

Top 10 Websites

Website	Page views	PV MoM change	Unique browsers	UB MoM change
news24.com	105,691,044	5%	13,152,346	9%
timeslive.co.za	33,192,394	5%	6,889,475	0%
iol.co.za	28,866,551	1%	6,383,995	6%
BusinessTech.co.za	17,397,961	-8%	5,362,480	-9%
ewn.co.za	20,576,950	4%	4,305,367	5%
thesouthafrican.com	13,072,879	12%	4,136,234	6%
gumtree.co.za	75,094,635	3%	4,092,259	-2%
sowetanlive.co.za	13,591,163	-12%	3,391,122	1%
vodacom.co.za	17,436,753	15%	2,846,901	10%
enca.com	7,555,385	12%	2,722,270	13%

Notable insights

- March 2021 saw a slight month on month increase in total traffic of 6% increase in unique browsers and 4% increase in page views. This is expected on the back of a short month in February.
- However, year on year comparison showed a dip in traffic of 13% in page views and 4% in unique browsers. This is as March 2020 recorded record traffic due to the start of the COVID-19 pandemic and an increased interest in breaking news.

Top 10 interest audiences

Interests	Page views	PV MoM change	Unique browsers	UB MoM change
Tech & Computing	287,572,294	7%	51,065,468	9%
Events & Attractions	123,126,201	11%	45,256,590	13%
Business & Finance	181,823,201	6%	40,053,218	6%
News & Politics	186,633,508	9%	38,693,319	6%
Music & Audio	122,773,555	-2%	37,368,924	18%
Careers	136,799,306	4%	36,102,417	10%
Shopping	185,211,205	9%	35,266,832	6%
Personal Finance	57,065,954	-6%	32,604,900	8%
Automotive	135,783,205	0%	29,191,768	6%
Sports	104,153,249	6%	25,642,061	4%

Notable insights

- As overall traffic was slightly up month on month, so too did most of the top 10 interests show a month on month increase in traffic.
- Events & Attractions showed the largest month on month increase in traffic and this was most likely in the lead up to the Easter holidays and people looking for fun things to do.
- Personal Finance on the other hand showed the largest month on month decline in traffic. There are likely several reasons for this however one probably assumption is that on the back of a stressful year, people probably wanted to focus on enjoying the Easter holidays instead of focusing on financial pressures.

Top 10 Apps

Apps	Page views	PV MoM change	Unique browsers	UB MoM change
Moya Messenger App	202,549,435	14%	19,116,820	4%
News24 App	115,054,857	3%	836,051	-1%
D6 School Communicator	23,823,865	-28%	423,501	-14%
SuperSport App	2,551,616	-5%	290,852	12%
Netwerk24 Mobile App	30,308,966	1%	123,574	0%
NetNuus App	13,121,278	4%	106,518	1%
D6 Connect App	3,573,783	-9%	80,452	-5%
BusinessDay App	248,879	1%	60,235	9%
TimesLive App	201,478	4%	58,022	3%
eNCA News Mobile App	288,582	-7%	21,793	-11%

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

- The Moya App continues to grow steadily month on month topping the list as the biggest App measured by Narratiive in South Africa.
- As school holidays commenced, so did a noticeable decline in traffic on D6 school communicator and D6 connect apps.

Top 10 month on month % change

Website	Page views	PV % change	Unique browsers	UB % change
isolezwelesixhosa.co.za	121,582	300%	63,815	338%
alexnews.co.za	62,989	177%	48,692	242%
autoadvisor.co.za	55,628	148%	39,187	174%
risingsunoverport.co.za	64,111	111%	48,624	139%
702.co.za	1,334,217	74%	824,449	104%
germistoncitynews.co.za	69,290	79%	45,851	99%
sandtonchronicle.co.za	138,694	71%	99,836	86%
thejobsportal.co.za	362,954	34%	119,751	76%
ECR.co.za	2,631,693	63%	930,175	66%
isolezwe.co.za	4,324,285	65%	522,009	57%

Reasons behind big fluctuations

- Most of the above sites experienced a large growth in traffic due to localized news articles that received excellent traction and relatively contributed a large amount of traffic to their regular readership
- However, an interesting trend emerged from the above list of largest climbers. That is the increased interest in Xhosa and Zulu language news in Isolezwe lesiXhosa and Isolezwe.



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MARCH 2021

Top insights for the month



Categories

Top 2 categories	PVs	UBs	Share
News	503,022,941	45,133,853	31.88%
Tech & computing	229,720,296	24,874,036	17.57%



Interests

Top 2 interests	PVs	UBs	Share
Tech & Computing	287,572,294	51,065,468	8.36%
Events & Attractions	123,126,201	45,256,590	7.41%



Age

28.75% of the total market is aged 20 - 24

57.62% of all browsers are 20 - 35



Duration

Average visit duration: 3 min 36 sec (↑ 4.35%)



Frequency

12.05 page views per unique browser (↑ 1.77%)



Device

86.57% of traffic is from mobile phones (↑ 1.39%)