

Interesting facts about MyBroadband

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The latest audited statistics reaffirms MyBroadband's dominance in the South African tech website market.

[MyBroadband](#) has been the dominant player in the South African IT website market for the past few years, and its strong position and continued growth was again reaffirmed by the latest audited Nielsen Online statistics.

According to the October 2010 Nielsen Online stats MyBroadband attracted 846,304 unique monthly visitors and served 4,621,156 pages, making it many times larger than all of its competitors put together.

What is not as well known is that [MyBroadband Mobile](#) is now the third largest IT website (this includes all IT websites, not only mobile sites) in the country with its 83,835 unique monthly visitors and 158,028 page views.

MyBroadband's websites (MyBroadband.co.za, MyBroadband Mobile and [MyGaming.co.za](#)) currently attract over 80% of all IT website traffic in South Africa according to the latest Nielsen stats.

With an IT website share of voice of over 80% it is hardly surprising that MyBroadband has become the logical choice for IT, telecoms and tech companies to reach IT decision makers, high income earners and tech consumers.

Here are some of the more interesting stats about MyBroadband which you may not know:

- MyBroadband.co.za, MyBroadband Mobile and MyGaming.co.za are ranked first, third and fourth in South Africa in terms of total unique visitors among local IT websites
- MyBroadband attracts 83,835 unique monthly readers per month
- Over 80% of all traffic of DMA registered IT websites comes to one of MyBroadband's websites
- More Top IT Managers (CEOs, CFOs, CTOs and the like) visit MyBroadband than all other IT websites in SA put together. In total 17,857 Top IT Managers in South Africa visited MyBroadband.co.za last month
- 206,933 of MyBroadband's SA readership earns between R20,000 and R70,000+ per month
- MyGaming.co.za is the fourth largest tech website in SA according to the latest Nielsen Online stats (total visitors)

With such a dominant position in the online technology website market it is hardly surprising that MyBroadband offers companies unbeatable reach, exposure and value for money for advertising and other marketing initiatives.

For more information about MyBroadband and MyGaming's latest statistics or any advertising queries please contact Cara: 072 109 0444 or cara@myadsl.co.za.

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