

# South African Online Report for July 2013

Digital engagement hits the commercial bull's eye.



The rise of digital content has given the consumer the gift of choice. Whether eclectic or highly specialised, the digital audience has more access to content range than ever before. But while the South African digital masses are viewing more pages with gusto, as Unique Browsers are up by 62.5% and Visits up by 83.5% year on year, the time they spend there is getting briefer. Keeping your audience engaged is now the biggest challenge and opportunity.

Effective Measure research shows that South Africa's digital nation is spending more time online but across many more sites and significantly heading to their mobile. The core trends emerging are shorter stays pay per page and more access via mobile - the key triggers are brevity and instant access. The winners in this new paradigm will be the publishers that keep their audience sticky and loyal to whichever platform they are on.

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