

### Top 10 Websites

Website	Page views	PV MoM change	Unique browsers	UB MoM change
news24.com	121,403,540	9%	14,714,086	11%
iol.co.za	32,895,097	-5%	6,806,901	1%
BusinessTech.co.za	21,421,847	11%	6,320,530	11%
timeslive.co.za	30,868,583	-8%	6,295,673	-10%
thesouthafrican.com	13,899,340	7%	4,040,758	6%
ewn.co.za	19,875,863	-10%	4,025,049	-4%
gumtree.co.za	64,476,748	-6%	3,535,953	-5%
citizen.co.za	11,689,786	39%	3,249,998	34%
sowetanlive.co.za	11,601,638	-13%	2,967,050	-6%
enca.com	8,082,797	21%	2,850,197	19%

### Notable insights

- In total Narratiive measured approximately 1,17 billion page views and 75 million unique browsers in South Africa during June 2021.
- Overall internet readership as measured by Narratiive stayed relatively flat month on month with a 2% increase in unique browsers but a 2% decline in page views.
- However, in contrast, there was a significant year on year growth with a 21% growth in page views and an 8% growth in unique browsers for June 2020 versus June 2021.

### Top 10 interest audiences

Interests	Page views	PV MoM change	Unique browsers	UB MoM change
Tech & Computing	326,545,614	-4%	43,983,987	6%
Events & Attractions	109,615,192	-3%	36,842,872	5%
Business & Finance	183,445,821	-2%	36,270,659	9%
News & Politics	260,033,112	0%	33,903,366	7%
Music & Audio	128,280,745	1%	30,751,344	2%
Shopping	164,338,120	-7%	30,086,197	4%
Personal Finance	73,658,190	-4%	28,673,757	4%
Careers	123,619,916	-2%	26,346,053	-2%
Automotive	134,204,964	-4%	25,875,435	1%
Sports	110,843,731	-8%	24,622,671	3%

### Notable insights

- In line with the overall trend in total traffic of a slight decrease in page views and a slight increase in unique browsers we saw a similar trend across the interest categories.
- Most categories experience a slight decrease in page views except for News and Politics which remained flat month on month while Music & Audio increased by 1% month on month.
- Business & Finance and News & Politics saw the largest increase in unique browsers with a 9% and 7% month on month increase respectively.

### Top 10 Apps

Apps	Page views	PV MoM change	Unique browsers	UB MoM change
Moya Messenger App	296,155,320	-9%	9,453,755	3%
News24 App	133,374,048	7%	830,897	4%
D6 School Communicator	19,536,711	3%	369,729	0%
SuperSport App	3,115,790	2%	292,236	1%
Netwerk24 Mobile App	35,048,672	4%	127,282	1%
NetNuus App	14,067,746	20%	104,790	-27%
D6 Connect App	2,231,764	-36%	66,976	-11%
BusinessDay App	257,468	-4%	62,897	-3%
TimesLive App	221,589	-1%	59,228	-8%
eNCA News Mobile App	290,583	6%	20,535	6%

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 schools shut early due to the 3<sup>rd</sup> wave of COVID-19, we saw a large decline in traffic on D6 Connect App.
- The NetNuss App saw a significant month on month growth in page views of 20%, however, this was off a smaller base of unique browsers with a 27% decline in unique browsers month on month.

### Top 10 month on month % change

Website	Page views	PV % change	Unique browsers	UB % change
africamagic.dstv.com	359,437	269%	45,165	285%
heidelbergnigelheraut.co.za	126,320	178%	88,266	225%
diepos.co.za	149,571	155%	102,116	171%
mobserver.co.za	776,953	149%	303,798	151%
gagasiworld.co.za	134,250	128%	71,306	148%
kemptonexpress.co.za	308,899	80%	208,924	132%
risingsunlenasia.co.za	54,974	152%	32,183	126%
ridgetimes.co.za	244,924	82%	140,005	117%
isolezwelesixhosa.co.za	149,281	99%	73,375	96%
sabceducation.co.za	32,097	68%	22,711	80%

### Reasons behind big fluctuations

- Community news again drove the largest month on month growth. Hyper-local news articles covering car accidents, tragic deaths and other hyperlocal news stories drove large month on month growth across most of the sites listed in the table above.
- At the top of the list of largest movers was AfricaMagic with 269% growth in page views and 285% growth in unique browsers month on month which was driven by the success of shows like Amazing Voices and Big Brother Naija.

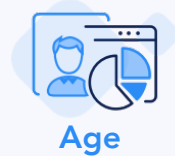
### Top insights for the month



Top 2 categories	PVs	UBs	Share
News	549,250,599	42,680,044	34.57%
Business	64,261,648	13,079,694	10.60%

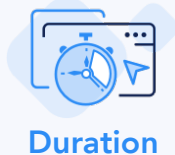


Top 2 interests	PVs	UBs	Share
Tech & Computing	326,545,614	43,983,987	8.10%
Events & Attractions	109,615,192	36,842,872	6.79%



29.38% of the total market is aged 20 - 24

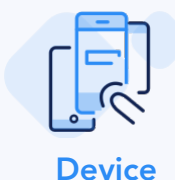
58.28% of all browsers are 20 - 35



Average visit duration: 3 min 45 sec (→ 0.00%)



15.86 page views per unique browser (↓ -3.53%)



81.17% of traffic is from mobile phones (↓ -0.60%)