

Online sporting titles reap benefit of women's sporting events

Across the board, online publications have seen a decrease in pageviews, however, sporting titles have fared well, most likely due to both the Netball World Cup and Fifa Women's World Cup taking place at the beginning of August.



Source: © 123rf [123rf](#) Online sporting titles have fared well in August due to the Netball World Cup and Fifa Women's World Cup

News24, Netwerk24, Maroela Media, SuperSport and *SNL24* dominated the first half of the top 10 online publications for the month.

Media24 continues to dominate the South African publishing landscape, outpacing other media by more than five times despite seeing a decrease in pageviews between July and August.

The latest figures provided by the Interactive Advertising Bureau (IAB) South Africa's Measurement Dashboard show the publishing giant's numbers down from 312,147,409 in July to 310,616,160 in August.

Other publishers who have seen an increase in pageviews include *DStv Online Sport* up to 38,881,356 in August from 26,113,684 in July, and Broad Media, which owns *MyBroadband* and *BusinessTech*, amongst others, and saw an increase of 3,315,615 between July and August.

Media24	310,616,160
Maroela Media	43,182,211
DStv Online Sport	38,881,356
Broad Media	29,429,299
Gumtree	25,481,990
The South African	18,230,426
Daily Maverick	12,199,315
Caxton	11,970,413
SABC	4,259,809
Sunday World	2,815,863
News24	185,807,702
Netwerk24	94,935,361
Maroela Media	43,182,211
SuperSport	38,881,356
SNL24	26,484,725
Gumtree	25,481,990
The South African	18,229,858
Business Tech	13,335,570
Daily Maverick	12,199,315
Citizen	11,970,413

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