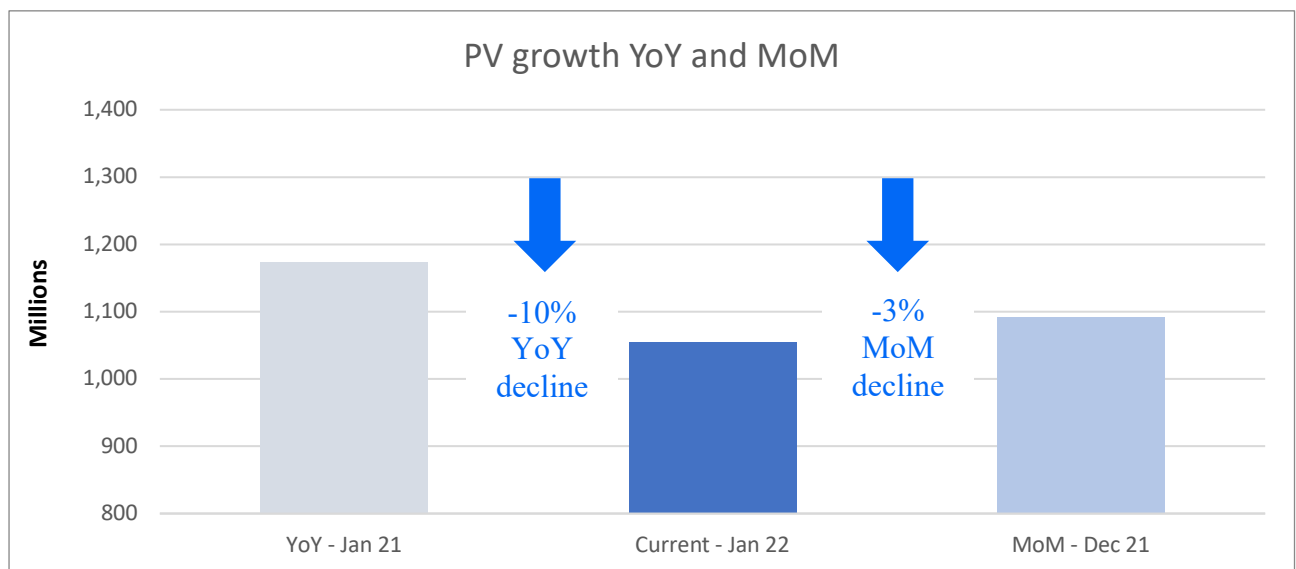


### The Month's Overview

January 2022 did not follow the usual trend of a significant increase in page views and unique browsers after people return to work from the December holidays. Narratiive measured just over 1 billion page views which was a 3.5% decline from December. However, this decline varied between App traffic and Website traffic. Website traffic saw an 11% increase in page views month on month while App traffic saw a 15% decrease month on month. This is likely as people returned to the office and used their computers to browse online.

Overall, year on year showed a more significant decline in page views of 10%. Both month on month and year on year declines in traffic were due to higher than normal internet usage in January 2021 and December 2021. This was due to the second and fourth waves of COVID-19 which peaked on the 12<sup>th</sup> January 2021 and 17<sup>th</sup> December 2021 respectively.



### Summary of how categories performed

Popular categories	Unpopular categories
Careers: PVs 97% up	Law, Gov't & politics: PVs -74% down
Education: PVs 89% up	Food & drink: PVs -35% down
Real estate: PVs 54% up	Health & fitness: PVs -32% down
Community news: PVs 27% up	Tech & computing: PVs -17% down
Family & parenting: PVs 26% up	Style & fashion: PVs -13% down

### Top 10 Websites

Website	Page views	PV MoM change	Unique browsers	UB MoM change
news24.com	106,188,430	8%	12,861,524	5%
BusinessTech.co.za	20,293,238	26%	6,419,514	25%
timeslive.co.za	24,876,629	15%	5,524,753	5%
thesouthafrican.com	13,468,676	65%	4,470,456	52%
gumtree.co.za	63,392,325	27%	3,774,092	18%
citizen.co.za	13,702,977	33%	3,349,174	27%
mybroadband.co.za	9,464,136	46%	2,947,277	56%
businessinsider.co.za	7,645,523	-7%	2,530,081	1%
dailymaverick.co.za	10,451,089	18%	2,483,420	10%
careersportal.co.za	6,031,368	151%	2,394,972	101%

### Notable insights

- As website traffic increased 11% month on month, most of the top 10 sites listed above saw a strong month on month growth. This is due to the usual seasonal trends of increased internet usage in January post the December holidays.
- Most notably CareersPortal experienced 151% growth in page views and 101% growth in unique browsers. Overall matric results, education, careers, and career planning saw large increases in readership. As a result, sites that published matric results and education and careers related content performed well.
- Classifieds also performed well with Gumtree experiencing a 27% increase in page views.

### Top 10 interest audiences

Interests	Page views	PV MoM change	Unique browsers	UB MoM change
Tech & Computing	305,814,392	7%	47,097,736	19%
Business & Finance	189,784,878	20%	34,386,694	10%
Careers	161,227,074	47%	32,924,301	29%
Events & Attractions	87,267,550	-13%	32,916,532	-5%
Personal Finance	74,895,055	9%	27,266,197	11%
Shopping	139,529,588	-9%	26,769,853	-8%
News & Politics	179,186,398	-27%	26,068,926	-12%
Automotive	151,595,281	2%	24,616,346	2%
Education	58,489,998	100%	23,053,795	43%
Music & Audio	77,476,614	-37%	20,976,845	-21%

### Notable insights

- As would be expected in January, after holidays, Music & Audio, Events & attractions, and shopping all experience a significant decline in page views and unique browsers month on month.
- Similarly, News & Politics also saw a significant decline in traffic of 27% in page views.
- On the other side of the scale, we saw Education and Careers experience tremendous month on month growth in page views of 100% and 47% respectively.

### Top 10 Apps

Apps	Page views	PV MoM change	Unique browsers	UB MoM change
Moya Messenger App	335,603,219	-19%	14,918,725	-11%
News24 App	92,573,680	-4%	747,825	-2%
SuperSport App	3,420,943	15%	277,645	-4%
D6 School Communicator	6,770,418	19%	179,799	-18%
Netwerk24 Mobile App	33,454,412	1%	120,690	-5%
NetNuus App	14,209,740	4%	105,896	-2%
D6 Connect App	4,151,241	181%	90,324	48%
TimesLive App	247,076	4%	79,080	1%
BusinessDay App	265,093	5%	69,866	-3%
SowetanLive App	110,297	7%	32,942	5%

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

- As highlighted above, overall App traffic as measured by Narratiive experienced a 15% decline in page views. A likely reason for this is as people returned to the office, so they browsed online more on their computers.
- A large contributor to the decline in App traffic was Moya which experience a 19% decline in page views measured by Narratiive. Conversely, D6 Connect experienced a growth of 181% in page views as schools reopened after holidays.

### Top 10 month on month % change

Website	Page views	PV % change	Unique browsers	UB % change
bursariesportal.co.za	287,158	207%	125,575	295%
e-classroom.co.za	639,710	293%	43,865	223%
zululandobserver.co.za	203,684	157%	98,933	200%
springsadvertiser.co.za	70,359	130%	40,335	190%
sacriccketmag.com	621,433	297%	222,636	178%
rekord.co.za	633,952	90%	324,169	140%
awsumnews.co.za	134,352	136%	55,424	129%
careersportal.co.za	6,031,368	151%	2,394,972	101%
risingsunchatsworth.co.za	52,966	76%	23,921	101%
gagasiworld.co.za	187,674	46%	105,212	88%

### Reasons behind big fluctuations

- Education, studies and career planning drove significant growth in January. BursariesPortal and CareersPortal showed significant month on month growth as students now began to research and plan for their next move after getting their exam results.
- Similarly e-Classroom and AwsumNews also experience good month on month due to their content and service around past exam papers and exam preparation.
- In addition to education many community news titles also experienced good growth due to successful local news articles.

### Top insights for the month



Top 2 categories	PVs	UBs	Share
News	428,599,717	33,023,200	27.89%
Tech & Computing	347,993,583	18,546,061	15.66%

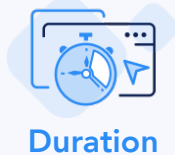


Top 2 interests	PVs	UBs	Share
Tech & Computing	305,814,392	47,097,736	9.95%
Business & Finance	189,784,878	34,386,694	7.26%



30.61% of the total market is aged 20 - 24

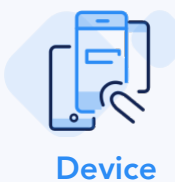
59.93% of all browsers are 20 - 35



Average visit duration: 3 min 15 sec (↑ 3.72%)



13.68 page views per unique browser (↓ -5.33%)



81.30% of traffic is from mobile phones (↓ -0.48%)