

## Here is who reads MyBroadband

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In April, MyBroadband grew its monthly readership to over three million unique browsers and 10.5 million page views.

The readership statistics are based on the April 2020 audience report from Narratiive, the official traffic measurement partner of the IAB South Africa.

MyBroadband's readership growth was partly fuelled by the Covid-19 lockdown, with more people visiting online news websites for the latest accurate information.

The lockdown has also accelerated digital transformation across the country, with remote working, online meetings and a digital-first approach now standard operating procedure.

South Africa's IT community also continues to visit MyBroadband for breaking and in-depth ICT news coverage.

This coverage now includes the latest Covid-19 updates which impact the country and the ICT industry.

## MyBroadband readership

MyBroadband's large readership is desirable to many companies who want to reach South Africa's IT and telecoms community. Many niche players, however, are interested in a breakdown of the readership to target specific segments of this community.

Good news is that Narratiive provides publishers with a demographics report, which details a breakdown of their readership.

The report shows that the majority of MyBroadband's readers are C-level executives, managers and business owners.

Over one million readers have a university degree, of which 151,000 readers have a master's or PhD degree.

The majority of these readers are also IT and business decision-makers in their companies – and advise their family and friends on which ICT products to buy.

Management Level				Monthly Reade
CEO or Director	51,826			
Business Owner	-	372.164		
Senior Management	-	333.225		
Management				1.063.169
Qualification				Monthly Reade
Technikon diploma	_			720.540
University degree	_		581.760	200000
Postgraduate University	dearee		411,445	
Masters or Doctorate	_	150,805		
Gender				Monthly Reade
C	and the second second to	1.652.209 1.373.240		
Age				Monthly Reade
25 to 34	-	419,461		
25 to 34 35 to 55		419.461		999.390
	=		9.135	999,390
35 to 55			1.135	999.390 Monthly Reade
35 to 55 Over 55	Fibre		7.135 Wireless	
35 to 55 Over 55 Internet Connection		524		Monthly Reade
35 to 55 Over 55 Internet Connection	Fibre	ADSL	Wireless	Monthly Reade
35 to 55 Over 55 Internet Connection Monthly Income R20.000 to R49.999	Fibre 975,455	ADSL 458,116	Wireless	Monthly Reads Mobile \$14.575
35 to 55 Over 35 Internet Connection	Fibre 975,455	ADSL	Wireless	Monthly Reade Mobile 316.575 Monthly Reade
35 to 55 Over 55 Internet Connection Aonthly Income R20,000 to R49,999 R 50,000-69,999 R 70,000-	Fibre 975,455	ADSL 458,116	Wireless	Monthly Reade Mobile 316.575 Monthly Reade
35 to 55 Over 55 Internet Connection Aonthly Income R20,000 to R49,999 R 50,000-69,999 R 70,000-	Fibre 975,455	ADSL 458,116	Wireless	Monthly Reads Mobile 316.575 Monthly Reads 584.859
35 to 55 Over 55 Internet Connection Aonthly Income R20.000 to R49.999 R 50.000-69.999 R 70.000-	Fibre 975,455	ADSL 458,116	Wireless	Monthly Reade Mobile 316.575 Monthly Reade 584.859 Monthly Reade
35 to 55 Over 55 Internet Connection Aonthly Income R20.000 to R49.999 R 50.000-69.999 R 70.000-	Fibre 975,455	ADSL 458,116 127.497 193.405	Wireless	Monthly Reade Mobile 316.575 Monthly Reade 584.859 Monthly Reade
35 to 55 Over 55 Internet Connection Aonthly Income R20.000 to R49,999 R 70.000- 8999 R 70.000- Province Gauteng Western Cape	Fibre 975,455	ADSL 458,116 127.497 193.405 617.372 366.633	Wireless	Monthly Read Mobile 316.575 Monthly Read
35 to 55 Over 55 Over 55 Internet Connection Aonthly Income R20,000 to R49,999 R 70,000- R 70,000- Province Gauteng Western Cape KwsZulu-Natal	Fibre 975.455	ADSL 458,116 127.497 193.405 617.572 364.633	Wireless	Monthly Read Mobile 316.575 Monthly Read
35 to 55 Over 55 Over 55 Aternet Connection Aonthly Income R20,000 to R49,999 R50,000-69,999 R 70,000- Province Gauteng Western Cape KwaZulu-Natal Eastern Cape	Fibre 975.455	ADSL 458,116 127.497 193.405 617.572 364.633	Wireless	Monthly Reade Mobile 316.575 Monthly Reade 584.859 Monthly Reade
35 to 55 Over 55 Over 55 Aternet Connection Aonthly Income R20.000 to R49.999 R 70.000- 850.000-69.999 R 70.000- Province Cauteng Western Cape KwaZulu-Natal Eastern Cape Mpumalanga	Fibre 975.435	ADSL 458,116 127.497 193.405 617.572 364.633	Wireless	Monthly Reade Mobile 316.575 Monthly Reade 584.859 Monthly Reade
35 to 55 Over 55 Over 55 Aternet Connection Aonthly Income R20,000 to R49,999 R 70,000- 850,000-89,999 R 70,000- Province Gauteng Western Cape KwaZulu-Natal Eastern Cape Mpumalanga Limpopo	Fibre 975,435	ADSL 458,116 127.497 193.405 617.572 364.633	Wireless	Monthly Reade Mobile 316.575 Monthly Reade 584.859 Monthly Reade

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