

Narratiive sunset letter

As per prior communication to the market, the Narratiive dashboard was sunset on 31 August 2022 and Narratiive has rebranded to Harkle. We will focus exclusively on being a zero and 1st party data collection specialist for the digital publishing industry.

As the Narratiive web analytics and audience profiling methodology relied on both 3rd Party and 1st Party cookies, this meant with the imminent deprecation of 3rd party cookies, we needed to build an entirely new data collection platform and methodology. The only viable way to do this was to sunset the existing business and start afresh.

We are excited to continue operating in the South African market under our new brand name, Harkle, and look forward to still working closely with all our existing customers and hopefully new ones too.

Please note, as the Narratiive dashboard sunset on 31 August, the below stats are for 1 August – 30 August and as such one day short of the full month. This is due to a standard 24hr data processing delay, as well as our active services for the tech tools we used to run our platform ending on the 31st, meant we were unable to process the data for the 31st.

We thank you for your support and partnership over the last 12 years while being the measurement partner for the IAB SA and look forward to assisting the industry make sense of the local digital publishing landscape without 3rd party cookies. The IAB SA measurement currency will have a slight gap in service as the new measurement solution is implemented of the coming month.

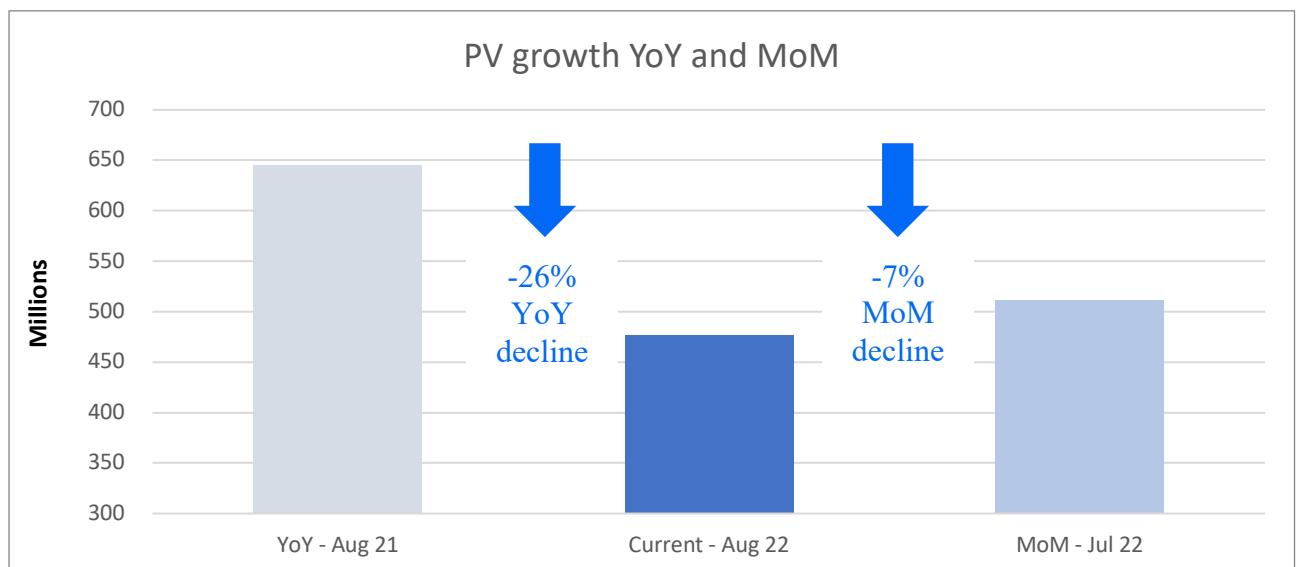
Thanks for your support.

Greg Mason
Country manager, Narratiive

The Month's Overview

August 2022 was a quieter month for breaking news in South Africa. In total, Narratiive measured a -26% decline year on year and -7% decline month on month in page views. This is however including the one day short for reporting in August 2022.

Additionally, July 2021 was a very high base with record online traffic due to the national looting and still keen interest in COVID-19. This high base of internet readership split over into August 2021 and as a result reflects a large year on year decline in internet readership in South Africa for August 2022. Another macro trend presented by [the Reuters Digital News Report 2022](#) found “news fatigue setting in – not just around COVID-19 but around politics and a range of other subjects – with the number of people actively avoiding news increasing markedly.” This together with a quieter month for breaking news meant a -7% decline in page views month on month.



Summary of how categories performed

Popular categories	Unpopular categories
Education: PVs 18% up	Health & fitness: PVs -46% down
Lifestyle: PVs 13% up	Family & parenting: PVs -43% down
Community news: PVs 12% up	Tech & computing: PVs -13% down
Broadcast media: PVs 8% up	Business: PVs -13% down
Food & drink: PVs 6% up	Law, gov't & politics: PVs -12% down

Top 10 Websites

Website	Page views	PV MoM change	Unique browsers	UB MoM change
news24.com	78,253,156	-10%	10,136,307	-2%
BusinessTech.co.za	16,274,147	-19%	5,127,936	-9%
thesouthafrican.com	15,352,477	-5%	5,052,924	6%
timeslive.co.za	17,032,391	-6%	4,165,594	-2%
ewn.co.za	14,499,441	9%	2,972,184	3%
citizen.co.za	10,447,306	2%	2,947,204	8%
gumtree.co.za	44,051,523	0%	2,625,337	-3%
mybroadband.co.za	8,309,280	-16%	2,565,540	-19%
dailymaverick.co.za	11,042,351	-4%	2,447,664	-2%
businessinsider.co.za	7,450,998	-9%	2,382,744	-4%

Notable insights

- News24, TheSouthAfrican, TimesLive, Daily Maverick and BusinessInsider all followed a similar pattern of about -7% decline, month on month, in page views measured by Narratiive.
- EWN, Citizen and Gumtree performed well with flat or positive growth figures in their page views month on month.
- Overall, a -13% decline was observed in Tech and Computing resulting a a similar drop in content within that category.

Top 10 interest audiences

Interests	Page views	PV MoM change	Unique browsers	UB MoM change
Tech & Computing	158,420,910	-6%	29,875,512	1%
Business & Finance	123,969,885	3%	27,121,072	5%
News & Politics	116,592,682	-5%	18,288,100	6%
Careers	86,556,412	0%	24,441,545	9%
Shopping	78,420,671	-6%	21,295,958	2%
Automotive	67,465,145	-9%	17,333,843	-3%
Music & Audio	51,101,753	-8%	16,779,151	1%
Events & Attractions	48,318,511	-10%	23,975,452	1%
Personal Finance	46,442,228	-8%	20,350,260	1%
Sports	41,362,963	-8%	15,707,015	9%

Notable insights

- As with the overall decline of -7% in page views, so too do we see most of the above Interest segments experiencing a similar decline in page views.
- The exception to this was Automotive and Events & Attractions which experienced -9% and -10% declines respectively.
- On the other side of the spectrum was Careers with a flat 0% shift in page view month on month and Business & Finance with 3% growth in page views month on month.

Top 10 Apps

Apps	Page views	PV MoM change	Unique browsers	UB MoM change
News24 App	69,536,216	-13%	610,571	-2%
Netwerk24 Mobile App	33,533,242	0%	122,170	-2%
D6 School Communicator	10,903,106	33%	370,649	2%
SuperSport App	3,195,141	41%	327,125	25%
D6 Connect App	2,143,565	54%	53,469	8%
BusinessDay App	230,762	-1%	60,604	-3%
TimesLive App	195,695	-7%	62,638	1%
eNCA News Mobile App	137,987	-10%	13,074	-8%
SowetanLive App	112,974	-12%	33,386	-12%
Moneyweb App	111,998	-16%	6,186	-17%

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

- In general, news Apps all experienced slight declines in traffic month on month while D6 and SuperSport performed well.
- D6 performed well due to school being back into full swing post mid-year holidays while Super Sport performed well due to soccer news from the Premier League and DSTV Premiership.
- Moya Messenger App experienced a technical tagging issue in the last week of July and as such was not measured during August 2022.

Top 10 month on month % change

Website	Page views	PV % change	Unique browsers	UB % change
memeburn.com	246,037	287%	197,105	410%
sandtonchronicle.co.za	75,040	177%	29,367	117%
sportsclub.co.za	61,862	119%	46,009	157%
potchefstroomherald.co.za	292,907	97%	135,545	74%
vaalweekblad.com	523,849	84%	317,230	163%
supersport.com	5,525,065	82%	2,001,788	81%
brakpanherald.co.za	82,154	78%	48,656	182%
reviewonline.co.za	241,044	71%	82,013	43%
bereamail.co.za	71,422	66%	46,569	103%
litnet.co.za	483,614	60%	192,983	62%

Reasons behind big fluctuations

- Sandton Chronicle, Potchefstroom Herald, Vaal Weekblad, Brakpan Herald, Review Online and Berea Mail all did well based on successful community news articles which due to their smaller overall volume, resulted in a significant month on month growth.
- Memburn did well due to a wide variety of tech content, while SportsClub and Super Sport attracted strong readership on their soccer content and specifically the Premier League and DSTV Premiership.
- Lastly, Litnet succeeded in producing a wide range of successful Afrikaans news articles.

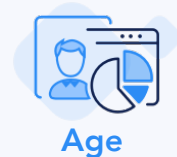
Top insights for the month



Top 2 categories	PVs	UBs	Share
News	346,236,842	31,211,795	33.09%
Business	47,800,306	10,723,669	11.37%

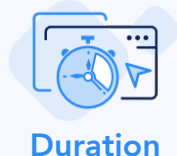


Top 2 interests	PVs	UBs	Share
Tech & Computing	158,420,910	29,875,512	8.45%
Business & finance	123,969,885	27,121,072	7.67%



30.55% of the total market is aged 20 - 24

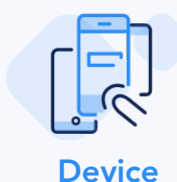
59.98% of all browsers are 20 - 35



Average visit duration: 2 min 37 sec (↓ -8.14%)



10.85 page views per unique browser (↓ -13.61%)



75% of traffic is from mobile phones (↓ -8.74%)