

## SA Internet traffic for Q1 2002

The Audit Bureau of Circulations electronic (ABC-e) has released Internet activity results for the first quarter of 2002. The number of Internet pages viewed increased 13% over the quarter. The largest sites were lafrica.com, News24, IOL and Ananzi.

The star was search engine Ananzi, which had a 47% increase in pages viewed (9 million per month).

Financial Mail continued its steep decline from 508,100 to 143,500 pages viewed per month after restricting access only to subscribers of the print edition. Restricting access has not stemmed the decline in print circulation, but might have slowed down the decline slightly.

ABC-e is in the process of adopting rules that would allow traditional newspaper publishers to count their online readers as part of their paid ABC circulation if the readers pay at least 50% of the print edition price for online access.

Title	Q1 2002 per month	Q-to-Q	Y-to-Y	Users
<b>lafrica.com</b> (estimated)	16,000,000	-11%	-11%	245,597
<b>News24</b>	13,394,875	+5%	+172%	516,660
<b>IOL</b>	10,202,898	+27%	+80%	499,181
<b>Ananzi</b>	9,382,478	+47%	+89%	182,185
<b>Moneymax</b>	2,062,319	+22%	+82%	67,339
<b>Career Junction</b>	1,994,989	+26%	+40%	130,674
<b>Sunday Times</b>	1,708,190	+6%	+26%	144,506
<b>Job Navigator</b>	1,518,370	+12%	-25%	14,246
<b>Moneyweb</b>	1,449,570	+33%	+79%	136,624
<b>Business Day</b>	1,346,460	+12%	+108%	99,793
<b>ItWeb</b>	1,239,262	-10%	+54%	98,431

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