

Top 10 Websites

Website	Page views	PV MoM change	Unique browsers	UB MoM change
news24.com	112,041,640	-27%	13,566,270	-16%
timeslive.co.za	28,712,027	-15%	6,780,019	-1%
iol.co.za	28,998,354	-28%	5,822,800	-22%
BusinessTech.co.za	18,452,829	-20%	5,434,473	-20%
thesouthafrican.com	13,471,800	-34%	4,700,927	-15%
gumtree.co.za	64,289,759	1%	3,685,212	9%
ewn.co.za	16,300,996	-20%	3,059,977	-16%
skillsportal.co.za	8,327,733	382%	2,987,357	356%
dailymaverick.co.za	12,605,084	-20%	2,708,500	-21%
citizen.co.za	11,293,596	6%	2,685,847	-2%

Notable insights

- Although the above table suggests a significant decline in month on month traffic, this is in fact not the case. Across all websites measured by Narratiive, we saw a 32% growth in page views year on year and 2% growth month on month.
- There was however an overall decline in readership in the News, Business and Broadcast Media categories, which most of the above sites are categorized into. These categories of sites declined to more average levels of readership which meant that large month on month declines was represented because of very high traffic volumes in July due to keen interest in breaking news around the looting and unrest during July.

Top 10 interest audiences

Interests	Page views	PV MoM change	Unique browsers	UB MoM change
Tech & Computing	383,219,725	7%	49,034,816	5%
Events & Attractions	126,748,579	-2%	40,989,249	6%
Careers	157,978,948	22%	37,008,751	21%
Business & Finance	210,691,142	4%	36,965,059	-1%
News & Politics	281,911,266	-16%	34,855,978	-6%
Personal Finance	92,156,075	2%	33,740,942	7%
Shopping	203,733,576	7%	33,383,034	0%
Music & Audio	140,185,035	-5%	31,826,147	-5%
Automotive	150,879,574	10%	28,110,691	3%
Hobbies & Interests	47,816,842	2%	26,464,821	0%

Notable insights

- Largely interest in various topics of content stayed relatively stable across the top ten interest segments.
- Careers was the largest climber with a 22% month on month growth in Pageviews. This shows promising signs of increased activity and vacancies in the job market.
- On the other end of the scale, News & Politics experienced the largest month on month decline in traffic with a 16% decline in page views. This was due to the very high readership of News & Politics in July as a result of the unrest and looting.

Top 10 Apps

Apps	Page views	PV MoM change	Unique browsers	UB MoM change
Moya Messenger App	518,606,734	58%	17,740,323	59%
News24 App	89,234,880	-48%	1,031,222	14%
D6 School Communicator	16,227,122	43%	328,807	2%
SuperSport App	2,751,772	-13%	319,425	-3%
Netwerk24 Mobile App	34,861,925	-14%	125,534	-2%
NetNuus App	14,313,157	-17%	105,079	-4%
D6 Connect App	2,535,415	73%	68,379	11%
BusinessDay App	236,741	-20%	61,672	-17%
TimesLive App	213,820	-29%	58,921	-28%
eNCA News Mobile App	274,154	-32%	21,248	-23%

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

- The Moya Messenger App continues to rapidly grow month on month. Yet again the App was one of the most downloaded Apps on the Google play store and topped out list of biggest Apps with some very impressive stats.
- D6 School communicator and D6 connect saw a large month on month growth as School returns post the mid-year holiday.
- As most other Apps cover News, these all saw a significant decline in traffic, similar to the web trends of very high readership in July and then returning to normal levels in August which then resulted in a large month on month declines in readership.

Top 10 month on month % change

Website	Page views	PV % change	Unique browsers	UB % change
skillsportal.co.za	8,327,733	382%	2,987,357	356%
dstv.com	798,562	223%	296,504	185%
africamagic.dstv.com	2,353,536	390%	177,542	174%
reviewonline.co.za	312,077	80%	153,244	123%
ridgetimes.co.za	297,105	79%	161,431	121%
taste.co.za	528,145	40%	212,806	112%
schoolofrugby.co.za	47,195	94%	30,323	90%
e-classroom.co.za	847,140	76%	75,072	78%
sportsclub.co.za	92,732	64%	64,081	73%
careersportal.co.za	6,751,713	82%	2,412,687	68%

Reasons behind big fluctuations

- SkillsPortal experience the largest month on month growth driven by a focus on producing valuable content for a young audience needing support and guidance on starting their careers, further studying and getting bursaries. This same strategy was also expanded to SkillsPortals brother site, CareersPortal.
- DSTV and AfricaMagic also saw strong growth due to a keen interest in Big Brother Naija.
- ReviewOnline and RidgeTimes experienced good growth due to successful hyper-local news whilst Taste, School of Rugby, e-Classroom and SportsClub all produced successful content in their respective content niches.

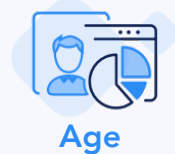
Top insights for the month



Top 2 categories	PVs	UBs	Share
News	477,828,101	41,531,090	29.43%
Tech & Computing	530,045,276	20,430,803	14.48%

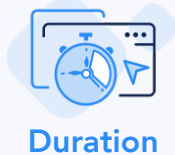


Top 2 interests	PVs	UBs	Share
Tech & Computing	383,219,725	49,034,816	8.33%
Events & Attractions	126,748,579	40,989,249	6.96%



29.69% of the total market is aged 20 - 24

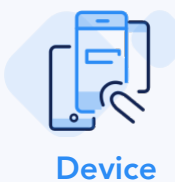
58.88% of all browsers are 20 - 35



Average visit duration: 4 min 00 sec (↑ 0.84%)



16.08 page views per unique browser (↓ -1.95%)



83.25% of traffic is from mobile phones (↓ -1.97%)