

Media landscape shifts: Local news sites see bump in numbers

The media landscape is undergoing a transformation as attention shifts from traditional online publishers to emerging players, particularly broadcast and local news websites.



Source: www.unsplash.com

This is according to the Interactive Advertising Bureau (IAB) South Africa's Measurement Dashboard, which provides an overview of the top online publishers and publications as well as trends across gender, age and interests, amongst others.

October saw both eNCA and SABC enter the top 10 online publishers, with 4,301,862 and 8,691,161 pageviews, respectively. This movement to news sites could be linked to the ongoing coverage of Israel and Palestine, which is being covered across broadcast media and their digital channels regularly. Additionally, local news publishers have also seen a bump in numbers with Caxton Local News Network seeing 14,660,049 pageviews during the month.



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Sue Blaine 17 Nov 2023



News24, *Netwerk24* and *SuperSport* remain the top three contenders in online publications during October, clocking in 176,711,188, 88,306,021 and 80,368,517 pageviews, respectively. Sport remains dominant and is likely to remain so as the majority of football association seasons are well underway.

Below, South Africa's biggest online publishers and publications for October 2023:

South Africa's Top Online Publishers — October 2023	
Media24	295,626,229
DStv Online Sport	80,368,517
Maroela Media	45,016,205
Broad Media	29,275,365
The South African	19,109,387
Citizen	17,057,206
Caxton Local News Network	14,660,049
Daily Maverick	10,757,736
SABC	8,691,161
eNCA	4,301,862

South Africa's Top Online Publications — October 2023	
News24	176,711,188
Netwerk24	88,306,021
SuperSport	80,368,517
Maroela Media	45,016,205
SNL24	27,614,138
The South African	19,047,806
Citizen	17,057,206
Business Tech	13,798,986
Daily Maverick	10,757,736
MyBroadband	9,650,338

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