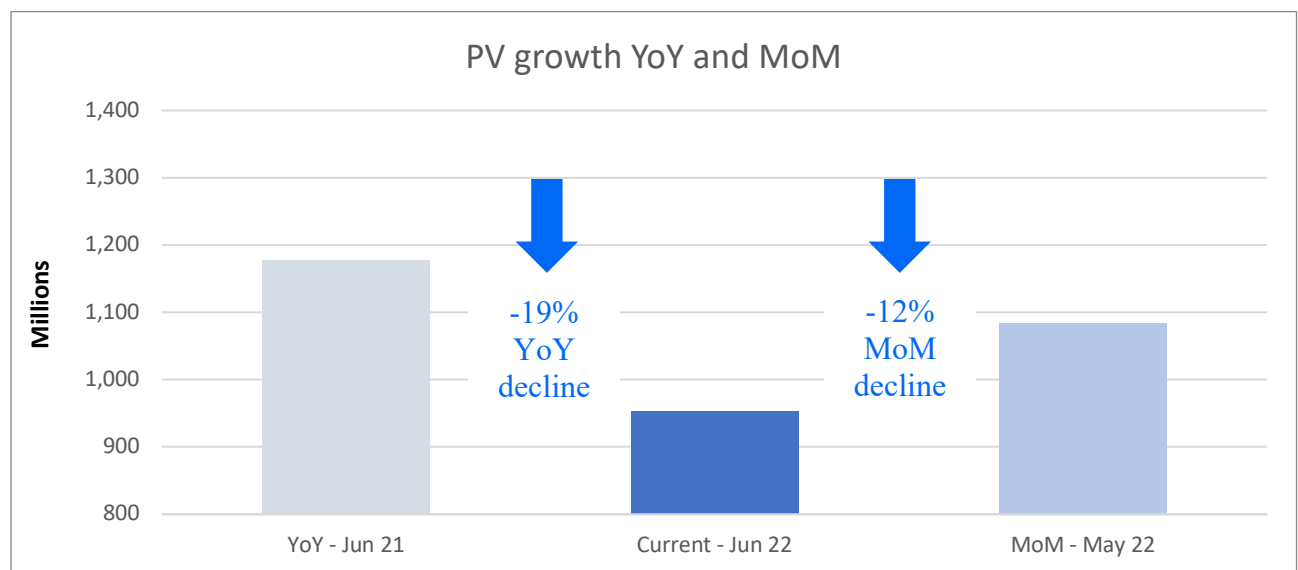


The Month's Overview

June 2022 was a quieter month for domestic websites measured by Narratiive with a -19% decline in page views year on year and -12% decline month on month. Overall, this decline was driven by a quiet news month which particularly impacted the two largest categories of sites – News and Tech & Computing.

June 2021 had high traffic due to the third wave of COVID-19 which brought with it a new variant of COVID-19 and increased attention on breaking news. This naturally resulted in a significant year-on-year decline in traffic.

In June 2022, website and App traffic declined almost equally.



Summary of how categories performed

Popular categories	Unpopular categories
Sports: PVs 18% up	Family & Parenting: PVs -42% down
Law, Gov & Politics: PVs 14% up	Lifestyle: PVs -28% down
Broadcast media: PVs 9% up	Tech & Computing: PVs -27% down
Hobbies & interests: PVs 2% up	Education: PVs -20% down
Food and Drink: PVs -0.5% down	Community news: PVs -14% down

Top 10 Websites

Website	Page views	PV MoM change	Unique browsers	UB MoM change
news24.com	93,341,268	0%	11,586,634	-6%
BusinessTech.co.za	19,735,866	5%	5,603,436	4%
thesouthafrican.com	16,310,956	4%	4,712,786	-7%
<i>timeslive.co.za*</i>	<i>18,011,535</i>	<i>-20%</i>	<i>4,224,547</i>	<i>-17%</i>
ewn.co.za	16,804,390	27%	3,378,690	16%
businessinsider.co.za	8,964,300	-5%	2,941,556	8%
gumtree.co.za	45,895,940	-9%	2,881,693	-2%
dailymaverick.co.za	11,767,866	8%	2,711,206	10%
citizen.co.za	9,828,558	-7%	2,589,685	-7%
mybroadband.co.za	8,539,055	-5%	2,533,570	0%

Notable insights

- Websites that stood out with strong month on month growth in page views were EWN.co.za with a 27% increase, Daily Maverick with an 8% increase and BusinessTech with a 5% increase.
- Websites which experienced month on month decline in page views were TimesLive, with a 20% decline, Gumtree with a 9% decline and Citizen with a 7% decline. TimesLive is under technical investigation due to a tagging issue which is still not resolved. However, Citizen did see declines due to an overall decline in Lifestyle content which is in line with the Lifestyle category of sites declining by 28%.

Top 10 interest audiences

Interests	Page views	PV MoM change	Unique browsers	UB MoM change
Tech & Computing	256,411,880	-15%	45,311,214	0%
Business & Finance	184,740,178	-4%	39,277,154	-3%
News & Politics	181,895,655	-7%	28,470,574	1%
Careers	141,160,628	-9%	35,958,420	-5%
Shopping	124,774,514	-19%	31,116,208	-5%
Automotive	114,144,385	-16%	26,451,956	-4%
Music & Audio	85,583,224	-7%	27,182,727	9%
Events & Attractions	80,834,398	-13%	35,006,066	-6%
Personal Finance	72,460,000	-15%	32,510,204	-3%
Sports	63,361,001	-14%	20,080,681	-8%

Notable insights

- Due to the decline in overall traffic measured, so too was there a decline in all the top 10 Interest segments listed above. Most notably we see Shopping, Automotive, Tech & Computing and Personal finance experiencing the largest month on month declines in page views of 19%, 16%, 15% and 15% respectively.

Top 10 Apps

Apps	Page views	PV MoM change	Unique browsers	UB MoM change
Moya Messenger App	298,485,655	-28%	22,632,559	-28%
News24 App	76,547,787	-6%	652,655	1%
Netwerk24 Mobile App	30,900,990	-8%	126,030	3%
NetNuus App	12,337,177	-9%	108,426	2%
D6 School Communicator	10,467,338	-29%	400,710	-9%
SuperSport App	2,150,166	-35%	260,065	-11%
D6 Connect App	1,765,407	-30%	52,793	-8%
BusinessDay App	237,674	-4%	64,448	3%
TimesLive App	183,526	-3%	55,884	-5%
eNCA News Mobile App	161,733	-5%	15,675	-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

- Overall App traffic declined almost equally to website traffic so with that, we see a decline in page views across all the top 10 Apps.
- Most notably, Supersport, D6 Connect and D6 School Communicator experienced a 35%, 30% and 29% month-on-month decline in page views respectively. Both D6 Apps experienced lower traffic due to the start of school holidays towards the end of June

Top 10 month on month % change

Website	Page views	PV % change	Unique browsers	UB % change
viu.com - South Africa	3,500,940	162%	1,614,151	210%
sabcsport.co.za	728,901	86%	297,164	46%
landbou.com	660,879	73%	293,292	100%
highveldernews.co.za	70,704	65%	48,687	57%
topauto.co.za	898,244	60%	500,232	78%
mosselbayadvertiser.com	445,010	51%	159,877	60%
foodformzansi.co.za	588,488	46%	404,645	61%
bereamail.co.za	62,936	42%	39,072	61%
carletonvilleherald.com	104,294	41%	65,399	85%
soccerladuma.co.za	23,490,200	40%	1,395,273	13%

Reasons behind big fluctuations

- We saw SABC Sport and Soccer Laduma performing very well as the DSTV Premiership drew to a close at the end of May which resulted in continued interest in Soccer news during June.
- Landbou, TopAuto and FoodForMzansi all performed well with industry-specific articles that generated a strong readership.
- Viu.com, experienced strong organic growth and all other remaining sites fall into the Community news category which experienced good growth due to community-specific articles that generated a large localise readership.

Top insights for the month



Categories

Top 2 categories	PVs	UBs	Share
News	394,732,803	32,423,636	36.31%
Tech & Computing	309,473,933	25,604,833	28.47%



Interests

Top 2 interests	PVs	UBs	Share
Tech & Computing	256,411,880	45,311,214	15.63%
Business & Finance	184,740,178	39,277,154	11.26%



Age

31.10% of the total market is aged 20 - 24

60.25% of all browsers are 20 - 35



Duration

Average visit duration: 3 min (↓ -4.26%)



Frequency

11.93 page views per unique browser (↓ -4.86%)



Device

83.85% of traffic is from mobile phones (↓ -2.71%)