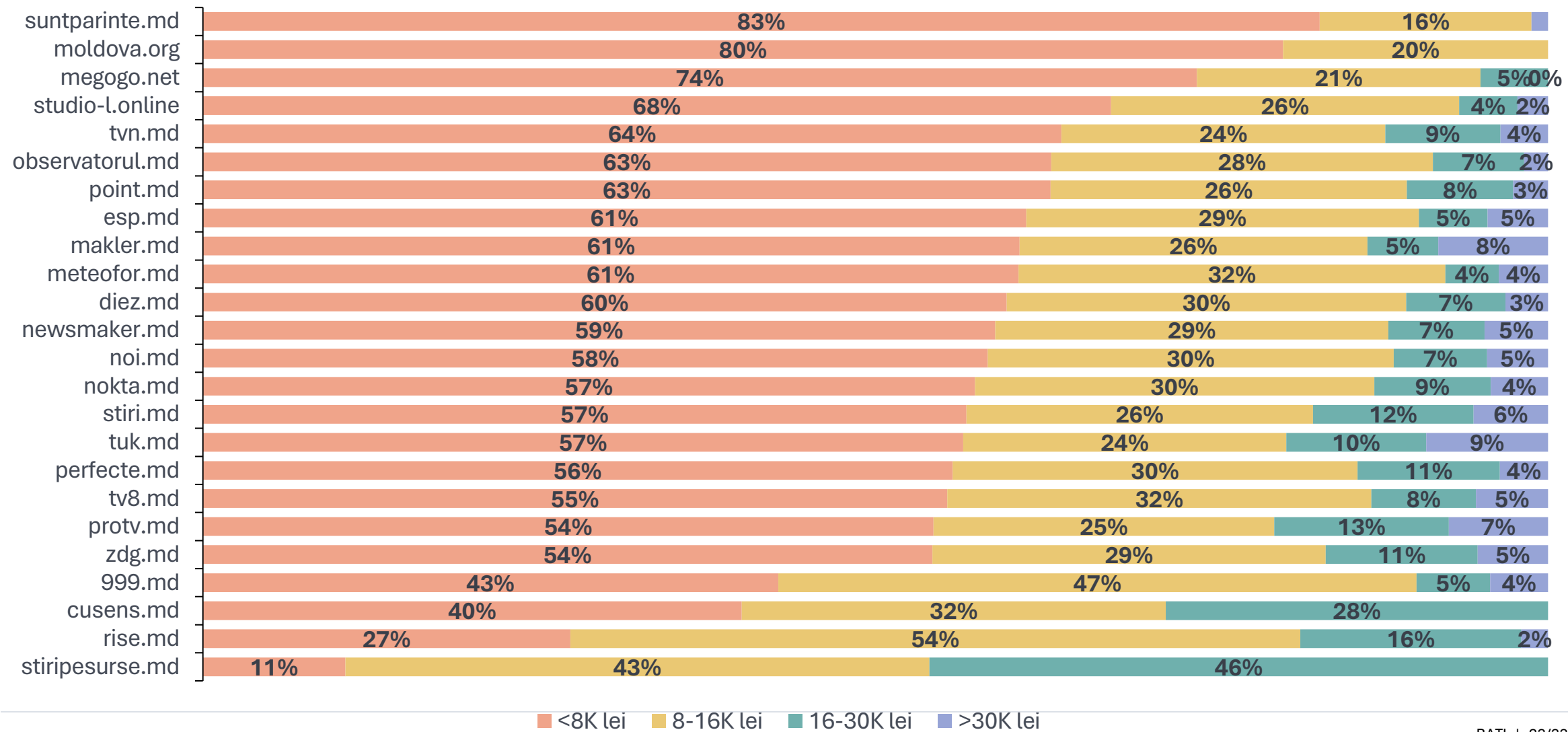
Venit

Compozitia timpului petrecut



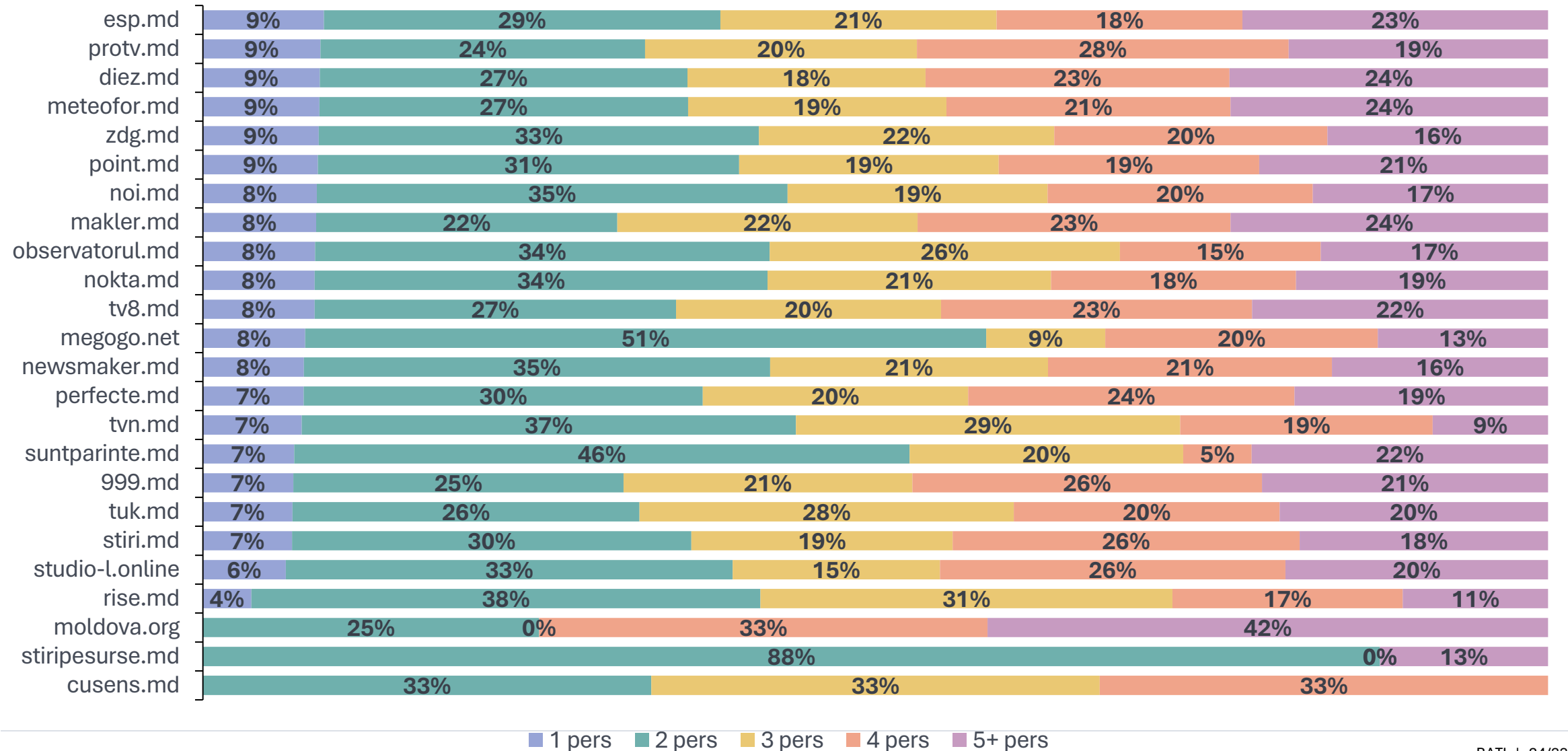
Venit

Compozitia afisarilor



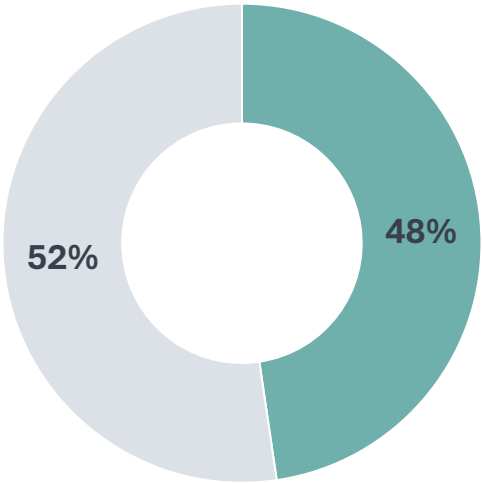
Marimea gospodariei

Compozitia audientei



Copii in familie

Compozitia agregata - august 2026



Cu copii <15 ani: 47,7% - Fara copii: 52,3%

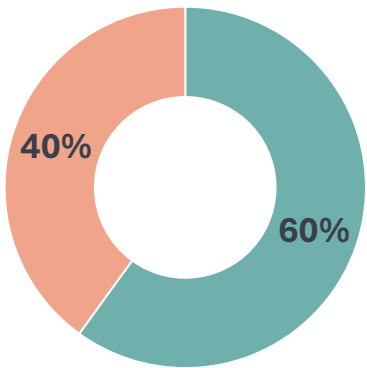
Schema raportare Copii in familie: dihotomie cu/fara copii < 15 ani. Procentele indica compozitia agregata pentru toate site-urile auditate.

Urban / Rural

Compozitia agregata - august 2026

Audienta

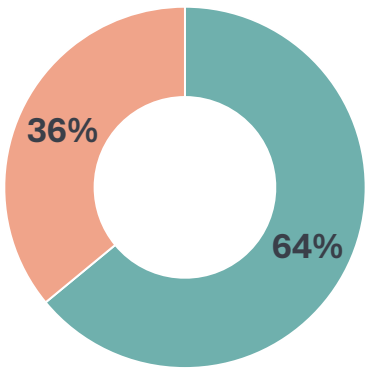
% din utilizatori unici



Urban: 60,0% - Rural: 40,0%

Timp petrecut

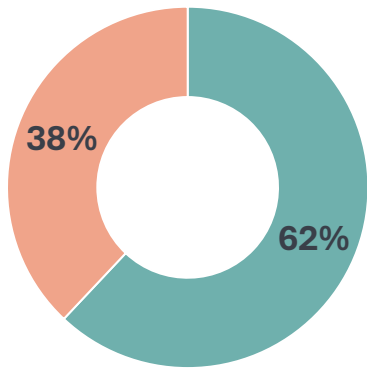
% din timp total



Urban: 64,0% - Rural: 36,0%

Afisari (page views)

% din page views totale

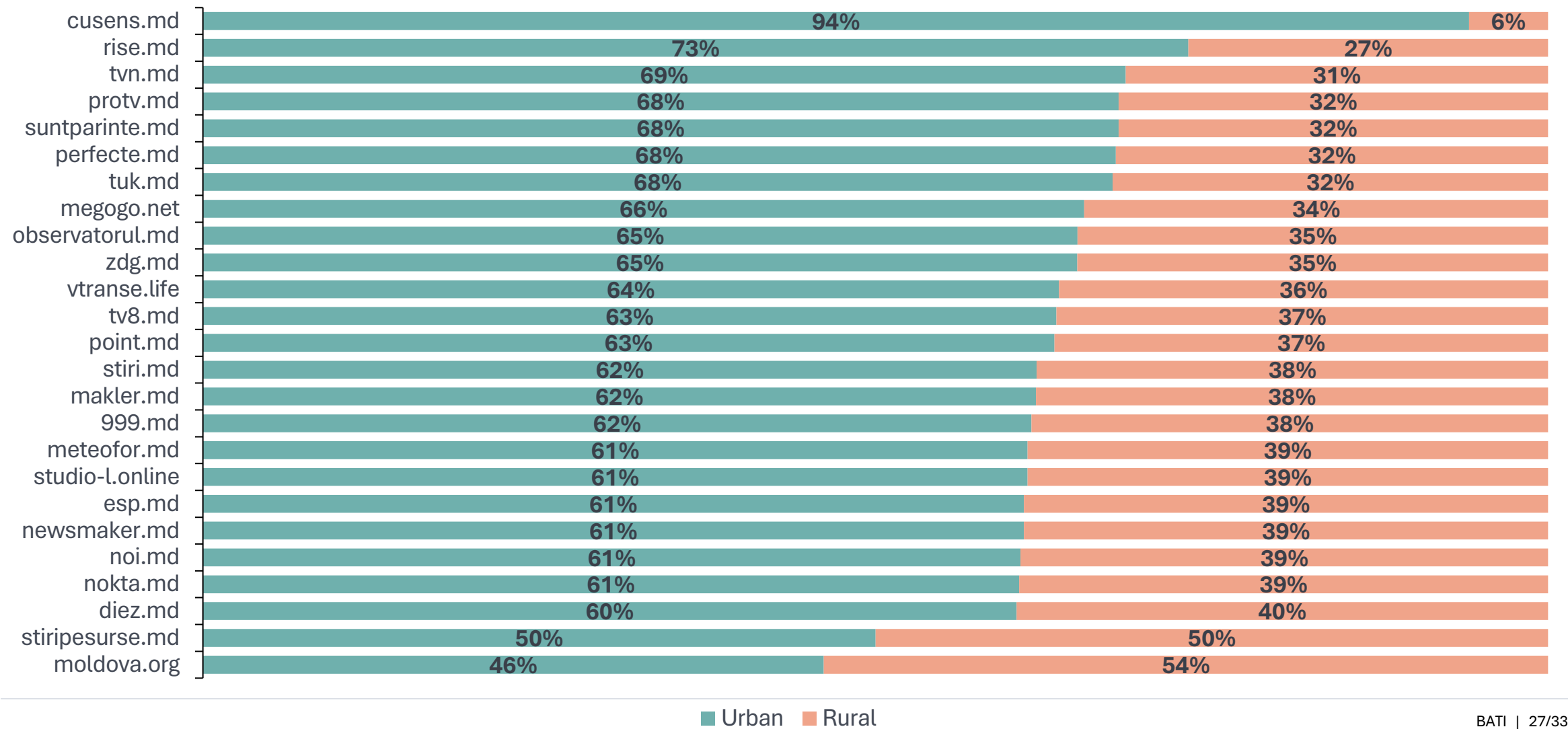


Urban: 62,0% - Rural: 38,0%

Procentele indica compozitia agregata pentru toate site-urile auditate.

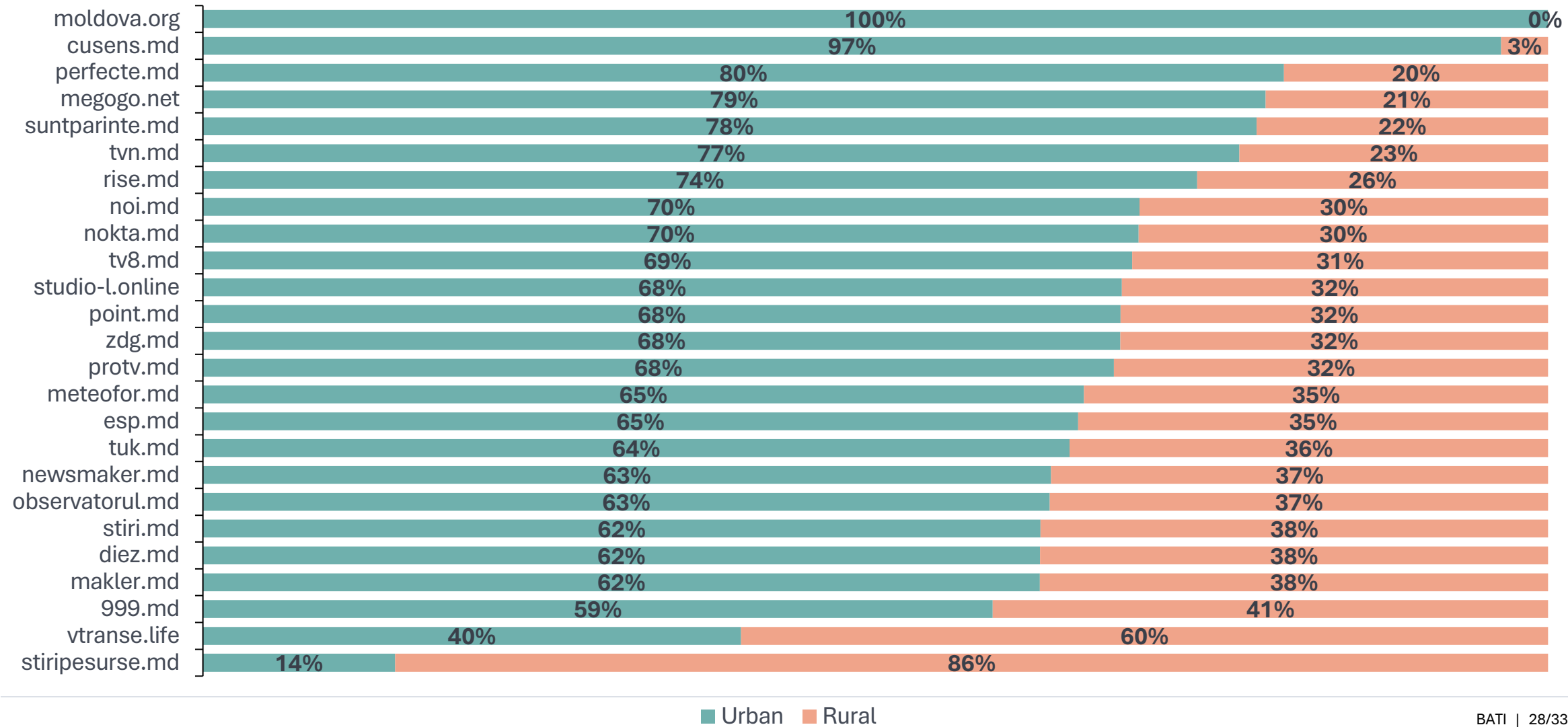
Urban / Rural

Compozitia audientei



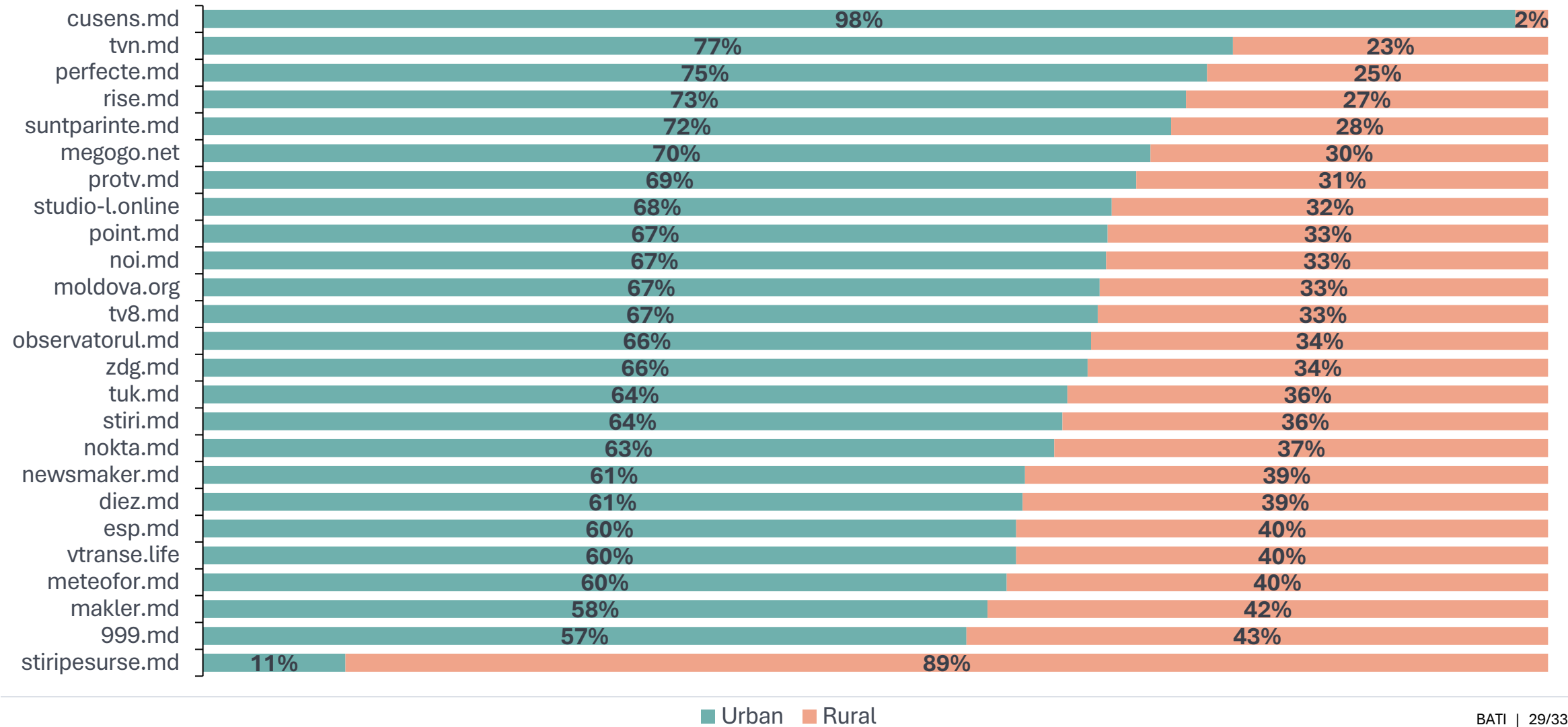
Urban / Rural

Compozitia timpului petrecut



Urban / Rural

Compozitia afisarilor

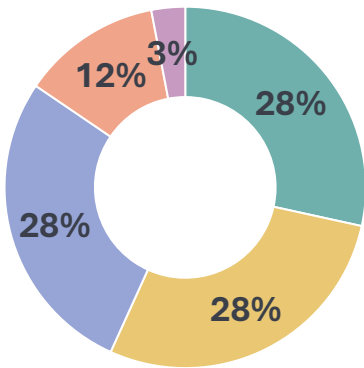


Regiuni

Compozitia agregata - august 2026

Audienta

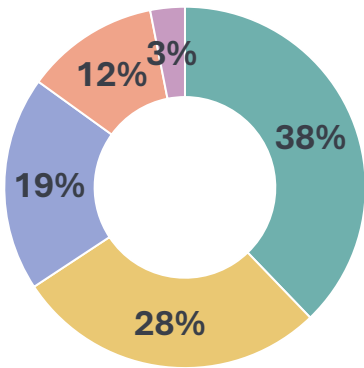
% din utilizatori unici



Chisinau: 28,4% - Nord: 28,3% - Centru: 27,7%
Sud: 12,5% - UTA Gagauzia: 3,0%

Timp petrecut

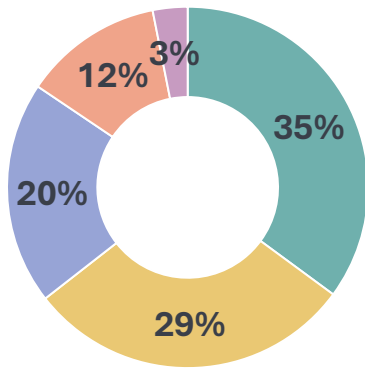
% din timp total



Chisinau: 37,8% - Nord: 27,9% - Centru: 19,2%
Sud: 12,0% - UTA Gagauzia: 3,1%

Afisari (page views)

% din page views totale

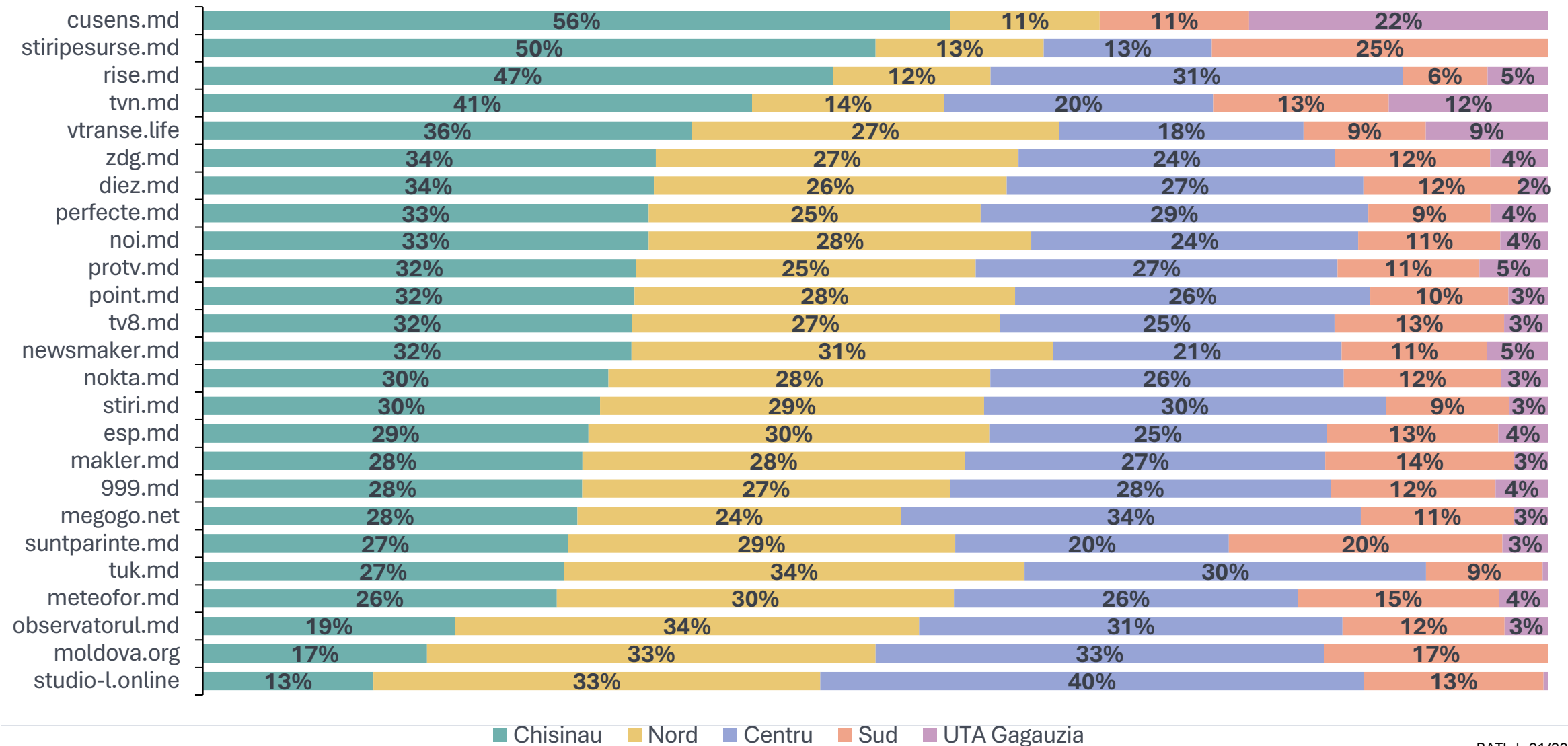


Chisinau: 35,1% - Nord: 29,4% - Centru: 20,0%
Sud: 12,5% - UTA Gagauzia: 3,1%

Procentele indica compozitia agregata pentru toate site-urile auditate.

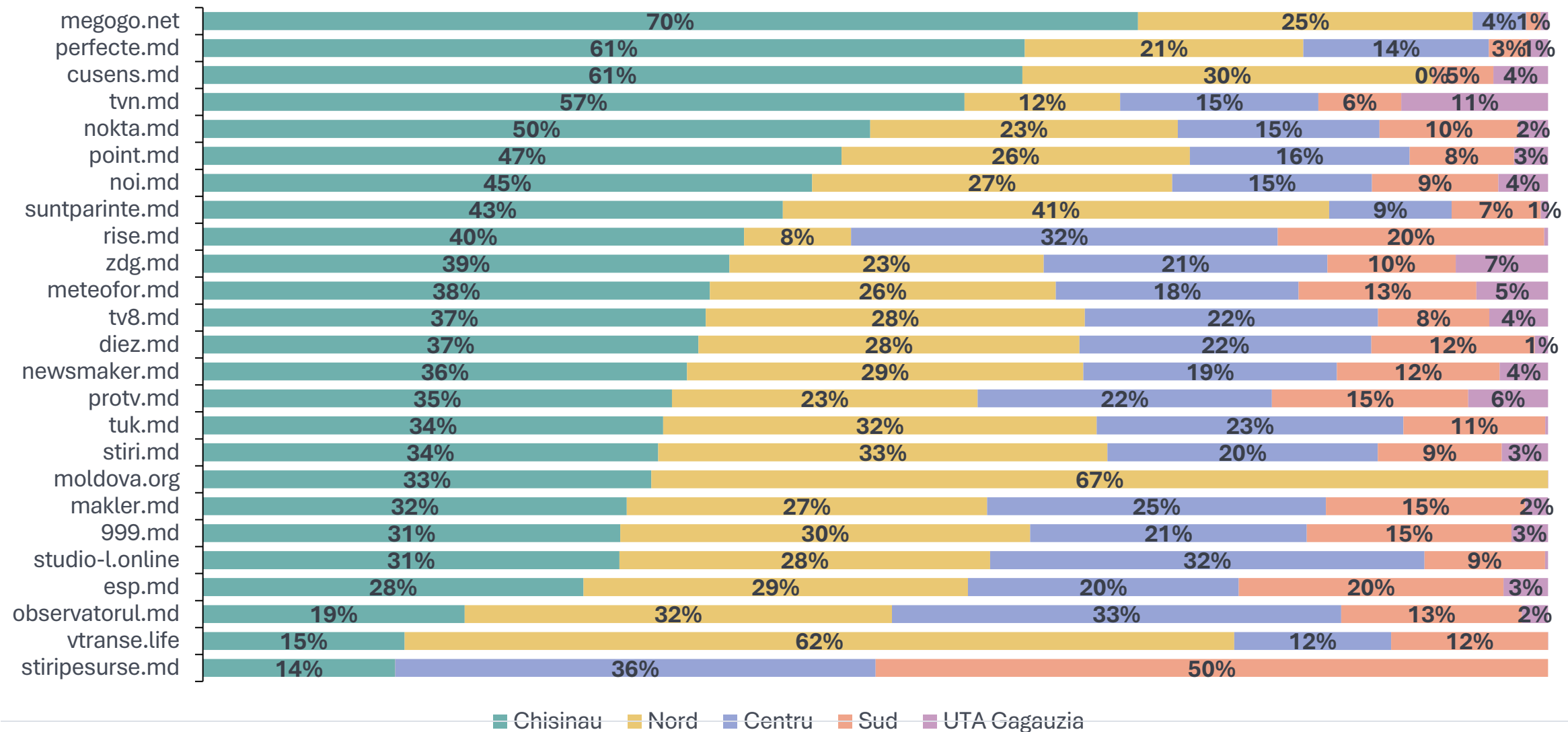
Regiuni

Compozitia audientei



Regiuni

Compozitia timpului petrecut



Regiuni

Compozitia afisarilor

