DStv Online Sport sees surge in December readership, according to IAB Dashboard

Media24 and Maroela Media remained in the top three online publishers for December alongside DStv Online Sport.

Source: © Techicy [Techicy](link) Online sports increased readership in December 2023

While South Africans consumed less online mainstream media during the December holidays, according to the latest statistics from the Dashboard, DStv Online Sport increased by 4,563,850 pageviews from November to December.

During this period *eNCA* nudged *SABC* out to claim a strong standing position amongst the top 10 in the Top Online Publishers rankings for the month as determined by the IAB Industry Measurement Dashboard.

The IAB Industry Measurement Dashboard was developed in partnership with dY/dX. The Dashboard reports on the top publishers across South Africa as well as trends across gender, age and interests, amongst others.

News24 joins top global publishers as it reaches 100,000 paid subscribers
Karabo Ledwaba 1 Feb 2024

December 2023 publishers and publications

South Africa's biggest online publishers and publications for December 2023.

South Africa's Top Online Publications — December 2023	
News24	143,158,199
Netwerk24	89,349,073
Maroela Media	36,232,905
SuperSport	35,610,188
SNL24	24,213,333
Citizen	13,682,869
Business Tech	12,406,335
The South African	11,460,265
TimesLIVE – Arena – Web & App	10,076,281
Daily Maverick	8,452,365

South Africa's Top Online Publishers — December 2023	
Media24	259,239,904
Maroela Media	36,233,361
DStv Online Sport	35,610,188
Broad Media	22,487,044
Arena Holdings – 360	19,905,976
Citizen	13,682,869
Caxton Local News Network	12,612,337
The South African	11,466,019
Daily Maverick	8,452,365
eNCA	4,627,555

The IAB Industry Measurement Dashboard is available to the media and marketing industry, with no login required. Agencies and Publishers are encouraged to access this beneficial data for measurement and reporting purposes.