Octombrie 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 - octombrie 2026

1,44M

Utilizatori reali

audienta lunara unica

102,19M

Afisari

page views / luna

17,94M

Vizite

sesiuni / luna

48m 26s

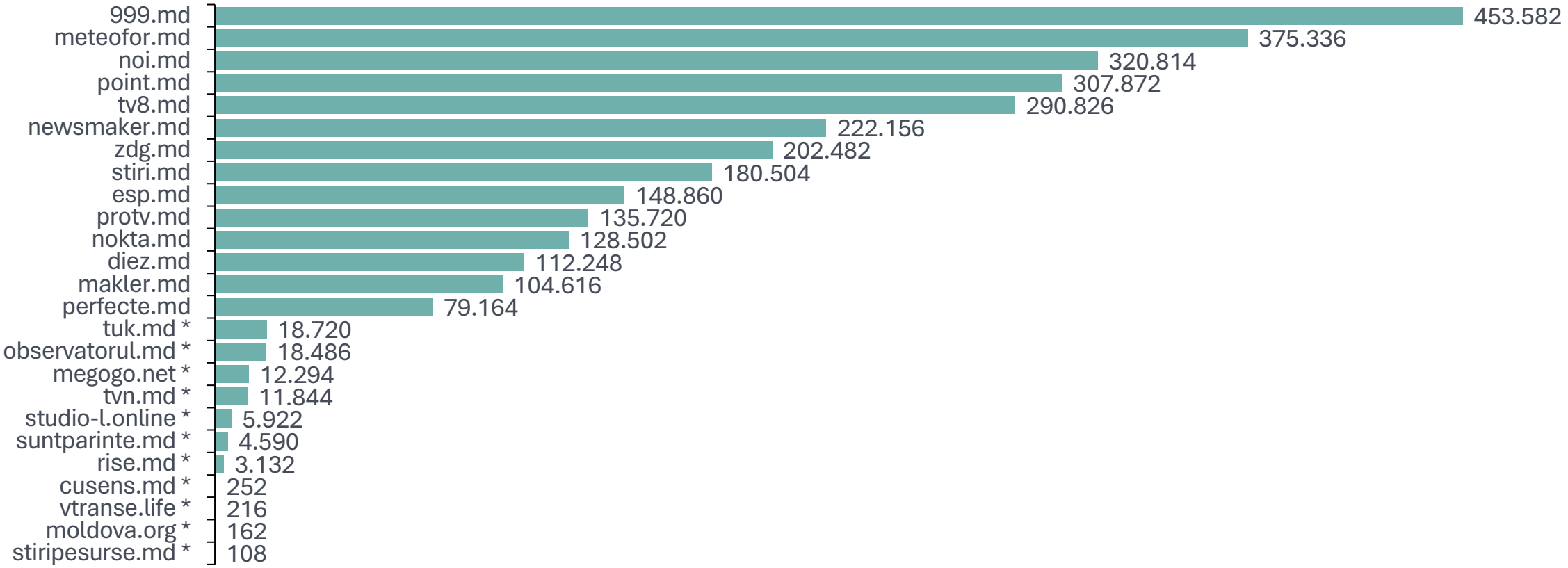
Timp mediu

per utilizator / luna

Datele insumeaza 25 site-uri din panelul gemiusAudience Moldova in octombrie 2026. Timpul mediu petrecut per utilizator este de 48m 26s. Cifrele reflecta traficul agregat masurat pe toate site-urile auditate.

Top site-uri

Clasament dupa utilizatori reali - octombrie 2026



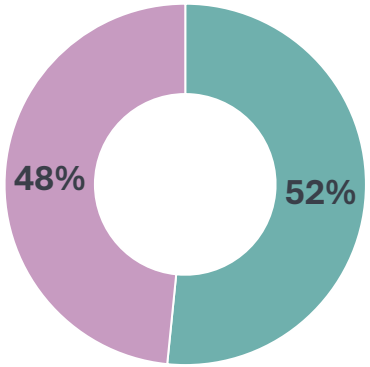
Cifrele indica utilizatorii reali din octombrie 2026. Asterisc (*) = esantion sub pragul statistic gemiusAudience (11 site-uri).

Gen

Compozitia agregata - octombrie 2026

Audienta

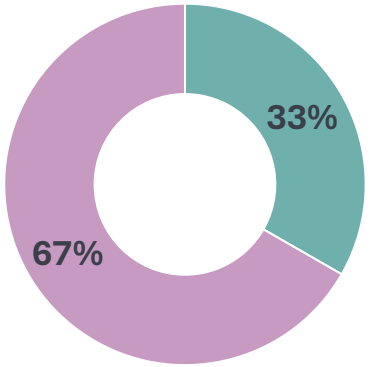
% din utilizatori unici



Feminin: 51,6% - Masculin: 48,4%

Timp petrecut

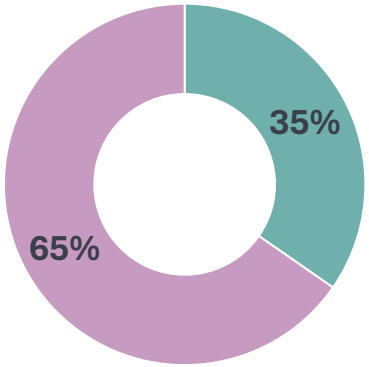
% din timp total



Feminin: 33,3% - Masculin: 66,7%

Afisari (page views)

% din page views totale

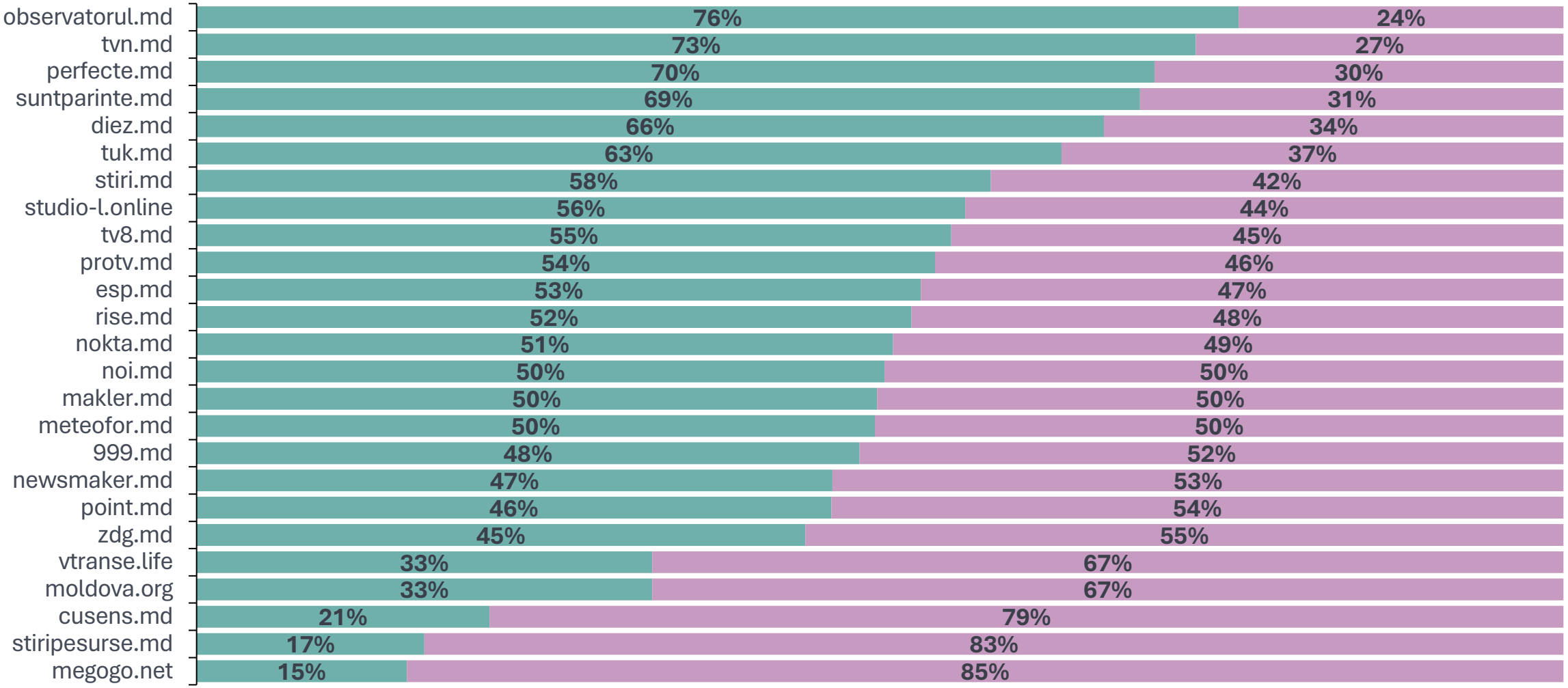


Feminin: 34,7% - Masculin: 65,3%

Procentele indica compozitia agregata pentru toate site-urile auditate.

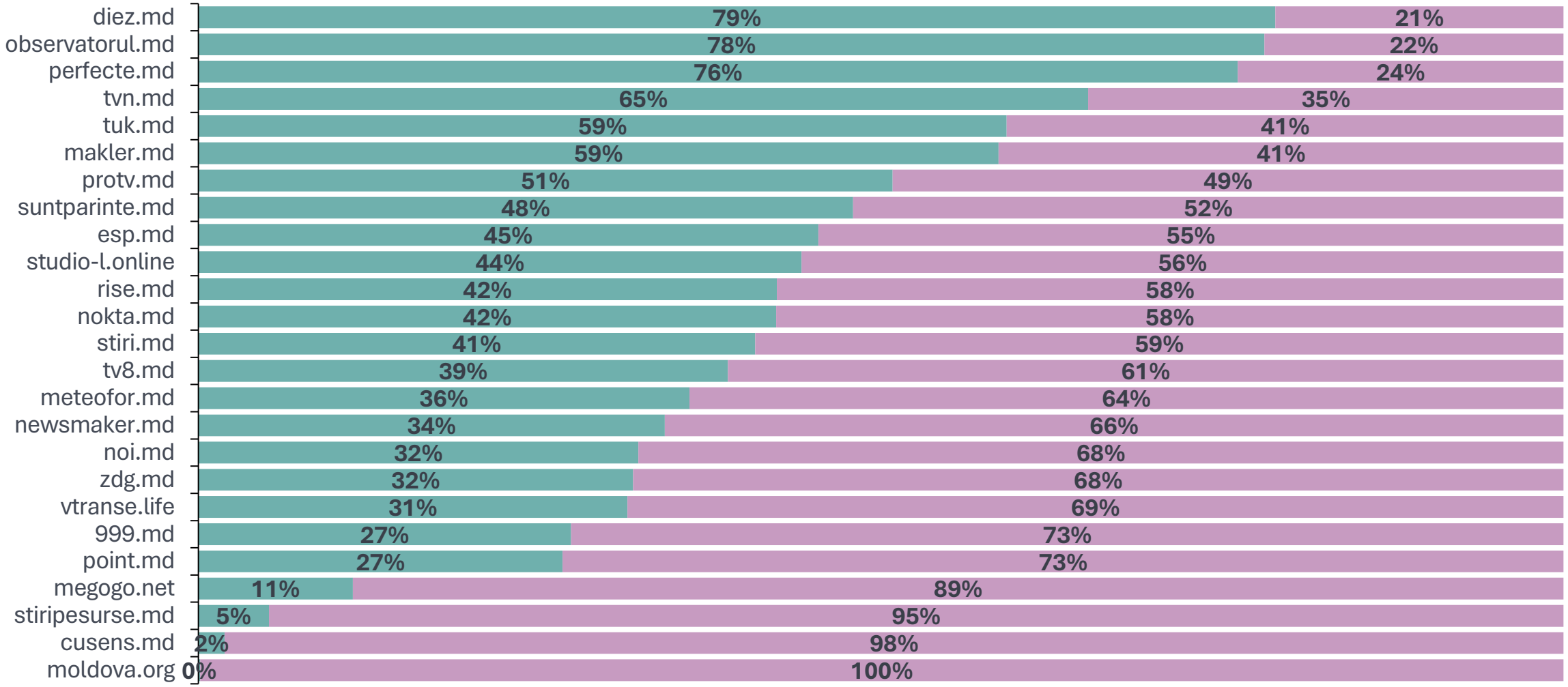
Gen

Compozitia audientei



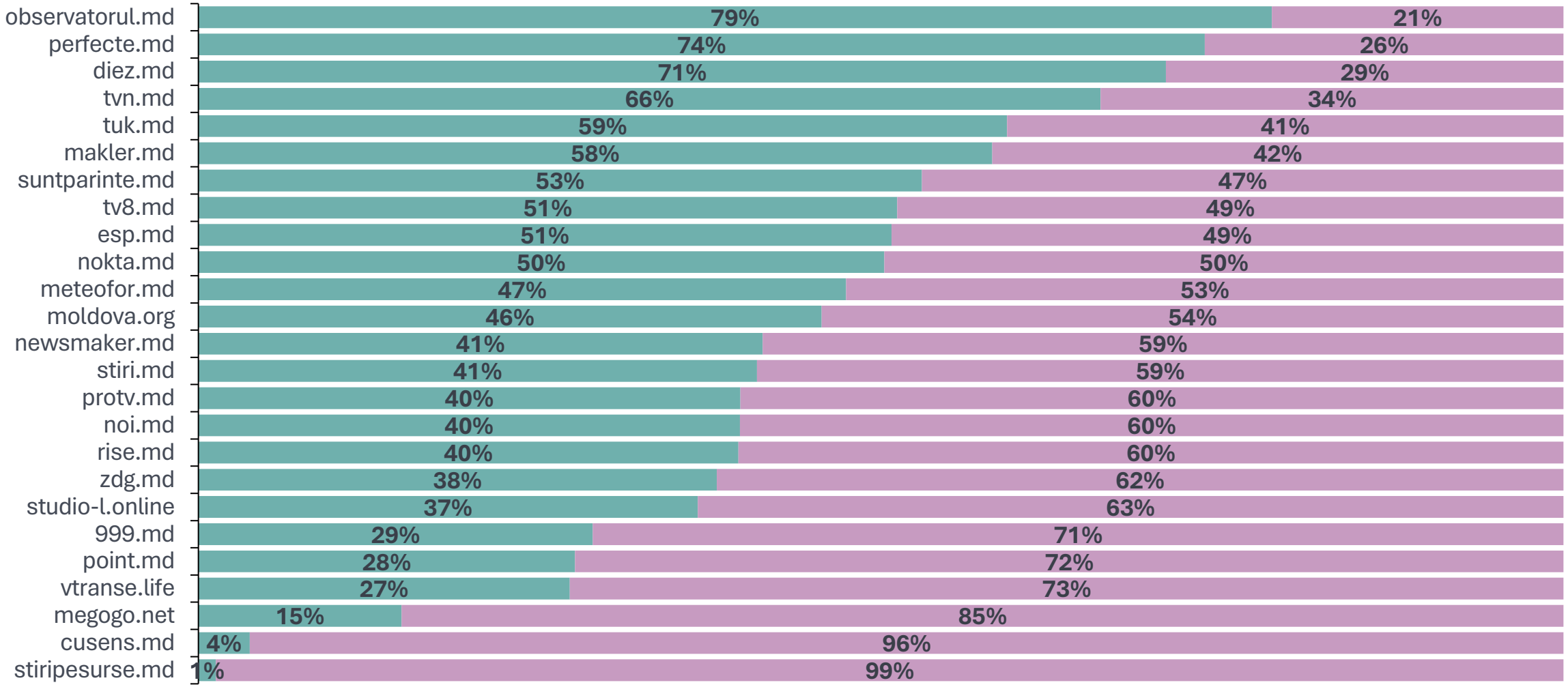
Gen

Compozitia timpului petrecut



Gen

Compozitia afisarilor

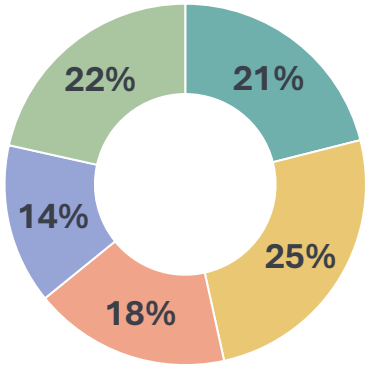


Varsta

Compozitia agregata - octombrie 2026

Audienta

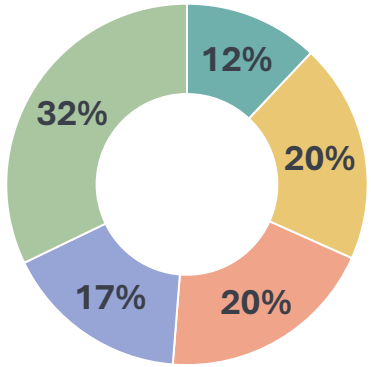
% din utilizatori unici



15-24: 21,1% - 25-34: 25,5% - 35-44: 17,6%
45-54: 14,3% - 55+: 21,5%

Timp petrecut

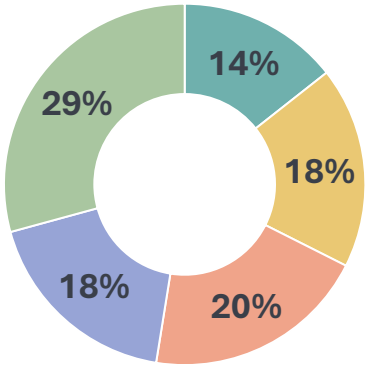
% din timp total



15-24: 12,0% - 25-34: 19,7% - 35-44: 19,6%
45-54: 16,6% - 55+: 32,1%

Afisari (page views)

% din page views totale

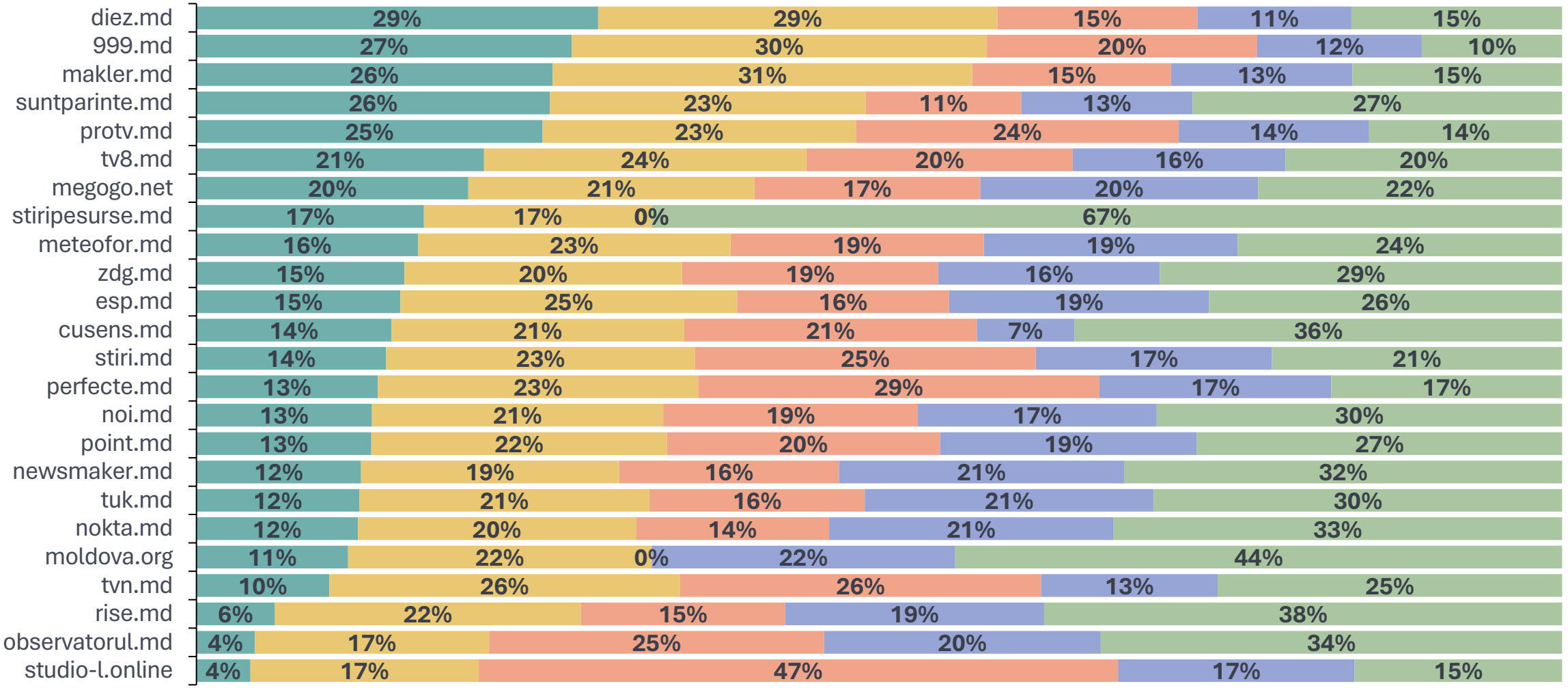


15-24: 14,4% - 25-34: 18,0% - 35-44: 20,1%
45-54: 18,2% - 55+: 29,2%

Procentele indica compozitia agregata pentru toate site-urile auditate.

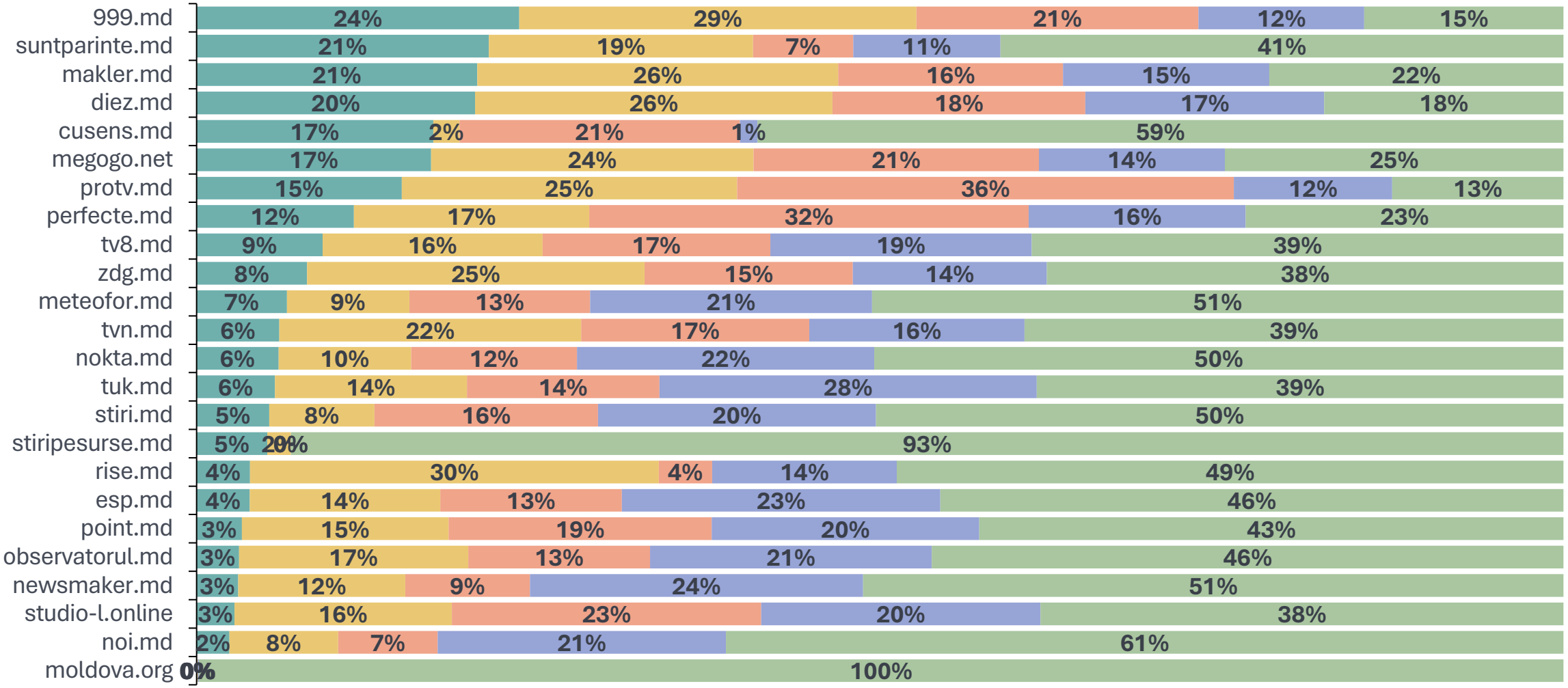
Varsta

Compozitia audientei



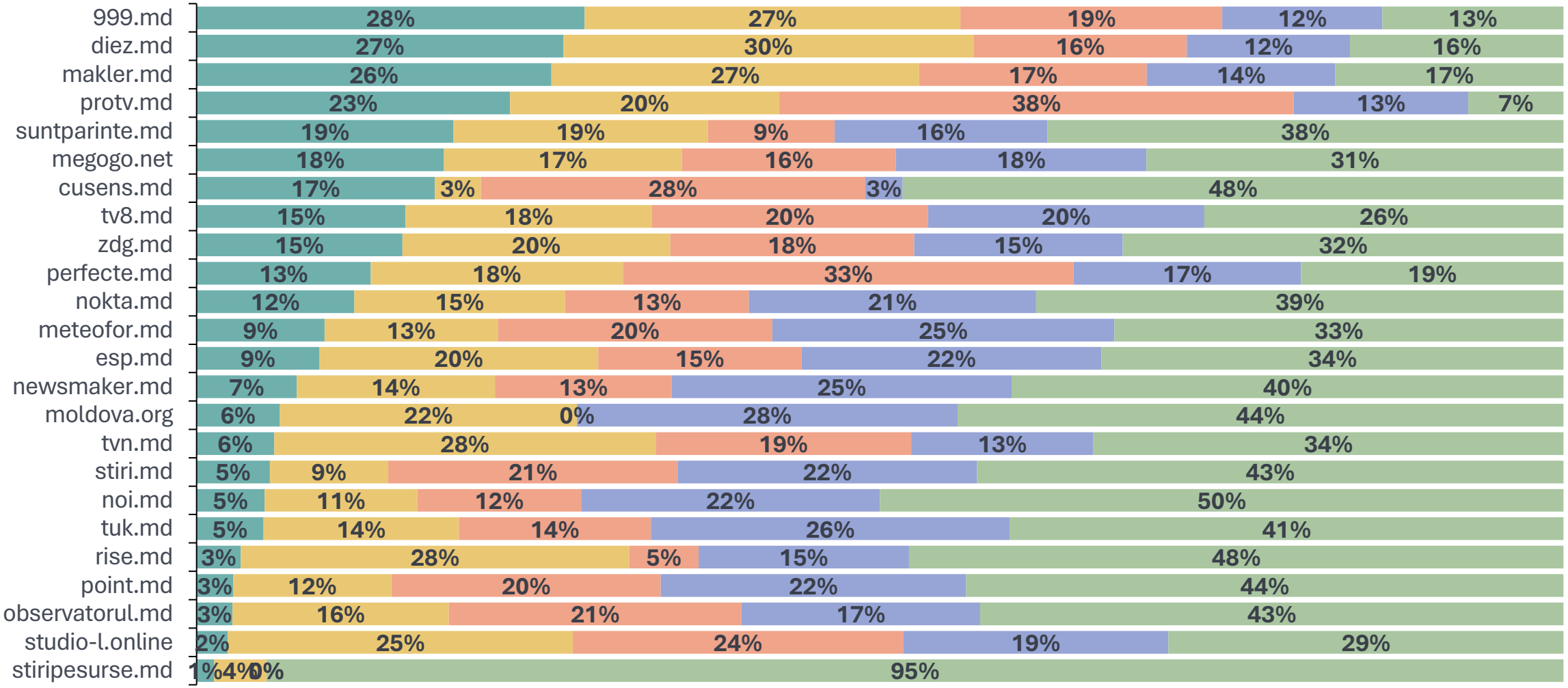
Varsta

Compozitia timpului petrecut



Varsta

Compozitia afisarilor

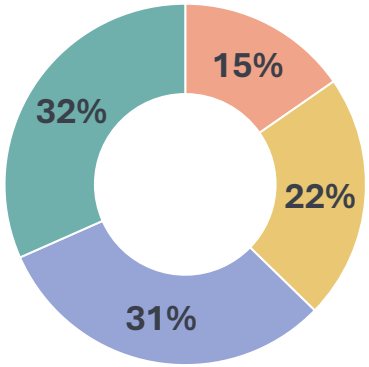


Educatie

Compozitia agregata - octombrie 2026

Audienta

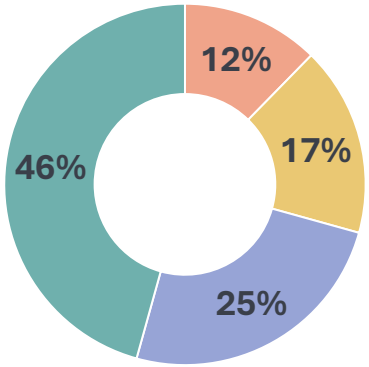
% din utilizatori unici



Primar: 15,3% - Profesional: 21,9%
Liceu / Colegiu: 31,1% - Superior: 31,6%

Timp petrecut

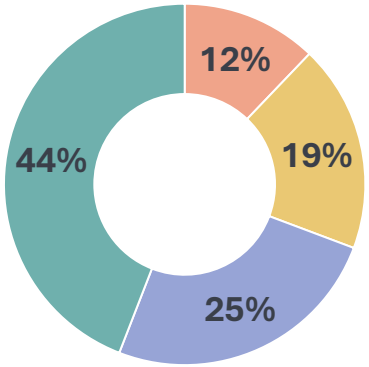
% din timp total



Primar: 12,3% - Profesional: 17,0%
Liceu / Colegiu: 25,0% - Superior: 45,7%

Afisari (page views)

% din page views totale

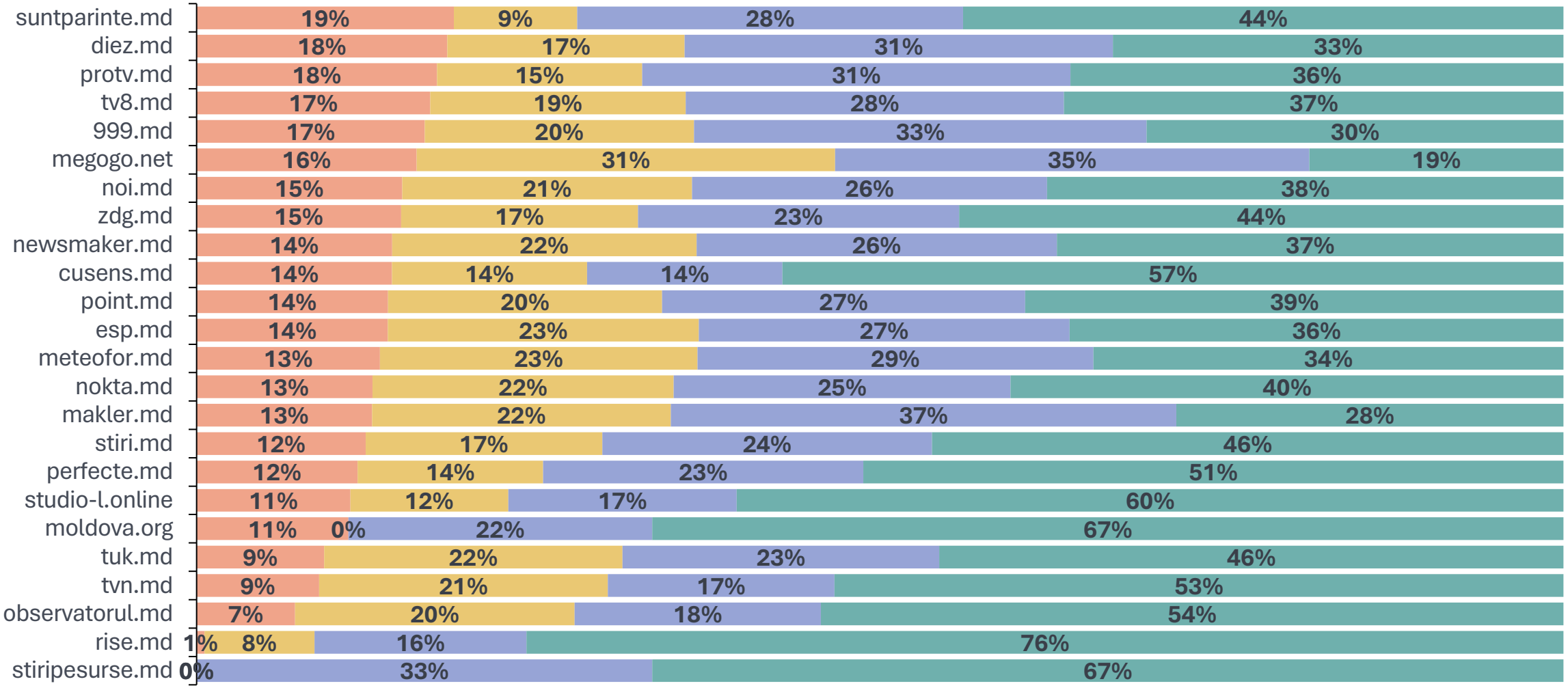


Primar: 12,1% - Profesional: 18,6%
Liceu / Colegiu: 25,2% - Superior: 44,1%

Procentele indica compozitia agregata pentru toate site-urile auditate.

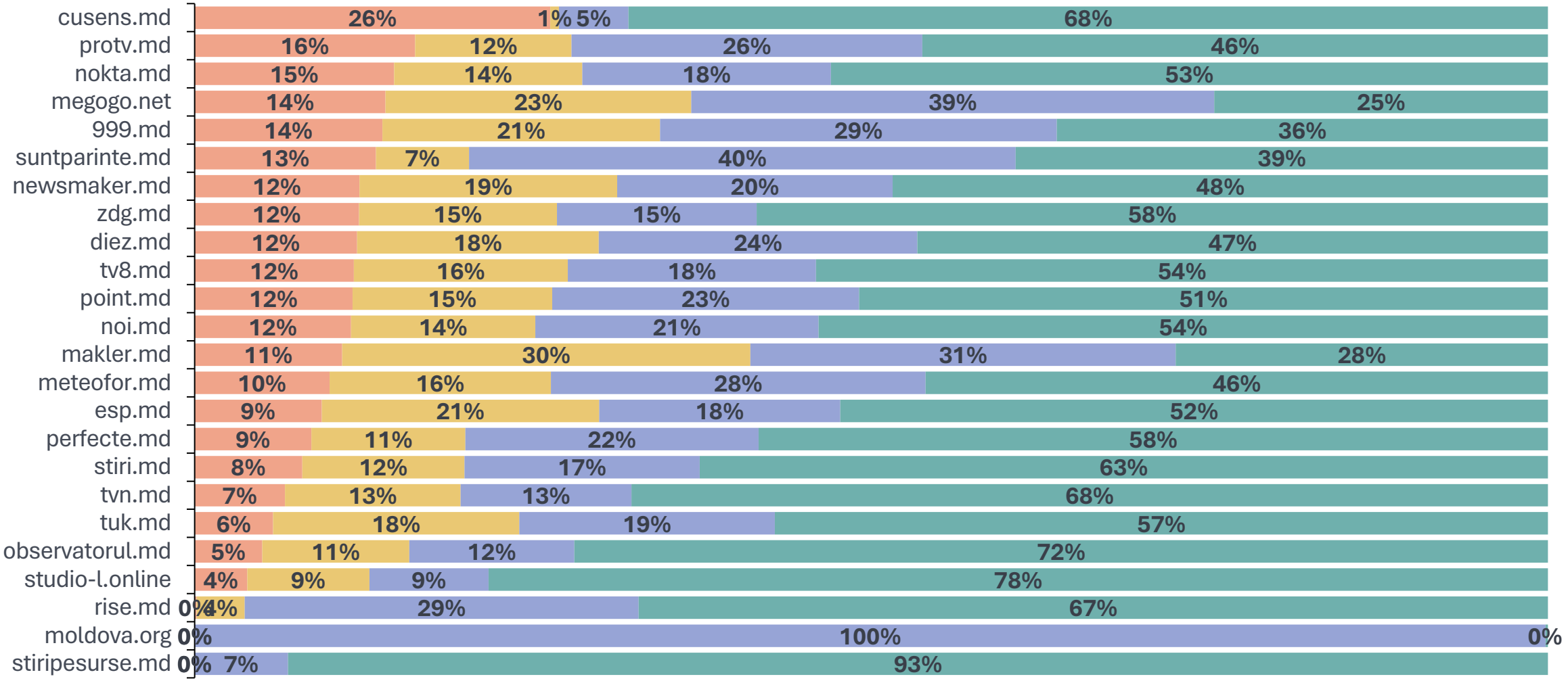
Educatie

Compozitia audientei



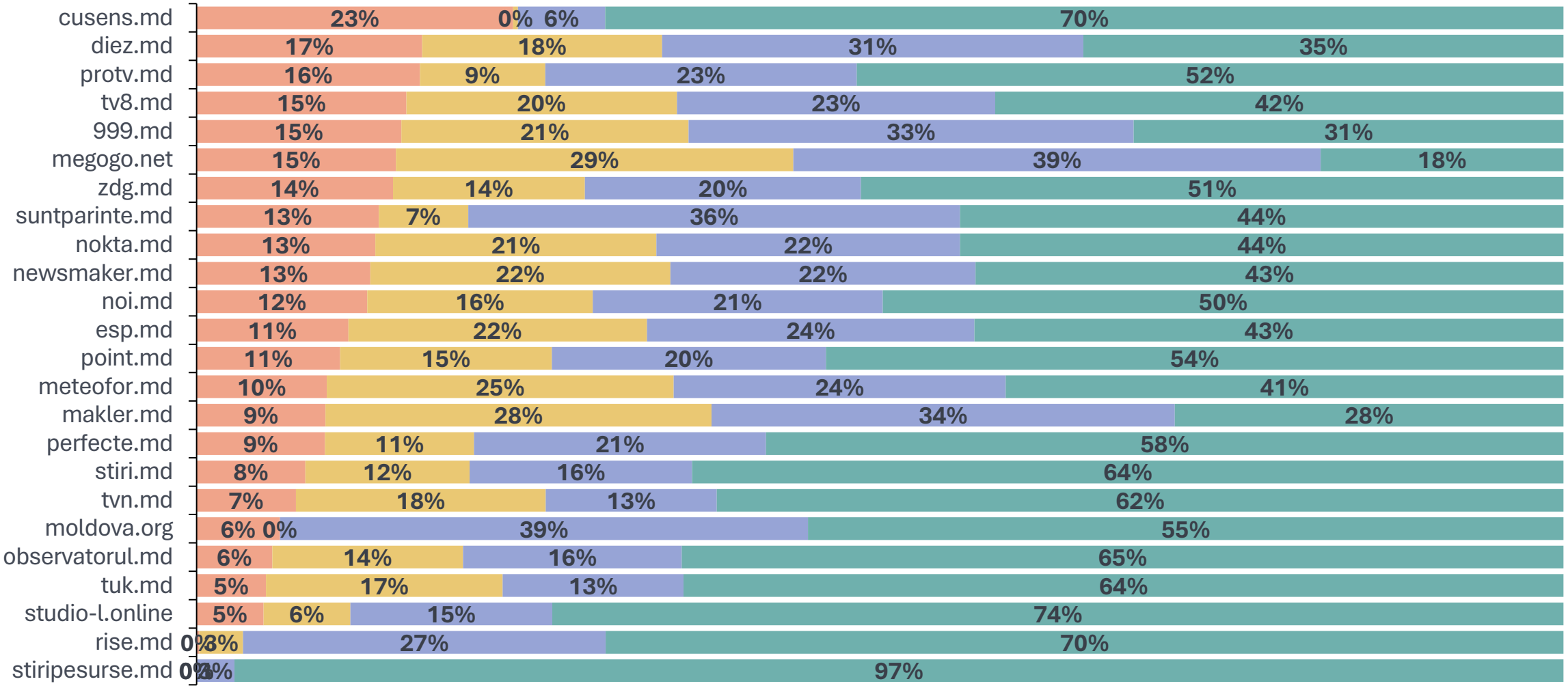
Educatie

Compozitia timpului petrecut



Educatie

Compozitia afisarilor

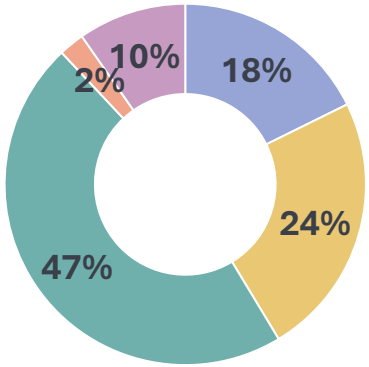


Ocupatie

Compozitia agregata - octombrie 2026

Audienta

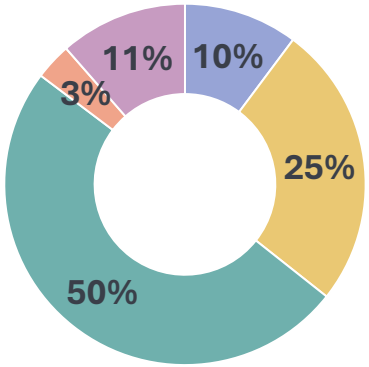
% din utilizatori unici



Elev / Student: 17,7% - Pensionar / Somer / Casnic: 23,7% - Specialist / Tehnic: 46,7%
Manager mediu: 2,3% - Proprietar / Director: 9,7%

Timp petrecut

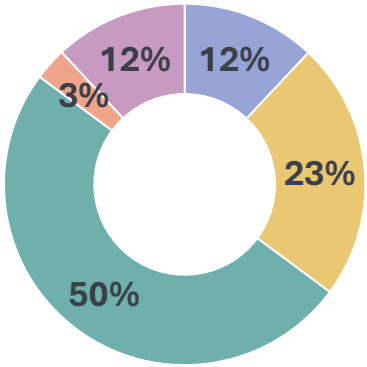
% din timp total



Elev / Student: 10,2% - Pensionar / Somer / Casnic: 25,4% - Specialist / Tehnic: 49,6%
Manager mediu: 3,3% - Proprietar / Director: 11,4%

Afisari (page views)

% din page views totale

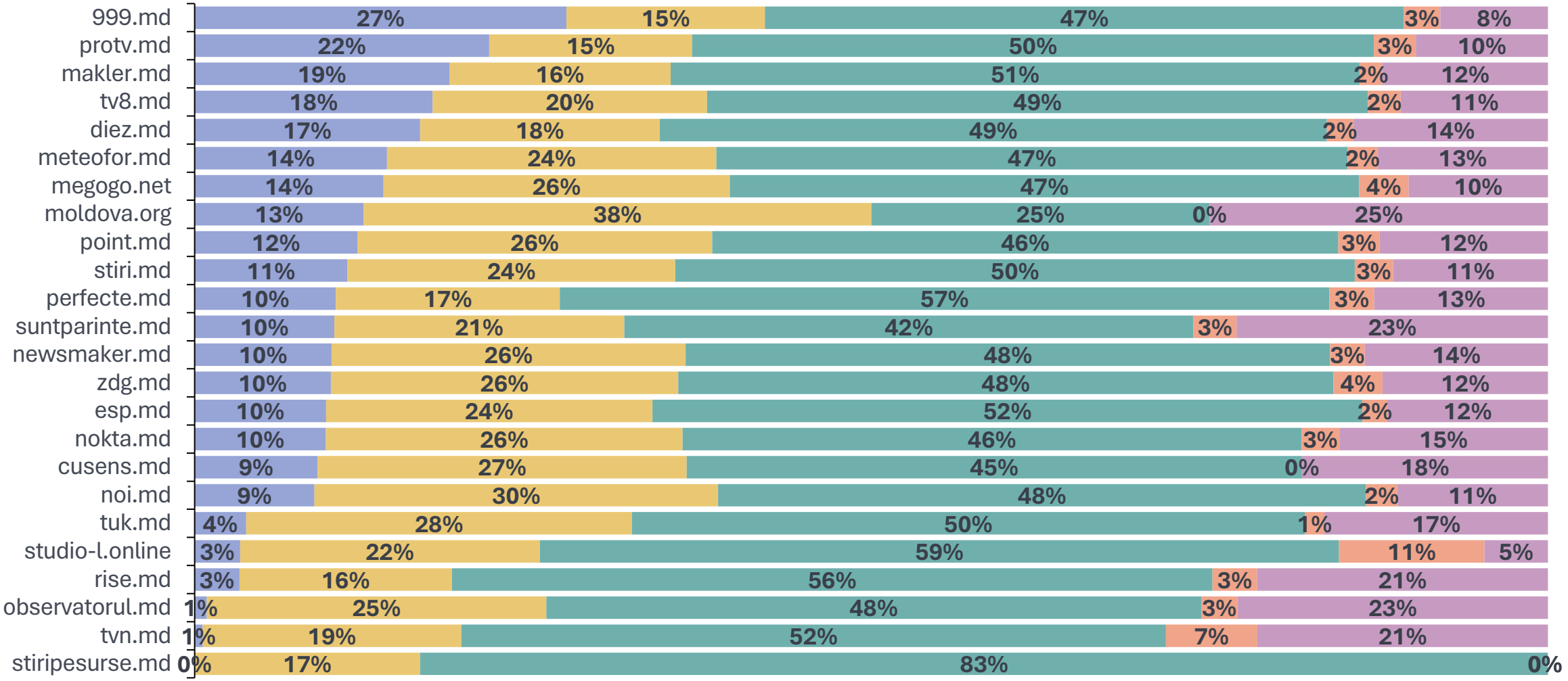


Elev / Student: 12,0% - Pensionar / Somer / Casnic: 23,1% - Specialist / Tehnic: 50,0%
Manager mediu: 2,9% - Proprietar / Director: 11,9%

Procentele indica compozitia agregata pentru toate site-urile auditate.

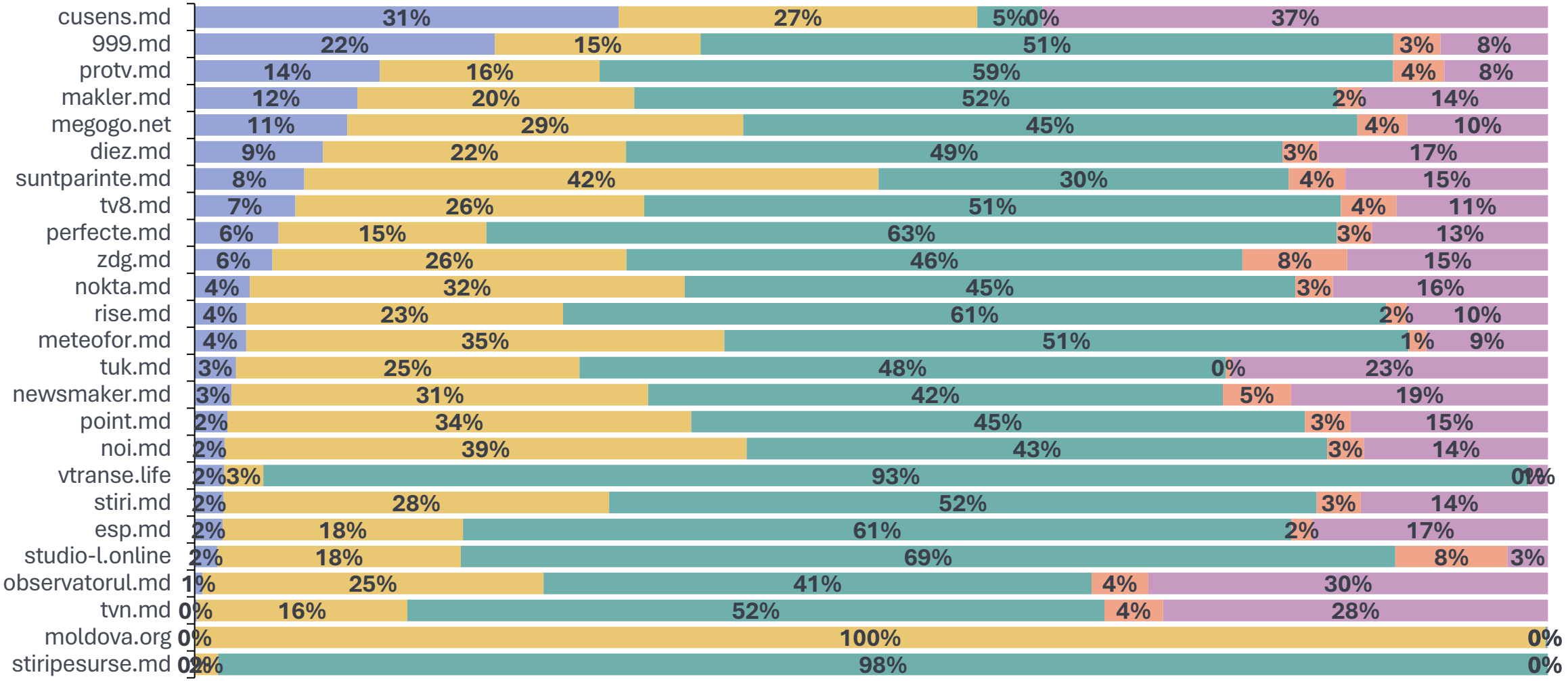
Ocupatie

Compozitia audientei



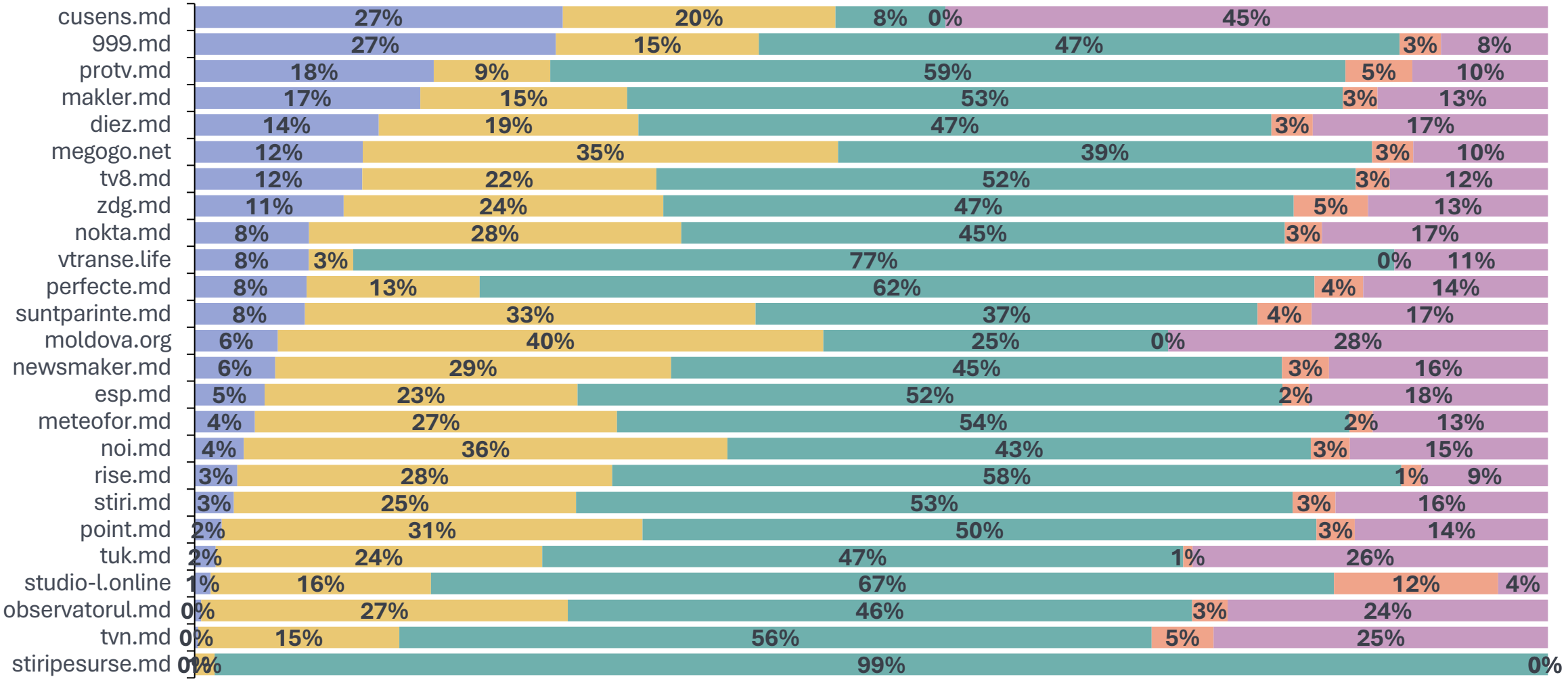
Ocupatie

Compozitia timpului petrecut



Ocupatie

Compozitia afisarilor

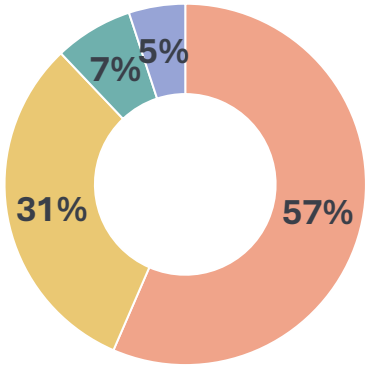


Venit

Compozitia agregata - octombrie 2026

Audienta

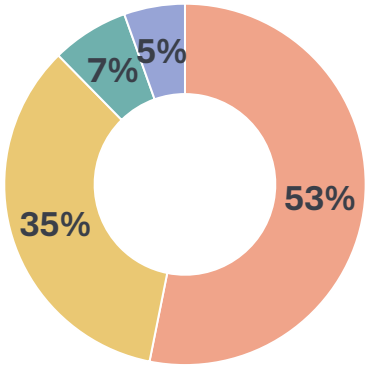
% din utilizatori unici



<8K lei: 56,5% - 8-16K lei: 31,4%
16-30K lei: 7,0% - >30K lei: 5,0%

Timp petrecut

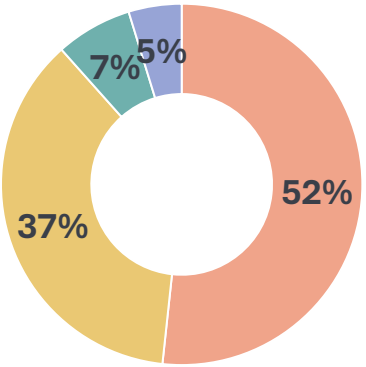
% din timp total



<8K lei: 53,1% - 8-16K lei: 34,5%
16-30K lei: 6,9% - >30K lei: 5,5%

Afisari (page views)

% din page views totale

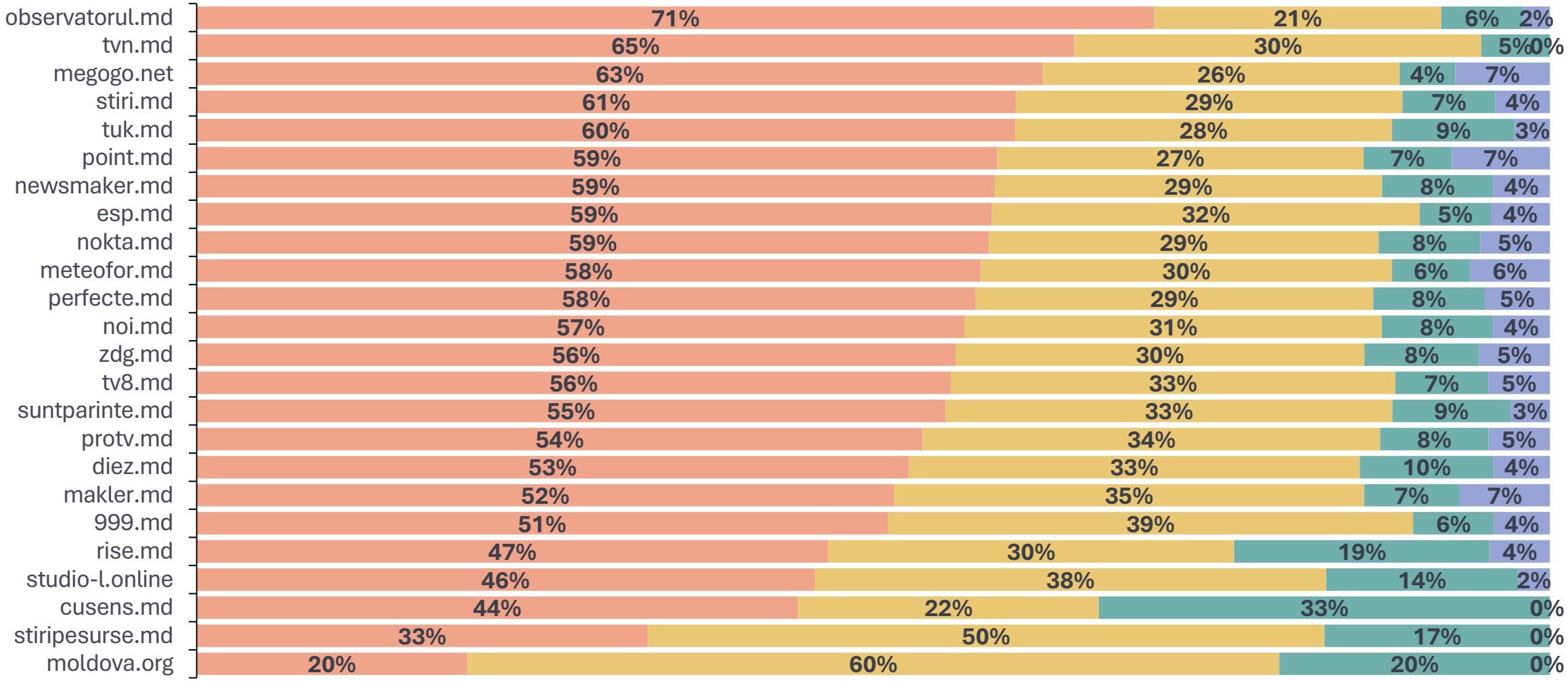


<8K lei: 51,7% - 8-16K lei: 36,7%
16-30K lei: 6,8% - >30K lei: 4,7%

Procentele indica compozitia agregata pentru toate site-urile auditate.

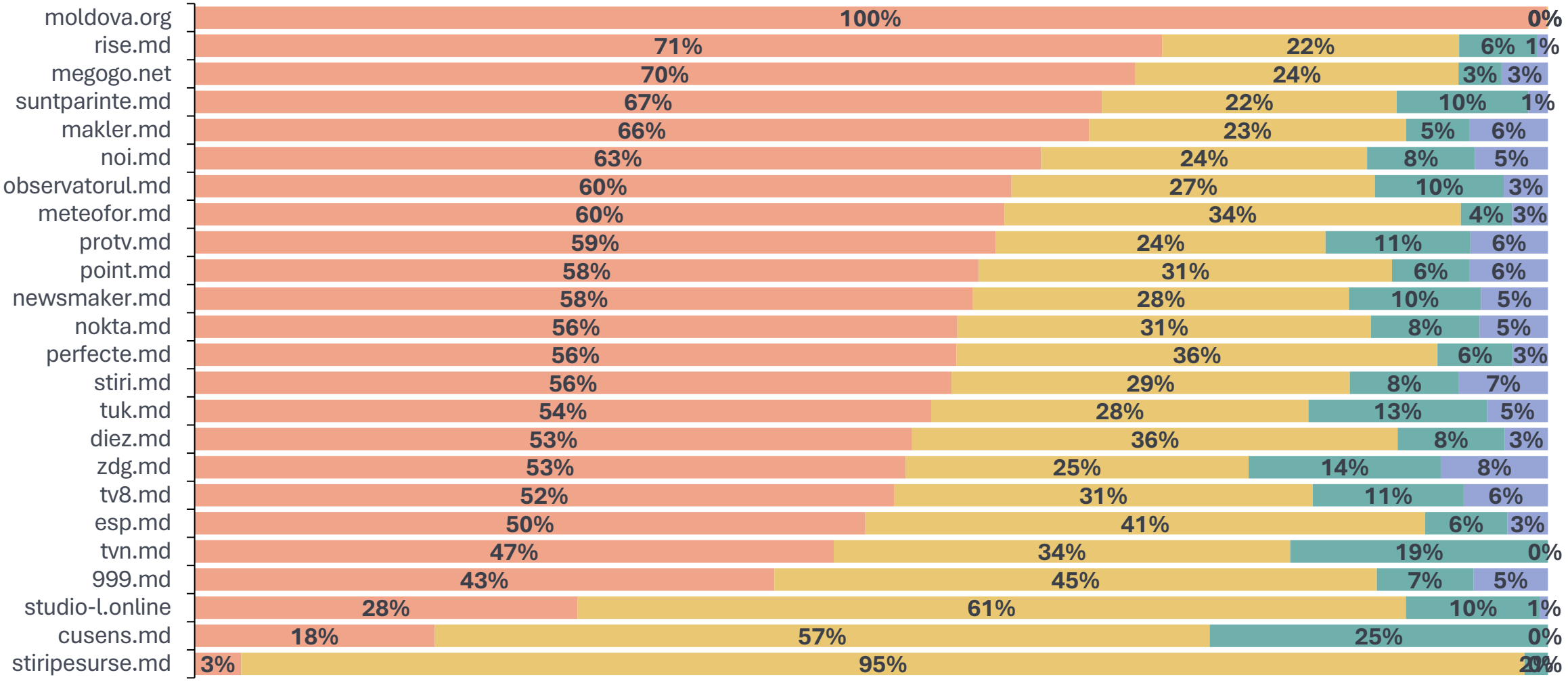
Venit

Compozitia audientei



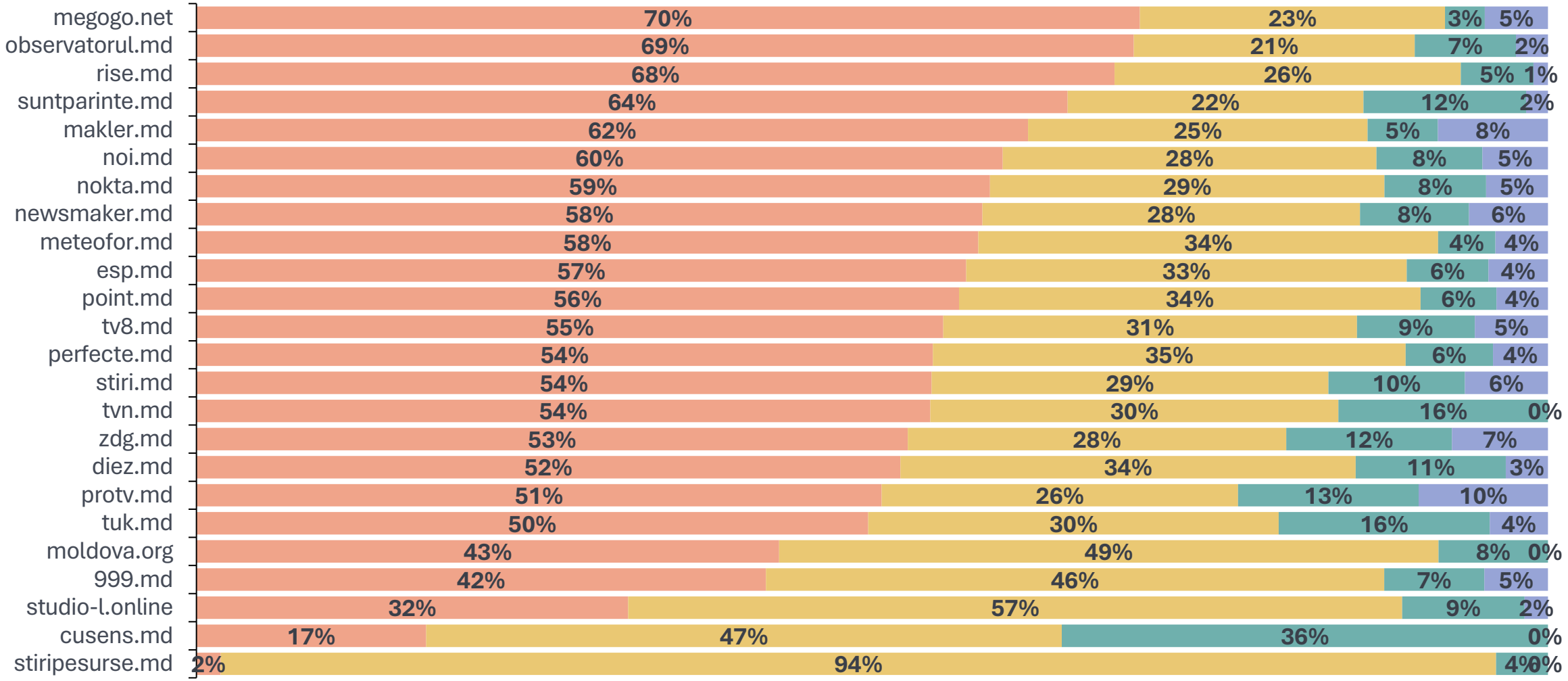
Venit

Compozitia timpului petrecut



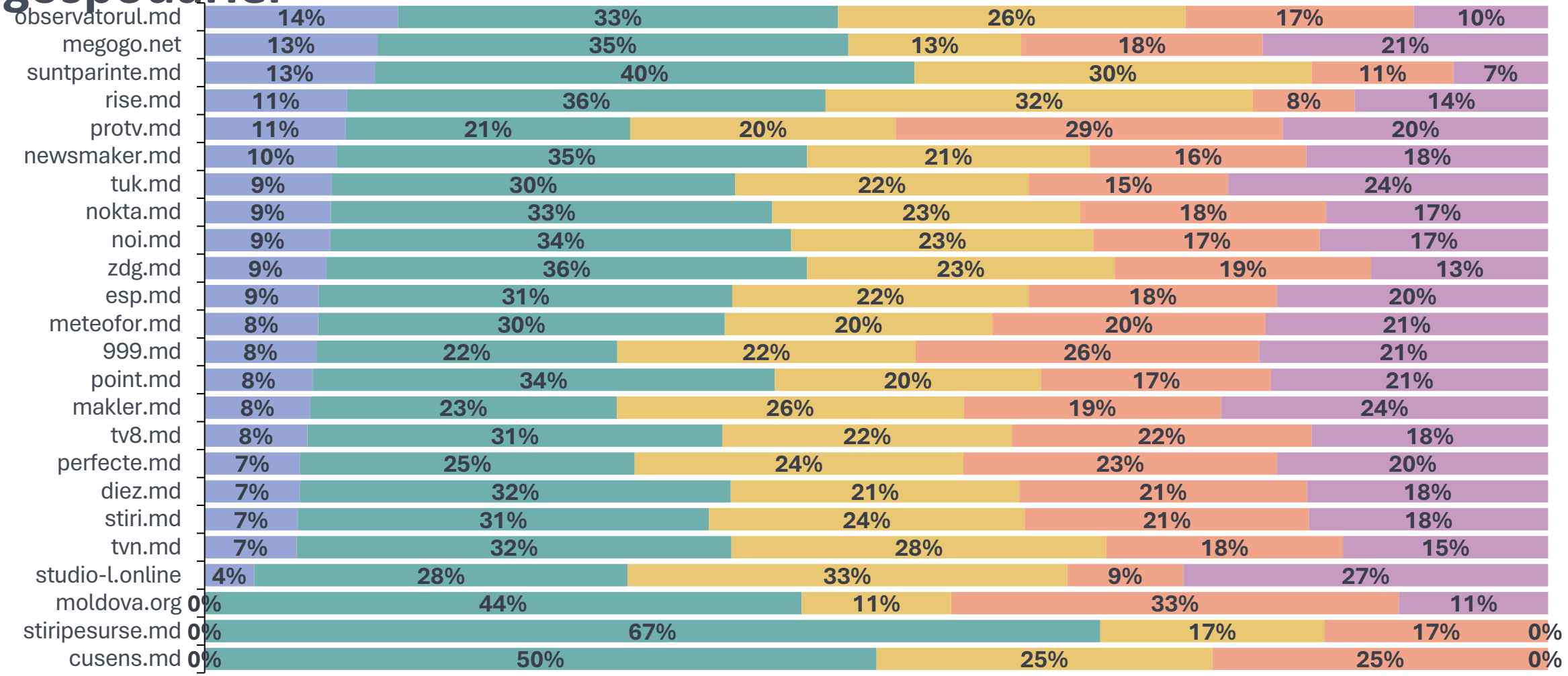
Venit

Compozitia afisarilor



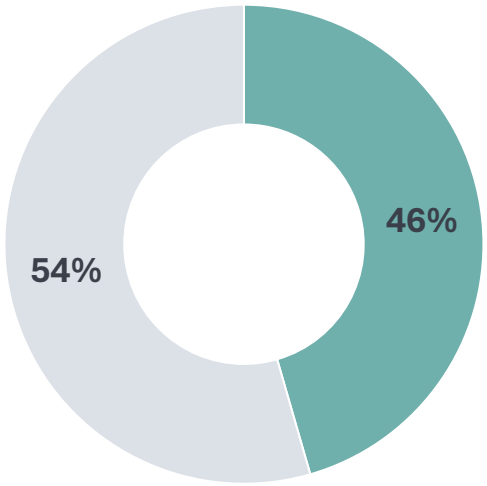
Marimea gospodariei

Compozitia audientei



Copii in familie

Compozitia agregata - octombrie 2026



Cu copii <15 ani: 45,5% - Fara copii: 54,5%

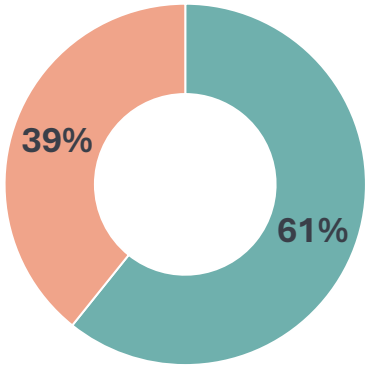
Schema raportare Copii in familie: dihotomie cu/fara copii < 15 ani. Procentele indica compozitia agregata pentru toate site-urile auditate.

Urban / Rural

Compozitia agregata - octombrie 2026

Audienta

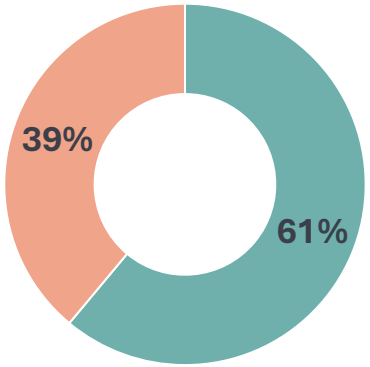
% din utilizatori unici



Urban: 60,8% - Rural: 39,2%

Timp petrecut

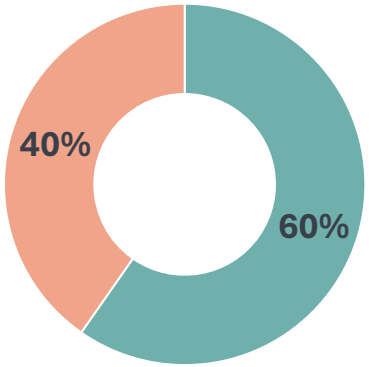
% din timp total



Urban: 61,1% - Rural: 38,9%

Afisari (page views)

% din page views totale

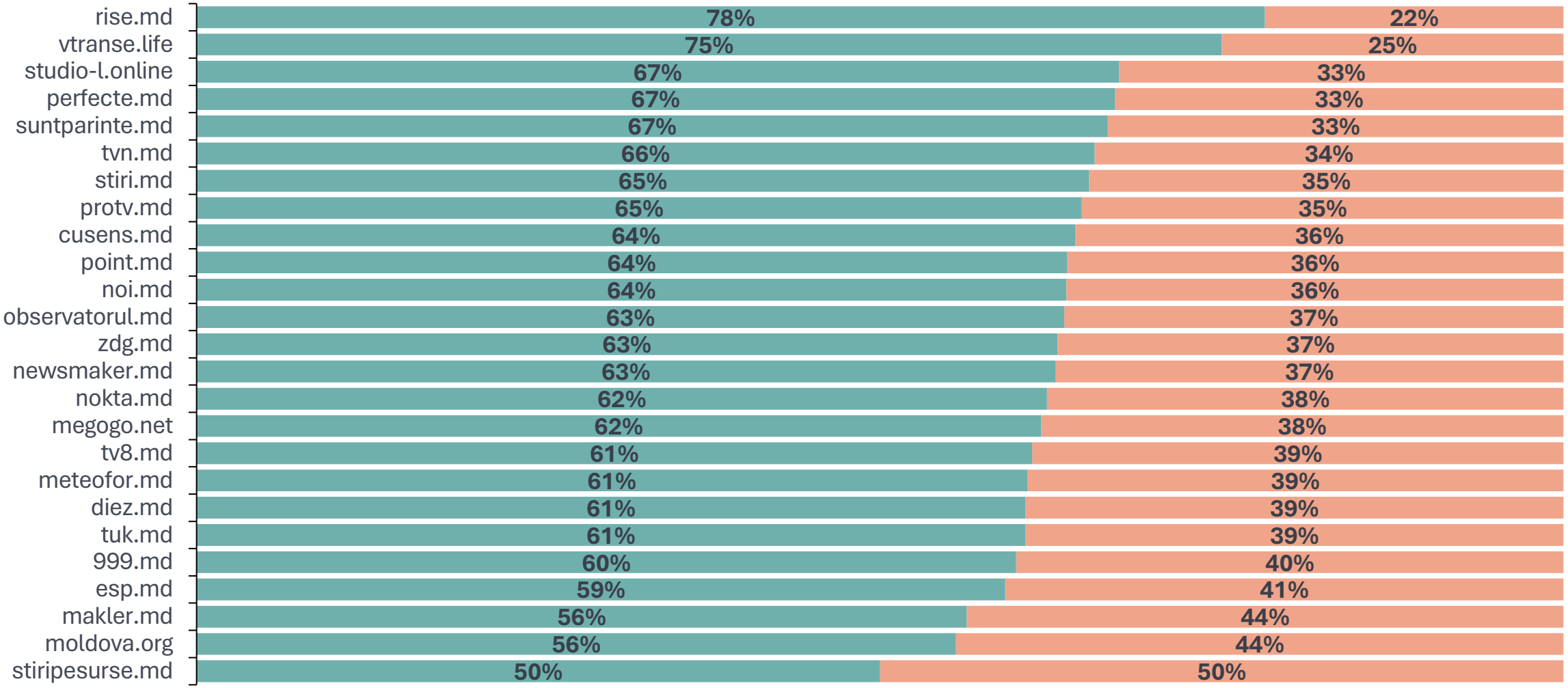


Urban: 59,7% - Rural: 40,3%

Procentele indica compozitia agregata pentru toate site-urile auditate.

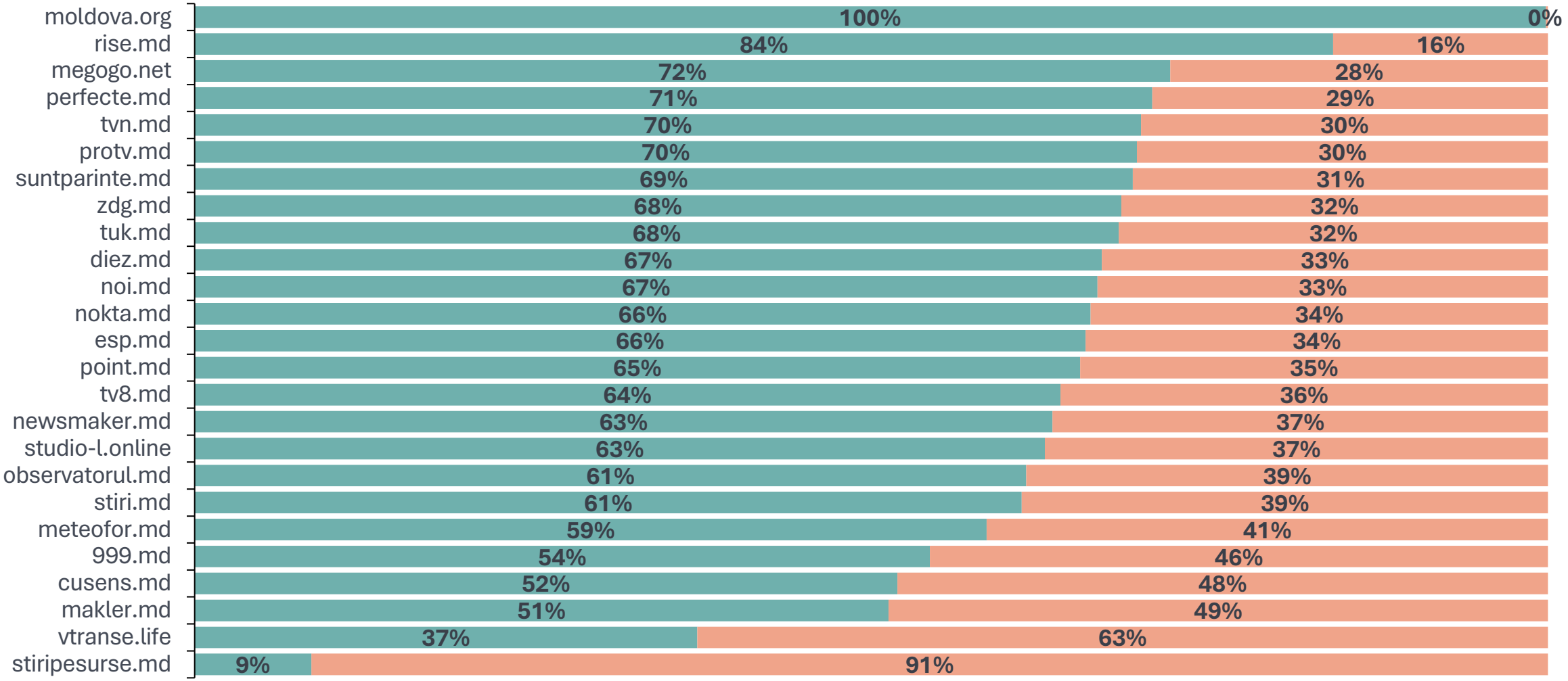
Urban / Rural

Compozitia audientei



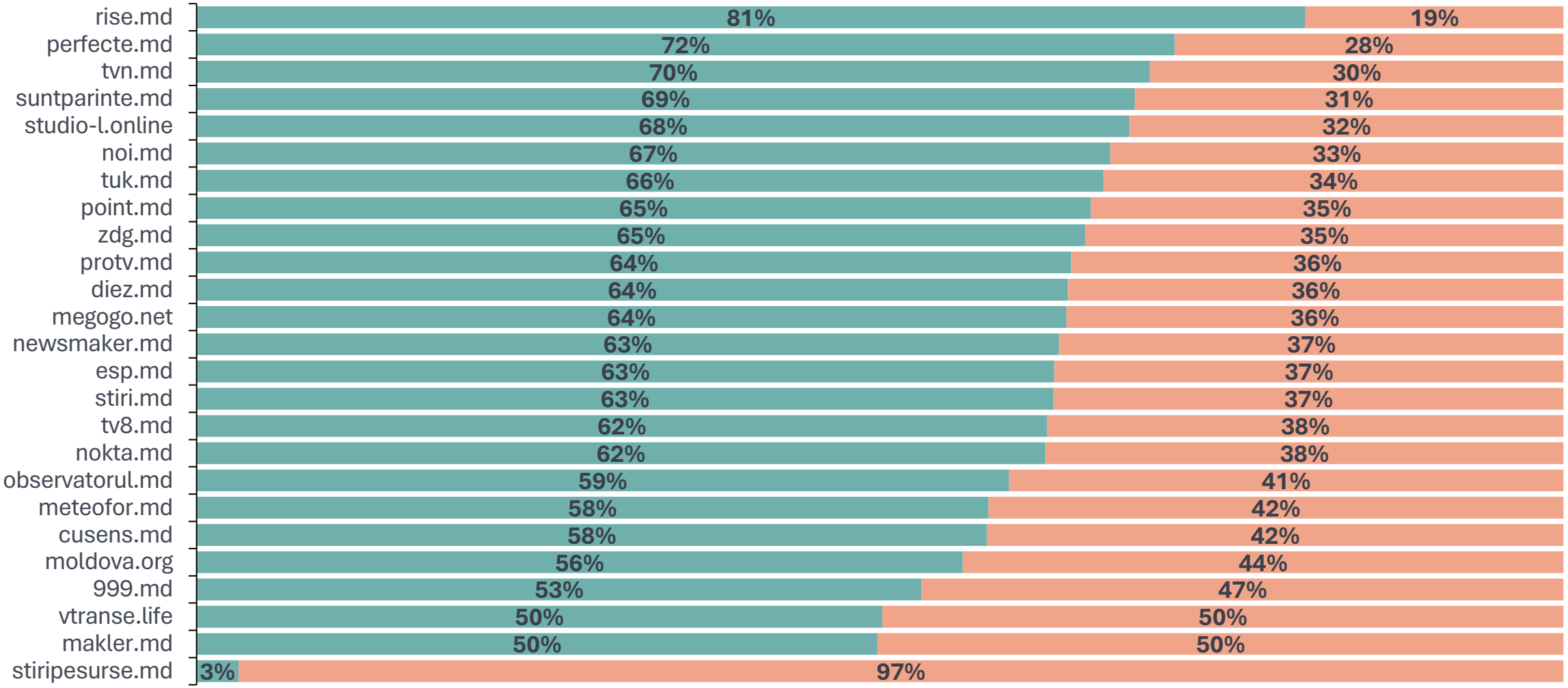
Urban / Rural

Compozitia timpului petrecut



Urban / Rural

Compozitia afisarilor

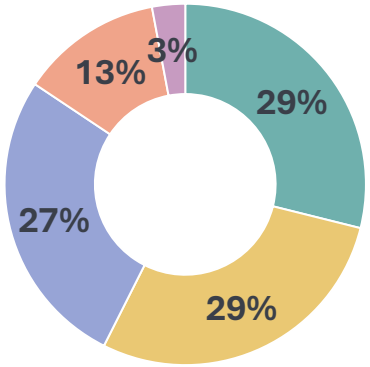


Regiuni

Compozitia agregata - octombrie 2026

Audienta

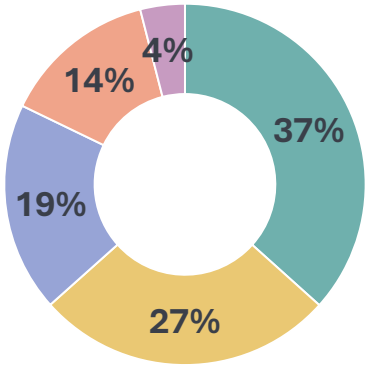
% din utilizatori unici



Chisinau: 28,9% - Nord: 28,5% - Centru: 26,9%
Sud: 12,7% - UTA Gagauzia: 3,0%

Timp petrecut

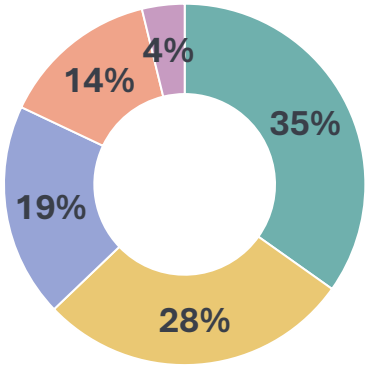
% din timp total



Chisinau: 36,7% - Nord: 26,7% - Centru: 18,8%
Sud: 13,8% - UTA Gagauzia: 4,0%

Afisari (page views)

% din page views totale

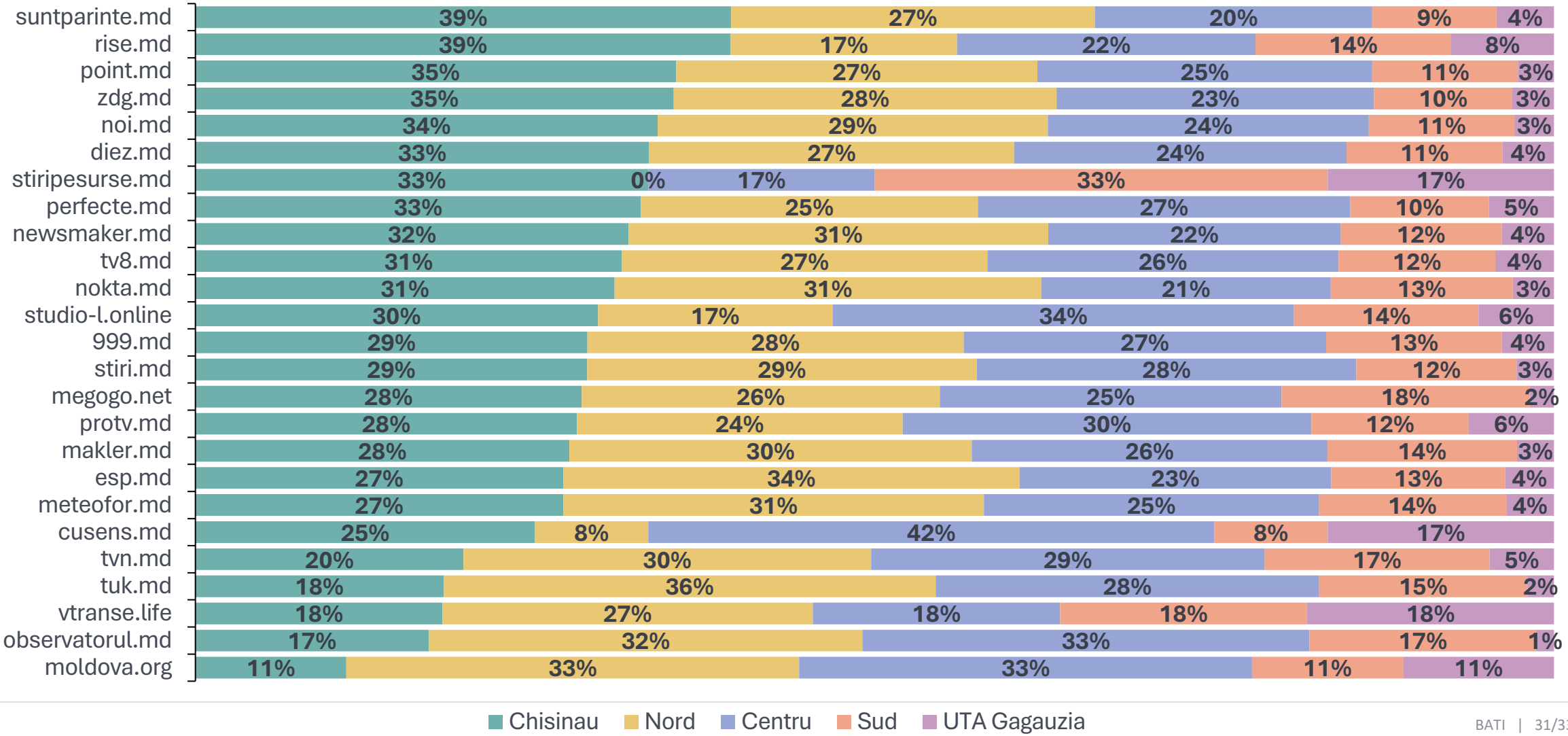


Chisinau: 34,8% - Nord: 28,0% - Centru: 19,2%
Sud: 14,2% - UTA Gagauzia: 3,8%

Procentele indica compozitia agregata pentru toate site-urile auditate.

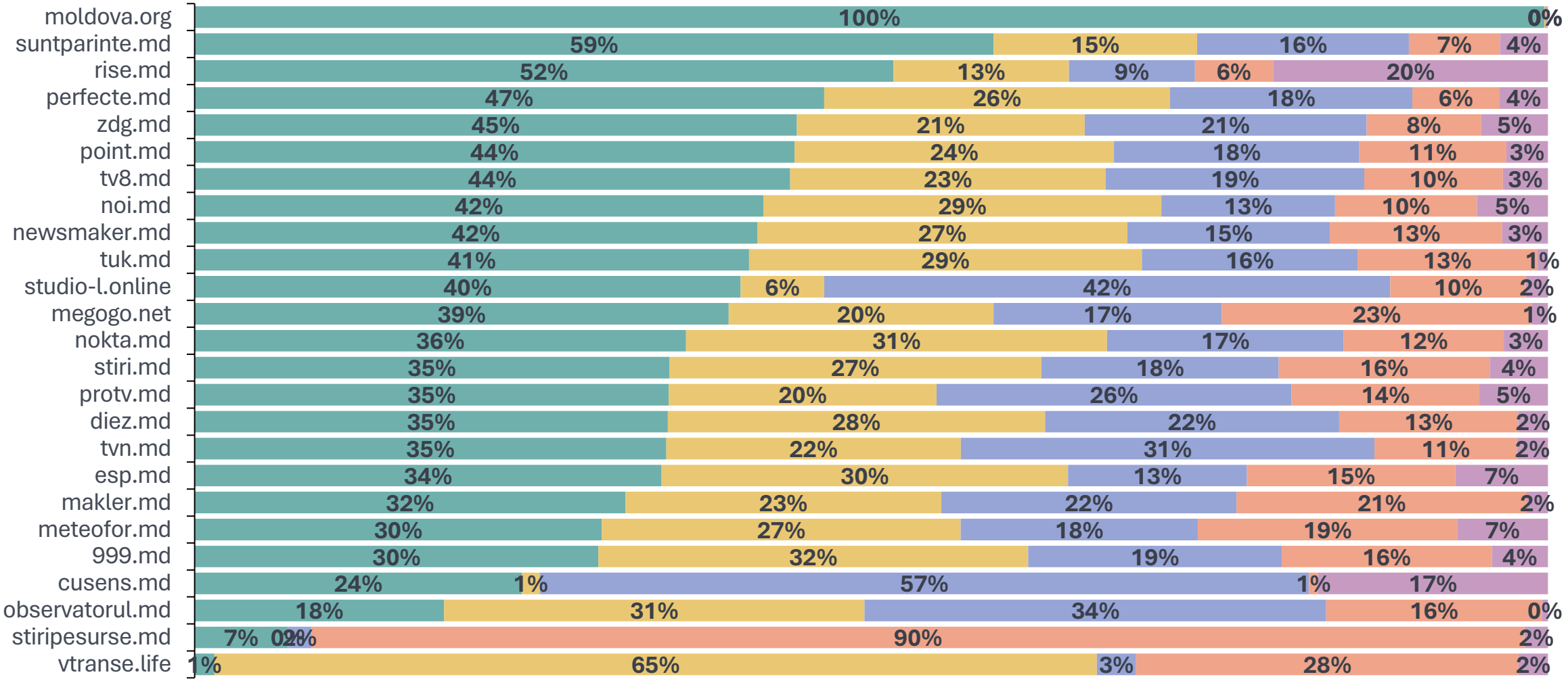
Regiuni

Compozitia audientei



Regiuni

Compozitia timpului petrecut



Regiuni

Compozitia afisarilor

