



Custom Reports

Period: December 2022

Creation Date: 19/03/2023

Summary Medium By Month (2020 vs 2022 and 2021 vs 2022)

Digital - Mobile Personalisation and Other Digital - International Rand Value

Month	2020	2021	2022	2020 vs 2022		2021 vs 2022	
January	R 1,101,265.92	R 433,251.39	R 588,954.81	R -512,311.11	-46.5%	R 155,703.42	35.9%
February	R 1,096,781.47	R -218,640.61	R 624,851.46	R -471,930.01	-43.0%	R 843,492.07	-385.8%
March	R 1,534,984.84	R 511,252.18	R 662,925.16	R -872,059.68	-56.8%	R 151,672.98	29.7%
April	R 649,483.10	R 188,743.62	R 695,998.32	R 46,515.22	7.2%	R 507,254.70	268.8%
May	R 359,656.39	R 234,796.15	R 755,137.76	R 395,481.37	110.0%	R 520,341.61	221.6%
June	R 547,339.47	R 551,797.66	R 923,732.17	R 376,392.70	68.8%	R 371,934.51	67.4%
July	R 546,496.22	R 805,414.24	R 727,387.18	R 180,890.96	33.1%	R -78,027.06	-9.7%
August	R 545,125.26	R 399,448.53	R 831,661.87	R 286,536.61	52.6%	R 432,213.34	108.2%
September	R 522,101.19	R 299,592.02	R 597,024.02	R 74,922.83	14.4%	R 297,432.00	99.3%
October	R 475,747.50	R 135,451.62	R 29,911.35	R -445,836.15	-93.7%	R -105,540.27	-77.9%
November	R 552,498.15	R 246,325.49	R 600,789.16	R 48,291.01	8.7%	R 354,463.67	143.9%
December	R 3,337,005.77	R 741,973.15	R 2,284,641.89	R -1,052,363.88	-31.5%	R 1,542,668.74	207.9%
TOTALS	R 11,268,485.27	R 4,329,405.44	R 9,323,015.15	R -1,945,470.12	-17.3%	R 4,993,609.71	115.3%

Digital - Mobile Personalisation and Other Digital - Local Rand Value

Month	2020	2021	2022	2020 vs 2022		2021 vs 2022	
January	R 422,561.70	R 203,770.20	R 396,652.12	R -25,909.58	-6.1%	R 192,881.92	94.7%
February	R 328,273.81	R 264,949.57	R 416,170.08	R 87,896.27	26.8%	R 151,220.51	57.1%
March	R 348,398.71	R 554,410.87	R 551,038.22	R 202,639.51	58.2%	R -3,372.65	-0.6%
April	R 238,477.68	R 325,569.60	R 425,466.94	R 186,989.26	78.4%	R 99,897.34	30.7%
May	R 293,304.59	R 343,026.24	R 327,092.66	R 33,788.07	11.5%	R -15,933.58	-4.6%
June	R 232,704.16	R 736,095.53	R 543,829.28	R 311,125.12	133.7%	R -192,266.25	-26.1%
July	R 239,620.69	R 870,918.82	R 395,739.56	R 156,118.87	65.2%	R -475,179.26	-54.6%
August	R 207,573.20	R 354,947.29	R 483,912.02	R 276,338.82	133.1%	R 128,964.73	36.3%
September	R 195,049.03	R 334,580.20	R 293,947.28	R 98,898.25	50.7%	R -40,632.92	-12.1%
October	R 202,236.68	R 314,215.58	R 91,009.57	R -111,227.11	-55.0%	R -223,206.01	-71.0%
November	R 281,832.32	R 397,299.91	R 198,665.04	R -83,167.28	-29.5%	R -198,634.87	-50.0%
December	R 781,771.06	R 467,257.58	R 3,058,159.09	R 2,276,388.03	291.2%	R 2,590,901.51	554.5%
TOTALS	R 3,771,803.63	R 5,167,041.39	R 7,181,681.86	R 3,409,878.23	90.4%	R 2,014,640.47	39.0%

Digital - Mobile Personalisation and Other Digital - Total Rand Value

Month	2020	2021	2022	2020 vs 2022		2021 vs 2022	
January	R 1,523,827.62	R 637,021.59	R 985,606.93	R -538,220.69	-35.3%	R 348,585.34	54.7%
February	R 1,425,055.28	R 46,308.96	R 1,041,021.54	R -384,033.74	-26.9%	R 994,712.58	2148.0%
March	R 1,883,383.55	R 1,065,663.05	R 1,213,963.38	R -669,420.17	-35.5%	R 148,300.33	13.9%
April	R 887,960.77	R 514,313.22	R 1,121,465.26	R 233,504.49	26.3%	R 607,152.04	118.1%
May	R 652,960.98	R 577,822.39	R 1,082,230.42	R 429,269.44	65.7%	R 504,408.03	87.3%
June	R 780,043.63	R 1,287,893.19	R 1,467,561.45	R 687,517.82	88.1%	R 179,668.26	14.0%

July	R 786,116.91	R 1,676,333.06	R 1,123,126.74	R 337,009.83	42.9%	R -553,206.32	-33.0%
August	R 752,698.46	R 754,395.82	R 1,315,573.89	R 562,875.43	74.8%	R 561,178.07	74.4%
September	R 717,150.22	R 634,172.22	R 890,971.30	R 173,821.08	24.2%	R 256,799.08	40.5%
October	R 677,984.18	R 449,667.20	R 120,920.92	R -557,063.26	-82.2%	R -328,746.28	-73.1%
November	R 834,330.47	R 643,625.40	R 799,454.20	R -34,876.27	-4.2%	R 155,828.80	24.2%
December	R 4,118,776.83	R 1,209,230.73	R 5,342,800.98	R 1,224,024.15	29.7%	R 4,133,570.25	341.8%
TOTALS	R 15,040,288.91	R 9,496,446.83	R 16,504,697.01	R 1,464,408.10	9.7%	R 7,008,250.18	73.8%

Digital - Permanent Downloads - International Rand Value

Month	2020	2021	2022	2020 vs 2022		2021 vs 2022	
January	R 1,633,478.93	R 969,520.12	R 785,347.40	R -848,131.53	-51.9%	R -184,172.72	-19.0%
February	R 1,453,573.01	R 1,352,828.64	R 822,648.92	R -630,924.09	-43.4%	R -530,179.72	-39.2%
March	R 1,097,325.63	R 1,068,838.93	R 686,367.21	R -410,958.42	-37.5%	R -382,471.72	-35.8%
April	R 1,319,331.74	R 419,954.02	R 732,290.66	R -587,041.08	-44.5%	R 312,336.64	74.4%
May	R 1,790,450.30	R 960,032.00	R 933,139.02	R -857,311.28	-47.9%	R -26,892.98	-2.8%
June	R 1,350,925.44	R 653,463.72	R 730,342.75	R -620,582.69	-45.9%	R 76,879.03	11.8%
July	R 1,177,238.47	R 600,362.77	R 677,843.55	R -499,394.92	-42.4%	R 77,480.78	12.9%
August	R 1,408,302.07	R 872,949.33	R 824,283.21	R -584,018.86	-41.5%	R -48,666.12	-5.6%
September	R 1,151,359.56	R 607,434.34	R 739,857.72	R -411,501.84	-35.7%	R 132,423.38	21.8%
October	R 1,131,674.42	R 640,016.52	R 1,143,749.84	R 12,075.42	1.1%	R 503,733.32	78.7%
November	R 953,409.73	R 745,017.36	R 853,938.00	R -99,471.73	-10.4%	R 108,920.64	14.6%
December	R 1,381,566.22	R 810,670.69	R 1,169,341.08	R -212,225.14	-15.4%	R 358,670.39	44.2%
TOTALS	R 15,848,635.51	R 9,701,088.44	R 10,099,149.36	R -5,749,486.15	-36.3%	R 398,060.92	4.1%

Digital - Permanent Downloads - Local Rand Value

Month	2020	2021	2022	2020 vs 2022		2021 vs 2022	
January	R 460,543.71	R 386,412.08	R 258,105.94	R -202,437.77	-44.0%	R -128,306.14	-33.2%
February	R 312,783.43	R 296,381.82	R 205,978.72	R -106,804.71	-34.1%	R -90,403.10	-30.5%
March	R 284,564.03	R 263,684.30	R 165,293.50	R -119,270.53	-41.9%	R -98,390.80	-37.3%
April	R 300,057.97	R 113,857.67	R 160,032.43	R -140,025.54	-46.7%	R 46,174.76	40.6%
May	R 391,346.90	R 219,984.89	R 206,566.61	R -184,780.29	-47.2%	R -13,418.28	-6.1%
June	R 369,399.12	R 163,364.05	R 164,486.31	R -204,912.81	-55.5%	R 1,122.26	0.7%
July	R 302,670.08	R 223,826.32	R 157,296.65	R -145,373.43	-48.0%	R -66,529.67	-29.7%
August	R 293,464.66	R 169,545.05	R 185,407.14	R -108,057.52	-36.8%	R 15,862.09	9.4%
September	R 274,096.86	R 187,386.78	R 159,384.31	R -114,712.55	-41.9%	R -28,002.47	-14.9%
October	R 275,917.52	R 237,819.37	R 237,069.95	R -38,847.57	-14.1%	R -749.42	-0.3%
November	R 210,929.10	R 276,185.01	R 188,928.52	R -22,000.58	-10.4%	R -87,256.49	-31.6%
December	R 321,400.25	R 196,108.35	R 162,609.72	R -158,790.53	-49.4%	R -33,498.63	-17.1%
TOTALS	R 3,797,173.64	R 2,734,555.69	R 2,251,159.80	R -1,546,013.84	-40.7%	R -483,395.89	-17.7%

Digital - Permanent Downloads - Total Rand Value

Month	2020	2021	2022	2020 vs 2022		2021 vs 2022	
January	R 2,094,022.64	R 1,355,932.20	R 1,043,453.34	R -1,050,569.30	-50.2%	R -312,478.86	-23.0%
February	R 1,766,356.44	R 1,649,210.46	R 1,028,627.64	R -737,728.80	-41.8%	R -620,582.82	-37.6%

March	R 1,381,889.66	R 1,332,523.23	R 851,660.71	R -530,228.95	-38.4%	R -480,862.52	-36.1%
April	R 1,619,389.71	R 533,811.69	R 892,323.09	R -727,066.62	-44.9%	R 358,511.40	67.2%
May	R 2,181,797.20	R 1,180,016.89	R 1,139,705.63	R -1,042,091.57	-47.8%	R -40,311.26	-3.4%
June	R 1,720,324.56	R 816,827.77	R 894,829.06	R -825,495.50	-48.0%	R 78,001.29	9.5%
July	R 1,479,908.55	R 824,189.09	R 835,140.20	R -644,768.35	-43.6%	R 10,951.11	1.3%
August	R 1,701,766.73	R 1,042,494.38	R 1,009,690.35	R -692,076.38	-40.7%	R -32,804.03	-3.1%
September	R 1,425,456.42	R 794,821.12	R 899,242.03	R -526,214.39	-36.9%	R 104,420.91	13.1%
October	R 1,407,591.94	R 877,835.89	R 1,380,819.79	R -26,772.15	-1.9%	R 502,983.90	57.3%
November	R 1,164,338.83	R 1,021,202.37	R 1,042,866.52	R -121,472.31	-10.4%	R 21,664.15	2.1%
December	R 1,702,966.47	R 1,006,779.04	R 1,331,950.80	R -371,015.67	-21.8%	R 325,171.76	32.3%
TOTALS	R 19,645,809.15	R 12,435,644.13	R 12,350,309.16	R -7,295,499.99	-37.1%	R -85,334.97	-0.7%

Digital - Streaming - International Rand Value

Month	2020	2021	2022	2020 vs 2022		2021 vs 2022	
January	R 24,003,669.19	R 26,004,106.02	R 34,164,053.32	R 10,160,384.13	42.3%	R 8,159,947.30	31.4%
February	R 26,825,812.19	R 31,661,627.99	R 36,034,792.39	R 9,208,980.20	34.3%	R 4,373,164.40	13.8%
March	R 25,423,803.03	R 25,624,384.73	R 43,136,307.30	R 17,712,504.27	69.7%	R 17,511,922.57	68.3%
April	R 24,866,705.23	R 26,700,654.55	R 36,837,530.65	R 11,970,825.42	48.1%	R 10,136,876.10	38.0%
May	R 26,511,681.53	R 31,155,345.62	R 40,294,911.05	R 13,783,229.52	52.0%	R 9,139,565.43	29.3%
June	R 26,745,365.38	R 38,184,732.07	R 47,465,168.18	R 20,719,802.80	77.5%	R 9,280,436.11	24.3%
July	R 24,740,834.11	R 26,310,257.95	R 39,135,594.68	R 14,394,760.57	58.2%	R 12,825,336.73	48.7%
August	R 26,625,703.37	R 31,792,910.20	R 43,152,659.40	R 16,526,956.03	62.1%	R 11,359,749.20	35.7%
September	R 25,780,217.65	R 33,478,095.92	R 47,817,419.61	R 22,037,201.96	85.5%	R 14,339,323.69	42.8%
October	R 28,780,260.08	R 28,137,990.00	R 44,030,326.22	R 15,250,066.14	53.0%	R 15,892,336.22	56.5%
November	R 32,109,501.19	R 30,069,446.01	R 47,818,346.66	R 15,708,845.47	48.9%	R 17,748,900.65	59.0%
December	R 44,486,832.05	R 45,968,021.58	R 83,369,742.55	R 38,882,910.50	87.4%	R 37,401,720.97	81.4%
TOTALS	R 336,900,385.00	R 375,087,572.64	R 543,256,852.01	R 206,356,467.01	61.3%	R 168,169,279.37	44.8%

Digital - Streaming - Local Rand Value

Month	2020	2021	2022	2020 vs 2022		2021 vs 2022	
January	R 6,550,508.16	R 9,285,397.49	R 10,098,640.58	R 3,548,132.42	54.2%	R 813,243.09	8.8%
February	R 5,757,989.08	R 6,088,712.62	R 8,620,249.04	R 2,862,259.96	49.7%	R 2,531,536.42	41.6%
March	R 5,471,372.49	R 4,268,713.12	R 7,720,589.13	R 2,249,216.64	41.1%	R 3,451,876.01	80.9%
April	R 5,025,335.01	R 5,205,782.58	R 7,392,331.23	R 2,366,996.22	47.1%	R 2,186,548.65	42.0%
May	R 5,719,079.53	R 5,467,018.26	R 9,498,080.44	R 3,779,000.91	66.1%	R 4,031,062.18	73.7%
June	R 6,365,469.66	R 6,024,626.77	R 9,525,753.47	R 3,160,283.81	49.6%	R 3,501,126.70	58.1%
July	R 5,317,800.38	R 8,899,286.81	R 8,840,739.33	R 3,522,938.95	66.2%	R -58,547.48	-0.7%
August	R 5,094,705.00	R 5,505,085.97	R 9,244,124.91	R 4,149,419.91	81.4%	R 3,739,038.94	67.9%
September	R 5,067,214.89	R 5,611,462.23	R 8,895,124.04	R 3,827,909.15	75.5%	R 3,283,661.81	58.5%
October	R 6,062,184.69	R 8,702,011.49	R 8,540,055.98	R 2,477,871.29	40.9%	R -161,955.51	-1.9%
November	R 5,878,954.07	R 9,911,137.45	R 10,427,253.43	R 4,548,299.36	77.4%	R 516,115.98	5.2%
December	R 7,638,872.57	R 10,082,513.81	R 10,227,333.90	R 2,588,461.33	33.9%	R 144,820.09	1.4%
TOTALS	R 69,949,485.53	R 85,051,748.60	R 109,030,275.48	R 39,080,789.95	55.9%	R 23,978,526.88	28.2%

Digital - Streaming - Total Rand Value

Month	2020	2021	2022	2020 vs 2022		2021 vs 2022	
January	R 30,554,177.35	R 35,289,503.51	R 44,262,693.90	R 13,708,516.55	44.9%	R 8,973,190.39	25.4%
February	R 32,583,801.27	R 37,750,340.61	R 44,655,041.43	R 12,071,240.16	37.0%	R 6,904,700.82	18.3%
March	R 30,895,175.52	R 29,893,097.85	R 50,856,896.43	R 19,961,720.91	64.6%	R 20,963,798.58	70.1%
April	R 29,892,040.24	R 31,906,437.13	R 44,229,861.88	R 14,337,821.64	48.0%	R 12,323,424.75	38.6%
May	R 32,230,761.06	R 36,622,363.88	R 49,792,991.49	R 17,562,230.43	54.5%	R 13,170,627.61	36.0%
June	R 33,110,835.04	R 44,209,358.84	R 56,990,921.65	R 23,880,086.61	72.1%	R 12,781,562.81	28.9%
July	R 30,058,634.49	R 35,209,544.76	R 47,976,334.01	R 17,917,699.52	59.6%	R 12,766,789.25	36.3%
August	R 31,720,408.37	R 37,297,996.17	R 52,396,784.31	R 20,676,375.94	65.2%	R 15,098,788.14	40.5%
September	R 30,847,432.54	R 39,089,558.15	R 56,712,543.65	R 25,865,111.11	83.8%	R 17,622,985.50	45.1%
October	R 34,842,444.77	R 36,840,001.49	R 52,570,382.20	R 17,727,937.43	50.9%	R 15,730,380.71	42.7%
November	R 37,988,455.26	R 39,980,583.46	R 58,245,600.09	R 20,257,144.83	53.3%	R 18,265,016.63	45.7%
December	R 52,125,704.62	R 56,050,535.39	R 93,597,076.45	R 41,471,371.83	79.6%	R 37,546,541.06	67.0%
TOTALS	R 406,849,870.53	R 460,139,321.24	R 652,287,127.49	R 245,437,256.96	60.3%	R 192,147,806.25	41.8%

Miscellaneous - International Rand Value

Month	2020	2021	2022	2020 vs 2022		2021 vs 2022	
January	R 12,975.02	R 25,167.12	R 12,434.37	R -540.65	-4.2%	R -12,732.75	-50.6%
February	R 9,775.55	R 20,313.80	R 13,216.52	R 3,440.97	35.2%	R -7,097.28	-34.9%
March	R 13,293.98	R 15,782.33	R 17,396.07	R 4,102.09	30.9%	R 1,613.74	10.2%
April	R 10,620.92	R 16,606.83	R 11,791.68	R 1,170.76	11.0%	R -4,815.15	-29.0%
May	R 14,554.80	R 22,160.01	R 14,286.28	R -268.52	-1.8%	R -7,873.73	-35.5%
June	R 14,721.13	R 14,473.96	R 9,292.18	R -5,428.95	-36.9%	R -5,181.78	-35.8%
July	R 15,977.09	R 18,717.43	R 14,362.16	R -1,614.93	-10.1%	R -4,355.27	-23.3%
August	R 27,812.91	R 20,208.40	R 13,751.16	R -14,061.75	-50.6%	R -6,457.24	-32.0%
September	R 24,654.64	R 14,200.74	R 11,249.88	R -13,404.76	-54.4%	R -2,950.86	-20.8%
October	R 36,896.36	R 23,513.92	R 13,293.38	R -23,602.98	-64.0%	R -10,220.54	-43.5%
November	R 24,593.20	R 16,303.29	R 13,135.32	R -11,457.88	-46.6%	R -3,167.97	-19.4%
December	R 21,905.12	R 15,681.90	R 14,872.69	R -7,032.43	-32.1%	R -809.21	-5.2%
TOTALS	R 227,780.72	R 223,129.73	R 159,081.69	R -68,699.03	-30.2%	R -64,048.04	-28.7%

Miscellaneous - Local Rand Value

Month	2020	2021	2022	2020 vs 2022		2021 vs 2022	
January	R 3,082.42	R 5,697.85	R 2,663.01	R -419.41	-13.6%	R -3,034.84	-53.3%
February	R 2,448.12	R 2,682.08	R 2,919.53	R 471.41	19.3%	R 237.45	8.9%
March	R 3,312.52	R 2,753.56	R 3,164.64	R -147.88	-4.5%	R 411.08	14.9%
April	R 2,632.68	R 2,837.61	R 2,441.53	R -191.15	-7.3%	R -396.08	-14.0%
May	R 3,662.50	R 3,787.17	R 3,081.84	R -580.66	-15.9%	R -705.33	-18.6%
June	R 3,314.02	R 2,761.71	R 1,971.33	R -1,342.69	-40.5%	R -790.38	-28.6%
July	R 3,578.58	R 2,360.21	R 3,205.33	R -373.25	-10.4%	R 845.12	35.8%
August	R 6,376.79	R 2,667.34	R 3,244.46	R -3,132.33	-49.1%	R 577.12	21.6%
September	R 5,652.68	R 1,692.33	R 7,604.64	R 1,951.96	34.5%	R 5,912.31	349.4%

October	R 8,490.86	R 19,526.56	R 10,794.75	R 2,303.89	27.1%	R -8,731.81	-44.7%
November	R 5,673.21	R 3,180.21	R 2,274.12	R -3,399.09	-59.9%	R -906.09	-28.5%
December	R 5,062.17	R 3,818.41	R 2,567.87	R -2,494.30	-49.3%	R -1,250.54	-32.8%
TOTALS	R 53,286.55	R 53,765.04	R 45,933.05	R -7,353.50	-13.8%	R -7,831.99	-14.6%

Miscellaneous - Total Rand Value

Month	2020	2021	2022	2020 vs 2022		2021 vs 2022	
January	R 16,057.44	R 30,864.97	R 15,097.38	R -960.06	- 6.0%	R -15,767.59	-51.1%
February	R 12,223.67	R 22,995.88	R 16,136.05	R 3,912.38	32.0%	R -6,859.83	-29.8%
March	R 16,606.50	R 18,535.89	R 20,560.71	R 3,954.21	23.8%	R 2,024.82	10.9%
April	R 13,253.60	R 19,444.44	R 14,233.21	R 979.61	7.4%	R -5,211.23	-26.8%
May	R 18,217.30	R 25,947.18	R 17,368.12	R -849.18	- 4.7%	R -8,579.06	-33.1%
June	R 18,035.15	R 17,235.67	R 11,263.51	R -6,771.64	-37.5%	R -5,972.16	-34.7%
July	R 19,555.67	R 21,077.64	R 17,567.49	R -1,988.18	-10.2%	R -3,510.15	-16.7%
August	R 34,189.70	R 22,875.74	R 16,995.62	R -17,194.08	-50.3%	R -5,880.12	-25.7%
September	R 30,307.32	R 15,893.07	R 18,854.52	R -11,452.80	-37.8%	R 2,961.45	18.6%
October	R 45,387.22	R 43,040.48	R 24,088.13	R -21,299.09	-46.9%	R -18,952.35	-44.0%
November	R 30,266.41	R 19,483.50	R 15,409.44	R -14,856.97	-49.1%	R -4,074.06	-20.9%
December	R 26,967.29	R 19,500.31	R 17,440.56	R -9,526.73	-35.3%	R -2,059.75	-10.6%
TOTALS	R 281,067.27	R 276,894.77	R 205,014.74	R -76,052.53	-27.1%	R -71,880.03	-26.0%