

# IAB South Africa’s Measurement Dashboard shows that audience numbers have surged across news sites

There has been a marked uptick in viewers across all online publishers as South Africans return to their screens, following the end of the country’s summer holiday season.



Source: Matthew Quay [Unsplash](#) The latest stats from the IAB South Africa Measurement Dashboard show audiences' return to online publishers after the holiday season, specifically to news sites

The Interactive Advertising Bureau (IAB) South Africa’s Measurement Dashboard shows that audience numbers have surged across news sites, most notably *News24* (from 143,158,199 to 174,524,155), *Netwerk24* (from 89,349,073 to 102,047,262) and *Maroela Media* (from 36,232,905 to 40,933,826).

This is the second month the three sites have remained in the top three.



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

1 Feb 2024



While news publishers dominate the Top 10 Online Publishers, DStv Online Sport remains popular despite dropping to fourth place (down 32,794,567).

## South Africa’s top online publishers — January 2024

- Media24 - 305,821,763
- Maroela Media - 40,933,826
- Broad Media - 31,180,544
- DStv Online Sport - 28,115,621
- Arena Holdings – 360 - 21,927,832
- Citizen - 16,987,235
- The South African - 15,577,777
- Caxton Local News Network - 13,325,641
- Daily Maverick - 10,791,192

SABC - 5,989,507

## **SA's top online publications January 2024**

*News24* - 174,524,155

*Netwerk24* - 102,047,262

*Maroela Media* - 40,933,826

*SuperSport* - 28,115,621

*SNL24* - 26,629,604

*Business Tech* - 17,194,509

*Citizen* - 16,987,235

The South African - 15,567,280

*Daily Maverick* - 10,791,192

*TimesLIVE* – Arena – Web & App - 9,952,978

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

For more, visit: <https://www.bizcommunity.com>