

Top 10 Websites

Website	Page views	PV MoM change	Unique browsers	UB MoM change
news24.com	111,443,035	16%	13,240,284	7%
timeslive.co.za	33,444,147	11%	7,000,963	8%
iol.co.za	34,712,777	13%	6,759,439	8%
BusinessTech.co.za	19,266,158	10%	5,700,134	14%
ewn.co.za	22,140,567	27%	4,194,254	20%
thesouthafrican.com	12,983,539	14%	3,814,913	8%
gumtree.co.za	68,345,089	-1%	3,736,222	3%
sowetanlive.co.za	13,357,248	19%	3,147,585	12%
businessinsider.co.za	11,080,899	10%	2,503,039	14%
citizen.co.za	8,392,755	39%	2,427,834	32%

Notable insights

- Overall internet readership as measured by Narratiive saw a steady increase in page views for May 2021. An increase in page views generated per unique browser as well as increased average visit duration saw total page views increase by 11% month on month and 9% year on year.
- We believe this speaks to the value that domestic publishers have provided SA internet users over the past year which has resulted in internet users spending more time and reading more articles on domestic publishers.

Top 10 interest audiences

Interests	Page views	PV MoM change	Unique browsers	UB MoM change
Tech & Computing	340,714,060	13%	41,553,199	-1%
Events & Attractions	113,003,642	-9%	35,007,442	-2%
Business & Finance	186,568,769	10%	33,273,362	5%
News & Politics	261,094,910	31%	31,676,235	4%
Music & Audio	126,999,112	6%	30,073,784	5%
Shopping	175,868,488	4%	29,040,986	2%
Personal Finance	76,480,528	44%	27,669,093	6%
Careers	126,459,680	-1%	26,845,544	-4%
Automotive	140,114,780	5%	25,739,725	3%
Sports	120,057,730	3%	23,908,456	12%

Notable insights

- Personal finance and News & Politics jump out as the two largest month on month growers out of this list of top ten interest segments with 44% and 31% month on month growth in page views respectively.
- This speaks to the keen interest in the recovery of the economy, markets and people's own personal finances as people are eager to move beyond the huge economic effects of COVID-19.

Top 10 Apps

Apps	Page views	PV MoM change	Unique browsers	UB MoM change
Moya Messenger App	327,136,965	20%	9,196,867	-36%
News24 App	125,223,347	11%	797,743	1%
D6 School Communicator	18,972,105	27%	370,799	2%
SuperSport App	3,043,129	-2%	288,926	2%
NetNuus App	11,742,254	-7%	143,257	38%
Netwerk24 Mobile App	33,550,706	7%	125,638	2%
D6 Connect App	3,465,107	35%	74,874	7%
TimesLive App	224,841	8%	64,556	16%
BusinessDay App	266,984	16%	64,535	14%
eNCA News Mobile App	273,492	8%	19,420	0%

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

- D6 school communicator and connect apps performed well with a 27% and 35% month on month increase in page views respectively. This is as schools got back into the full swing of things post a holiday filled April.
- Moya saw a 36% month on month decline in unique browsers which was largely due to technical difficulties with measurement which are currently being resolved.

Top 10 month on month % change

Website	Page views	PV % change	Unique browsers	UB % change
freightnews.co.za	144,176	42%	41,185	151%
diepos.co.za	58,719	110%	37,639	140%
potchefstroomherald.co.za	222,418	103%	135,603	125%
bereamail.co.za	104,566	94%	71,544	120%
comarochronicle.co.za	51,871	95%	37,308	101%
suidkaapforum.com	89,015	72%	31,390	94%
witbanknews.co.za	192,632	63%	111,566	92%
travelnews.co.za	130,912	42%	45,020	75%
compleatgolfer.com	40,710	39%	27,929	71%
randfonteinherald.co.za	76,862	54%	40,079	66%

Reasons behind big fluctuations

- Community news again drove the largest month on month growth. Hyper-local news articles covering car accidents, missing people and other hyper-local news stories drove overall large month on month growth.
- Now Media also performed well with Freight News and Travel News seeing 151% and 75% month on month growth in unique browsers respectively. This is due to their detailed, industry-specific news they are covering around freight and air travel industries.

Top insights for the month



Categories

Top 2 categories	PVs	UBs	Share
News	531,152,819	43,336,739	34.46%
Business	61,240,898	12,808,213	10.19%



Interests

Top 2 interests	PVs	UBs	Share
Tech & Computing	340,714,060	41,553,199	8.15%
Events & Attractions	113,003,642	35,007,442	6.87%



Age

28.70% of the total market is aged 20 - 24

57.94% of all browsers are 20 - 35



Duration

Average visit duration: 3 min 45 sec (↑ 3.69%)



Frequency

16.44 page views per unique browser (↑ 14.80%)



Device

81.66% of traffic is from mobile phones (↓ -1.56%)