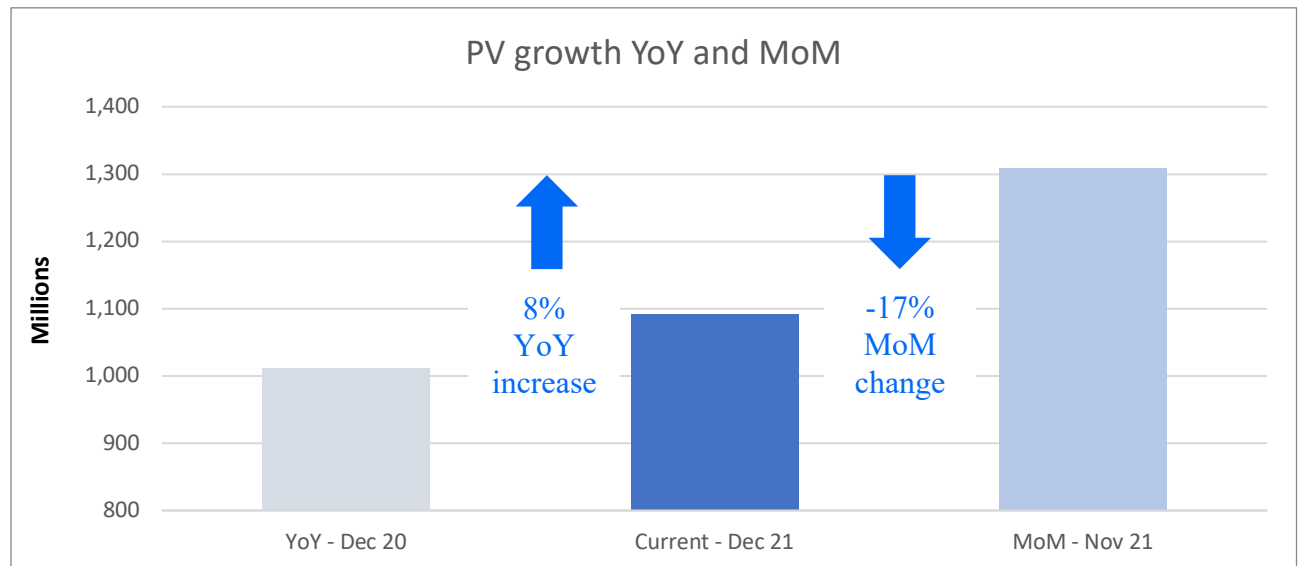


### The Month's Overview

In line with usual trends, the end of year holiday season brought a significant decline in overall internet traffic as measured by Narratiive. As South Africans spent less time online, Narratiive measured a 14% decline in average visit duration down to 3min 08sec while the average page views per unique browser declined by 9% to 14.45.

Month on month, overall internet traffic for December 2021 measured by Narrative saw a 17% decline in page views while year on year there was a healthy 8% growth in page views. This year on year growth speaks to the ongoing maturation of internet usage in South Africa and the continued consumption of digital media in our day to day lives.



### Summary of how categories performed

Popular categories	Unpopular categories
Health & Fitness: PVs 50% up	Law, gov't & politics: PVs -64% down
Lifestyle: PVs 28% up	Education: PVs -49% down
Family & parenting: PVs 12% up	Community news: PVs -42% down
Hobbies & interests: PVs 5% up	Careers: PVs -32% down
Style & fashion: PVs 5% up	Classifieds: PVs -31% down

### Top 10 Websites

Website	Page views	PV MoM change	Unique browsers	UB MoM change
news24.com	98,205,680	-14%	12,264,152	-11%
timeslive.co.za	21,700,092	-20%	5,263,491	-9%
BusinessTech.co.za	16,163,021	-22%	5,129,263	-12%
gumtree.co.za	50,099,726	-12%	3,188,132	-6%
thesouthafrican.com	8,161,826	-11%	2,949,480	-18%
citizen.co.za	10,337,873	-19%	2,636,742	-13%
ewn.co.za	12,111,739	-16%	2,575,085	-15%
businessinsider.co.za	8,220,336	20%	2,511,636	10%
dailymaverick.co.za	8,883,502	-12%	2,251,051	-15%
enca.com	5,107,006	-21%	1,959,565	-11%

### Notable insights

- As would be expected in December, with the summer holidays, overall internet readership, as measured by Narratiive, declined month on month by 17% with the News category of sites declining by 13%. In line with that, all the above top 10 sites, except for BusinessInsider, experienced a month on month decline in traffic.
- BusinessInsider was the one exception to the top 10 and achieved good month on month growth in readership of 20% in page views and 10% in unique browsers. This was on the back of successful content like the list of South Africa's most expensive schools and a wide range of COVID-19 related articles.

### Top 10 interest audiences

Interests	Page views	PV MoM change	Unique browsers	UB MoM change
Tech & Computing	285,211,256	-19%	39,541,513	-12%
Events & Attractions	100,673,972	-16%	34,495,626	-11%
Business & Finance	157,703,799	-24%	31,269,953	-12%
News & Politics	244,385,233	-22%	29,753,607	-17%
Shopping	153,844,790	-16%	29,017,864	-9%
Music & Audio	123,057,744	-14%	26,531,129	-8%
Careers	109,449,812	-20%	25,583,991	-15%
Personal Finance	68,884,834	-28%	24,673,589	-23%
Automotive	148,681,627	5%	24,220,466	-7%
Sports	91,071,936	-20%	20,714,223	-16%

### Notable insights

- In line with an overall decline in internet readership Narratiive measured a similar decline across the top 10 interest segments of content.
- With people in the holiday spirit, it is no surprise that the largest month on month declines were experienced across Personal finance and Business & finance with a 28% and 24% decline in page views respectively.
- On the other end of the scale, Automotive and Music & Audio saw the best month-month changes with a 5% increase in page views for Automotive and a 14% decline in page views for Music & Audio.

### Top 10 Apps

Apps	Page views	PV MoM change	Unique browsers	UB MoM change
Moya Messenger App	413,852,835	-18%	16,839,311	8%
News24 App	96,672,326	-9%	765,647	-4%
SuperSport App	2,971,647	-14%	289,215	-12%
D6 School Communicator	5,702,481	-56%	219,062	-27%
Netwerk24 Mobile App	33,096,471	-7%	127,569	2%
NetNuus App	13,691,825	-8%	107,878	0%
TimesLive App	238,451	-1%	77,952	-2%
BusinessDay App	251,986	-9%	72,378	-5%
D6 Connect App	1,478,022	-30%	61,167	-2%
SowetanLive App	102,948	-5%	31,350	-3%

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

- With the above list of top 10 Apps mostly being news publishers, we again see a similar trend of an overall decline in readership of between 5% and 20%.
- Sitting outside of this trend is D6 School communicator and D6 Connect Apps which are heavily affected by the school holidays and as a result experienced far larger declines in traffic of -56% and -30% in page views respectively.

### Top 10 month on month % change

Website	Page views	PV % change	Unique browsers	UB % change
foodformzansi.co.za	558,148	210%	301,722	226%
viu.com - South Africa	3,417,319	185%	1,657,878	207%
kaya959.co.za	1,417,230	55%	745,880	72%
ukhozifm.co.za	176,012	3%	53,976	58%
travelnews.co.za	158,497	31%	62,527	54%
taste.co.za	801,229	47%	274,704	42%
dstv.com	1,740,473	18%	674,243	39%
mosselbayadvertiser.com	273,821	7%	96,839	38%
suidkaapforum.com	96,616	9%	40,938	34%
landbou.com	342,012	19%	145,195	28%

### Reasons behind big fluctuations

- Sitting at the top of the above list are Food for Mzansi and Viu.com which both experienced very large month on month growth due to improvements and recent tagging of their sites.
- The other eight sites in the above list experience solid month on month growth due to successful articles. Kaya, Ukhozi and DSTV provided content around entertainment and lifestyle while TravelNews and Taste delivered season-specific content on festive season travel and delicious Christmas recipes.
- MosselbayAdvertiser and Suidkaapforum succeeded on community news with Landbou offering agricultural breaking news and weather forecasts.

### Top insights for the month



Top 2 categories	PVs	UBs	Share
News	430,425,936	35,120,385	29.46%
Tech & Computing	423,254,167	19,583,745	16.43%

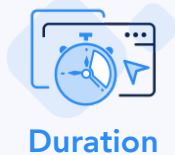


Top 2 interests	PVs	UBs	Share
Tech & Computing	285,211,256	39,541,513	8.17%
Events & Attractions	100,673,972	34,495,626	7.13%



28.35% of the total market is aged 20 - 24

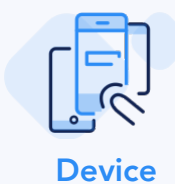
57.81% of all browsers are 20 - 35



Average visit duration: 3 min 08 sec (↓ -13.76%)



14.45 page views per unique browser (↓ -9.29%)



81.69% of traffic is from mobile phones (↑ 0.01%)