

# Mobile Metrix Key Measures

## Top 100 Properties [Undup.]



**Geography :** New Zealand  
**Time Period :** March 2017  
**Platform :** All  
**Access Method :** Mobile Web  
**Target :** Total  
**Media :** Top 100  
**Date :** 5/24/2017

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Media	All Smartphones		All Tablets	
	Total Unique Visitors (000)	Total Pages Viewed (000)	Total Unique Visitors (000)	Total Pages Viewed (000)
Web)				
Top 100 Properties				
1 KPEX	2,051	97,787	429	35,543
2 Fairfax Media	1,569	49,728	331	22,598
3 NZME	1,560	44,010	293	11,844
4 TVNZ Sites	818	3,630	140	997
5 BUZZFEED.COM	743	3,720	63	289
6 Mail Online / Daily Mail	739	4,491	109	2,029
7 DIPLY.COM	576	9,298	70	1,058
8 Yahoo Sites	568	6,773	125	2,377
9 Time Inc. Network	550	2,297	85	497
10 Hearst	546	2,067	81	503
11 AOL, Inc.	539	2,303	77	561
12 News Corp Australia	509	2,490	92	756
13 Conde Nast Digital	486	1,717	72	437
14 TripAdvisor Inc.	480	2,982	125	1,212
15 BBC Sites	474	6,910	113	2,751
16 LittleThings, Inc.	451	1,411	50	355
17 Amazon Sites	448	2,621	91	703
18 CBS Interactive	413	1,390	65	292
19 The Guardian	411	2,639	75	1,121
20 Media)	384	1,240	45	325