

MyBroadband cracks 750 000 unique monthly visitors

South Africa's largest IT website, MyBroadband.co.za, hits another record-breaking month reaching 750 000 unique monthly visitors with sister site MyGaming.co.za starting to dominate the online gaming market.

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MyBroadband's strong growth and dominance in the online IT arena continued during 2009, cementing its position as the premier IT website in South Africa. In October MyBroadband served 4 757 million pages to 751 000 unique monthly visitors confirming its place in the country's top 10 websites according to Nielsen Netratings Total Traffic for OPA Sites in October 2009.

The website's domestic traffic showed equally strong growth with 343 000 unique monthly visitors and 4 million page views. MyBroadband's monthly traffic confirms that it remains significantly larger than all other prominent IT websites - put together.

MyBroadband's visitor demographic further shows that it provides the widest possible reach in the South African IT market. It is well known that many local IT CEOs and executives frequent MyBroadband, and that 24% of visitors have a household income of over R400 000 per annum (Nielsen Market Intelligence Demographics for October 2009).

While MyBroadband has far more IT professionals and executives visiting the website than any other IT website in the country, it also attracts a wide range of SMME owners, IT professionals, students and general IT consumers. In short: nearly everyone who is interested in IT and telecoms visits MyBroadband.

MyGaming.co.za, serving the South African gaming community, has also shown very strong growth with 45 500 unique monthly visitors and 370 000 page views. MyGaming is currently arguably the biggest local gaming website, and is set to continue its strong growth in future.

MyBroadband Marketing Manager Cara Muller says that she has seen a strong growth in demand to advertise on MyBroadband during 2009, a result of the excellent exposure and strong return of investment (ROI) advertisers experience on the website.

To find out more about advertising on MyBroadband, contact Cara on 072 109 0444 or email .

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