

Research released on mobile app users in the News24 space

[The SpaceStation](#) has recently released research results from over 1000 Blackberry users of the brand's mobile app in the News24 space, which has had over 300 000 downloads since the app went live just over a year ago.



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It was approaching the 100 000 active user (active user: a user that has had a session with the News24 application during that month) mark a few months ago and to celebrate the site did a survey with users and a competition giving away products.

As the sales house for News24 advertising, The SpaceStation decided to take the findings, put them into a user-friendly layout and provide this information to the advertising market. It has found a shortage of mobile information and stats in South Africa, so it asked questions about app download frequency and usage, attitudes towards advertising, mobile video and social networking.

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