

One million South Africans read MyBroadband

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The latest IAB/Effective Measure statistics revealed that over a million South African browsers visited MyBroadband in July 2014



Effective Measure released its July 2014 website statistics recently, which showed that [MyBroadband](#) attracted over 1 million unique South African visitors last month.

Effective Measure is the official traffic measurement partner of the IAB South Africa, and provides accurate traffic and reliable statistics for South Africa's top websites.

The Effective Measure report for July 2014 shows that MyBroadband attracted a total of 1.541 million unique browsers and served 7.5 million pages. This includes local and international traffic.

When looking at only South African traffic, 1.023 million unique browsers visited MyBroadband last month. The website served 6.6 million pages to these visitors.

These statistics reiterate that MyBroadband is by far the largest IT website in the country, and is the only place where advertisers can reach most IT professionals and IT decision makers in one place.

The following infographic provides an overview of MyBroadband's website traffic in July 2014.

MYBROADBAND

JULY 2014 STATS

*Statistics from Effective Measure, the official traffic partner of the IAB South Africa

TOTAL TRAFFIC

1.54 million
Unique Browsers

7.5 million
Page Views

TOTAL SOUTH AFRICAN TRAFFIC

1.02 million
Unique Browsers

6.6 million
Page Views

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