

News Release

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SOUTH AFRICA'S FASTEST GROWING WEBSITES

Creamer Media's industrial and political websites dominate the fastest growing sites

London – 1st May, 2008 – Nielsen Online, a service of The Nielsen Company, today reveals the fastest growing South African websites over the last year and the most popular sites today.

- Engineering News was the fastest growing website in South Africa over the last year, growing by 190% from 23,455 Unique Browsers in March 2007 to 67,924 in March 2008
- The overall market has grown by 44% in the same period, 3.4 million to 4.9 million UBs
- Creamer Media produces three of the four fastest growing sites – Engineering News, Mining Weekly and Polity

Fastest Growing South African Websites*: Mar 2007 – Mar 2008

Rank	Website*	% Unique Browsers growth since Mar 07	Unique Browsers Mar 07	Unique Browsers Mar 08	Publisher
1	Engineering News	190%	23,455	67,924	Creamer Media
2	Mining Weekly	156%	12,034	30,788	Creamer Media
3	Carte Blanche	124%	6,024	13,488	Electronic Media Network
4	Polity	121%	12,472	27,544	Creamer Media
5	Mineweb	115%	5,484	11,794	Moneyweb Holdings
6	SuperSport	103%	143,340	290,290	SuperSport Zone
7	SundayWorld	102%	12,234	24,721	Johncom
8	Sowetan	100%	50,933	101,890	Johncom
9	The Post	92%	4,032	7,742	Independent Online
10	SuperSchools	82%	7,131	12,945	SuperSport Zone

Source: Nielsen Online, ZA Market Intelligence, Mar 07 – Mar 08. *Min requirement = 1,000 Unique Browsers Mar 07
E.g. Engineering News had 68,000 Unique Browsers in Mar 08, 190% more than in Mar 07

Alex Burmaster, Internet Analyst, Nielsen Online, comments “With the focus on consumer media and entertainment, it’s easy to forget that Internet is also an extremely valuable resource for the industrial and business sector – and this is shown by the strong performance of these sites over the last year. Sites such as Engineering News and Mining Weekly have grown at around four times the rate of overall market growth.”

The most popular South African websites

- News24 remains the most popular South African website with over 1.1 million Unique Browsers in March 2008
- Of the 10 most popular websites with comparable data last year only SuperSport (103%) and Yellow Pages (51%) have a growth rate above overall market growth (44%)

Most popular South African Websites: Mar 2008

Rank	Website*	Unique Browsers Mar 08	Unique Browsers Mar 07	% Unique Browsers growth since Mar 07	Publisher
1	news24	1,127,796	782,835	44%	Media24
2	MSN	747,371	-	-	MSN
3	MWeb	618,133	578,139	7%	MWEB
4	Webmail	599,584	503,793	19%	Interface
5	Hotmail	597,854	-	-	MSN
6	iol	585,374	509,422	15%	Independent Online
7	24.com	518,903	-	-	Media24
8	CareerJunction	310,710	231,136	34%	CareerJunction
9	SuperSport	290,290	143,340	103%	SuperSport Zone
10	Yellow Pages	262,340	174,220	51%	Yellow Pages South Africa

Source: Nielsen Online, ZA Market Intelligence
 E.g. news24 had 1.1 million Unique Browsers in Mar 08, 44% more than in Mar 07

“The leading sites are dominated by news and email services – they remain the pillars of Internet society. All the leading players have experienced growth over the last year but it’s interesting to see that only two, SuperSport and Yellow Pages, have a growth rate higher than overall market growth. The market is certainly becoming more competitive, illustrated by the fact that only two publishers, MSN and Media24, have more than one site in the top ten.”

ENDS

About Nielsen Online

Nielsen Online, a service of The Nielsen Company, delivers comprehensive, independent measurement and analysis of online audiences, advertising, video, consumer-generated media, word of mouth, commerce and consumer behavior, and includes products previously marketed under the Nielsen//NetRatings and Nielsen BuzzMetrics brands. With high quality, technology-driven products and services, Nielsen Online enables clients to make informed business decisions regarding their Internet, digital and marketing strategies. For more information, please visit www.nielsen-online.com.

About The Nielsen Company:

The Nielsen Company is a global information and media company with leading market positions and recognized brands in marketing information (ACNielsen), media information (Nielsen Media Research), online intelligence (Nielsen Online, which is comprised of NetRatings and BuzzMetrics), mobile insight (Nielsen Mobile), trade shows, and business publications (*Billboard*, *The Hollywood Reporter*, *Adweek*). The privately held company is active in more than 100 countries, with headquarters in Haarlem, the Netherlands, and New York, USA. For more information, please visit, www.nielsen.com.

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