

SA's online publishers report readership growth

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South Africa's online publishing industry recorded a 13,8% increase in local readership to 1,98-million readers or unique browsers and 97,37-million page impressions in the third quarter of 2005 over the second quarter of the same year, it was revealed on Thursday by the Online Publishers Association (OPA).

The latest readership figures, which are independently audited and supplied by Nielsen//Netratings, also show a large increase in international visitors to South African websites. The total combined readership for international and local readership on SA's top websites soared to its highest level to date, attracting 5,39-million readers or unique browsers and 128,15-million page impressions for the third quarter of 2005.

About 76% of the online publishing industry's page impressions are generated by its local readership base, indicating that there is more activity by local readers than by their overseas counterparts on OPA websites.

According to demographics from Nielsen//Netratings' Market Intelligence sample base, as much as 14% of readers who log on to South Africa's major websites hold executive/managerial positions.

The figures show that 20,8% of readers indicated they were professionals, followed by 16,4% of readers who indicated they were in clerical or administrative positions. A total of 13,6% of readers indicated they were in executive/managerial positions; 8% were in a technical field; 7% were self-employed; 5% were in the education field; and 5% were in sales. The demographics were extracted from a sample of 31 027 respondents.

Of the total demographics, 13% of readers indicated they were in the finance, insurance or real-estate category. About 5% indicated they were in the communications industry, and 4,8% in the retail trade industry.

The OPA is a grouping of South Africa's 24 most prominent online publishers, comprising content publishers, search engines, portals and e-commerce providers.

The readership tables below represent traffic for the third quarter of 2005.

3rd Quarter: July to September 2005		
Domestic traffic (South Africa only)		
Publisher	Unique Browsers	Page Impression
Media24	825,721	26,589,909
MWEB	543,827	18,893,635
Independent Online	483,007	10,632,071
Ananzi (Pty) Ltd	367,267	8,108,084
SuperSport Zone	214,718	5,198,668
iafrica.com	170,056	5,722,913
CareerJunction	164,608	7,500,414
Mail & Guardian Online	102,261	1,181,135
Johnnic Communications	99,848	1,392,895
Telkom SA	83,982	1,123,363
Private Property	80,723	3,138,672
Bizcommunity.com	78,714	1,879,572
Yellow Pages South Africa	76,340	1,046,874

ITWeb Limited	69,448	522,822
5FM	64,555	1,374,197
SABCNews.com	59,213	664,527
BDFM Publishers	56,928	674,712
Moneyweb Holdings	56,656	1,001,346
Ramsay, Son & Parker	46,556	1,156,577
Creamer Media (Pty) Ltd	31,267	166,865
365 Digital Publishing	22,881	220,467
Business in Africa	2,297	8,535

3rd Quarter: July to September 2005		
Total traffic (local & international)		
Publisher	Unique Browsers	Page Impression
Media24	2,158,068	35,567,562
Independent Online	1,649,904	16,166,721
MWEB	667,108	21,423,375
Ananzi (Pty) Ltd	467,391	9,637,150
Mail & Guardian Online	445,365	2,501,475
iafrica.com	405,953	7,445,508
SuperSport Zone	388,693	7,843,392
CareerJunction	190,999	8,342,223
Johnnic Communications	188,190	2,206,051
Moneyweb Holdings	137,559	1,453,920
SABCNews.com	129,060	1,000,838
Bizcommunity.com	123,518	2,157,152
ITWeb Limited	120,734	652,107
BDFM Publishers	114,252	991,473
Telkom SA	94,372	1,223,159
Private Property	97,107	3,660,544
Yellow Pages South Africa	93,166	1,254,197
5FM	93,456	1,673,460
Creamer Media (Pty) Ltd	70,366	270,136
Ramsay, Son & Parker	69,844	1,409,057
365 Digital Publishing	57,816	497,354
Business in Africa	8,932	27,885

OPA members

365, 5fm, Aardvark.co.za, Ananzi, BDFM Publishers, Bizcommunity.com, Business in Africa, CareerJunction, CreamerMedia, iafrica.com, Independent Online, ITWeb Limited, JHBLive, Johnnic Communications, Mail & Guardian Online (M&G Media Ltd), M-Net New Media, MWeb, Media24, Moneyweb Holdings, Ramsay, Son & Parker, SABCnews.com, Supersport Zone, Private Property, Yellowpages.co.za (Telkom Directory Services).

OPA executive

Chairperson: Russell Hanly, GM of Media24 Digital; Deputy Chairperson: Mark Buwalda, GM of Ananzi; Marketing: Matthew Buckland, publisher of Mail & Guardian Online; Monitoring: Mark Buwalda, MD of Ananzi; Measurement: JP Farinha, GM of M-Web Studios.

About the Online Publishers Association: The OPA is a grouping of South Africa's most prominent online publishers. Its aim is to promote the growth and profitability of the online publishing industry, by setting the highest standards and meeting the needs of marketing and advertising professionals. For more information visit www.opa.org.za.

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