

MyBroadband cracks Top 10

Issued by [Broad Media](#)

1 Oct 2008

A new member to the Online Publishers Association (OPA), MyBroadband.co.za - also known as MyADSL - has confirmed its place as one of the top websites in South Africa.



According to the latest audited OPA statistics by Nielsen//Netratings (Nielsen Online) MyBroadband has attracted 585 038 unique monthly visitors and served 3 042 062 pages. This places MyBroadband ninth on the OPA Top 10 list of the largest websites in South Africa.

MyBroadband provides its visitors with up-to-date IT news, a discussion forum, blogs, podcasts and other many social media elements.

Over the past five years MyBroadband/MyADSL has become the premier destination for IT news and discussions, and its growing online community is currently by far the most popular hangout for IT professionals and broadband users.

What makes MyBroadband unique is that it attracts a professional, well-educated crowd who are generally high income earners. Considering its visitor demographic and very high traffic it is not surprising that the website has become a very popular marketing destination for many companies trying to reach this sought after market.

MyBroadband founder Rudolph Muller says that he expects to see continued website growth because of increased levels of broadband penetration in South Africa and a growing local population of Internet savvy consumers.

"This is a very exciting time to be part of the online industry in South Africa. The long awaited Internet boom is here, and with a more liberated telecoms industry and international bandwidth initiatives like SEACOM, the local online industry can expect excellent growth over the next few years," Muller said.

Despite its humble beginnings the meteoric rise and success of MyBroadband serves as an example of how online businesses are able to capture niche industries and take on the big publishing houses.

- ° **How to get your executives on South Africa's hottest investment video podcast** 16 May 2024
- ° **Sponsored articles on MyBroadband - The best way to build trust in your business** 9 May 2024
- ° **Business Talk with Michael Avery - South Africa's leading business podcast** 2 May 2024
- ° **Reach South African investors and high-net-worth individuals on their smartphones** 24 Apr 2024
- ° **How a top 5G provider rapidly grew its subscriber base in South Africa** 18 Apr 2024

[Broad Media](#)

BROADMEDIA

Broad Media is South Africa's leading independent online media company. Broad Media owns South Africa's largest business and technology publications - BusinessTech and MyBroadband, as well as motoring website TopAuto.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>