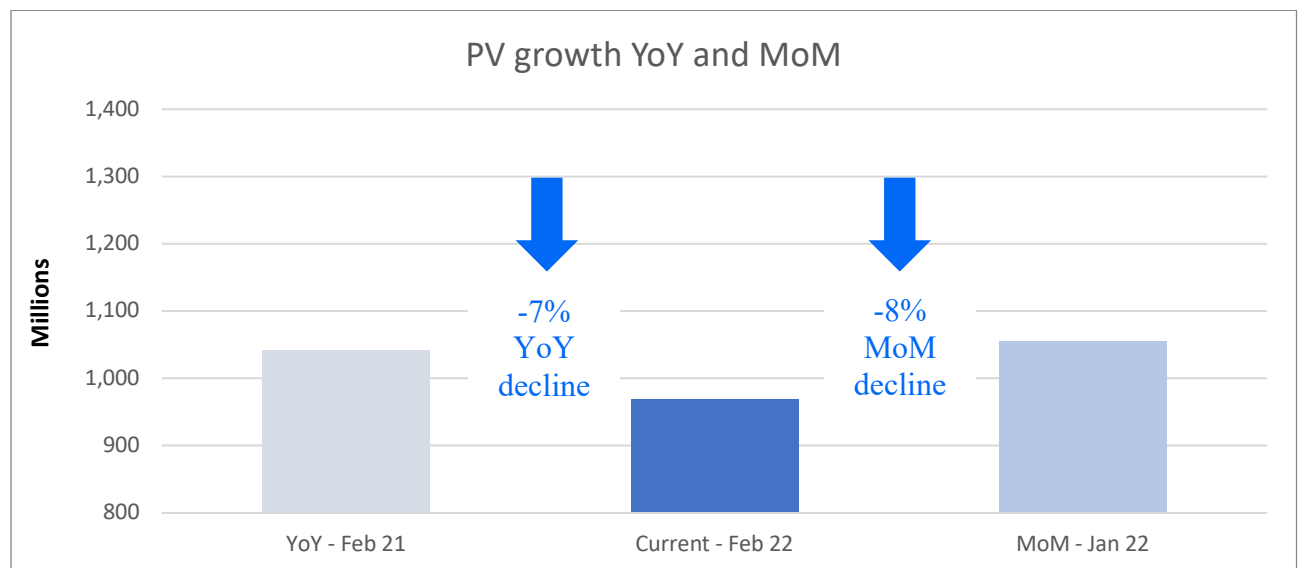


The Month's Overview

In total, Narratiive measured just under 970 million page views in February 2022 across all tagged websites and Apps. As expected with a shorter month in February, Narratiive measured a decline in total page views of -8% month on month. This is in line with February being 9% shorter than January.

However, what is interesting to note is there was also a -7% decline year on year from February 2021 to February 2022. This is because February 2021 came off a high base of web traffic due to the second wave of COVID-19 peaking on 11 January 2021. This spilt over into February with high web continuing during that month.



Summary of how categories performed

Popular categories	Unpopular categories
Law, Gov't & politics: PVs 14% up	Family & parenting: PVs -40% down
Arts & Entertainment: PVs 7% up	Classifieds: PVs -38% down
Community news: PVs 6% up	Food & drink: PVs -31% down
Lifestyle: PVs 3% up	Hobbies & interests: PVs -28% down
Broadcast Media: PVs 2% up	Sports: PVs -24% down

Top 10 Websites

Website	Page views	PV MoM change	Unique browsers	UB MoM change
news24.com	93,967,236	-12%	12,416,981	-3%
BusinessTech.co.za	18,825,213	-7%	5,809,590	-10%
timeslive.co.za	22,682,079	-9%	5,485,153	-1%
gumtree.co.za	57,438,957	-9%	3,262,330	-14%
mybroadband.co.za	9,597,942	1%	3,091,165	5%
thesouthafrican.com	8,781,588	-35%	3,076,661	-31%
citizen.co.za	10,753,751	-22%	2,862,817	-15%
ewn.co.za	11,431,823	0%	2,593,346	10%
sowetanlive.co.za	8,532,615	-5%	2,452,963	2%
dailymaverick.co.za	10,532,975	1%	2,424,402	-2%

Notable insights

- Most of the above top 10 websites experienced a decline in traffic of between -5% and -10% which is in line with the shorter month of February.
- However, most notably, The South African and Citizen experienced larger than average declines in traffic of -35% and -22% in page views respectively. This was on the back of a general decline in News, lifestyle and sports content across both of these sites.
- In contrast, MyBroadband, EWN and Daily Maverick all managed to post positive gains in traffic month on month.

Top 10 interest audiences

Interests	Page views	PV MoM change	Unique browsers	UB MoM change
Tech & Computing	267,759,329	-12%	42,672,597	-9%
Business & Finance	180,687,186	-5%	35,726,500	4%
Events & Attractions	81,233,646	-7%	33,317,259	1%
Careers	146,472,682	-9%	33,236,951	1%
Personal Finance	74,984,190	0%	30,327,687	11%
Shopping	128,145,897	-8%	27,586,836	3%
Automotive	139,364,799	-8%	24,486,675	-1%
News & Politics	164,546,601	-8%	24,178,719	-7%
Music & Audio	92,941,538	20%	21,911,820	4%
Education	35,768,156	-39%	18,642,475	-19%

Notable insights

- Here again, due to the shorter month, we see an even decline of traffic across most Interest segments of between -5% and -12%.
- As an outlier, Education experienced a larger than average decline of -39% in page views. This is largely driven by the decrease in traffic across large apps like D6 school communicator as parents are more settled into the school year.
- Music and Audio was also an outlier with a 20% increase in page views. A big contributor to this was the opening of Idols S18 auditions on DSTV and Mzansi Magic websites.

Top 10 Apps

Apps	Page views	PV MoM change	Unique browsers	UB MoM change
Moya Messenger App	321,879,382	-4%	17,362,647	16%
News24 App	82,438,624	-11%	739,275	-1%
SuperSport App	2,707,936	-21%	262,770	-5%
D6 School Communicator	5,140,749	-24%	187,267	4%
Netwerk24 Mobile App	29,891,405	-11%	118,287	-2%
NetNuus App	12,850,548	-10%	106,987	1%
D6 Connect App	3,467,457	-16%	76,962	-15%
BusinessDay App	244,096	-8%	65,570	-6%
TimesLive App	195,983	-21%	63,380	-20%
SowetanLive App	103,849	-6%	31,861	-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

- Apps also saw an overall month on month decline in traffic with a slightly more pronounced decline than web traffic. Overall Apps saw an -11% decline in traffic month on month as opposed to websites only experiencing a 6% decline in traffic month on month.
- A possible explanation for the increased decline in App traffic may be as people spend more time in the office, so they browsed online more on their desktops and as such App traffic decreased more than website traffic.

Top 10 month on month % change

Website	Page views	PV % change	Unique browsers	UB % change
talkofthetown.co.za	156,259	814%	109,863	995%
risingsunchatsworth.co.za	126,256	138%	77,195	223%
carletonvilleherald.com	95,249	143%	49,100	148%
letabaherald.co.za	61,538	89%	36,989	106%
randfonteinherald.co.za	118,953	79%	54,665	91%
heraldlive.co.za	2,838,095	46%	1,036,732	82%
oudtshoorncourant.com	226,818	62%	85,573	75%
dstv.com	4,869,395	86%	1,595,846	55%
e-classroom.co.za	829,949	30%	66,246	51%
heartfm.co.za	575,308	118%	82,455	50%

Reasons behind big fluctuations

- Overall the community news titles dominated the largest month on month growth with the top seven sites of the above list all being community news titles. These titles all had very successful community news articles that relative to the overall size of the sites, performed very well and as a result reflected a large month on month growth.
- DSTV's growth was driven by the launch of Idols S18 at the end of January and MzansiMagic performed particularly well as part of DSTV.com.
- E-classroom's growth was driven by demand for worksheets and education preparation while HeartFm experience good growth due to successful competitions.

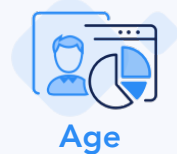
Top insights for the month



Top 2 categories	PVs	UBs	Share
News	383,517,944	30,523,073	26.61%
Tech & Computing	334,308,994	21,087,663	18.38%

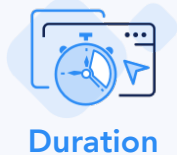


Top 2 interests	PVs	UBs	Share
Tech & Computing	267,759,329	42,672,597	9.14%
Business & Finance	180,687,186	35,726,500	7.65%



31.26% of the total market is aged 20 - 24

60.62% of all browsers are 20 - 35



Average visit duration: 3 min 22 sec (↑ 3.59%)



13.07 page views per unique browser (↓ -4.46%)



81.23% of traffic is from mobile phones (↓ -0.09%)