

Top 10 Websites

Website	Page views	PV MoM change	Unique browsers	UB MoM change
news24.com	95,903,430	-9%	12,353,840	-6%
timeslive.co.za	30,075,402	-9%	6,498,521	-6%
iol.co.za	30,599,695	6%	6,269,249	-2%
BusinessTech.co.za	17,448,231	0%	5,010,656	-7%
gumtree.co.za	68,905,953	-8%	3,633,179	-11%
thesouthafrican.com	11,369,840	-13%	3,522,264	-15%
ewn.co.za	17,402,626	-15%	3,491,997	-19%
sowetanlive.co.za	11,254,395	-17%	2,801,716	-17%
vodacom.co.za	17,194,048	-1%	2,747,350	-4%
dailymaverick.co.za	10,023,613	-10%	2,293,549	-10%

Notable insights

- April 2021 saw a significant decline in traffic across the board. Easter Holidays in the beginning of the month and school holidays at the end of the month resulted in a month on month decline of 16% in Unique Browsers while Page Views stayed stable. Year on Year we saw a 9% decline in Page Views and 12% decline in Unique Browsers.
- Overall a significant decline was observed across news, lifestyle and finance content while sport, business and travel content saw increased readership.
- Another notable insight is that traffic from Mobile devices declined by 4% month on month to 82.95%.

Top 10 interest audiences

Interests	Page views	PV MoM change	Unique browsers	UB MoM change
Tech & Computing	302,708,234	5%	41,921,288	-18%
Events & Attractions	124,501,439	1%	35,597,934	-21%
Business & Finance	169,455,376	-7%	31,816,920	-21%
News & Politics	198,647,044	6%	30,350,399	-22%
Music & Audio	120,129,058	-2%	28,540,366	-24%
Shopping	169,091,165	-9%	28,453,470	-19%
Careers	127,806,511	-7%	28,092,514	-22%
Personal Finance	52,934,518	-7%	26,104,009	-20%
Automotive	133,469,061	-2%	25,050,107	-14%
Real Estate	58,284,575	-7%	22,757,257	-7%

Notable insights

- In line with the overall reduction in traffic, we saw a decline in traffic of Interest segments across the board.
- The only Interest segments that saw an increase in Page Views were Tech & Computing, Events & Attractions and News & Politics. Although News & Politics saw a 6% increase in Page Views, it experienced the second largest decline in Unique Browsers of 22%.

Top 10 Apps

Apps	Page views	PV MoM change	Unique browsers	UB MoM change
Moya Messenger App	272,142,843	34%	14,318,594	-25%
News24 App	112,566,306	-2%	788,690	-6%
D6 School Communicator	14,887,002	-38%	361,851	-15%
SuperSport App	3,092,069	21%	282,974	-3%
Netwerk24 Mobile App	31,215,625	3%	123,421	0%
NetNuus App	12,639,855	-4%	103,477	-3%
D6 Connect App	2,572,038	-28%	70,020	-13%
BusinessDay App	230,817	-7%	56,412	-6%
TimesLive App	207,312	3%	55,650	-4%
eNCA News Mobile App	254,145	-12%	19,501	-11%

Due to the variable nature of Apps and the technical challenges of tag implementation that come with that, our App stats may not always closely correlate with other App analytic stats.

Notable insights

- Moya again experienced fantastic growth in Page Views of 34% month on month as the Messaging App continues to gain traction in South Africa.
- SuperSport also saw a significant uplift in Page Views and this is in line with the overall trend of sporting content attracting increased readership month on month.
- Due to school holidays at the end of April, both D6 school communicator and D6 Connect Apps saw a declines in traffic month on month.

Top 10 month on month % change

Website	Page views	PV % change	Unique browsers	UB % change
rekord.co.za	406,660	27433%	196,761	25790%
kayafm.co.za	1,348,817	172%	744,567	268%
brakpanherald.co.za	130,343	85%	80,443	115%
etv.co.za	1,468,807	98%	172,572	61%
onemagic.dstv.com	201,269	59%	46,968	59%
mzansimagic.dstv.com	865,231	44%	204,942	50%
sandtonchronicle.co.za	192,550	39%	147,343	48%
ridgetimes.co.za	191,320	21%	113,532	43%
sabc.co.za	1,203,959	28%	320,755	37%
jacarandafm.com	2,256,163	13%	840,748	36%

Reasons behind big fluctuations

- Localized content across community news sites excelled again this month, driving the bulk of the largest month on month growth on relatively smaller localized news sites
- Interesting to note that across TV channel websites like eTV, One Magic and Mzansi Magic, successful TV shows drove the bulk of online readership while SABC and Jacaranda's increases in traffic were driven by live streaming radio shows.



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APRIL 2021

Top insights for the month



Categories

Top 2 categories	PVs	UBs	Share
News	468,195,210	38,818,782	31.08%
Tech & computing	297,766,428	19,142,294	15.33%



Interests

Top 2 interests	PVs	UBs	Share
Tech & Computing	302,708,234	41,921,288	8.50%
Events & Attractions	124,501,439	35,597,934	7.22%



Age

29.39% of the total market is aged 20 - 24

58.52% of all browsers are 20 - 35



Duration

Average visit duration: 3 min 37 sec (↑0.46%)



Frequency

14.32 page views per unique browser (↑18.84%)



Device

82.95% of traffic is from mobile phones (↓-4.18%)