

The future of SA sites

Is the future of South African websites large mass media sites or niche portals?

The global online media landscape is divided between mass social network or news sites such as Facebook or the BBC. We are seeing smaller niche sites now on the rise. This may also be true to SA.

Which will succeed in the long run, large sites such as 24.com or niche sites such as www.HelpMeBuild.co.za?

Which attract bigger ad spend?

I'd welcome your thoughts and opinions.

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