

Limited version

# 13tv.co.il

אתר התוכן של ערוץ רשת 13. חדשות 13, האחד הגדול, משחקי השף, הישרדות ועוד שידור חי והתכנים הכי מעניינים בישראל, VOD, תוכניות רשת, דיגיטל, אוכל



## Traffic & Engagement

### Total visits

Sep 2025 Worldwide

# 7.534M

↓-11.09% from last month

### Device distribution

Sep 2025 Worldwide



- Desktop 21.11%
- Mobile Web 78.89%

Global rank #8,085

Country rank #44  
Israel

Industry rank #866  
News\_and\_Media

## Engagement overview

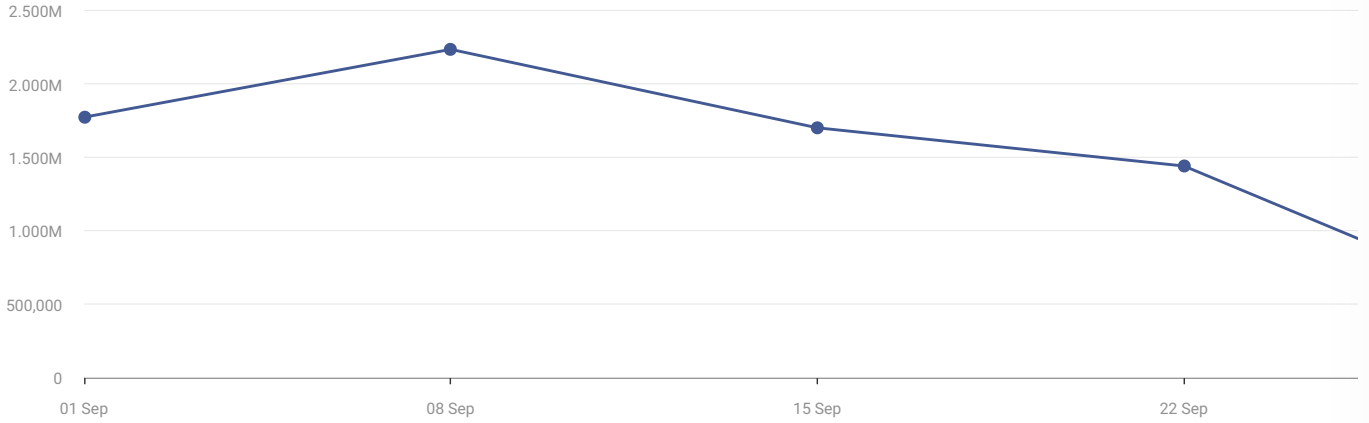
Sep 2025 Worldwide All Traffic

Monthly visits	7.534M	Deduplicated audience	Pages / Visit	3.51
Monthly Unique Visitors	N/A	Visit Duration	Bounce Rate	38.70%

### Visits over time

📅 Sep 2025 🌐 Worldwide 🗑️ All traffic

13tv.co.il **7.534M**
vs.
 kan.org.il **9.645M**
 mako.co.il **34.06M**
 israelhayom.co.il **12.01M**
 maariv.co.il **21.47M**



### Geography

#### Top Countries

📅 Sep 2025 🗑️ All traffic

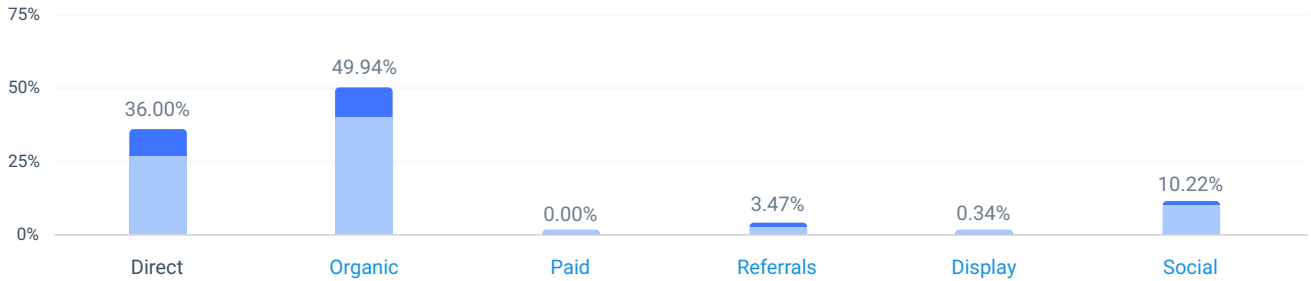


Country	Traffic Share	Change
🇮🇱 Israel	94.24%	↓ 11.31%
🇺🇸 United States	2.08%	↓ 19.58%
🇨🇦 Canada	0.31%	↓ 19.32%
🇬🇧 United Kingdom	0.28%	↓ 7.15%
🇲🇽 Mexico	0.28%	↑ 2,990.40%

## Marketing Channels

### Channels overview

📅 Sep 2025 🌐 Worldwide 📄 All traffic

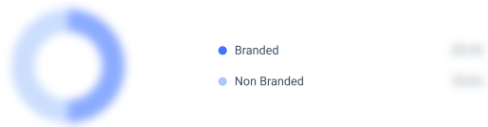


## Organic Search

Organic search makes up **49.94%** of website traffic

### Branded vs. non-branded

📅 Sep 2025 🌐 Worldwide 📄 All traffic



### Top organic non-branded search terms

📅 Sep 2025 🌐 Worldwide 📄 All traffic

## Paid Search

Paid search makes up <1% of website traffic

### Top paid non-branded search terms

📅 Sep 2025 🌐 Worldwide 🖥️ All traffic

## Referrals

Referrals makes up 3.47% of website traffic

### Top referring websites

📅 Sep 2025 🌐 Worldwide 🖥️ Desktop

Domain	Share	Change
2net.co.il	42.30% <div style="width: 42.30%;"></div>	↓ 40.52%
link4u.co.il	16.78% <div style="width: 16.78%;"></div>	↓ 44.49%
rotter.net	16.63% <div style="width: 16.63%;"></div>	↑ 81.20%
tapuz.co.il	5.50% <div style="width: 5.50%;"></div>	↑ 2.46%
news.startpage.co.il	4.72% <div style="width: 4.72%;"></div>	↑ 251.29%

### Top referring industries

📅 Sep 2025 🌐 Worldwide 🖥️ Desktop

Website Categories	Traffic Share
Reference Materials - Other	42.30% <div style="width: 42.30%;"></div>
News and Media	23.15% <div style="width: 23.15%;"></div>
Computers Electronics and Technology - Other	17.37% <div style="width: 17.37%;"></div>
Computers Electronics and Technology	5.64% <div style="width: 5.64%;"></div>
Dictionaries and Encyclopedias	4.06% <div style="width: 4.06%;"></div>

## Outgoing Traffic

### Top link destinations

📅 Sep 2025 🌐 Worldwide 🖥️ Desktop

Domain	Share	Change
viruswarning0918usbb8lsc.z13.web.cor...	32.60% <div style="width: 32.60%;"></div>	-
reshet.tv	21.99% <div style="width: 21.99%;"></div>	↑ 15.12%
shortaudition.com	9.66% <div style="width: 9.66%;"></div>	↓ 32.80%
try-smiley.com	9.64% <div style="width: 9.64%;"></div>	↓ 56.26%
whatsapp.com	5.77% <div style="width: 5.77%;"></div>	↓ 91.69%

## Outgoing Ads

### Top ad destinations

📅 Sep 2025 🌐 Worldwide 🖥️ Desktop

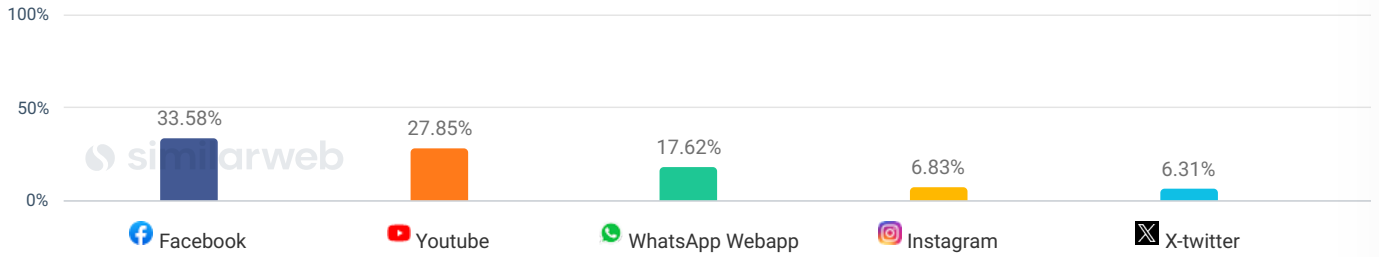
Domain	Share	Change
gowavebrowser.co	20.20% <div style="width: 20.20%;"></div>	-
buyme.co.il	9.92% <div style="width: 9.92%;"></div>	-
campaigns.bmw.co.il	9.90% <div style="width: 9.90%;"></div>	↑ 12.50%
victory.sites.self-point.com	9.01% <div style="width: 9.01%;"></div>	-
temu.com	7.53% <div style="width: 7.53%;"></div>	↓ 65.76%

## Social

Social makes up **10.22%** of website traffic

### Social traffic

📅 Sep 2025 🌐 Worldwide 🖥 Desktop

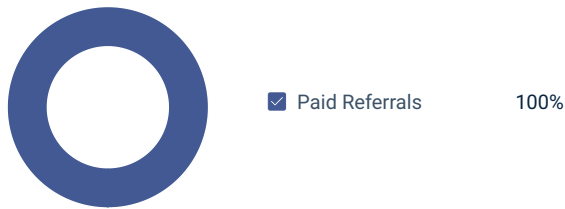


## Display Advertising

Display ads makes up **<1%** of website traffic

### Display ad network

📅 Sep 2025 🌐 Worldwide 🖥 Desktop



### Top publishers

📅 Sep 2025 🌐 Worldwide 🖥 Desktop

Publisher	Share	Change
dooball669.com	47.45%	New
mail.google.com	18.63%	↓ -53%
groceries.morrisons.com	18.63%	New
stories.bringthemhomenow.net	3.82%	New
cgtrader.com	3.82%	New