

SA's online publishers report 25% readership growth

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The South African online publishing industry increased its readership by about 25% to attract a monthly combined local and overseas readership of 4,38-million readers/unique browsers and 111,6-million page impressions, it was revealed on Monday by the Online Publishers Association (OPA).

The latest readership figures, which are independently audited by Nielsen//Netratings, represent activity for April 2005. The figures show a 25% increase of about 900 000 readers since they were last released by the OPA in August 2004, about nine months ago.

It was also revealed that out of a sample group of 8 677 people surveyed by Nielsen//Netratings, most users accessed the internet from work (55%), while about 33% of readers accessed the net from home. Johannesburg was revealed as the biggest internet city, followed by Cape Town, Pretoria and Durban.

According to the statistics, South Africa's online publishers attract a highly educated and big-earning audience, with the largest group of internet users (about 24,7%) holding postgraduate degrees and about 19,4% of users holding bachelor's degrees.

About 20% of users -- by far the largest group in the household-income category -- are in the top-earning bracket (total combined annual household income of R400 000 a year or more).

OPA Chairperson Russell Hanly said the online publishing industry has good reason to be upbeat about these new readership figures.

"Last year saw online advertising emerging as one of South Africa's fastest growing medium. It augurs well for the industry that this growth is clearly matched by extremely strong growth in the number of visitors to OPA member sites. The increased volume of page views reflects higher levels of activity and more frequent visits. No doubt the quality of OPA member sites has a lot to do with these audience statistics," said Hanly.

The statistics also reveal that 57,3% of web users are male and 42,6% are female; and the predominant age bracket is between 18 and 34.

The OPA represents South Africa's major online publishing businesses. 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.

Find out more about the OPA at www.opa.org.za

	Aggregate	Unique Browsers	Page Imp.
1	Market Aggregate	4,378,106	111,629,533
Rank	Publisher	Unique Browsers v	Page Imp.
1	Media24	1,797,508	26,552,826
2	Independent Online	1,303,220	13,539,816
3	MWEB	632,472	19,330,356
4	SuperSport Zone	433,859	10,684,544
5	Ananzi (Pty) Ltd	402,732	6,807,163
6	iafrica.com	375,162	7,856,679

7	Mail & Guardian Online	253,760	2,103,544
8	Johnnic Communications	203,331	2,520,587
9	CareerJunction	157,366	7,425,109
10	Moneyweb Holdings	111,100	1,709,641
11	SABCNews.com	105,043	904,142
12	Bizcommunity.com	104,946	1,829,853
13	5FM	97,608	1,871,820
14	ITWeb Limited	96,169	571,844
15	BDFM Publishers	85,793	811,185
16	Moneymax	79,212	1,640,655
17	365 Digital Publishing	76,565	828,883
18	Private Property	73,352	3,197,110
19	Ramsay, Son & Parker	62,212	1,283,455
20	Creamer Media (Pty) Ltd	57,902	239,102
21	Business in Africa	8,421	27,065

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