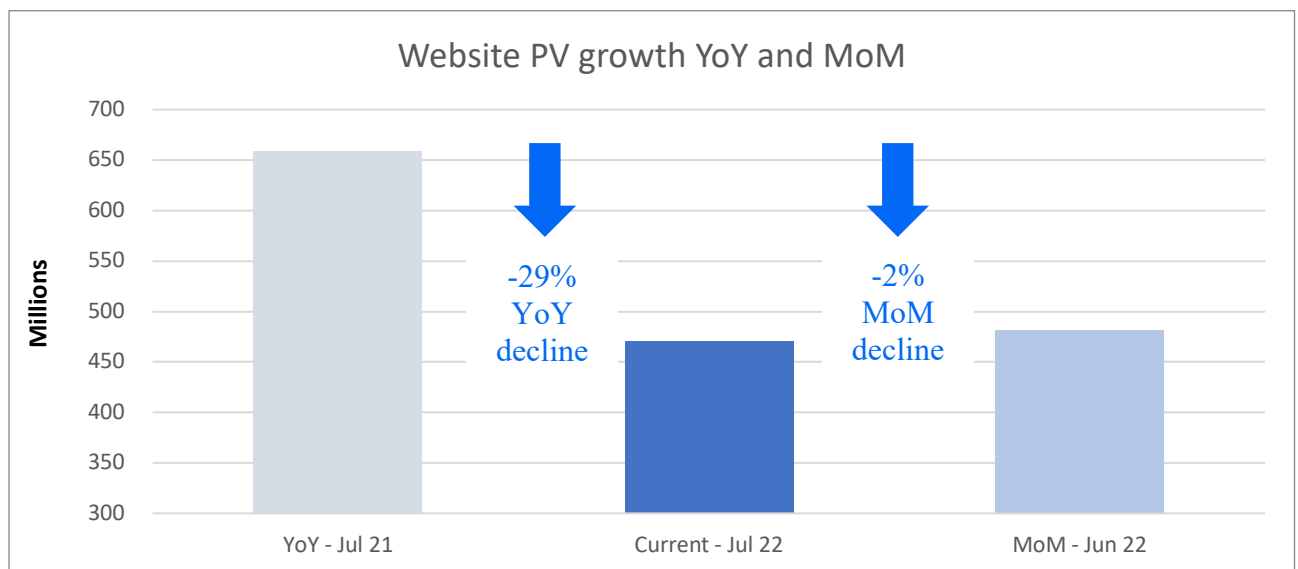


The Month's Overview

July 2022 was a relatively flat month with a slight -2% decline in page views month-on-month. These total stats do however exclude Moya Messaging App as the Narratiive tag dropped off the App on the 20th of July 2022 and as a result has not recorded any activity on the App since then. As Moya does about 200 million page views per month, this App is a considerable contributor to the total impressions Narratiive measures and as a result, we chose to omit Moya from this particular year-on-year and month-on-month comparison below. It is also important to note that year on year reflected a large -29% decline in page views however this was because of coming off a high base in July 2021 with record consumption of digital news media due to the national looting which occurred between the 9th and 17th of July 2021.



Summary of how categories performed

Popular categories	Unpopular categories
Style & fashion: PVs 14% up	Tech & Computing: PVs -45% down
Personal finance: PVs 11% up	Health & fitness: PVs -34% down
Travel: PVs 5% up	Family & parenting: PVs -23% down
Shopping: PVs 5% up	Law, gov't & politics: PVs -22% down
Community new: PVs 5% up	Lifestyle: PVs -22% down

Top 10 Websites

Website	Page views	PV MoM change	Unique browsers	UB MoM change
news24.com	89,193,934	-4%	10,583,994	-9%
BusinessTech.co.za	21,123,879	7%	5,904,491	5%
thesouthafrican.com	16,648,321	2%	4,880,203	3%
timeslive.co.za	18,691,094	4%	4,349,331	3%
mybroadband.co.za	10,254,011	20%	3,220,223	27%
ewn.co.za	13,775,011	-18%	2,980,328	-12%
citizen.co.za	10,653,502	8%	2,805,771	8%
gumtree.co.za	45,290,393	-1%	2,799,135	-3%
dailymaverick.co.za	12,093,882	3%	2,626,208	-3%
businessinsider.co.za	8,470,487	-6%	2,549,156	-13%

Notable insights

- Six of the top ten sites listed above saw positive month-on-month growth.
- Mybroadband experienced strong month-on-month growth of 20% increase in page views which was due to successful content around SA's energy crisis, government and politics.
- News24, EWN, Gumtree and Business Insider saw slight declines in page view month-on-month.

Top 10 interest audiences

Interests	Page views	PV MoM change	Unique browsers	UB MoM change
Tech & Computing	173,171,571	-2%	30,302,525	-6%
News & Politics	127,149,640	2%	17,715,758	-13%
Business & Finance	124,159,333	-2%	26,620,014	-5%
Careers	89,297,301	-8%	22,860,189	-11%
Shopping	86,084,098	0%	21,460,437	-3%
Automotive	76,534,853	-2%	18,204,841	-4%
Music & Audio	57,359,698	-2%	16,914,309	-13%
Events & Attractions	55,566,914	0%	24,474,902	-2%
Personal Finance	52,189,758	5%	20,413,927	-12%
Sports	46,150,500	6%	14,679,349	2%

The above stats exclude Moya App

Notable insights

- In line with the overall -2% decline in page view month-on-month, so too did we see most of the above Interest segments reflecting a similar 2% shift month-on-month.
- The exception of this was Careers with an -8% decline in page views, Personal finance with a 5% increase in page views and Sports with a 6% increase in page views. Careers likely declined as the global economy slows and so too does the recruitment market. Personal finance is currently topical amidst the rapid inflation experienced globally and Sport increased due to the multitude of sport happening in July from Tour De France, Wimbledon and International test rugby.

Top 10 Apps

Apps	Page views	PV MoM change	Unique browsers	UB MoM change
Moya Messenger App*	158,875,057	-47%	9,737,854	-57%
News24 App	82,565,721	8%	625,256	-4%
Netwerk24 Mobile App	34,419,918	11%	125,998	0%
NetNuus App	8,408,035	-32%	99,549	-8%
D6 School Communicator	8,269,047	-21%	365,962	-9%
SuperSport App	2,334,816	9%	265,097	2%
D6 Connect App	1,405,580	-20%	49,843	-6%
BusinessDay App	240,926	1%	64,769	1%
TimesLive App	216,724	18%	64,249	15%
eNCA News Mobile App	157,754	-2%	14,370	-8%

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

- Moya Messenger App experienced a technical tagging issue and as a result, no data was collected on Moya Messenger App from 20th July 2022.
- Similarly, NetNuus App also experience technical tagging issues from the 22nd of July 2022 which resulted in a significant decline in measured events from the App.
- D6 School communicator and Connect Apps also saw significant declines in traffic due to school holidays.

Top 10 month on month % change

Website	Page views	PV % change	Unique browsers	UB % change
thefuse.co.za	1,488,327	136%	173,581	87%
suidkaapforum.com	101,372	59%	47,553	115%
mobserver.co.za	584,767	58%	249,044	105%
onemagic.dstv.com	214,752	51%	53,469	70%
northglennews.co.za	86,962	45%	45,198	81%
heartfm.co.za	211,086	42%	47,756	63%
lowvelder.co.za	402,313	42%	175,048	63%
kemptonexpress.co.za	137,652	38%	69,463	49%
dstv.com	3,380,585	37%	1,336,080	25%
techcentral.co.za	557,229	36%	335,842	48%

Reasons behind big fluctuations

- Most websites that performed well in the above list are smaller community news websites which included SuidKaaForum, MobServer, NorthGlenNews, Lowvelder and KemptonExpress.
- Other sites that performed well included The Fuse with 136% growth from a wide variety of content, OneMagic due to popular shows The river and Lingashoni, HeartFM due to popularity in streaming radio, DSTV due to KykNet and AfricaMagic channels attracting increased readership and lastly, TechCentral which performed well due to successful articles on fuel, satalite TV, loadshedding and solar power.

Top insights for the month



Categories

Top 2 categories	PVs	UBs	Share
News	392,566,287	32,282,701	41.75%
Tech & Computing	171,630,048	13,329,727	18.25%



Interests

Top 2 interests	PVs	UBs	Share
Tech & Computing	21,5481,555	36,125,338	15.56%
News & Politics	158,317,440	21,112,919	11.43%



Age

30.11% of the total market is aged 20 - 24

59.75% of all browsers are 20 - 35



Duration

Average visit duration: 2 min 52 sec (↓ -4.44%)



Frequency

12.56 page views per unique browser (↑ 5.28%)



Device

82% of traffic is from mobile phones (↓ -2.21%)