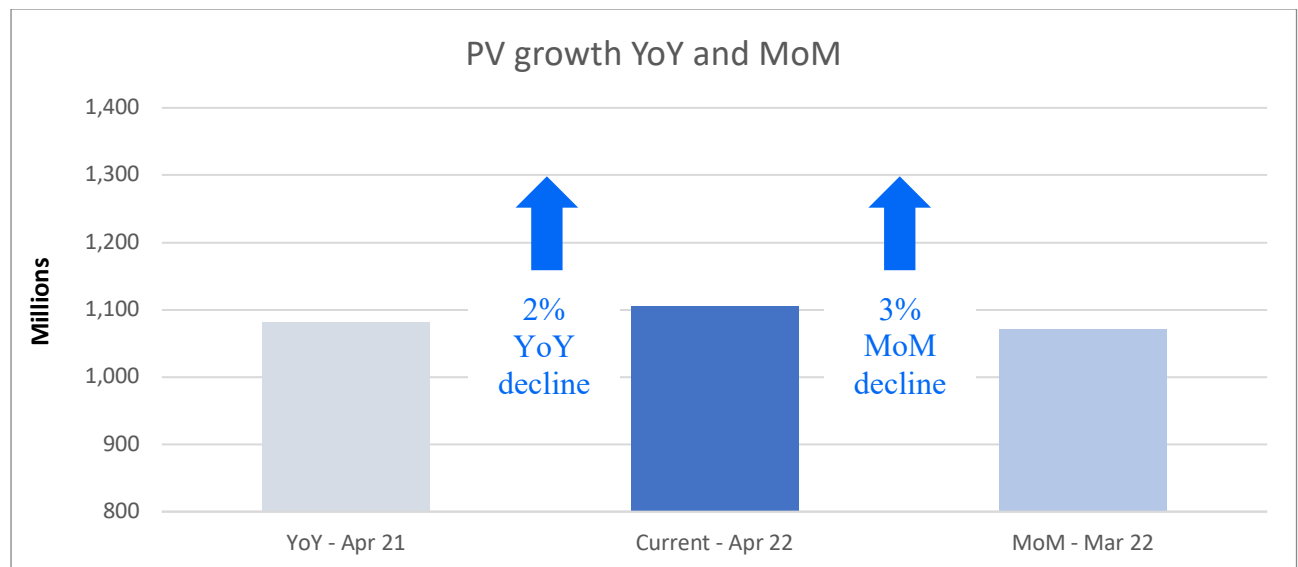


The Month's Overview

Total website traffic measured by Narratiive was slightly up for April 2022. With a month on month increase in page views of 3% and a year on year increase in page views of 2%.

With the Easter holidays and additional public holidays during April, we observed a distinct change in the content being consumed. News and Business categories of sites experienced a 12% and 20% decline in page views month on month respectively, while Education, Tech & Computing, Lifestyle, Style & Fashion and Family & Parenting categories performed well.

The percentage of traffic generated from Mobile devices also increased substantially by 8% to 89% of all website traffic being generated on mobile devices.



Summary of how categories performed

Popular categories	Unpopular categories
Education: PVs 39% up	Health & Fitness: PVs -35% down
Tech & Computing: PVs 30% up	Hobbies & Interest: PVs -31% down
Lifestyle: PVs 8% up	Arts & Entertainment: PVs -24% down
Style & Fashion: PVs 6% up	Classifieds: PVs -22% down
Family & Parenting: PVs 4% up	Careers: PVs -22% down

Top 10 Websites

Website	Page views	PV MoM change	Unique browsers	UB MoM change
news24.com	84,669,084	-18%	10,759,363	-11%
timeslive.co.za	22,162,742	-12%	5,122,393	-8%
BusinessTech.co.za	15,901,406	-30%	4,961,940	-23%
thesouthafrican.com	13,098,588	41%	4,795,080	49%
citizen.co.za	9,479,397	-23%	2,913,906	-8%
gumtree.co.za	50,702,089	-15%	2,821,741	-11%
ewn.co.za	11,527,790	-9%	2,684,848	-3%
mybroadband.co.za	8,852,647	-3%	2,535,292	-7%
businessinsider.co.za	7,759,291	-5%	2,490,909	9%
dailymaverick.co.za	9,420,519	-22%	2,391,480	-9%

Notable insights

- Despite total page views being up for April 2022, we see that all of the top 10 websites, except for thesouthafrican.com, experienced a decline in page views month on month.
- The decline in the page views across the above sites can largely be attributed to a quieter month in breaking news in both business and politics.
- thesouthafrican.com did however show very strong month on month growth and this was due to success in lifestyle and sports content.

Top 10 interest audiences

Interests	Page views	PV MoM change	Unique browsers	UB MoM change
Tech & Computing	309,305,755	4%	48,477,379	0%
News & Politics	196,123,198	6%	29,443,928	9%
Business & Finance	187,544,744	-8%	40,260,427	3%
Shopping	163,701,273	14%	35,267,449	12%
Automotive	152,381,740	14%	29,641,894	7%
Careers	145,291,111	-4%	38,104,929	9%
Events & Attractions	94,279,423	1%	38,984,517	3%
Music & Audio	93,512,098	-9%	30,261,159	11%
Personal Finance	84,903,062	3%	36,288,323	12%
Sports	72,803,920	7%	23,247,842	4%

Notable insights

- The most noticeable increase in Interest segments was content related to Shopping and Automotive which both saw 14% increases in page views month on month.
- On the flip side of that, Music & Audio and Business & Finance related content saw the largest month on month decreases with 9% and 8% declines in page views respectively.

Top 10 Apps

Apps	Page views	PV MoM change	Unique browsers	UB MoM change
Moya Messenger App	483,474,689	32%	36,388,887	29%
News24 App	77,902,924	-14%	644,229	-10%
Netwerk24 Mobile App	31,156,187	-6%	119,536	1%
D6 School Communicator	14,566,449	80%	417,254	23%
NetNuus App	12,547,473	-11%	105,937	-1%
SuperSport App	3,778,291	8%	308,962	5%
D6 Connect App	2,481,981	1%	60,522	-14%
BusinessDay App	223,062	-17%	60,470	-12%
TimesLive App	179,747	-14%	58,207	-12%
eNCA News Mobile App	168,574	-16%	16,902	-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 App continues to grow in popularity which continues its excellent growth in page views and unique browsers with 32% and 29% growth in those metrics respectively.
- D6 School communicator saw tremendous growth of 80% in page views as increased school communication drove increased App usage around the school holidays.
- Overall, most news Apps decline in month on month page views in line with the 12% decline in web traffic to the news category of sites.

Top 10 month on month % change

Website	Page views	PV % change	Unique browsers	UB % change
sundayworld.co.za	4,468,302	460%	1,319,747	269%
northcoastcourier.co.za	469,385	321%	233,015	362%
southcoastherald.co.za	287,749	144%	141,165	272%
vaalweekblad.com	483,830	85%	196,286	120%
benonicitytimes.co.za	157,421	83%	90,989	158%
ukhozifm.co.za	285,415	66%	56,303	73%
northglennnews.co.za	121,197	50%	57,813	82%
thesouthafrican.com	13,098,588	41%	4,795,080	49%
sacriccketmag.com	328,132	40%	131,420	29%
food24.com	493,540	27%	281,591	48%

Reasons behind big fluctuations

- Most of the above sites were community news titles which saw regionally specific content perform well. These successful articles contributed a large percentage of these sites' total traffic and as a result, reflected large month on month growth.
- Sites that were not community news sites and performed well were: SundayWorld which is a newly tagged website as of the 22nd of March and as a result top the above list. UkhoziFM saw good organic growth in traffic with thesouthafrican.com driving increased traffic from lifestyle and sports content. SACricketMag saw a strong increase in traffic due to the two tests against Bangladesh as well as general cricket news and in particular the IPL. Lastly, Food24 saw good growth due to increased interest in Easter recipes.

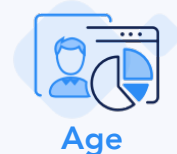
Top insights for the month



Top 2 categories	PVs	UBs	Share
Tech & Computing	494,956,033	39,712,003	40.13%
News	374,195,201	32,083,014	30.34%

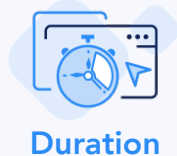


Top 2 interests	PVs	UBs	Share
Tech & Computing	309,305,755	48,477,379	16.31%
News & Politics	196,123,198	29,443,928	10.34%



30% of the total market is aged 20 - 24

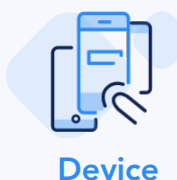
59.22% of all browsers are 20 - 35



Average visit duration: 3 min 17 sec (↓ -3.43%)



12.19 page views per unique browser (↓ -1.38%)



89.02% of traffic is from mobile phones (↑ 8.42%)