

# MyBroadband - The biggest technology website in South Africa

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*MyBroadband continues to dominate the South African technology news market, with over two million unique browsers in April 2019.*

The latest IAB SA and Effective Measure statistics show that MyBroadband attracted 2.1 million unique South African browsers and served 6.8 million pages in April 2019.

This places MyBroadband firmly at the top of the Technology Publication Category, well ahead of its closest competitor - which only had 156,000 unique browsers for the month.

MyBroadband's demographics statistics show that the site is extremely popular among CEOs, CTOs, CIOs, and managers in the information technology and telecommunications markets. This makes it an excellent avenue to reach all South African IT decision markers.

MyBroadband editor Kevin Lancaster said the site's strong performance is thanks to its focus on industry-relevant content and insightful commentary.

"Our mission has always been to provide the interesting, accurate, and insightful IT and telecoms news, and our focus on these elements has helped us maintain our position as the biggest and best technology news site in the country.

This strong IT readership also provides great value to advertisers and partners, with MyBroadband's content campaigns in particular offering a great return on investment for companies.

MyBroadband sales director Cara Muller said that advertisers continue to provide positive feedback on the returns they receive when partnering with the publication, a trend which is set to continue.

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