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Official reaction of Seznam.cz to media affair

Over the past several days, the position of Seznam.cz on the Czech market has been discussed in detail. A report, which announced the fall of Seznam.cz from the position of leader of the internet market in the Czech Republic, was derived from a rather unobjective interpretation of Toplist statistics. Seznam.cz considers this statement, which the media continues to spread based on this claim, to be an exaggeration and misleading.

Unfortunately, there is no official metric which would allow us to find out the clear and demonstrable share on the search engine market. Considering that no data is available from all market players, inaccurate Toplist statistics served for drawing conclusions. Moreover, in the version applied in interpreting market share, access to Czech internet pages and foreign ones was taken into account. Seznam.cz only concentrates on the local, Czech market and its domain has no other language versions. In this statistic, Seznam.cz is the leader of the market, even according to Toplist.

The last available verified data, which Net Monitor provides, is from November 2010. The results of measuring for Seznam.cz services are available to the public. **“Considering access of the competition to official measuring, Net Monitor provides data on searching Seznam.cz in the private section. With due regard to the present situation we have decided to make the search data on Seznam.cz available to the public,”** says Pavel Zima, Director General of Seznam.cz. In November 2010, 3.98 million real users from the CR used the search service of Seznam.cz, which is 68% of the Czech internet population. In comparison to November 2009, the year over year growth in the number of real users using search is 7%. The number of full-text search pages viewed by users from the CR exceeded 496 million last November. On average, 17 million search queries are submitted per day on Seznam.cz and 400 queries are submitted by users per second at peak time.

The share on the search market is only one of several determining factors. The visitor rate, thus the number of real users and pages viewed, is provided by the official measuring of Net Monitor. According to this measuring, Seznam.cz is the most visited server in the CR and its services occupy other ranks of the Czech internet's TOP 10. Google does not provide any data on its visitor rate and refuses to participate in official measuring. Therefore, the claim on the loss of the position of the most visited Czech server is not based on demonstrable facts.

However, searching is just one of the four pillars, on which the business model and overall strategy of the company Seznam.cz stands. These pillars are: searching including the system Sklik, content services (Novinky.cz, Super.cz, Sport.cz, Proženy.cz), company catalogue Firmy.cz and specialised services (Sauto.cz, Sreality.cz etc.). The majority of Seznam.cz services are top of the market and have become a significant part of the everyday life of users on the internet.

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