

Top 10 Websites

Website	Page views	PV MoM change	Unique browsers	UB MoM change
news24.com	102,256,275	17%	12,713,534	18%
timeslive.co.za	32,172,018	26%	7,065,100	23%
iol.co.za	28,348,853	5%	5,908,994	-3%
BusinessTech.co.za	18,001,437	-14%	5,709,495	-5%
ewn.co.za	22,328,335	18%	4,589,095	16%
thesouthafrican.com	11,449,290	9%	3,972,870	11%
gumtree.co.za	65,265,096	-14%	3,874,423	-10%
enca.com	11,099,891	48%	3,539,399	40%
businessinsider.co.za	14,279,586	29%	3,204,763	42%
sowetanlive.co.za	12,746,337	-11%	3,166,146	4%

Notable insights

- Overall traffic increased slightly in December with just over 1 billion page impressions and 87 million unique browsers measured across all Narratiive tagged sites in South Africa. This is however against the usual annual trend of approximately 15% month on month decline in web traffic for December. In contrast, this year traffic was up 3% month on month and 6% year on year.
- Content that performed well in December was largely focused COVID breaking news as the second wave hit South Africa in December. As a result, large domestic news sites again acted as the go-to resources for breaking news on the latest COVID news and potential restrictions imposed over the festive season.

Top 10 interest audiences

Interests	Page views	PV MoM change	Unique browsers	UB MoM change
Events & Attractions	130,089,015	18%	47,785,287	9%
Tech & Computing	244,089,996	-1%	46,970,015	-1%
News & Politics	200,542,270	8%	42,349,357	9%
Music & Audio	134,035,908	4%	41,333,239	6%
Shopping	176,682,273	4%	36,932,758	0%
Business & Finance	141,425,719	-4%	36,029,682	-4%
Automotive	153,692,082	-6%	30,840,022	-5%
Careers	94,516,130	-7%	29,664,760	-6%
Sports	102,952,371	17%	27,175,537	4%
Personal Finance	50,569,926	6%	26,686,186	-7%

Notable insights

- As overall traffic was relatively flat month on month, there were small fluctuations in traffic across most interest segments.
- However, Segments that performed well during December included Events & Attractions, News & Politics and Sports. Other segments that performed well outside of the top 10 included Healthy living, Medical Health, Movies and Food & Drink.
- This is as people focused on at-home entertainment, health and wellness and breaking news amidst the rise of the second wave of COVID-19 in South Africa during December.

Top 10 Apps

Apps	Page views	PV MoM change	Unique browsers	UB MoM change
Moya Messenger App	135,975,170	10%	18,698,393	-2%
News24 App	165,840,836	108%	1,084,799	38%
D6 School Communicator	11,383,964	-43%	330,934	-14%
SuperSport App	2,352,492	5%	261,259	1%
Netwerk24 Mobile App	26,775,841	2%	121,471	4%
NetNuus App	12,229,976	1%	105,154	1%
BusinessDay App	279,672	-60%	58,736	79%
D6 Connect App	1,545,741	-34%	54,757	-13%
TimesLive App	180,825	3%	47,740	5%
eNCA News Mobile App	374,917	5%	29,343	4%

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

- D6 School Communicator App experienced a decline in both PV's and UB's owing to the fact that school's had closed over this period.
- All other variance came for organic changes to readership during the month of December.

Top 10 month on month % change

Website	Page views	PV % change	Unique browsers	UB % change
womenonwheels.co.za	54,419	572%	42,444	766%
autodealer.co.za	340,317	710%	58,287	583%
rsg.co.za	486,824	573%	66,095	393%
southcoastherald.co.za	253,045	157%	161,872	246%
potchefstroomherald.co.za	283,459	147%	196,382	202%
randfonteinherald.co.za	128,357	70%	91,892	141%
midrandreporter.co.za	181,218	118%	138,336	130%
diepos.co.za	70,691	65%	57,350	124%
gagasiworld.co.za	81,610	102%	38,795	115%
wantedonline.co.za	127,339	84%	86,274	94%

Reasons behind big fluctuations

- Large month on month fluctuations were mostly driven by localized news stories getting good readership.
- Some of these articles covered local tragic accidents, localized level 4 restrictions, recipes and podcasts as well as a keen interest in secondhand cars.



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SOUTH AFRICA ONLINE

DECEMBER 2020

Top insights for the month



Categories

Top 2 categories	PVs	UBs	Share
News	542,400,340	44,450,072	32.14%
Tech & Computing	160,734,797	23,901,857	17.28%



Interests

Top 2 interests	PVs	UBs	Share
Events & Attractions	130,089,015	47,785,287	8.02%
Tech & Computing	244,089,996	46,970,015	7.88%



Age

26.07% of the total market is aged 20 - 24

54.16% of all browsers are 20 - 35



Duration

Average visit duration: 3 min 05 sec (↓ -7.50%)



Frequency

11.53 page views per unique browser (↓ -0.35%)



Device

85.53% of traffic is from mobile phones (↑ 1.40%)