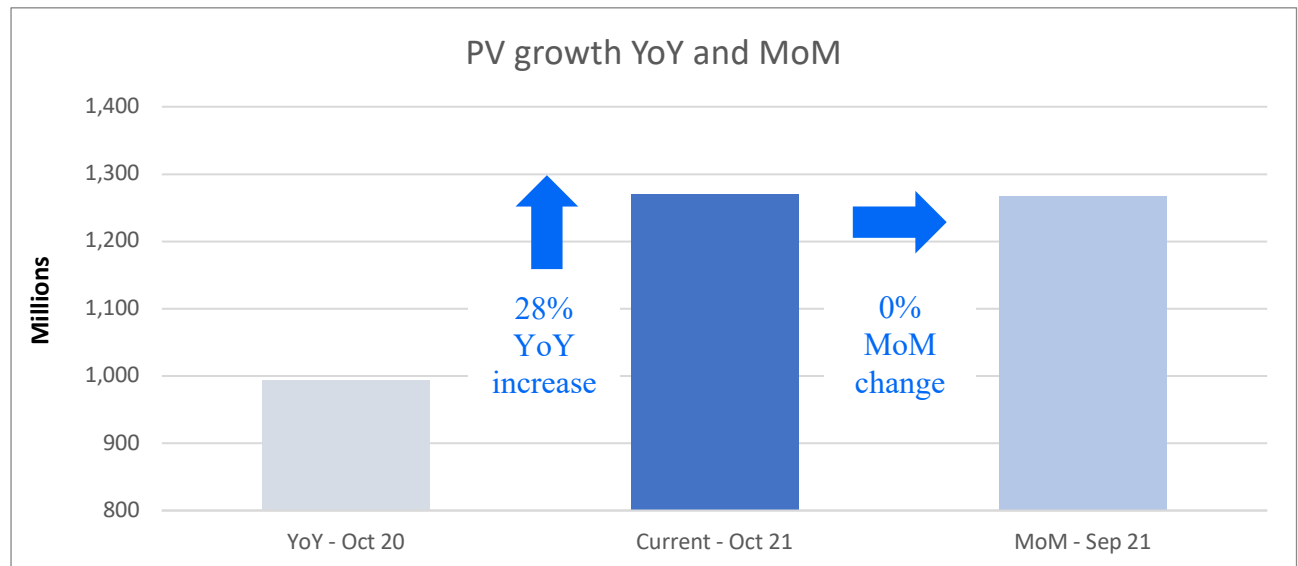


The Month's Overview

October 2021 internet traffic measured by Narratiive showed very steady figures with no month on month change in overall page views and a very slight -2% decline in total unique browsers.

In contrast, year on year figures showed strong growth of 28% in page views but a -10% decline in unique browsers. The growth in page views was mostly driven by a long-term increase in page views per unique browser. In October 2020 we observed around 11 page views per unique browser per month with this gradually increasing to 16 page views per unique browser in October 2021. This speaks to how online browsing behaviours have matured since the outbreak of COVID.



Summary of how categories performed

Popular categories	Unpopular categories
Business: PVs 16% up	Home & garden: PVs 27% down
Society: PVs 9% up	Family & parenting: PVs 26% down
Real estate: PVs 6% up	Law, gov't & politics: PVs 24% down
Pets: PVs 5% up	Health & fitness: PVs 20% down
Tech & computing: PVs 3% up	Education: PVs 10% down

Top 10 Websites

Website	Page views	PV MoM change	Unique browsers	UB MoM change
news24.com	90,106,947	-6%	12,232,755	-2%
BusinessTech.co.za	20,861,199	20%	5,906,975	11%
iol.co.za	24,868,292	-5%	5,691,930	-3%
timeslive.co.za	21,098,812	-7%	4,914,864	-12%
gumtree.co.za	63,170,239	0%	3,808,976	5%
thesouthafrican.com	9,378,976	-3%	3,734,027	4%
citizen.co.za	10,433,789	-6%	2,679,286	2%
msn.com	23,148,012	2%	2,399,844	-1%
ewn.co.za	11,121,202	8%	2,355,460	11%
mybroadband.co.za	8,322,561	20%	2,248,506	24%

Notable insights

- Largely traffic stayed stable across the above list of top 10 sites. Most notable month on month changes were across;
 - BusinessTech and MyBroadband both saw a 20% increase in page views. BusinessTech succeeded with content across business, motoring and energy while motoring, cryptocurrency, banking, and internet content did well on MyBroadband.
 - TimesLive saw a 7% decline in page views largely driven by a decline in content covering entertainment, general news and sport.
 - Similarly, IOL saw a decline of 5% in page views largely driven by a decline in general news, travel and personal finance content.

Top 10 interest audiences

Interests	Page views	PV MoM change	Unique browsers	UB MoM change
Tech & Computing	374,630,528	2%	44,671,865	-4%
Events & Attractions	115,812,366	1%	37,106,837	-2%
Business & Finance	209,114,838	3%	36,632,360	2%
Careers	146,215,101	-4%	31,487,830	-6%
News & Politics	256,116,654	-1%	30,711,267	-2%
Shopping	189,938,077	0%	30,384,562	-7%
Personal Finance	79,258,224	1%	29,643,441	-5%
Automotive	155,349,482	-2%	27,030,385	-4%
Music & Audio	131,919,569	5%	25,799,711	-8%
Sports	105,178,157	-1%	21,981,122	-2%

Notable insights

- Interest data is collected by looking at keywords in page titles across all article pages Narratiive measures. Traffic across the top 10 interest segments also stayed flat month on month.
- Most notably Careers saw a -4% decline in page views and Automotive saw a -2% decline in page views.

Top 10 Apps

Apps	Page views	PV MoM change	Unique browsers	UB MoM change
Moya Messenger App	536,395,396	3%	16,720,693	-3%
News24 App	89,792,139	-1%	759,227	1%
SuperSport App	3,441,710	3%	307,780	-7%
D6 School Communicator	12,488,844	-6%	302,147	1%
Netwerk24 Mobile App	34,238,956	11%	174,018	37%
NetNuus App	13,616,104	3%	104,590	1%
D6 Connect App	2,230,005	3%	62,401	2%
BusinessDay App	210,565	-4%	52,417	-7%
TimesLive App	174,799	-9%	52,296	-17%
eNCA News Mobile App	225,626	-2%	18,016	-4%

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

- App traffic also stayed relatively stable month on month in line with website traffic trends.
- Netwerk24 App showed the largest month on month growth out of the top 10 apps with 11% increase in page views and 37% increase in unique browsers. This was largely due to technical tagging issues corrected at the beginning of October.

Top 10 month on month % change

Website	Page views	PV % change	Unique browsers	UB % change
landbou.com	355,104	12664%	137,680	116578%
therep.co.za	38,772	48%	24,758	123%
benonicitytimes.co.za	202,851	92%	97,411	116%
mosselbayadvertiser.com	327,746	73%	121,285	115%
reviewonline.co.za	401,197	78%	185,300	96%
onemagic.dstv.com	171,803	62%	45,279	93%
memeburn.com	117,828	51%	83,469	64%
techcentral.co.za	532,216	39%	292,376	55%
boksburgadvertiser.co.za	114,411	31%	52,637	43%
autodealer.co.za	612,238	43%	132,066	38%

Reasons behind big fluctuations

- TheRep, BenoniCityTimes, MoseelbayAdvertiser, ReviewOnline, and BoksburgAdvertiser all experienced large month on month increases in traffic due to successful local news articles while Landbou's huge growth was due to technical replatforming of the website.
- Memeburn, TechCentral and AutoDealer all experienced good growth due to specific industry-related articles performing well.
- The growth on OneMagic was driven by an increased interest in The River and Lingashoni shows.

Top insights for the month



Top 2 categories	PVs	UBs	Share
News	423,623,934	35,435,873	28.38%
Tech & Computing	548,191,157	19,855,547	15.90%

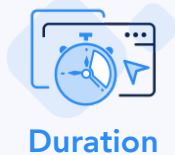


Top 2 interests	PVs	UBs	Share
Tech & Computing	374,630,528	44,671,865	8.60%
Events & Attractions	115,812,366	37,106,837	7.14%



29.75% of the total market is aged 20 - 24

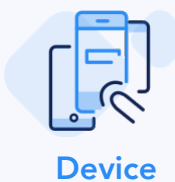
59.45% of all browsers are 20 - 35



Average visit duration: 3 min 31 sec (↓ -4.52%)



16.14 page views per unique browser (↑ 2.35%)



83.45% of traffic is from mobile phones (↑ 0.41%)