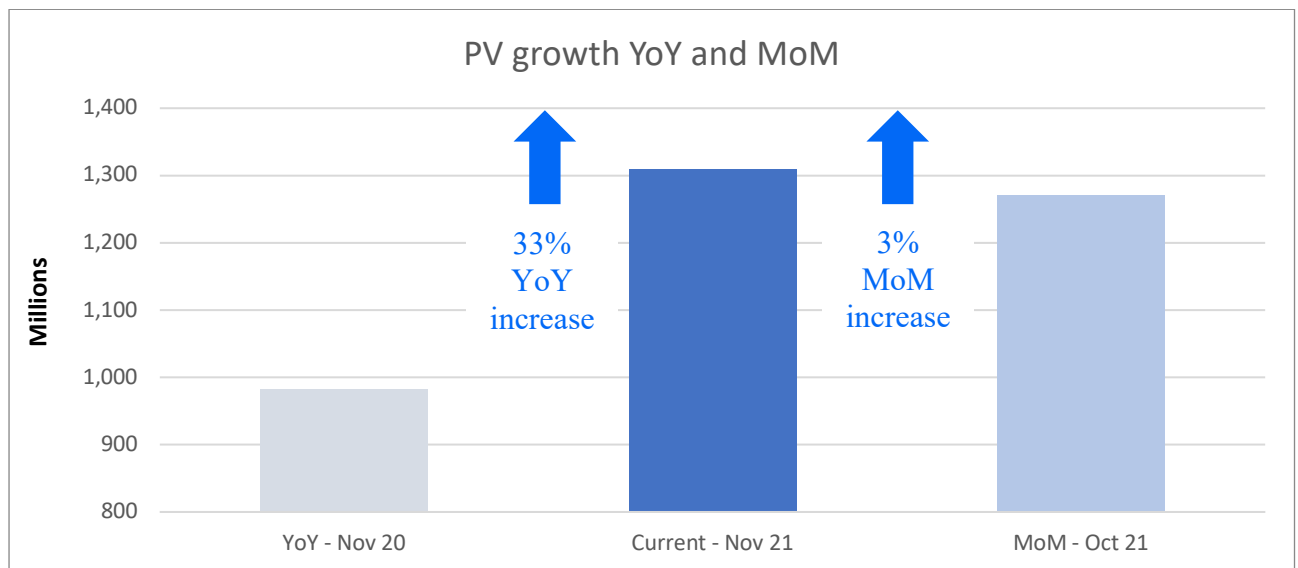


The Month's Overview

Overall internet usage as measured by Narratiive, remained stable in the month of November 2021. A very slight month on month increase was observed in both page views and unique browsers of 3% and 4% respectively. Year on year however saw a far more significant increase of 33% in page views but a slight -3% decline in unique browsers.

The large year on year increase in page views was driven by an increase in page views per unique browser, which increase from 11.57 in 2020 to 15.93 in 2021.



Summary of how categories performed

Popular categories	Unpopular categories
Law, gov't & politics: PVs 160% up	Home & garden: PVs 21% down
Mobile: PVs 39% up	Personal finance: PVs 20% down
Health & fitness: PVs 28% up	Family & parenting: PVs 16% down
Community news: PVs 27% up	Real estate: PVs 15% down
Arts & entertainment: PVs 11% up	Classifieds: PVs 13% down

Top 10 Websites

Website	Page views	PV MoM change	Unique browsers	UB MoM change
news24.com	113,748,054	26%	13,741,287	12%
BusinessTech.co.za	20,845,807	0%	5,852,512	-1%
timeslive.co.za	27,070,226	28%	5,806,853	18%
thesouthafrican.com	9,183,434	-2%	3,591,005	-4%
gumtree.co.za	56,748,084	-10%	3,402,348	-11%
ewn.co.za	14,490,914	30%	3,032,506	29%
citizen.co.za	12,772,042	22%	3,019,364	13%
dailymaverick.co.za	10,075,973	20%	2,641,112	27%
msn.com	25,212,779	9%	2,331,372	-3%
mybroadband.co.za	8,509,767	2%	2,304,285	2%

Notable insights

- November saw increased interest in news content. Overall, the News category saw a 17% increase in page views and a 14% increase in unique browsers. This was largely driven by an interest in breaking news around the Municipal elections held on the 1st of November 2021. Additionally, the imminent fourth wave of COVID-19 attracted interest in breaking news content as well.
- As a result, most of the above sites, being news websites, showed significant month on month growth.

Top 10 interest audiences

Interests	Page views	PV MoM change	Unique browsers	UB MoM change
Tech & Computing	350,917,715	-6%	44,867,448	0%
Events & Attractions	120,436,918	4%	38,763,872	4%
News & Politics	312,763,084	22%	36,039,070	17%
Business & Finance	208,168,778	0%	35,406,955	-3%
Personal Finance	95,617,791	21%	32,134,777	8%
Shopping	183,831,908	-3%	31,955,558	5%
Careers	136,089,605	-7%	29,962,919	-5%
Music & Audio	142,709,533	8%	28,891,271	12%
Automotive	141,143,949	-9%	26,035,725	-4%
Sports	113,728,983	8%	24,575,020	12%

Notable insights

- Similar to the category of websites, so too did the interest in News & Politics content experience a month on month increase of 22% in page views and 17% in unique browsers. This gave News & Politics the largest month on month increase in readership of all the interest segments Narrative measures.
- Personal finance was the second-best performer of Interest segments with a 21% growth in page views and 8% growth in unique browsers.
- Interest segments that experienced the largest month on month declines were Automotive and Careers.

Top 10 Apps

Apps	Page views	PV MoM change	Unique browsers	UB MoM change
Moya Messenger App	506,046,749	-6%	15,528,397	-7%
News24 App	105,957,314	18%	794,189	5%
SuperSport App	3,446,777	0%	326,917	6%
D6 School Communicator	12,971,059	4%	298,450	-1%
Netwerk24 Mobile App	35,669,967	4%	125,058	-28%
NetNuus App	14,867,134	9%	107,978	3%
TimesLive App	239,829	37%	79,242	52%
BusinessDay App	276,061	31%	76,576	46%
D6 Connect App	2,115,528	-5%	62,313	0%
SowetanLive App	108,419	196%	32,425	302%

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

- News Apps experienced a very similar increase in readership to news websites with strong month on month growth in page views and unique browsers.
- Only Moya and D6 connect Apps showed very slight decreases in month on month traffic.

Top 10 month on month % change

Website	Page views	PV % change	Unique browsers	UB % change
risingsunlenasia.co.za	103,071	241%	72,210	404%
witbanknews.co.za	305,108	215%	186,332	365%
krugersdorpnews.co.za	277,203	128%	141,505	187%
son.co.za	3,700,788	53%	733,872	141%
ridgetimes.co.za	235,277	85%	127,621	109%
mobserver.co.za	837,003	71%	317,057	101%
sportsclub.co.za	74,620	78%	53,415	90%
heidelbergnigelheraut.co.za	52,063	58%	29,035	89%
awsumnews.co.za	658,017	77%	156,844	82%
kemptonexpress.co.za	160,853	64%	75,046	79%

Reasons behind big fluctuations

- The large increase in month on month traffic across all sites except for Awsumnews.co.za was driven by a specific interest in community news articles that did very well.
- Awsumnews.co.za on the other hand saw a significant increase in readership due to end of the year exam content.

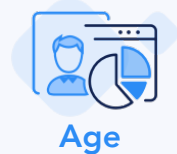
Top insights for the month



Top 2 categories	PVs	UBs	Share
News	496,114,677	40,373,690	30.89%
Tech & Computing	517,744,566	17,933,690	13.72%

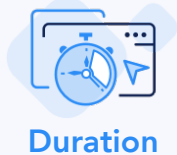


Top 2 interests	PVs	UBs	Share
Tech & Computing	350,917,715	44,867,448	8.39%
Events & Attractions	120,436,918	38,763,872	7.25%



29.63% of the total market is aged 20 - 24

59.14% of all browsers are 20 - 35



Average visit duration: 3 min 38 sec (↑ 3.32%)



15.93 page views per unique browser (↓ -1.30%)



81.68% of traffic is from mobile phones (↓ -2.12%)