

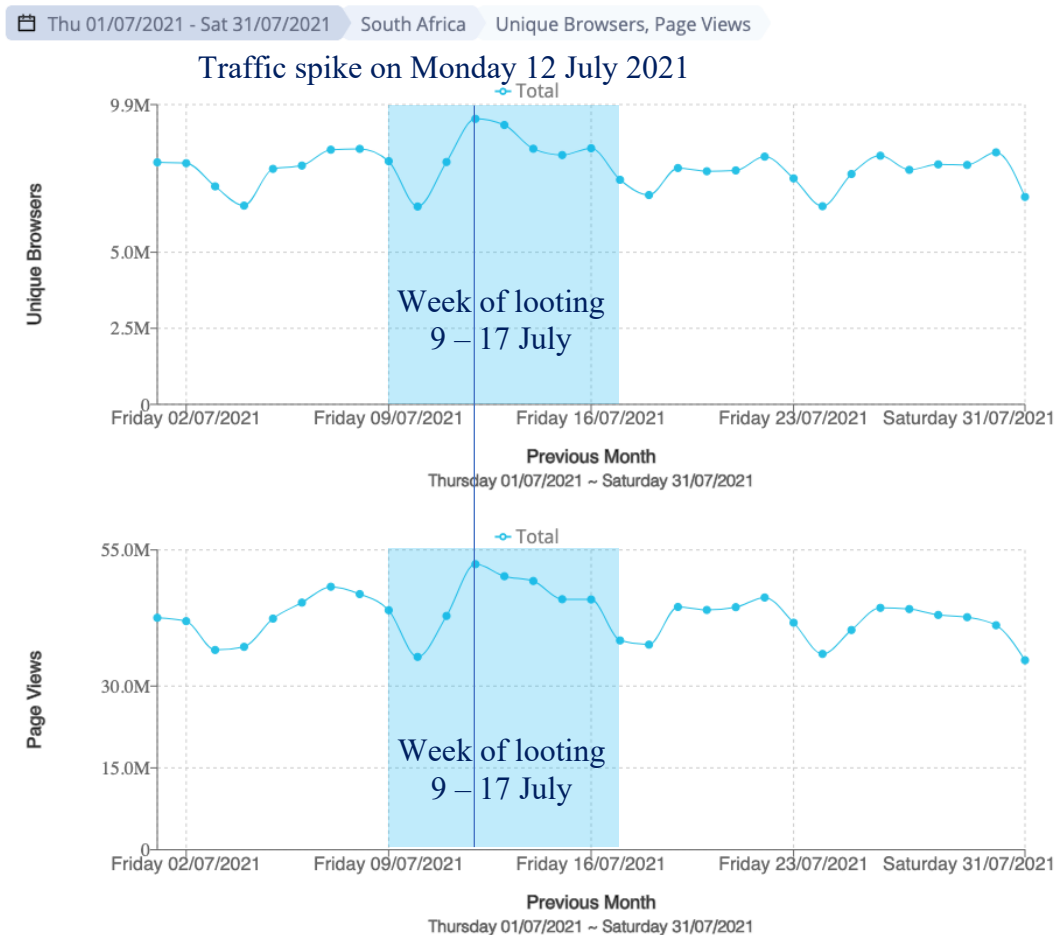
Top 10 Websites

Website	Page views	PV MoM change	Unique browsers	UB MoM change
news24.com	154,083,211	27%	16,103,105	9%
iol.co.za	40,031,167	22%	7,441,208	9%
timeslive.co.za	33,686,275	9%	6,862,416	9%
BusinessTech.co.za	23,088,608	8%	6,762,087	7%
thesouthafrican.com	20,312,855	46%	5,562,621	38%
ewn.co.za	20,327,675	2%	3,622,086	-10%
enca.com	11,666,930	44%	3,480,626	22%
dailymaverick.co.za	15,748,070	40%	3,435,928	40%
gumtree.co.za	63,457,237	-2%	3,378,341	-4%
sowetanlive.co.za	12,376,968	7%	3,057,219	3%

Notable insights

- Total South African traffic as measured by Narratiive skyrocketed for July 2021 to just over 1,3 billion page views and 81 million unique browsers. This is a 13% month on month increase in page views and a 9% increase in unique browsers. Year on year the growth is even larger with a 37% increase in page views and an 18% increase in unique browsers. This large increase in traffic was largely due to breaking news around the looting and violence in South Africa between the 9th and 17th of July.
- Overall good growth was seen across the top 10 websites with the most notable growth for The South African, eNCA and Daily Maverick.

Once again domestic publishers are the nation's trusted source of breaking news



Notable insights

- There was a spike in traffic from Sunday the 11th through to Friday the 16th of July as people rush to domestic publishers to get the latest news on the looting and violence in South Africa. A daily peak of website traffic was observed on Monday the 12th of July, as it was the first weekday after the looting broke out.

Top 10 interest audiences

Interests	Page views	PV MoM change	Unique browsers	UB MoM change
Tech & Computing	358,862,836	10%	46,916,028	7%
Events & Attractions	129,647,966	18%	38,557,517	5%
Business & Finance	203,124,565	11%	37,296,210	3%
News & Politics	334,214,050	29%	37,259,401	10%
Music & Audio	147,148,316	15%	33,526,254	9%
Shopping	190,409,246	16%	33,489,344	11%
Personal Finance	90,068,720	22%	31,640,080	10%
Careers	129,246,305	5%	30,572,214	16%
Automotive	137,506,424	2%	27,332,001	6%
Hobbies & Interests	46,828,576	19%	26,433,266	8%

Notable insights

- With a July jam-packed with breaking news from Looting, political instability, tighter COVID lockdown restrictions and even significant snow in the Western Cape, it is no surprise that News & Politics was the interest segment to see the largest month on month growth with a 29% growth in page views and a 10% growth in unique browsers.
- Closely behind News & Politics was Personal finance with a 22% growth in page views and a 10% growth in unique browsers. This is in line with a lot of the political and economic impacts of the looting in early July.

Top 10 Apps

Apps	Page views	PV MoM change	Unique browsers	UB MoM change
Moya Messenger App	328,641,507	11%	11,145,439	18%
News24 App	170,340,240	28%	906,097	9%
SuperSport App	3,162,090	1%	329,317	13%
D6 School Communicator	11,364,293	-42%	322,620	-13%
Netwerk24 Mobile App	40,595,893	16%	128,114	1%
NetNuus App	17,189,414	22%	109,081	4%
TimesLive App	301,719	36%	81,519	38%
BusinessDay App	294,595	14%	74,292	18%
D6 Connect App	1,464,823	-34%	61,637	-8%
eNCA News Mobile App	405,382	40%	27,742	35%

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 two weeks of school holidays in July, it is understandable that D6 school communicator and D6 connect apps saw a significant drop in traffic.
- Significant increases in traffic were seen across the News Apps in line with the breaking news around looting in July.

Top 10 month on month % change

Website	Page views	PV % change	Unique browsers	UB % change
carletonvilleherald.com	184,737	364%	123,015	524%
alexnews.co.za	81,776	220%	51,825	304%
kaya959.co.za	1,173,816	161%	548,631	298%
mzansimagic.dstv.com	1,659,055	209%	390,870	211%
northglennnews.co.za	471,949	180%	265,566	200%
skillsportal.co.za	1,727,218	342%	655,357	198%
germistoncitynews.co.za	96,168	143%	64,786	191%
randfonteinherald.co.za	145,912	87%	89,156	128%
suidkaapforum.com	130,028	65%	65,462	119%
947.co.za	511,996	30%	250,592	116%

Reasons behind big fluctuations

- Community news again drove the largest month on month growth. Hyper-local news articles, many of which centered around the local impacts of looting, drove large month on month growth across most of the sites listed in the table above.
- In addition to hyper-local news stories, we also saw tremendous growth in Mzansi Magic and Skills portal. Mzansi Magic saw excellent growth on the back of interest in the shows Idols SA and The Queen. Skills portal saw tremendous interest in information around the SASSA grant.

Top insights for the month



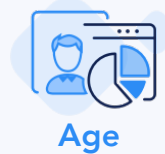
Categories

Top 2 categories	PVs	UBs	Share
News	663,430,151	48,145,622	35.51%
Business	67,144,787	13,978,407	10.31%



Interests

Top 2 interests	PVs	UBs	Share
Tech & Computing	358,862,836	46,916,028	8.25%
Events & Attractions	129,647,966	38,557,517	6.78%



Age

29.78% of the total market is aged 20 - 24

58.87% of all browsers are 20 - 35



Duration

Average visit duration: 3 min 58 sec (↑ 5.78%)



Frequency

16.40 page views per unique browser (↑ 3.40%)



Device

84.92% of traffic is from mobile phones (↑ 4.62%)