

# Mxit Brand Index



Top 40 South African brands on Mxit on 31 October 2014

Position	Brand	Last Month's Position	No. Of subscribers
1	SuperSport	1	2 074 673
2	24.com	2	1 313 223
3	Rhythm City	3	1 206 084
4	KFC	4	1 091 097
5	DStv	5	1 018 225
6	Ster-Kinekor	7	855 059
7	Microsoft Nokia	6	836 113
8	Samsung	8	806 136
9	PEPcell	9	629 989
10	MTN	10	624 104
11	Telkom Mobile	12	607 777
12	FNB	11	588 307
13	M-Net	13	514 571
14	Shoprite	15	497 488
15	SPAR	14	485 577
16	Sunlight	19	455 156
17	Cell C	16	454 767
18	Kick Off	17	452 938
19	1Life	18	447 287
20	Coca-Cola	20	418 789
21	Democratic Alliance	21	395 825
22	IEC South Africa	22	395 772
23	Kaizer Chiefs	24	392 323
24	Red Bull	23	388 879
25	adidas	25	372 132
26	Vodacom	30	350 039
27	Vuzu	26	331 086
28	Standard Bank	27	317 450
29	Channel O	28	312 033
30	ANC (Western Cape)	29	301 288
31	Stimorol	31	290 283
32	Mr. Video	32	271 445
33	Nu Metro	33	270 614
34	PEP	36	256 483
35	Castle Lite	38	250 176
36	Nando's	35	240 880
37	Boston City Campus	34	240 660
38	Shield	*New Entry	237 133
39	Mr Price	*New Entry	221 057
40	LegalWise	37	219 655

# Mxit Brand Index



## 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 No beta, unpublished or suspended apps are considered.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