

Half of the Romanian Banking System uses

FLASH REPORT®

Preamble

To manage the access to MarketAlerts™ pages, we keep track of publicly available information of our visitors, such as their IP addresses and hostnames.

Based on these data, we have identified our most frequent users, generating more than 80% of the Flash Reports¹, hereinafter referred to as the *core-users*. These users account only for 5% of the total number of Flash users.

Users by Number

After almost two years, since we launched the first version of Flash Report, the number of users is still increasing significantly every month.

According to our research, banks and leasing companies are our top users:

Business	Weight
Banking	16,3%
Leasing	11,6%
Mobile Telecom	4,7%
IT	4,7%
Auto	3,5%
Construction	3,5%
Factoring	2,3%
Trading	2,3%
Consultancy	2,3%
Real estate	1,2%

Table 1 | Breakdown of users

Users by Market Share

In order to estimate the impact of our reports to a specific business or market, we have performed a market share analysis for our users.

¹ Flash Reports are generated by <http://www.marketalerts.ro/flash.php>

Thus, almost all players on mobile telecommunication market are generating Flash Reports regularly. However, what we are most proud of is the fact that banks having a cumulative 50% market share benefits from our reports.

Business	MARKET SHARE
	Users Flash Report
Banking	50%
Leasing	28%
Mobile Telecom	85%
Factoring	33%

Table 2 | Market Share of Users

Subscribers by Market Share

The majority of subscriptions are for VIP Accounts. Key players on financial market have subscribed already to our services, having a cumulative market share between ¼ and ⅓ of the markets they operate in.

Business	MARKET SHARE
	Subscribers to MarketAlerts™
Banking	26%
Leasing	24%
Factoring	33%

Table 3 | Market Share of Subscribers

Annotations

The market share percentages of users employing our services can be higher since the research refers to core-users, i.e. 5% of our visitors.

We have processed 2006 market share data released to mass-media. Figures might change in time.

Contact

Should you have any inquires about this research or about our services, please email us at Iwannaknow@MarketAlerts.ro.