

# Mxit Brand Index



Top 40 South African brands on Mxit on 30 September 2014

Position	Brand	Last Month's Position	No. Of subscribers
1	SuperSport	1	2 068 498
2	24.com	2	1 313 589
3	Rhythm City	3	1 205 506
4	KFC	5	1 052 775
5	DStv	4	1 018 105
6	Microsoft Nokia	6	839 865
7	Ster-Kinekor	8	817 391
8	Samsung	7	738 639
9	PEPcell	9	622 502
10	MTN	11	598 588
11	FNB	10	583 415
12	Telkom Mobile	12	533 026
13	M-Net	13	514 471
14	SPAR	14	485 669
15	Shoprite	17	475 370
16	Cell C	15	453 940
17	Kick Off	16	452 430
18	1Life	19	442 460
19	Sunlight	18	441 917
20	Coca-Cola	20	418 789
21	Democratic Alliance	21	396 960
22	IEC South Africa	22	396 821
23	Red Bull	23	389 277
24	Kaizer Chiefs	25	379 529
25	adidas	24	372 508
26	Vuzu	26	331 002
27	Standard Bank	27	317 431
28	Channel O	28	311 306
29	ANC (Western Cape)	29	301 527
30	Vodacom	33	300 913
31	Stimorol	30	291 318
32	Mr. Video	31	271 384
33	Nu Metro	32	270 544
34	Boston City Campus	34	240 758
35	Nando's	35	239 181
36	PEP	36	225 950
37	LegalWise	37	215 444
38	Castle Lite	39	210 625
39	Hansa	38	199 739
40	Orlando Pirates	*New Entry	199 502

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## Top Brands by category:

Top mobile brand:	Microsoft Nokia
Top mobile network brand:	MTN
Top banking brand:	FNB
Top financial services brand:	1Life
Top media brand:	SuperSport
Top retail brand:	PEPcell
Top FMCG brand:	Coca-Cola
Top fast food brand:	KFC

## What is the Mxit Brand Index?

The Mxit Brand Index is a measure of consumer affinity expressed by the number of Mxit users that subscribe to each brand on the social network. Mxit has a monthly active user base of 4.9-million in South Africa.

## How is it compiled?

A list of all apps on Mxit is compiled, and each one is ranked according to the total number of subscribers. By subscribing to an app, a Mxit user has chosen to add the app to his contact list, can access content published by the app, and has opted in to receive direct messages from the app.

## Listing Rules

- A brand has to exist as a commercial consumer brand outside of the Mxit ecosystem in order to be in consideration for the Index.
- Apps have to be in a published state on the date that the list is compiled. No beta, unpublished or suspended apps are considered.
- Where a brand has sub-brands that appear on the list, only the highest listing will be included in the index.
- The Index lists brands. If the name of the app is different to the name of the brand, the name of the brand will be used for the index (e.g. app= love cricket, but will appear as Cricket SA on the Index.)
- No NGOs or NPOs are included.

## Additional Criteria

When evaluating the top brands in the Mxit ecosystem of apps, games, content and communities, we apply the following criteria:

- Working app with updated information
- No services-based apps and games such as MxPx, Judgeme, Battletrivia, Wikipedia, Hello Doctor, etc.
- No individual celebrities such as Romy Titus, Riaad Moosa, etc.
- No chat rooms