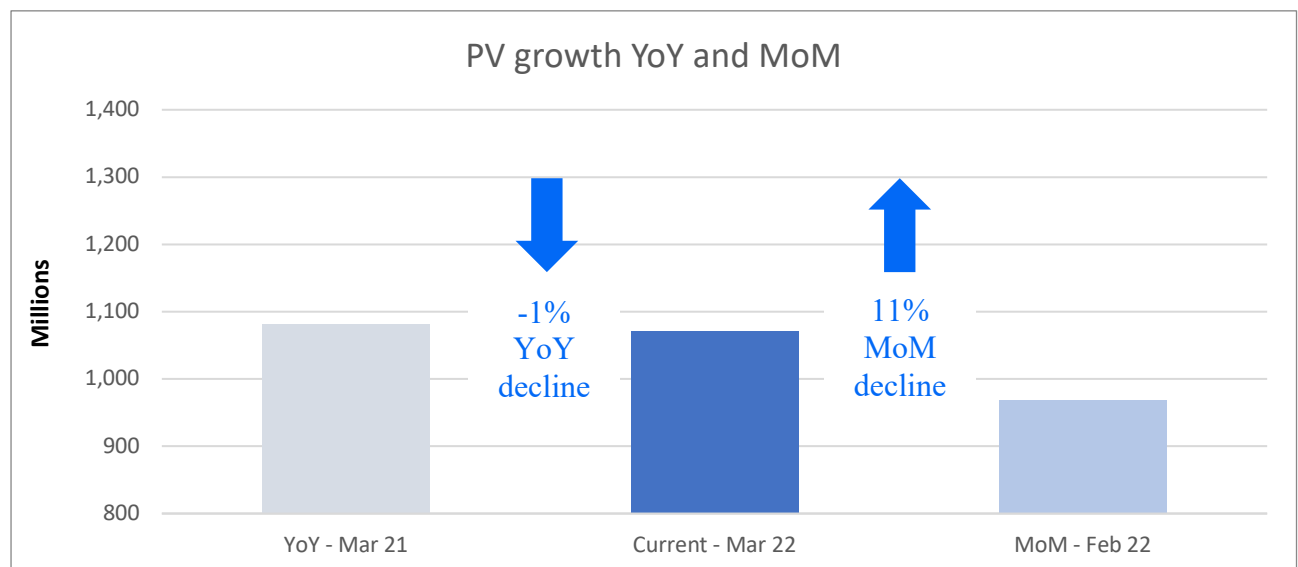


The Month's Overview

Website traffic as measured by Narratiive in March 2022 was almost exactly on the average performance. With total page views only -1% below year on year and month on month total page views also performed almost exactly as February 2022 did, taking into account the different lengths of the two months. March 2022 was 11% above total page views measured in February 2022 which was 11% shorter than March. Meaning average daily page views for March and February were the same.

There was an overall shift from lifestyle and entertainment content consumed in January and February to more business and personal finance content being consumed in March 2022. As expected, the seasonal focus on career and education content in January and February began to slow from double-digit growth in February to low single-digit growth in March.



Summary of how categories performed

Popular categories	Unpopular categories
Law, Gov't & politics: PVs 35% up	Family & parenting: PVs -10% down
Personal finance: PVs 20% up	Real estate: PVs -3% down
Business: PVs 17% up	Automotive: PVs -2% down
Arts & Entertainment: PVs 15% up	Careers: PVs 0.5% up
Food & drink: PVs 14% up	Education: PVs 1% up

Top 10 Websites

Website	Page views	PV MoM change	Unique browsers	UB MoM change
news24.com	103,475,671	10%	12,118,527	-2%
BusinessTech.co.za	22,865,616	21%	6,484,746	12%
timeslive.co.za	25,047,074	10%	5,581,430	2%
thesouthafrican.com	9,290,537	6%	3,222,357	5%
gumtree.co.za	59,354,484	3%	3,170,359	-3%
citizen.co.za	12,282,550	14%	3,155,153	10%
ewn.co.za	12,722,505	11%	2,773,623	7%
mybroadband.co.za	9,109,135	-5%	2,729,084	-12%
dailymaverick.co.za	12,025,314	14%	2,633,991	8%
sowetanlive.co.za	9,533,059	12%	2,425,175	-1%

Notable insights

- When looking at the top 10 websites as measured by Narratiive we see a very congruent trend across these sites of a roughly 11% increase in page views month on month which is in line with March being 11% longer than February.
- Three significant outliers to this trend were BusinessTech, which experienced a higher than average 21% growth in page views, Gumtree, which experienced a lower than average 3% growth in page views and Mybroadband, which experienced a lower than average -5% decline in page views.

Top 10 interest audiences

Interests	Page views	PV MoM change	Unique browsers	UB MoM change
Tech & Computing	297,588,620	11%	48,267,106	13%
Business & Finance	204,480,535	13%	39,023,908	9%
Events & Attractions	93,416,710	15%	37,894,920	14%
Careers	151,754,060	4%	34,894,806	5%
Personal Finance	82,326,524	10%	32,435,039	7%
Shopping	143,837,816	12%	31,467,557	14%
Automotive	133,257,569	-4%	27,768,223	13%
Music & Audio	102,477,309	10%	27,376,806	25%
News & Politics	185,155,308	13%	27,036,589	12%
Sports	67,831,609	23%	22,357,447	22%

Notable insights

- Here again, most of the top ten Interest segments experienced roughly an 11% increase in page views except for three outliers and those were;
- Careers, which only saw a 4% increase in page views as the seasonal beginning of year recruitment drive slowed down.
- Automotive, which saw a slight -4% decline in page views which wasn't driven by any particular events.
- Sports, which saw a 23% increase in page views as Motor sport, Rugby and football drove strong volumes of traffic.

Top 10 Apps

Apps	Page views	PV MoM change	Unique browsers	UB MoM change
Moya Messenger App	367,098,022	14%	28,181,960	62%
News24 App	90,382,684	10%	712,195	-4%
D6 School Communicator	8,114,817	58%	339,312	81%
SuperSport App	3,489,588	29%	293,823	12%
Netwerk24 Mobile App	33,023,060	10%	118,739	0%
NetNuus App	14,153,336	10%	106,972	0%
D6 Connect App	2,455,768	-29%	70,440	-8%
BusinessDay App	267,428	10%	68,833	5%
TimesLive App	208,579	6%	65,991	4%
SowetanLive App	117,426	13%	34,494	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

- Aside from the expected increase of roughly 11% in traffic due to the slightly longer month, we saw a few notable exceptions.
- D6 school communicator saw a strong growth of 58% in page views as we neared the end of the first term.
- SuperSport also saw strong growth of 29% in page views due to increased interest in Motor Sport with the start of the F1 season and rugby and football seasons underway.

Top 10 month on month % change

Website	Page views	PV % change	Unique browsers	UB % change
northcoastrisingsun.co.za	48,825	130%	30,108	225%
schoolofrugby.co.za	74,994	306%	30,932	224%
techcentral.co.za	861,269	115%	555,556	169%
brakpanherald.co.za	82,892	64%	42,834	129%
dailysun.co.za	16,252,308	84%	2,242,973	106%
ridgetimes.co.za	211,829	72%	96,626	94%
suidkaapforum.com	149,654	62%	69,781	84%
gagasiworld.co.za	205,399	66%	110,021	78%
diepos.co.za	51,016	79%	25,106	77%
reviewonline.co.za	264,497	48%	125,183	75%

Reasons behind big fluctuations

- Most of the above top ten sites which experienced large month on month growth were community news titles that had very successful local news articles and relative to their total traffic, contributed a large number of impressions.
- The exception to this was Schoolofrugby.co.za which experienced good growth of 306% in page views due to the start of school rugby season.
- TechCentral, which saw strong growth of 115% in page views due to successful content on the potential ending of the COVID-19 state of disaster.
- Additionally, DailySun saw good growth of 84% in page views due to successful content covering Celebs, Sports, News and Lifestyle topics.

Top insights for the month



Top 2 categories	PVs	UBs	Share
News	425,216,942	32,445,419	24.76%
Tech & Computing	379,611,571	31,513,758	24.05%

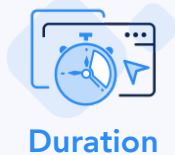


Top 2 interests	PVs	UBs	Share
Tech & Computing	297,588,620	48,267,106	9.11%
Business & Finance	204,480,535	39,023,908	7.36%



30.72% of the total market is aged 20 - 24

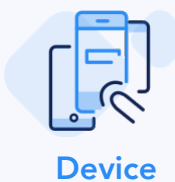
60.24% of all browsers are 20 - 35



Average visit duration: 3 min 24 sec (↑ 0.99%)



12.36 page views per unique browser (↓ -5.43%)



82.11% of traffic is from mobile phones (↑ 1.08%)