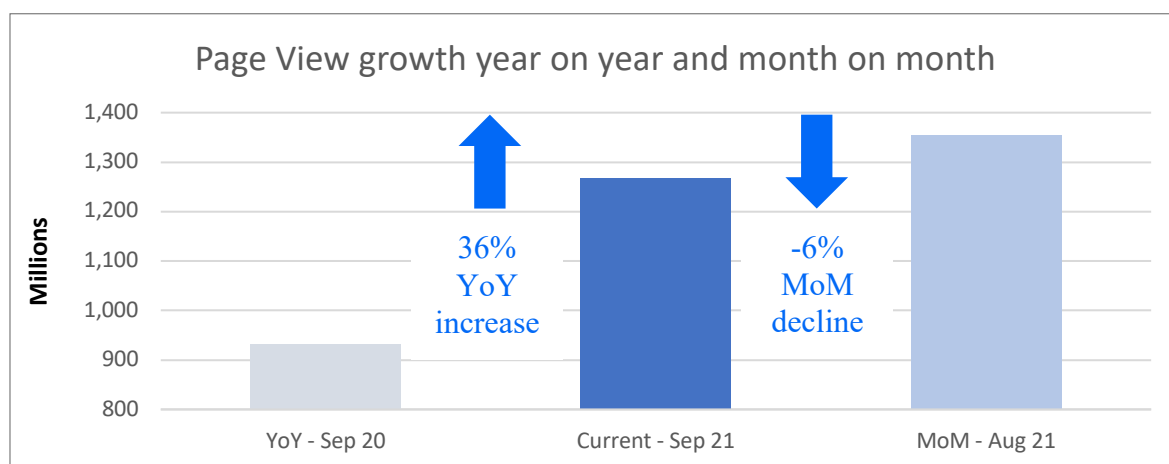


The Month's Overview

Overall, there was a strong year on year growth in internet traffic measured by Narratiive of 36% growth in page views and 2% growth in unique browsers. However, month on month did see a slight decline in traffic of -6% in page views and -5% in unique browsers. This was due to a high base of traffic in July and August because of significant breaking news covering July's looting. September in contrast lacked big traffic drivers in regular news reporting but the upcoming local government elections should start generating additional reader interest in October.

The News category of sites which contributes around 35% of total traffic saw a decline of 11% in page views and 16% in unique browsers month on month. This decline was the primary driver for an overall decline in traffic month on month.



Summary of how categories performed

Popular categories	Unpopular categories
Home & Garden: PVs 74% up	Lifestyle: PVs 36% down
Family & Parenting: PVs 53% up	Education: PVs 26% down
Travel: PVs 6% up	Health & fitness: PVs 22% down
Personal finance: PVs 3% up	Broadcast media: PVs 20% down
Real estate: PVs 2% up	Sports: PVs 17% down

Top 10 Websites

Website	Page views	PV MoM change	Unique browsers	UB MoM change
news24.com	96,167,827	-14%	12,495,540	-8%
iol.co.za	26,111,080	-10%	5,884,047	1%
timeslive.co.za	22,768,605	-21%	5,583,574	-18%
BusinessTech.co.za	17,356,477	-6%	5,323,402	-2%
gumtree.co.za	63,343,669	-1%	3,623,108	-2%
thesouthafrican.com	9,636,926	-28%	3,581,673	-24%
citizen.co.za	11,102,824	-2%	2,632,533	-2%
msn.com	22,802,672	-6%	2,413,218	-5%
careersportal.co.za	5,602,996	-17%	2,333,479	-3%
ewn.co.za	10,252,590	-37%	2,116,636	-31%

Notable insights

- As the News category of sites experienced an overall decline of 11% in page views and 16% in unique browsers month on month, so too did most of the top 10 sites list above experience a similar decline in traffic (as they are mostly categorised as News sites)
- The South African and TimesLive in particular saw a large decline in Lifestyle content which contributed significantly to their overall decline in traffic.

Top 10 interest audiences

Interests	Page views	PV MoM change	Unique browsers	UB MoM change
Tech & Computing	367,594,710	-4%	46,342,978	-5%
Events & Attractions	115,004,607	-9%	37,671,546	-8%
Business & Finance	202,486,808	-4%	36,046,844	-2%
Careers	151,826,392	-4%	33,431,960	-10%
Shopping	190,437,129	-7%	32,632,255	-2%
News & Politics	259,579,114	-8%	31,470,574	-10%
Personal Finance	78,370,117	-15%	31,365,352	-7%
Automotive	158,940,619	5%	28,254,512	1%
Music & Audio	125,507,902	-10%	28,002,772	-12%
Hobbies & Interests	42,867,311	-10%	24,136,910	-9%

Notable insights

- With a month on month decline in overall traffic, it is no surprise to see all the top 10 Interest segments listed above showing declines in traffic too.
- Most notable are Personal Finance, Music & Audio, Hobbies & Interests and Events & attractions showing the largest declines in traffic.

Top 10 Apps

Apps	Page views	PV MoM change	Unique browsers	UB MoM change
Moya Messenger App	520,344,604	0%	17,288,240	-3%
News24 App	90,622,652	2%	755,057	-27%
SuperSport App	3,356,033	22%	331,232	4%
D6 School Communicator	13,284,054	-18%	298,347	-9%
Netwerk24 Mobile App	30,892,625	-11%	126,696	1%
NetNuus App	13,183,153	-8%	103,983	-1%
TimesLive App	192,054	-10%	62,838	7%
D6 Connect App	2,164,329	-15%	61,172	-11%
BusinessDay App	219,880	-7%	56,125	-9%
eNCA News Mobile App	230,401	-16%	18,686	-12%

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 took a similar trend to Web traffic with an overall decline in News content, resulting in most news focused Apps listed above, showing declines in traffic
- SuperSport performed well with increased interest in sports, most likely on the back of The Rugby Championship
- D6 School Communicator and D6 Connect Apps experienced a decline in traffic due to school holidays

Top 10 month on month % change

Website	Page views	PV % change	Unique browsers	UB % change
oudtshoorncourant.com	203,718	34%	76,158	92%
getaway.co.za	552,107	38%	343,269	50%
dstv.com	1,148,037	44%	424,486	43%
capetownetc.com	1,778,911	42%	748,462	33%
m-net.dstv.com	1,012,509	18%	249,875	32%
sandtonchronicle.co.za	76,429	54%	37,268	26%
sacriccketmag.com	321,941	47%	134,069	26%
southcoastsun.co.za	69,306	25%	33,251	22%
m.miningweekly.com	56,092	19%	29,454	21%
farmersweekly.co.za	560,824	6%	326,929	20%

Reasons behind big fluctuations

- There was a wide range of drivers for various sites performing well during September and as a high-level summary these were:
 - Local News across community titles
 - Coverage by Getaway of the new National park announced by SANPARKS
 - The launch of DSTV Internet and shows like Legacy, Master Chef and My Kitchen Rules driving traffic to M-Net
 - Industry-specific news on mining, farming and cricket

Top insights for the month



Top 2 categories	PVs	UBs	Share
News	426,326,023	35,172,159	28.24%
Tech & Computing	530,449,698	19,653,646	15.78%

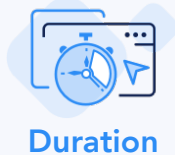


Top 2 interests	PVs	UBs	Share
Tech & Computing	367,594,710	46,342,978	8.46%
Events & Attractions	115,004,607	37,671,546	6.88%



30.18% of the total market is aged 20 - 24

59.16% of all browsers are 20 - 35



Average visit duration: 3 min 41 sec (↓-7.92%)



15.77 page views per unique browser (↓-1.93%)



83.11% of traffic is from mobile phones (↓-0.17%)