

News Release

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WHAT HAPPENED TO THE SOUTH AFRICAN INTERNET IN 2008?






Consumer behaviour levels significantly up; overall, the online audience has become more male-centric and slightly older; Avusa’s online newspapers dominate the fastest growing brands

London – 8th January 2009 – Nielsen Online, a service of The Nielsen Company, today reveals how the South African Internet fared across 2008 in terms of consumer behaviour, how the audience changed and the fastest growing brands.

Levels of Consumer Behaviour

- The number of South African Unique Browsers and pages viewed both increased by 25% between December 2007 and December 2008
- Of all the metrics measuring levels of consumer behaviour online, total time spent increased the most (45% growth) from 2.6 million hours to 3.8 million hours

Change in Domestic Consumer Behaviour Levels across 2008

Consumer Behaviour	YoY % Change	Dec 07	Dec 08
Unique Browsers	 25%	3.7 million	4.7 million
Page Impressions	 25%	185 million	232 million
Sessions	 31%	21.4 million	28.1 million
Time (hours)	 45%	2.6 million	3.8 million
Average time per session	 9%	7 mins 23 secs	8 mins 5 secs

Source: Nielsen Online, ZA Market Intelligence

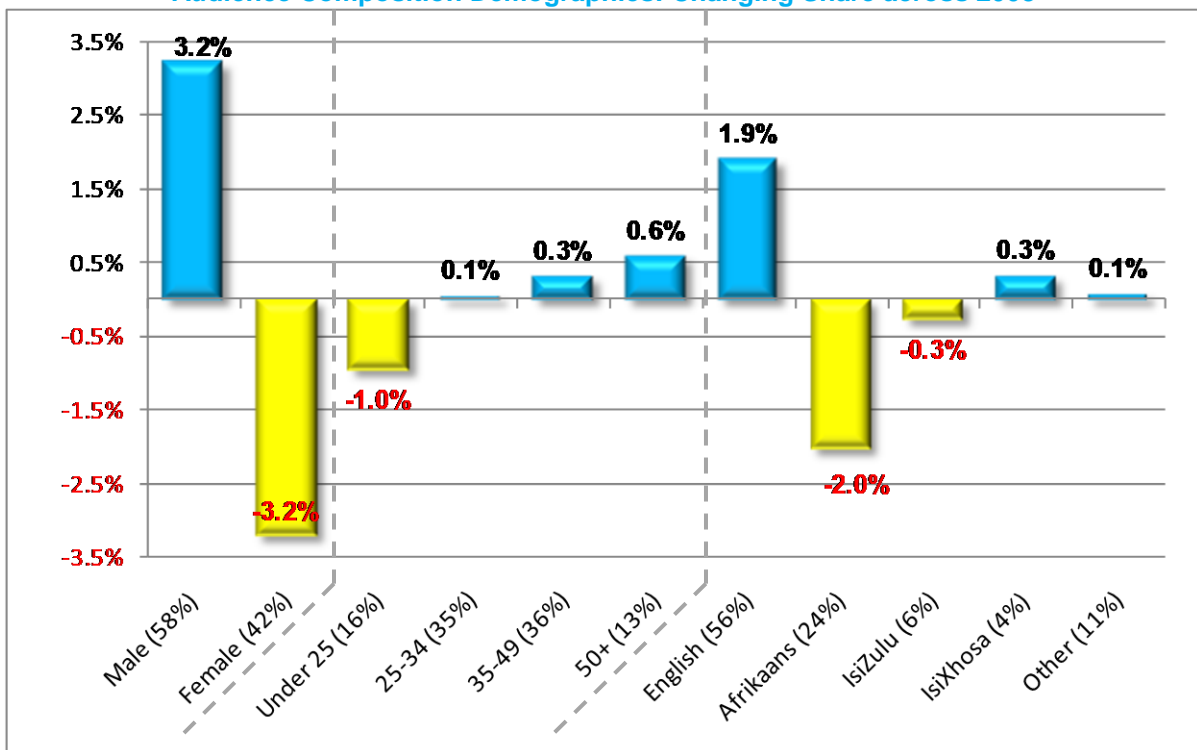
E.g. The number of ZA Unique Browsers increased by 25% from 3.7 million in Dec 07 to 4.7 million in Dec 08

Andrew Felbert, Nielsen Online, says, “It’s a simple fact that not only are there more people online in South Africa, but they’re spending more time online and viewing more content. Companies and advertisers wishing to get their products and services in front of consumers can no longer ignore the power of the Internet as a major route to making this happen.”

The Changing Online Audience

- The South African Internet population is becoming more dominated by males – accounting for 58% of South Africans online in December 2008 compared to 55% in December 2007 (+3.2%)
- The audience is also ageing slightly - the older the demographic, the greater the increase in share; the 50+ group increasing their share the most (+0.6%)
- The audience is also becoming more English-speaking centric; not only is it the dominant language (56%) but it has increased its share by the greatest amount (+1.9%)

Audience Composition Demographics: Changing Share across 2008



Source: Nielsen Online, ZA Market Intelligence

E.g. Males increased their share of the ZA Internet population by 3% points to 58% between Dec 07 and Dec 08

Felbert continues, "Changes in audience share over time tend to be subtle, however, they are important in indicating future trends in how the audience will look. South Africa's online population has become more male and English-language centric over the last year as well as becoming slightly older.

Whilst the ageing element is natural, as a media becomes more mainstream, it is important that the online industry looks at becoming more encompassing and doesn't ignore women and non English-speakers – areas crucial for major growth of the medium."



The Fastest Growing Online Brands*

- Avusa's Sunday World (187%) and Dispatch (181%) newspapers were far and away the two fastest growing online brands, by Unique Browsers, across 2008
- Avusa publishes four of the five fastest growing sites; Moneyweb holdings and Media24 both had two properties in the top ten fastest growers

Fastest Growing Brands* across 2008 (by Unique Browsers)

Rank	Brand*	YoY % Change	Dec 07	Dec 08	Publisher
1	Sunday World	187%	14,284	40,940	Avusa
2	Dispatch	181%	17,598	49,414	Avusa
3	RealEstateWeb	91%	11,029	21,019	Moneyweb Holdings
4	Sowetan	79%	70,537	126,432	Avusa
5	The Herald	77%	20,499	36,227	Avusa
6	Yellow Pages	71%	203,467	348,102	Yellow Pages South Africa
7	Food24	68%	62,362	104,915	Media24
8	MoneyWeb	50%	60,107	90,282	Moneyweb Holdings
9	Landbou	48%	11,448	16,979	Media24
10	SuperSport	45%	155,771	226,595	SuperSport Zone

Source: Nielsen Online, ZA Market Intelligence. *Min requirement = 10,000 Unique Browsers in Dec 07
E.g. The number of ZA Unique Browsers to Sunday World increased by 187% from 14,284 in Dec 07 to 40,940 in Dec 08

Felbert concludes, "Avusa has had a fantastic year in terms of the increasing popularity of its newspaper websites, particularly Sunday World and Dispatch which have grown at around seven times the rate of overall Internet growth.

The fact that newspapers feature so prominently should be encouraging to publishers in general, based on what's happened in more developed Internet markets around the world. In countries such as the UK and the US, for example, print sales have been hit by the Internet but the increasing online readerships are playing an important part in sustaining the size of publisher audiences and, consequently, advertising revenue."

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About Nielsen Online

Nielsen Online, a service of The Nielsen Company, delivers comprehensive, independent measurement and analysis of online audiences, advertising, video, consumer-generated media, word of mouth, commerce and consumer behavior. With high quality, technology-driven products and services, Nielsen Online enables clients to make informed business decisions regarding their Internet, digital and marketing strategies. For more information, please visit www.nielsen-online.com. Also, visit our blog at www.nielsen-online.com/blog.

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