South African Internet Map launched

The South African Internet Map, launched this month, provides an overview of the largest websites in South Africa, based on statistics from Effective Measure.

Every website is a circle on the map, where the size of the circle is determined by the site's unique South African browsers (its local readership). The more readers a website has, the bigger the circle.

The different websites are grouped into categories, where the physical size of each category on the map is based on the total traffic of the websites in that category.

The map makes use of Effective Measure statistics. Effective Measure is the official traffic measurement partner of the IAB South Africa, and provides accurate traffic statistics for South Africa's top websites.

The SA Internet Map was designed by multimedia specialist Marius Hollenbach, and is sponsored by MyBroadband. Inspiration for the project was drawn from The Internet map, which gives an overview of global websites.

Hollenbach said that he plans to add enhancements to the SA Internet Map in the future, including an increase in the number of websites listed.

It should be noted that because only trusted statistics from Effective Measure were used, some large South African websites which do not run Effective Measure code do not form part of this map.

View the map at www.sainternetmap.co.za