

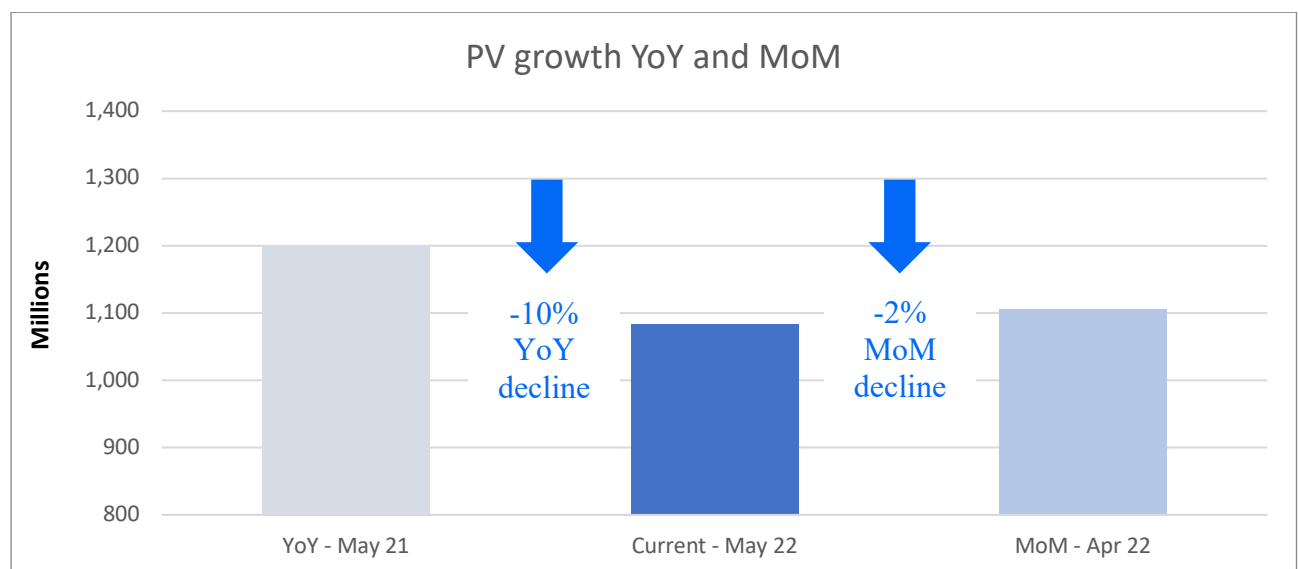
The Month's Overview

Total internet traffic across both website and apps as measured by Narratiive indicated both a month on month decline of -2% in page views and a -10% decline in page views year on year.

However, when we split out App and Website traffic, we see website traffic experienced a -18% year on year decline but a 9% month on month increase. In contrast, Apps experienced a 7% year on year increase but a -10% month on month decline.

With Apps contributing just over half of the total page views measured by Narratiive, we experienced an overall -2% decline month on month and -10% decline year on year.

May 2021 was also at the start of the 3rd wave of COVID-19 which means that traffic was high due to a peak in interest in breaking news. This means that the year-on-year comparison is also comparing uncharacteristically high traffic for May 2021.



Summary of how categories performed

Popular categories	Unpopular categories
Family & parenting: PVs 45% up	Tech & Computing: PVs -14% down
Lifestyle: PVs 19% up	Law, Gov & Politics: PVs -12% down
Style & Fashion: PVs 18% up	Society: PVs -8% down
Careers: PVs 18% up	Real Estate: PVs -3% down
Business: PVs 17% up	Automotive: PVs -2% down

Top 10 Websites

Website	Page views	PV MoM change	Unique browsers	UB MoM change
news24.com	93,594,952	11%	12,282,835	14%
BusinessTech.co.za	18,774,802	18%	5,367,420	8%
timeslive.co.za	22,443,587	1%	5,090,861	-1%
thesouthafrican.com	15,631,388	19%	5,088,521	6%
gumtree.co.za	50,543,223	0%	2,925,651	4%
ewn.co.za	13,272,198	15%	2,914,394	9%
citizen.co.za	10,558,456	11%	2,790,439	-4%
businessinsider.co.za	9,437,656	22%	2,715,614	9%
mybroadband.co.za	8,942,451	1%	2,542,952	0%
dailymaverick.co.za	10,855,402	15%	2,473,091	3%

Notable insights

- As websites saw an overall 9% increase in traffic month on month, so we see most of the above top 10 websites experiencing good month on month growth in page views.
- BusinessInsider, TheSouthAfrican.com and BusinessTech saw a particularly good month on month growth with 22%, 19% and 18% growth in page views respectively.

Top 10 interest audiences

Interests	Page views	PV MoM change	Unique browsers	UB MoM change
Tech & Computing	299,937,883	-3%	45,322,418	-7%
News & Politics	195,157,786	0%	28,317,363	-4%
Business & Finance	193,096,223	3%	40,333,723	0%
Careers	154,942,522	7%	37,683,655	-1%
Shopping	153,973,700	-6%	32,895,676	-7%
Automotive	136,254,260	-11%	27,485,877	-7%
Events & Attractions	92,671,506	-2%	37,410,013	-4%
Music & Audio	91,646,844	-2%	24,891,151	-18%
Personal Finance	84,842,000	0%	33,618,783	-7%
Sports	73,498,311	1%	21,884,455	-6%

Notable insights

- Careers and Business & finance saw the best month on month growth in page views of 7% and 3% respectively.
- In contrast, Automotive, Shopping and Tech & Computing saw the largest declines in page views of -11%, -6% and -3% respectively.

Top 10 Apps

Apps	Page views	PV MoM change	Unique browsers	UB MoM change
Moya Messenger App	412,152,904	-15%	31,373,915	-14%
News24 App	81,374,663	4%	644,692	0%
Netwerk24 Mobile App	33,649,334	8%	122,420	2%
D6 School Communicator	14,774,852	1%	440,975	6%
NetNuus App	13,549,115	8%	106,270	0%
SuperSport App	3,319,074	-12%	291,989	-5%
D6 Connect App	2,536,290	2%	57,312	-5%
BusinessDay App	246,672	11%	62,289	3%
TimesLive App	188,652	5%	58,987	1%
eNCA News Mobile App	169,563	1%	16,750	-1%

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

- BusinessDay, Netwerk and NetNuus were this month's best performing Apps with an 11%, and 8% increase in page views respectively.
- On the other side of the scale, we see Moya and SuperSport Apps seeing -15% and -12% declines in page views month on month.
- While SuperSport only saw a -4% decline in page views month on month on their website they saw a larger decline in page views on their App.

Top 10 month on month % change

Website	Page views	PV % change	Unique browsers	UB % change
sabcSPORT.co.za	392,847	1439%	203,489	1917%
boksburgadvertiser.co.za	185,177	128%	111,908	211%
schoolofrugby.co.za	141,234	89%	61,851	69%
highveldernews.co.za	42,952	85%	31,000	195%
e-classroom.co.za	962,048	61%	74,570	71%
brakpanherald.co.za	93,745	60%	53,583	97%
sedibengster.com	66,314	57%	33,115	73%
litnet.co.za	549,771	50%	181,853	32%
rekord.co.za	559,333	49%	295,128	72%
dstvafrica.com	55,298	48%	30,083	45%

Reasons behind big fluctuations

- SABCSPORT tops the list of the biggest month on month changes due to the correction of technical tagging issues at the beginning of May.
- Outside of community news titles which saw adhoc successful articles drive proportionately large volumes of traffic, SchoolofRugby experienced excellent month on month growth as schools are in the middle of the rugby season.
- E-Classroom's strong growth was driven by mock exams content and revision work while Litnet experienced good growth driven by education content and DSTVAfrica experienced good growth with increased traffic from Mauritius, Angola, Zimbabwe and Mozambique.

Top insights for the month



Categories

Top 2 categories	PVs	UBs	Share
Tech & Computing	423,657,386	34,251,361	26.01%
News	405,862,131	32,949,978	25.03%



Interests

Top 2 interests	PVs	UBs	Share
Tech & Computing	299,937,883	45,322,418	8.38%
News & Politics	195,157,786	28,317,363	5.23%



Age

30% of the total market is aged 20 - 24

60.16% of all browsers are 20 - 35



Duration

Average visit duration: 3 min 08 sec (↓ -7.84%)



Frequency

12.54 page views per unique browser (↑ 1.46%)



Device

86.19% of traffic is from mobile phones (↓ -3.18%)