

Top 10 Websites

Website	Page views	PV MoM change	Unique browsers	UB MoM change
news24.com	124,036,639	21%	14,431,339	14%
timeslive.co.za	37,573,952	17%	8,327,730	18%
iol.co.za	37,655,944	33%	7,595,666	29%
BusinessTech.co.za	26,942,431	50%	7,302,552	28%
ewn.co.za	30,826,112	38%	5,331,376	16%
thesouthafrican.com	15,006,176	31%	4,695,563	18%
gumtree.co.za	85,901,380	32%	4,595,101	19%
enca.com	15,012,123	35%	4,248,358	20%
dailymaverick.co.za	12,744,343	30%	3,525,527	39%
sowetanlive.co.za	14,111,888	11%	3,500,926	11%

Notable insights

- January 2021 saw strong growth in overall traffic. This is in line with a seasonal increase in traffic, as people return to work after the December holidays. However, this increase was off a high base from record December traffic. Month on month, January saw a 16% growth in PVs while year on year there was a 4% increase in PVs.
- This seasonal increase together with increased interest in breaking news around the second wave of Covid-19, meant all of the above top 10 sites saw a strong month on month growth.
- Traffic generated from mobile devices continues to steadily increase. As a comparison, 68% of total traffic was generated from Mobile devices in 2019 versus 85% in January 2021.

Top 10 interest audiences

Interests	Page views	PV MoM change	Unique browsers	UB MoM change
Tech & Computing	297,935,661	22%	58,449,492	24%
News & Politics	228,689,061	14%	47,853,656	13%
Events & Attractions	124,199,852	-5%	47,548,741	-1%
Business & Finance	185,994,100	32%	44,489,528	23%
Music & Audio	136,514,415	2%	42,154,190	2%
Personal Finance	69,832,858	38%	37,658,546	41%
Shopping	190,368,180	8%	37,434,297	1%
Careers	137,596,060	46%	36,702,420	24%
Automotive	169,819,076	10%	32,961,262	7%
Sports	106,591,948	4%	30,192,705	11%

Notable insights

- All top 10 interest segments saw a strong month on month increases in traffic, except for *Events & Attractions*. This is expected as the summer holidays draw to a close and people head back to work.
- Conversely Personal finance and Careers were the two segments to experience the largest month on month growth in traffic. This is as people focus on managing their finances better. Post the festive season as well as look for new beginnings in a new year with a new job.

Top 10 Apps

Apps	Page views	PV MoM change	Unique browsers	UB MoM change
Moya Messenger App	190,396,603	40%	21,333,543	14%
News24 App	116,477,300	-30%	961,829	-11%
D6 School Communicator	16,429,373	44%	404,139	22%
SuperSport App	3,006,764	28%	289,486	11%
Netwerk24 Mobile App	37,418,768	40%	130,734	8%
NetNuus App	15,672,056	28%	108,303	3%
BusinessDay App	298,844	7%	67,619	15%
D6 Connect App	2,100,977	36%	65,177	19%
TimesLive App	222,183	23%	61,310	28%
eNCA News Mobile App	429,788	15%	30,632	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

- The Moya App continues to grow steadily month on month topping the list as the biggest App measured by Narratiive in South Africa.
- D6 school communicator and connect app also experience very strong month on month growth with the start of the school year and all the uncertainty around school opening dates amidst the second wave of Covid-19.

Top 10 month on month % change

Website	Page views	PV % change	Unique browsers	UB % change
topauto.co.za	211,104	1163%	90,633	586%
northernnatalnews.co.za	201,272	438%	85,659	303%
motswedingfm.co.za	257,845	187%	82,889	210%
sabceducation.co.za	58,203	166%	38,993	183%
techcentral.co.za	1,056,263	157%	645,680	175%
mobserver.co.za	920,635	144%	392,413	161%
tourismupdate.co.za	151,468	99%	49,943	159%
sabc1.co.za	286,065	218%	83,799	148%
krugersdorpnews.co.za	408,965	135%	216,998	143%
e-classroom.co.za	647,412	234%	42,941	120%

Reasons behind big fluctuations

- Top Auto was at the top of the list as this was a newly tagged site.
- Most of the above sites experienced a large growth in traffic due to localized news articles that received excellent traction and relatively contributed a large amount of traffic to their regular readership
- There was particular interest in education, school tutorials and the announcement of the launch of SABC Education Matric results service.

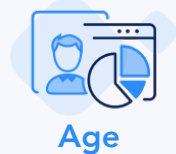
Top insights for the month



Top 2 categories	PVs	UBs	Share
News	580,676,167	51,009,602	32.44%
Tech & computing	218,916,445	27,383,908	17.41%

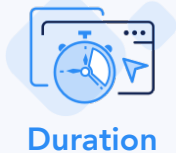


Top 2 interests	PVs	UBs	Share
Tech & Computing	297,935,661	58,449,492	8.51%
Events & Attractions	228,689,061	47,853,656	6.97%



27.52% of the total market is aged 20 - 24

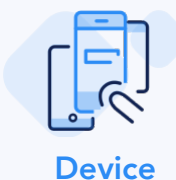
56.02% of all browsers are 20 - 35



Average visit duration: 3 min 27 sec (↑ 3.50%)



11.84 page views per unique browser (↑ 2.33%)



85.38% of traffic is from mobile phones (↑ 1.22%)