

2018

To our invaluable members,

We wish to extend a massive thank you for partnering with the IAB to empower the industry to thrive in the digital economy. A large year for all, to say the least, but together we have achieved so much more. If you are an IAB member, an IAB council or committee participant, have attended or sponsored one of our IAB events or partner sessions or have been selected as an event speaker, white paper author, industry-lead project driver, attended the 10th Annual Bookmark awards and Summit, entered your hard working work into the 11th annual Bookmark Awards, been selected as a Bookmarks Awards judge or nominated for our other IAB industry partnership seats – you are contributing to the industry as a whole. And for that you can be so proud. **Thank you for joining forces with Team IAB South Africa to enable the industry to make better digital decisions and preparing the rocket ship we are already boarded for an incredible and pacey 2019. This is the fuel to uplift our overall economy and country in the process.**

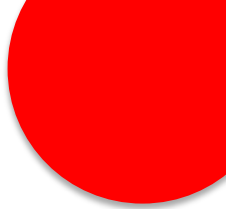
At the IAB, we work relentlessly to ensure your invested time and money is paying off. Our refreshed long term strategy, aligned with IAB Global to drive the digital economy forward, embedded with the power of 45 like-minded countries – has set the path and pace to deliver that necessary return. This includes the full weight of our IAB Tech Lab and IAB Learning across the globe. Enveloped in our overarching strategic pillar of Transformation and Education, our 5 Pillars empower you to thrive in the digital economy by clearly defining the areas you can lead, benefit from and participate in, as a member. That alongside our local brand value positioning and vigorous IAB Council and Committee strategic planning keep us strong and focused in a sea of change, while allowing us to be agile to implement real time learning.

This is only possible with the strong co-operational platforms, teams and structures we are developing to enable our connected culture and open & accessible network of expertise and experts to exponentially shift our path forward together. Our collaborative conversations and projects with fellow Industry bodies has also seen us take great strides forward as an industry. It is not possible to do what needs to be done in isolation.

Excitingly, we still have vast potential to access and deploy. To ensure this meets your business needs, please take 6 minutes to complete our 6 question survey:

<https://www.surveymonkey.com/r/6Z7CP6L>

Directors: C Borain, A Mokoena, M du Plessis, Y Assabi (Non-Executive),
M Van Zyl (Non-Executive)



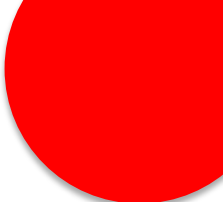
We will be assessing, prioritizing and integrating our projects and initiatives with your big issues, with the aim to go from strength to strength, as you our members, and the industry partner with us to thrive in the digital economy. In the meantime, here are some of the key projects and initiatives delivered in 2018 and underway for 2019:

IAB Compliancy Portal and POPIA Code of Conduct: In continuation of our ongoing support for both the industry and our members in putting the customer first and defining a transparent and trustworthy digital supply chain (including our ongoing consultation with the regulator and 2018 best practice and thought leadership pieces re POPIA and GDPR), the IAB SA is launching our Compliancy Portal in April 2019 to ensure relevant and up to date compliancy guidelines and training are available. The IAB will also launch a POPIA Code of Conduct in partnership with fellow industry bodies.

Advertising Code of Practice - Social Media Guidelines: The IAB, in partnership with the A.R.B and partner industry bodies presented the draft for the Social Media Code Practice as an addendum to the Advertising Code of Practice with the Marketing Mix in October 2018. The draft is under review by the industry until 24 Jan 2019, with the final draft released mid-February 2019. This project is supported by a Social Media Guideline document, as well as the Social Media Content Survey with Brands and Agencies for release in Q2 2019 in partnership with the Marketing Mix.

IAB Transformation: Transformation is a priority multi-stream agenda for the IAB in South Africa and this connects with both the transformation goals for the IAB internally, and for our members. Transformation reaches across the following projects from 2018 into 2019: MAC Charter council and consultation (feeds into Education council); Gender responsive budgeting and planning in partnership with the UN (across all councils); Business Transformation in a Digital Economy; Universal Access to free online information, including our 2018 partner research and our 7 point plan; and last by not least - transformation within the business organisational layer (learnings from the Direct Brand Economy) for better business outcome.

IAB Privy Seal: Brand Safety; Viewability; Ad Fraud: In continuation of our 2017 and July 2018 Brand Safety panel workshops and events, we released the IAB Brand Safety white paper in October 2018. This will be followed by the release of our Viewability White Paper in February 2019 and an IAB certification programme by the end of Q1 2019. Partnerships to drive the wider Brand Protection programme forward include partnership with the UN Crime department, partnership with the Marketing Mix Brand Protection Event in April 2019 and ongoing work with Narratiive, Publishers and our members to optimise digital brand protection ongoing.



IAB Learning: In alignment with IAB Global and the restructuring of our IAB SA Education Council, we launched the IAB Learning online in Q4 of 2018. IAB Learning will include the IAB patronage of The Professional Body, IAB Education Hub (aggregated, online, open source : Career Mapping, Training, certification, mentorships and internships) and alignment with fellow industry bodies for professional development and CPD point certification.


IAB Measurement that Makes Sense: The IAB Measurement Council curated and confirmed our IAB measurement contract with Effective Measure (now Narratiive), as well as oversaw the migration to the new Narratiive dashboard in partnership with our IAB Publisher Council. This also resulted in monthly audience survey's and specific themed local audience insights over the course of 2018. Project Fusion for cross-channel measurement will overlap with the IAB Brand Council 2019 Benchmarking and Channel Attribution projects, as well as the Research Council 2019 Local Insights Project.

IAB Thought Leadership: To grow and leverage our connected culture to enable an accessible network of experts and expertise to empower the media and marketing industry to thrive in a digital economy, we launched our IAB Thought Leadership programme in Q2 2018. Connected to IAB Council Leadership, IAB Council seats, IAB Committee Leadership, IAB thought leadership articles, IAB best practice white papers, event speaking opportunities and event partnerships, we have established a professional list of experts as the start to our IAB Thought Leadership Network.

IAB Summit and IAB Insight Event Series: A sold out 4th Annual IAB Summit was held in JHB on the 14th of March 2018 with thought leadership representation from across the industry, including representation from our industries young rock stars and up and coming female leadership. The 5th Annual Summit will be held on the 28th of March 2019 at The Forum | The Campus in Bryanston, JHB speaking to the NEW (NOW!) and the power of Transformation through Digital, with a special focus on future talent.

Optimising IAB Publisher revenue streams: A priority IAB Revenue Optimisation Committee within the Publisher council has been elected to represent one of our top 5 IAB Strategic pillars with the necessary ambition to work within and outside the industry to optimise and strategically partner with our publishers to optimise current revenue streams. Q1 outcomes will be shared with Publisher members.

IAB Bookmark Awards: The 10th Annual IAB Bookmark Awards were held in JHB March 2018 in recognition of Digital Creative Excellence in South Africa and exceeded ticket sales with an excellent industry event. The 11th Annual Bookmark Awards is on track, with a record number of



award entries received and a diverse jury in place to commence judging in February 2019. This year, the event will be held at The Forum | The Campus in Bryanston, JHB on the 28th March 2019.

IAB Effective Creativity: In continuation of our collaboration with fellow industry partners (IAB seat on the Creative Council, IAB partnership with The Loeries Awards, including interactive jury nomination and entry criteria, as examples), as well as our own recognition programmes (The Bookmarks Awards) and partnership with fellow industry bodies, the IAB Agency Council are developing the **Work that Works** programme to champion creative business excellence in the digital economy and share insights into the Work that Works. The IAB Innovation Council will amplify this through their **Innovation that Works** objective.

IAB 2018 Ad Spend Report: In partnership with PWC and the AMF, the IAB Research Council works in alignment with the industry to create the annual Digital Ad Spend report. 2018 release date to be confirmed by year end.

IAB 2018 E-commerce guide The IAB, in partnership with the eCommerce Forum Africa wrote the 2017 Africa E-commerce Guide draft in progress for the 2018 update.

IAB Tech Lab: In alignment with IAB global and the products, services and programmes developed by the IAB Global Tech Lab, IAB South Africa has appointed an IAB Tech Lab SA Committee to drive these 4 initial priorities: *Blockchain technology for fraud in advertising; Open data and data transparency – looking at data sold through PMPs and investigating where it comes from; Open RTB – IAB Tech Lab works with 700 websites in SA; and the Digitrust ID.*

IAB Agency Selection Process: The Agency Selection Project commenced in Q4 2018 with the intention to grow digital economy services and aligned business growth through building trust between Brands and Agencies, as well as partners within the digital supply chain. This project includes the Pitch Process (in collaboration with the ACA and pitch consultants), as well as the agency/brand onboarding process and salary survey project. The first project milestone is due end Q1 2019.

IAB Centres of Excellence: The IAB Global has partnered with IAB SA to localise 3 key centres of excellence, outside of the IAB Tech Lab and IAB Learning programmes. This includes the IAB Data Centre of Excellence, The IAB Mobile Marketing Centre of Excellence, and the IAB Video Centre of Excellence. We look forward to sharing the insights, products, services and network with you in 2019.

For more information please visit our website: www.iabsa.net, Subscribe to our newsletter: https://www.iabsa.net/newsletter_subscribe or connect with us at [Hello@iabsa.net](mailto>Hello@iabsa.net)