Interactive Advertising Bureau South Africa Digital Landscape Report 2021

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IAB Digital Landscape Report

The IAB South Africa is pleased to present the second installation of the South African Annual Digital Landscape Survey report. This survey is aimed at providing a realistic overview of the development of the digital landscape of the past 12 months and within the context of 2020 macro and micro-economic factors. This report is brought to you in partnership with Narratiive, BMIT and the PRC.

The Interactive Advertising Bureau (IAB) South Africa empowers the media and marketing industries to thrive in the digital economy. Its membership is comprised of more than 150 leading media companies, brands, and the technology firms responsible for enabling excellence in digital marketing, focusing on identifying and targeting audiences, delivering, and optimising campaigns to these audiences and the innovation and selling of such activities. The non-profit, non-government, trade group fields critical research on interactive advertising, while also educating brands, agencies, publishers and the wider business community on the importance of digital marketing.

The IAB Global Network brings together 45 national IABs and three regional IABs to share challenges, develop global solutions and advance the digital advertising industry worldwide. IABs are located in North America, South America, Africa, Asia, Asia Pacific, and Europe. Each association is independently owned and operated, functioning under bylaws consonant with local market needs.

In this regard, we recognise the importance of better understanding our online audiences and in particular the digital consumer scale across demographics and behavioural insights that can be derived across audience segments.

"2020 was a huge growth year for digital in South Africa. Social distancing due to the COVID-19 pandemic meant that digital had to become part of our everyday lives. From social quiz nights with friends on Zoom to staying home and ordering in or shopping online. The online world entrenched itself into our lives and we believe these changes are here to stay. From Jan 2020 to April 2020 we saw a massive 26% increase in page views due to the COVID-19 outbreak. Additionally, home internet access in addition to a mobile phone increased by 10% from 2019 to 2020. These stats and many more talk to expedited adoption of digital in almost everyone's lives." - ***Greg Mason, Regional Lead Sub Saharan Africa - Narratiive***

It is with great pleasure, that we share the latest figures, representative of South African consumers and with rich and relevant insights. Not only does the report establish a demographic foundation; but also reaffirms the heightened digital consumption that has been noted as a global trend, since the beginning of the COVID pandemic; and also recorded locally. The report further reveals the impact of the pandemic, on the ways that South Africans connect, communicate and consume content.

We trust that you will find the report informative and of value; and look forward to bringing you further audience and landscape updates, in the future.

Clare Trafankowska-Neal
MD iProspect and IAB SA Measurement Council Lead

DEMOGRAPHICS

30.2 MILLION South Africans have accessed the internet in the past 4 weeks

76% are a decision maker for groceries and consumables in the household

65% are below the age of 35, while **35%** are above

25% have a household income of over R20 000 per month

57% single
25% married
11% living with a partner

39% are working full time, **9%** are working part time

27% have an undergraduate degree or more

10% are Business Owners / CEOs

INTERNET USAGE

22% have fibre internet access or ADSL

58% have internet access at home, other than their cell phone

89% access the internet every day

16% have a smart TV at home

16% have a tablet

ACTIVITIES

90% use Instant Messaging

54% use Video Calling

71% use Social Media

56% use for Studying/Learning

35% Shop Online

58% do Online/ Mobile Banking

15% do Online Gaming

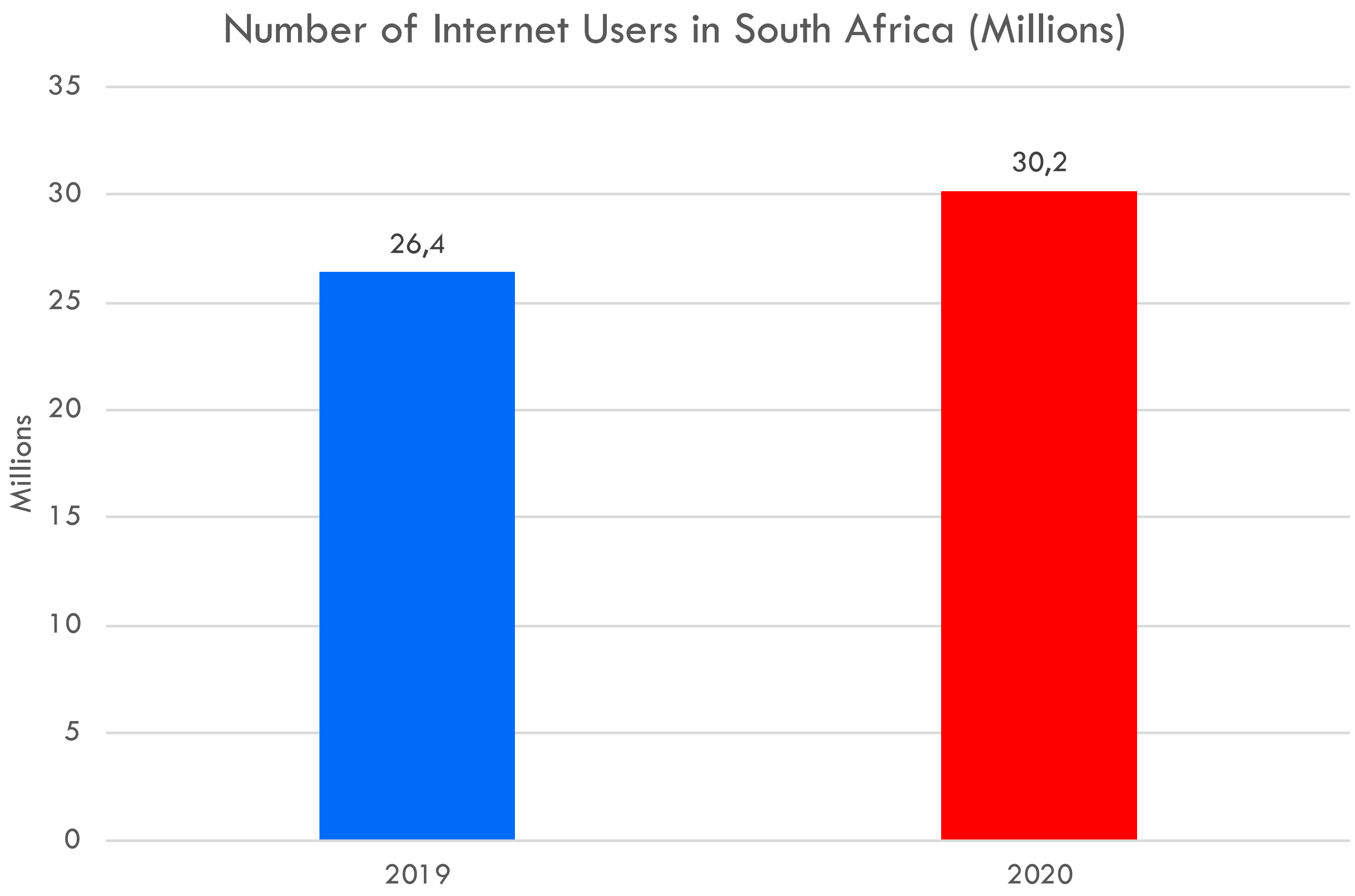
23% listen to Podcasts

33% Stream Music

The data used in this report is sourced through the IAB South Africa reader survey across all of the publishers in the IAB South Africa member base. The sample was collected between October and December 2020 The sample size across the three months was 31 456 respondents

Internet Usage Growth

- According to research conducted by the **Publisher Research Council**, the number of people in South Africa that have used the internet in the past month has increased from 26.4m in 2019 to 30.2m in 2020, an increase of 12.5%.
- This currently represents an internet penetration of 70% of those aged above 15 accessing the internet every 4 weeks.



* Those in South Africa above 15 years old who have accessed the internet in the past month.

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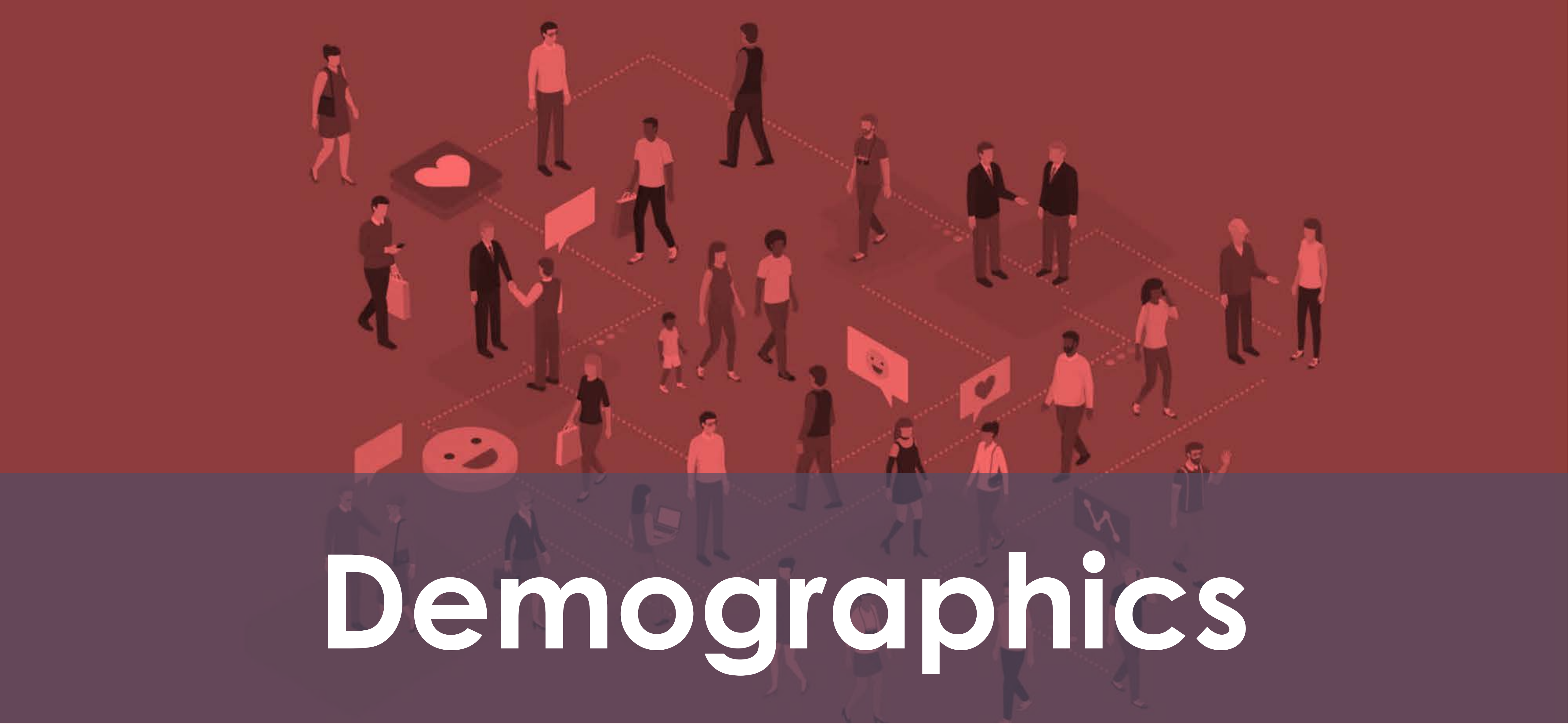

Demographics

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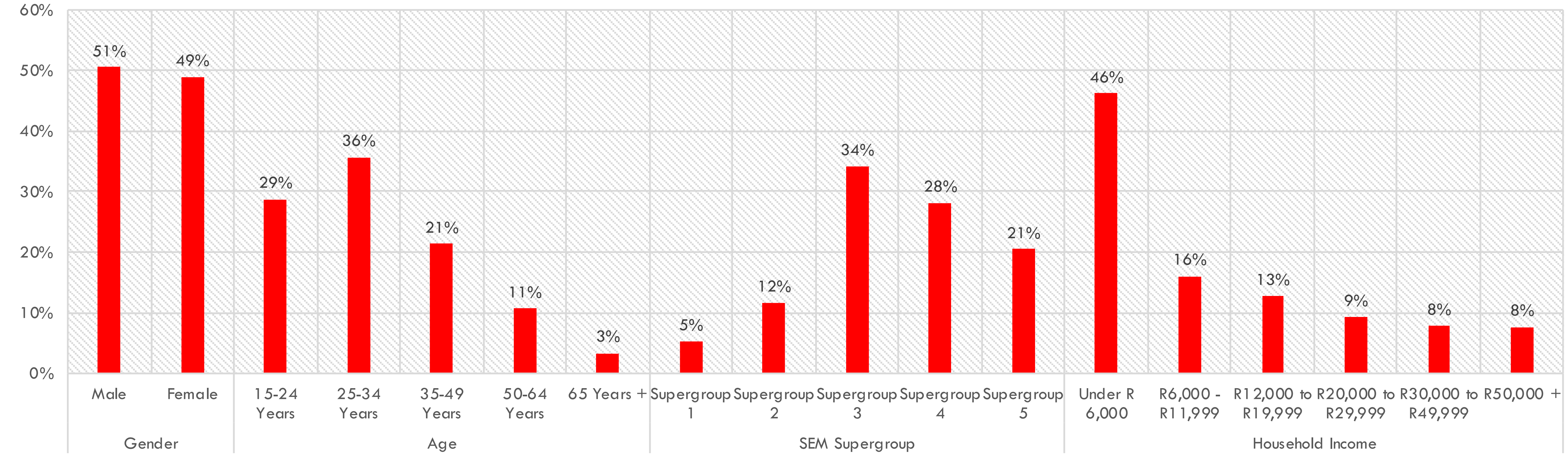
Age, Gender and SEM Supergroup

In terms of gender, the SA Digital Audience is split near 50-50 between males and females. 65% of the audience are under the age of 35, while 25% live in households with a total combined household income of R20 000 or more. In terms of the SEM Supergroups, 49% are in Supergroup 4 or 5.

Overall SA Digital Audience Demographics n = 31 456



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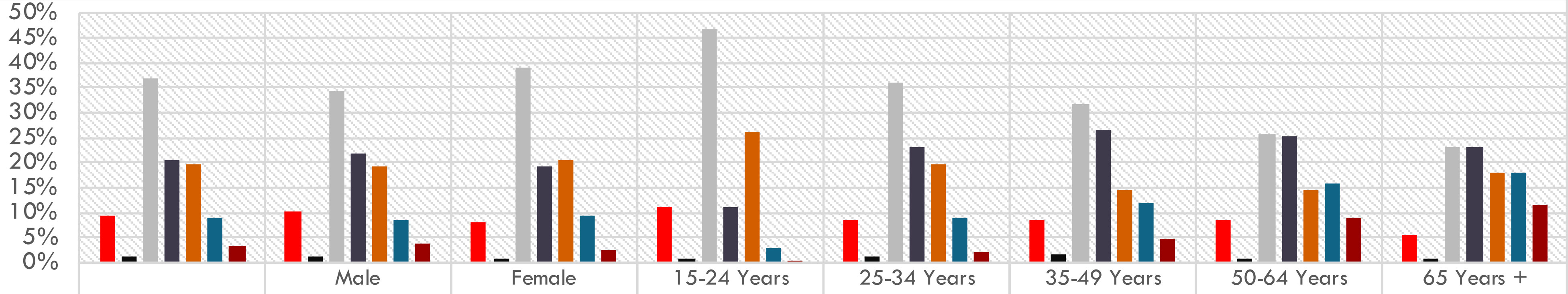
Highest level of education

By Age & Gender

Only 10% of the SA Digital Audience have not passed matric, while 20% have an undergraduate degree, 12% have a postgraduate or masters / doctorate. As would be expected, education levels increase with age.

What is the highest level of education you have achieved or are in the process of achieving? n = 31 456



	Total	Gender		Age				
		Male	Female	15-24 Years	25-34 Years	35-49 Years	50-64 Years	65 Years +
Some high school	9%	10%	8%	11%	9%	9%	9%	6%
No school or some primary	1%	1%	1%	1%	1%	2%	1%	1%
Matric	37%	34%	39%	47%	36%	32%	26%	23%
Technikon diploma / Artisan certificate	21%	22%	19%	11%	23%	27%	25%	23%
Undergraduate University degree	20%	20%	20%	26%	20%	15%	15%	18%
Postgraduate University degree	9%	9%	9%	3%	9%	12%	16%	18%
Masters / Doctorate	3%	4%	3%	1%	2%	5%	9%	12%

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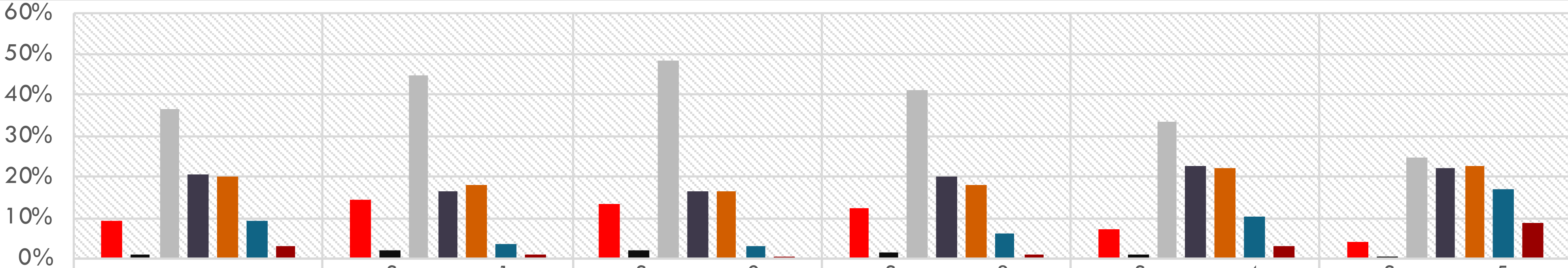
Highest level of education

By SEM Supergroup

From the perspective of SEM Supergroups, those in higher Supergroups are more likely to have advanced further in their education. 13% of Supergroup 4 and 26% of Supergroup 5 have at least a postgraduate degree.

What is the highest level of education you have achieved or are in the process of achieving? n = 31 456



	Total	SEM Supergroup				
		Supergroup 1	Supergroup 2	Supergroup 3	Supergroup 4	Supergroup 5
Some high school	9%	14%	13%	12%	7%	4%
No school or some primary	1%	2%	2%	2%	1%	1%
Matric	37%	45%	48%	41%	34%	25%
Technikon diploma / Artisan certificate	21%	17%	16%	20%	23%	22%
Undergraduate University degree	20%	18%	17%	18%	22%	23%
Postgraduate University degree	9%	4%	3%	6%	10%	17%
Masters / Doctorate	3%	1%	1%	1%	3%	9%

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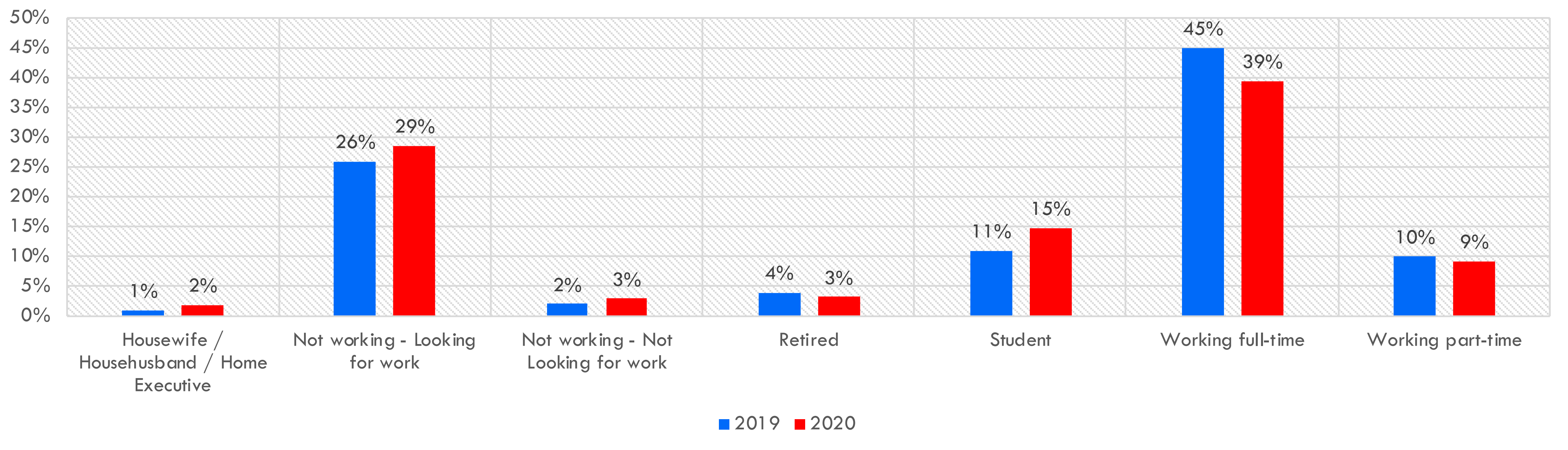
Work Status

2019 vs 2020

In terms of work status, while in 2019 55% of the SA Digital Audience were either employed full-time or part-time, in 2020 that percentage dropped to 48%. This drop is likely due to the impact of COVID-19 and associated lockdowns on the South African economy.

What is your current work status? **n = 31 456**

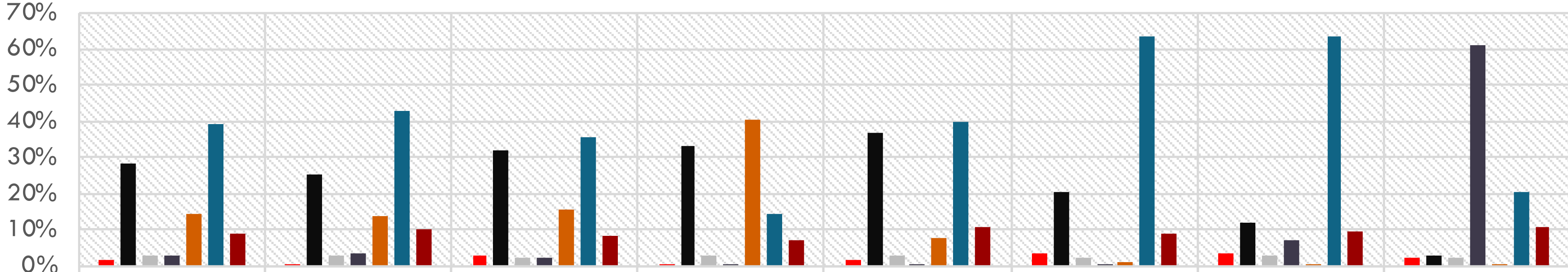


Work Status

By Age & Gender

39% of the SA Digital Audience say that they are working full time, while 9% are working part time and 29% are looking for work. A higher percentage of the male audience are employed full-time, and as would be expected those in the age category of 25 – 64 are the most likely to be employed full time.

What is your current work status? **n = 31 456**



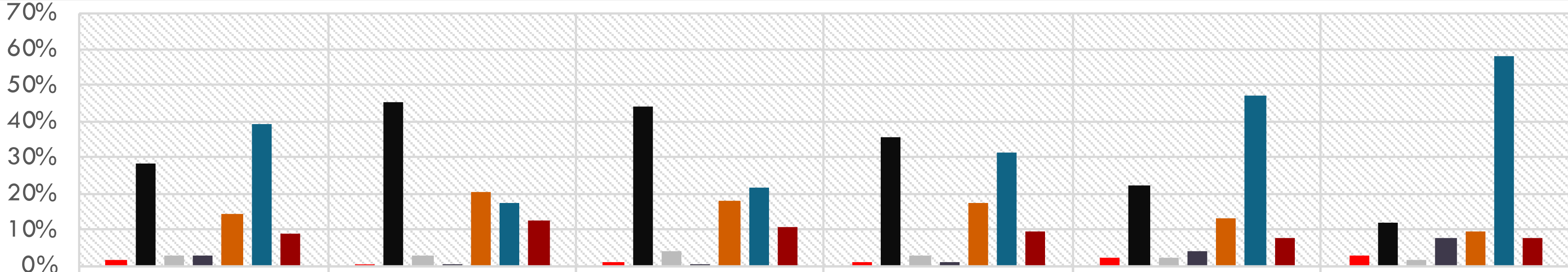
	Total	Gender		Age				
		Male	Female	15-24 Years	25-34 Years	35-49 Years	50-64 Years	65 Years +
Housewife / Househusband / Home Executive	2%	1%	3%	1%	2%	3%	4%	3%
Not working - Looking for work	29%	25%	32%	34%	37%	20%	12%	3%
Not working - Not Looking for work	3%	3%	3%	3%	3%	2%	3%	2%
Retired	3%	4%	3%	1%	0%	0%	7%	61%
Student	15%	14%	16%	41%	8%	1%	0%	0%
Working full-time	39%	43%	36%	14%	40%	64%	64%	20%
Working part-time	9%	10%	8%	7%	11%	9%	10%	11%

Work Status

By SEM Supergroup

When it comes to SEM Supergroups, there is a strong correlation between the Supergroup level and the likelihood of working full time. 45% of those in Supergroup 1 are looking for work.

What is your current work status? n = 31 456



	Total	SEM Supergroup: Supergroup 1	Supergroup 2	Supergroup 3	Supergroup 4	Supergroup 5
Housewife / Househusband / Home Executive	2%	1%	1%	1%	2%	3%
Not working - Looking for work	29%	45%	44%	36%	23%	12%
Not working - Not Looking for work	3%	3%	4%	3%	3%	2%
Retired	3%	0%	1%	1%	4%	8%
Student	15%	20%	18%	17%	13%	9%
Working full-time	39%	18%	22%	31%	47%	58%
Working part-time	9%	13%	11%	10%	8%	8%

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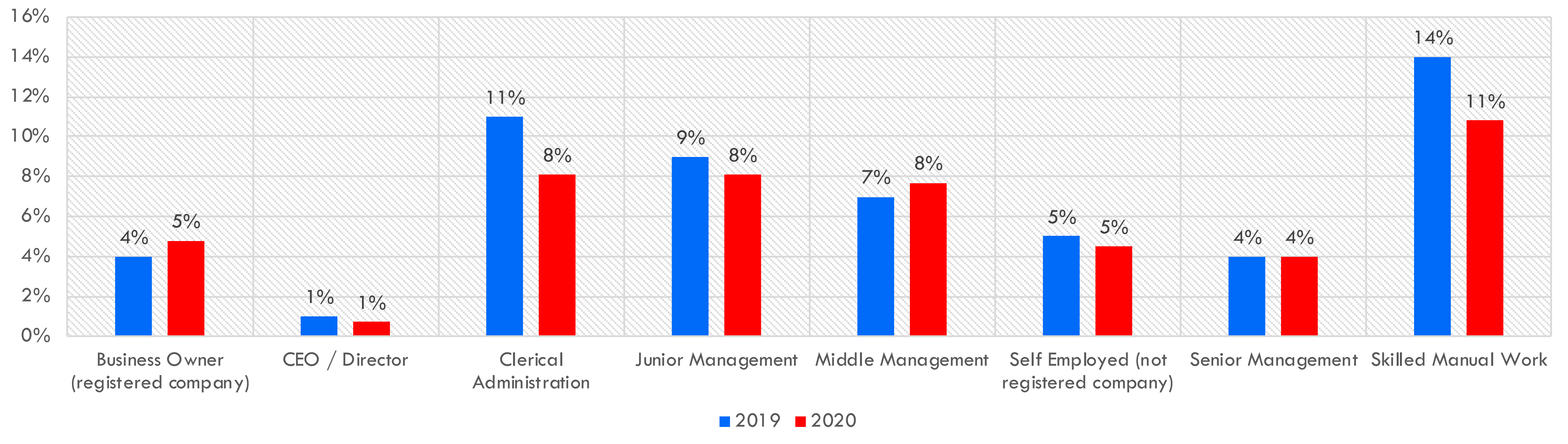
Employment Level

2019 vs 2020

In terms of employment levels, there was a reduction in the percentage of skilled manual workers (down from 14% to 11%) as well as a drop in the percentage employed in clerical administration (down from 11% to 8%) while there was a slight increase of those who said they were business owners.

What is your current employment level? **n = 13 888**

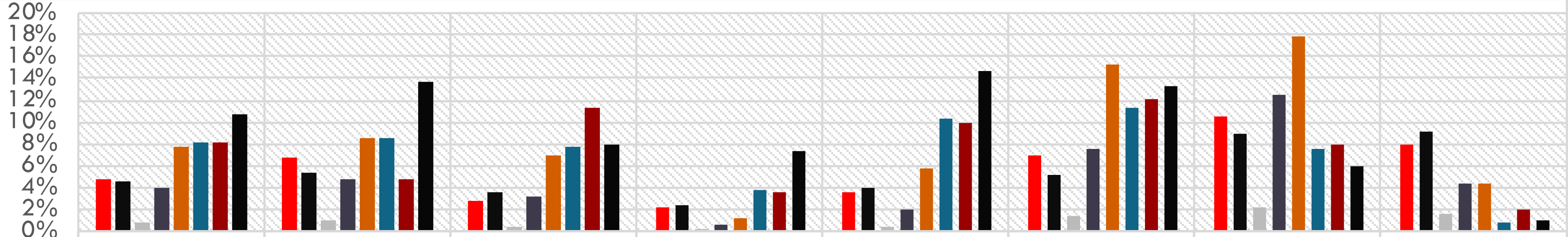


Employment Level

By Age & Gender

In terms of the employment level of the SA Digital Audience, 10% are business owners, while another 5% are CEO / Directors or in senior management. Twice as many males are in those senior positions than females. As would be expected, those in older age groups are more likely to be in senior positions.

What is your current employment level? **n = 13 888**



	Total	Gender		Age				
		Male	Female	15-24 Years	25-34 Years	35-49 Years	50-64 Years	65 Years +
Business Owner (registered company)	5%	7%	3%	2%	4%	7%	11%	8%
Self Employed (not registered company)	5%	5%	4%	2%	4%	5%	9%	9%
CEO / Director	1%	1%	0%	0%	0%	1%	2%	2%
Senior Management	4%	5%	3%	1%	2%	8%	13%	4%
Middle Management	8%	9%	7%	1%	6%	15%	18%	4%
Junior Management	8%	9%	8%	4%	10%	11%	8%	1%
Clerical Administration	8%	5%	11%	4%	10%	12%	8%	2%
Skilled Manual Work	11%	14%	8%	7%	15%	13%	6%	1%

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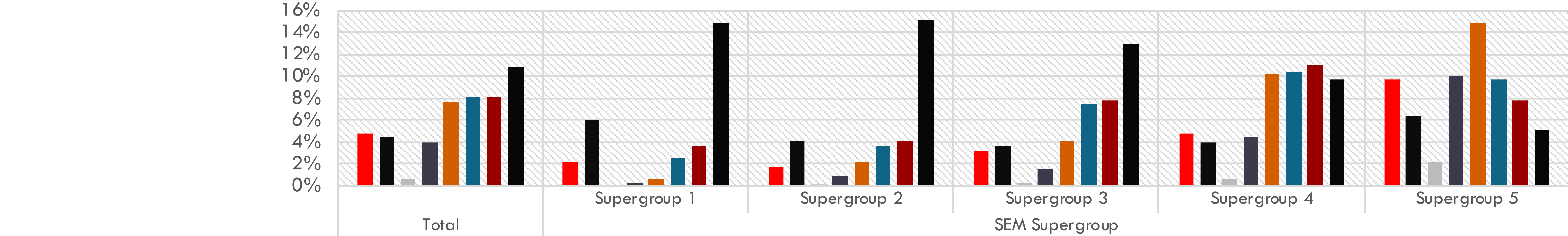
Employment Level

By SEM Supergroup

When looking at employment levels by SEM Supergroups, we can se that those in the highest Supergroups are far more likely to be in management positrons. Most of those that are employed in Supergroup 1 are manual workers, while 16% of those in Supergroup 5 are business owners or self employed.

What is your current employment level? n = 13 888



	Total	Supergroup 1	Supergroup 2	Supergroup 3	Supergroup 4	Supergroup 5
Business Owner (registered company)	5%	2%	2%	3%	5%	10%
Self Employed (not registered company)	5%	6%	4%	4%	4%	6%
CEO / Director	1%	0%	0%	0%	1%	2%
Senior Management	4%	0%	1%	2%	5%	10%
Middle Management	8%	1%	2%	4%	10%	15%
Junior Management	8%	3%	4%	8%	10%	10%
Clerical Administration	8%	4%	4%	8%	11%	8%
Skilled Manual Work	11%	15%	15%	13%	10%	5%

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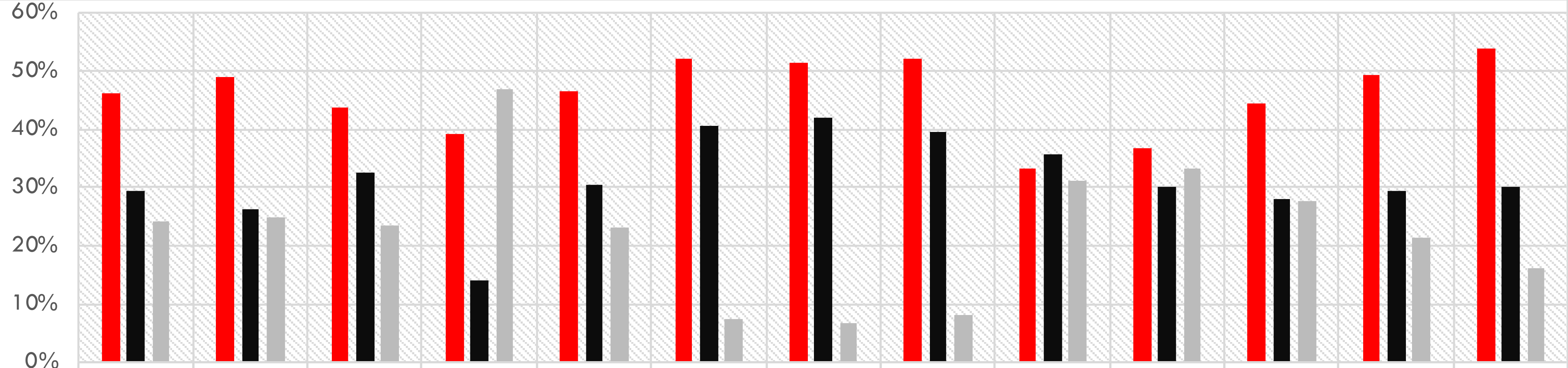
Purchasing Decision Maker

Of the SA Digital Audience 29% are main decision makers while 46% are joint decision makers when it comes to the purchasing of groceries and consumables. Females are more likely to be main decision makers, while those in the youngest age group are the least likely to be the main decision makers.

Are you the decision maker for the purchasing Groceries and Consumables? n = 31 456



	Total	Gender		Age					SEM Supergroup				
		Male	Female	15-24 Years	25-34 Years	35-49 Years	50-64 Years	65 Years +	Supergroup 1	Supergroup 2	Supergroup 3	Supergroup 4	Supergroup 5
Joint decision maker	46%	49%	44%	39%	47%	52%	51%	52%	33%	37%	44%	49%	54%
Main decision maker	29%	26%	33%	14%	30%	41%	42%	40%	36%	30%	28%	29%	30%
Someone else makes the decisions	24%	25%	24%	47%	23%	7%	7%	8%	31%	33%	28%	21%	16%

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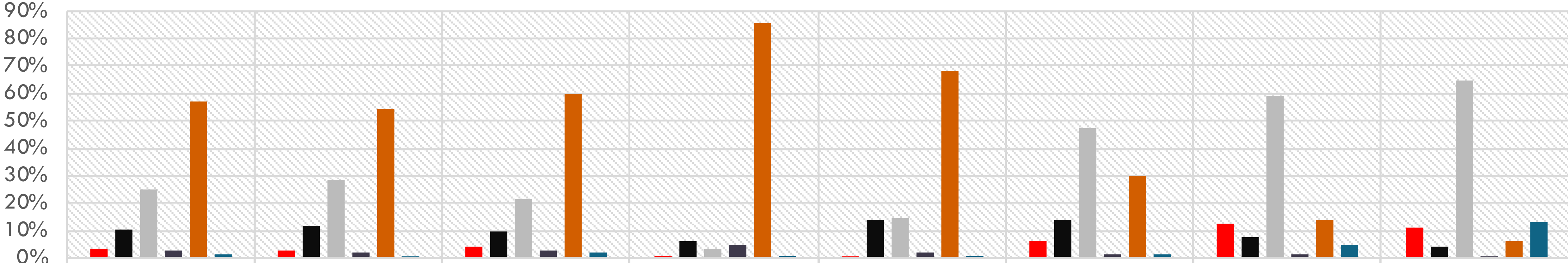
Marital Status

By Age & Gender

When it comes to the marital status of those sampled in the survey, 57% are single while 25% are married and 11% are living with a partner. Those in older categories are far more likely to be married, with 65% of those aged 65+ being married.

What is your marital status? **n = 31 456**



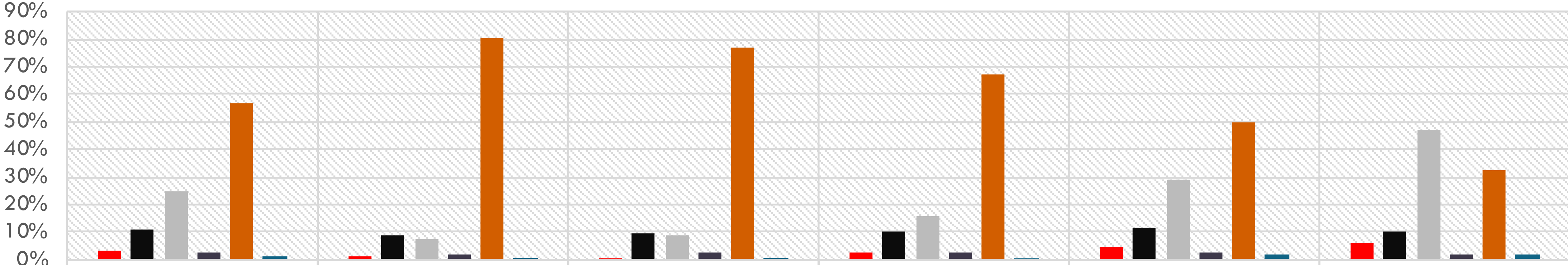
	Total	Gender		Age				
		Male	Female	15-24 Years	25-34 Years	35-49 Years	50-64 Years	65 Years +
Divorced	4%	3%	4%	0%	1%	7%	13%	11%
Living with a partner	11%	12%	10%	6%	14%	14%	8%	4%
Married	25%	28%	21%	3%	15%	48%	59%	65%
No answer	2%	2%	3%	5%	2%	1%	1%	1%
Single	57%	54%	60%	86%	69%	30%	14%	6%
Widowed	1%	1%	2%	0%	0%	1%	5%	13%

Marital Status

By SEM Supergroup

In terms of SEM Supergroups, those in higher Supergroups are significantly more likely to be married than those in lower SEM Supergroups.

What is your marital status? n = 31 456

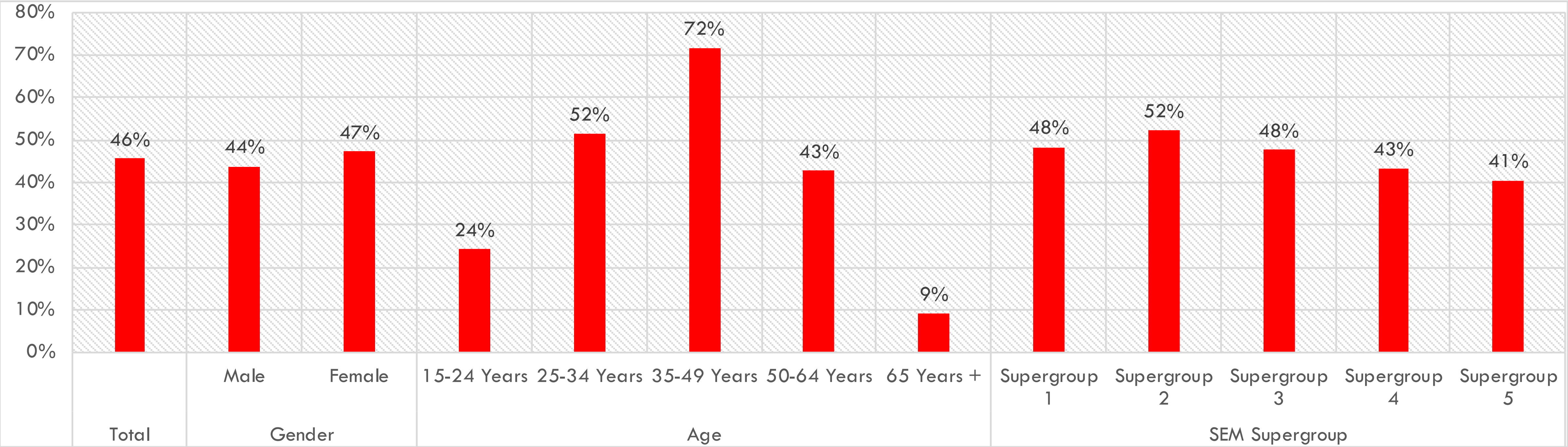


	Total	SEM Supergroup: Supergroup 1	Supergroup 2	Supergroup 3	Supergroup 4	Supergroup 5
Divorced	4%	1%	1%	2%	5%	6%
Living with a partner	11%	9%	10%	11%	12%	10%
Married	25%	8%	9%	16%	29%	47%
No answer	2%	2%	2%	3%	3%	2%
Single	57%	80%	77%	67%	50%	32%
Widowed	1%	0%	1%	1%	2%	2%

Children under the age of 21 in the home

46% of the SA Digital Audience say that they have children under the age of 21 living in the home. Those in the 35-49 age category are the most likely to have children living in the home. Those in higher SEM Supergroups are slightly less likely to have children in the home than those in lower Supergroups.

Are you a caregiver to children under 21 in the home? **n = 31 456**



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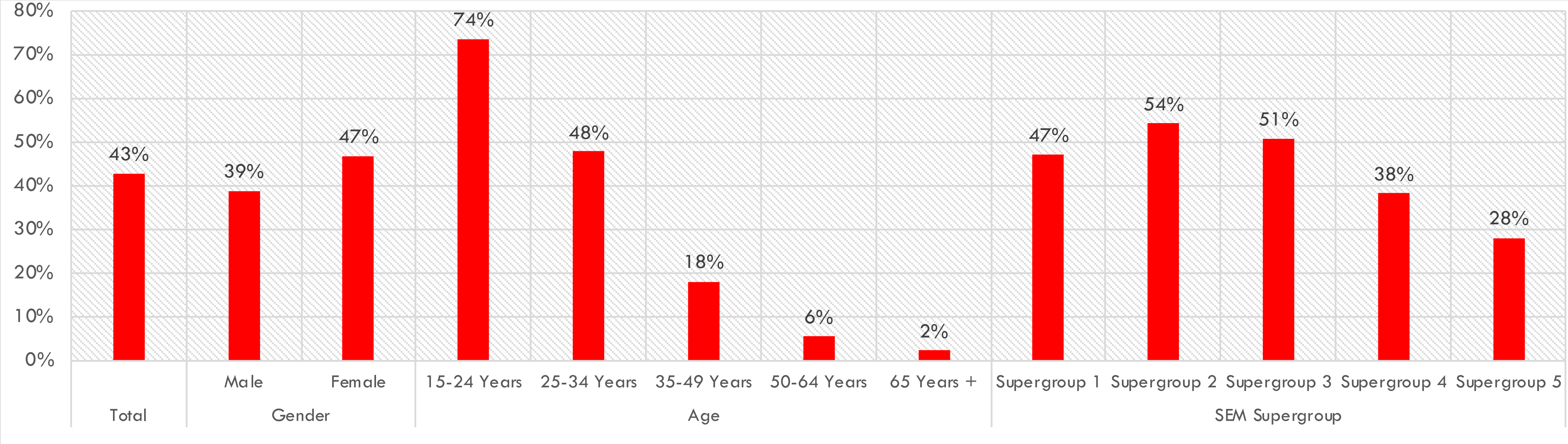
Living at home with parents

In terms of those that live at home with their parents, 43% of the SA Digital Audience say that they do so. 74% of those in the age category of 15-25 years say that they do, while only 2% of those aged 65+ say they live with their parents.

Are you living at home with your parents? n = 31 456



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Internet Access

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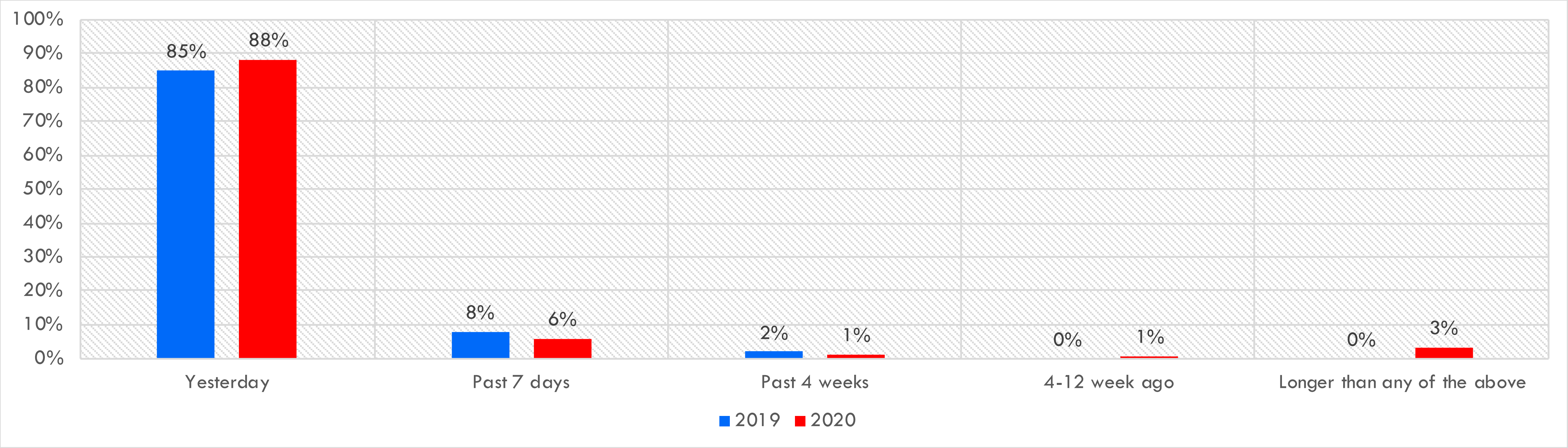
Last time internet was accessed

2019 vs 2020

In terms of the last time the internet was accessed, in the past year the percentage of people who say they have accessed the internet on the previous day has increased from 85% to 88%.

Apart from today, when last did you access the Internet? **n = 31 456**

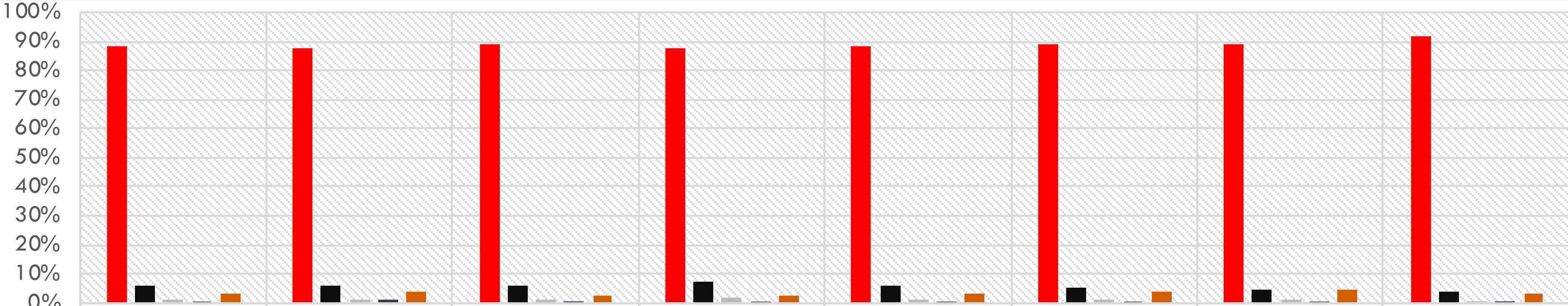


Last time internet was accessed

By Age & Gender

There is no significant difference between age groups in terms of frequency of accessing the internet.

Apart from today, when last did you access the Internet? n = 31 456



	Total	Male	Female	15-24 Years	25-34 Years	35-49 Years	50-64 Years	65 Years +
		Gender		Age				
Yesterday	88%	88%	89%	87%	88%	89%	89%	92%
Past 7 days	6%	6%	6%	7%	6%	5%	5%	4%
Past 4 weeks	1%	1%	1%	2%	1%	1%	1%	1%
4-12 months ago	1%	1%	1%	1%	1%	1%	1%	1%
Longer than any of the above	3%	4%	3%	3%	3%	4%	4%	3%

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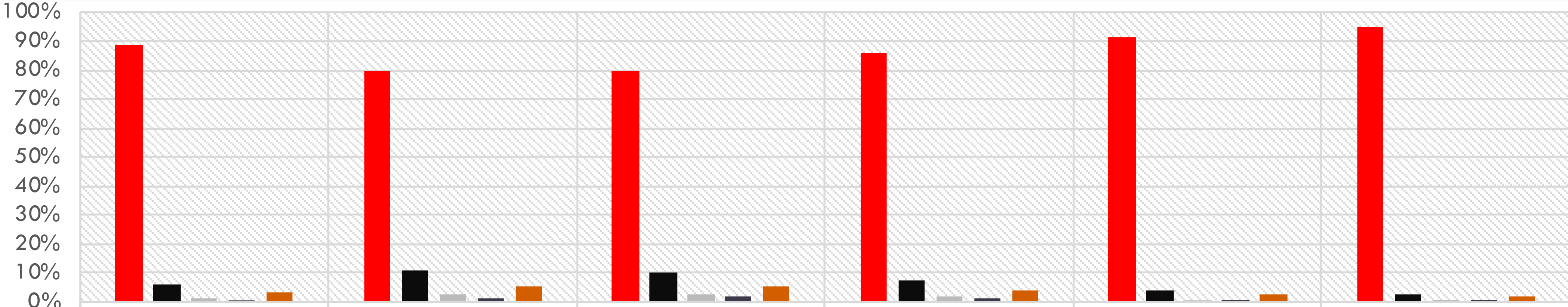
Last time internet was accessed

By SEM Supergroup

In terms of SEM Supergroups, those in Supergroup 1 access the internet less frequently, with 80% saying they did in the previous day, while that increases to 95% in the Supergroup 5.

Apart from today, when last did you access the Internet? n = 31 456

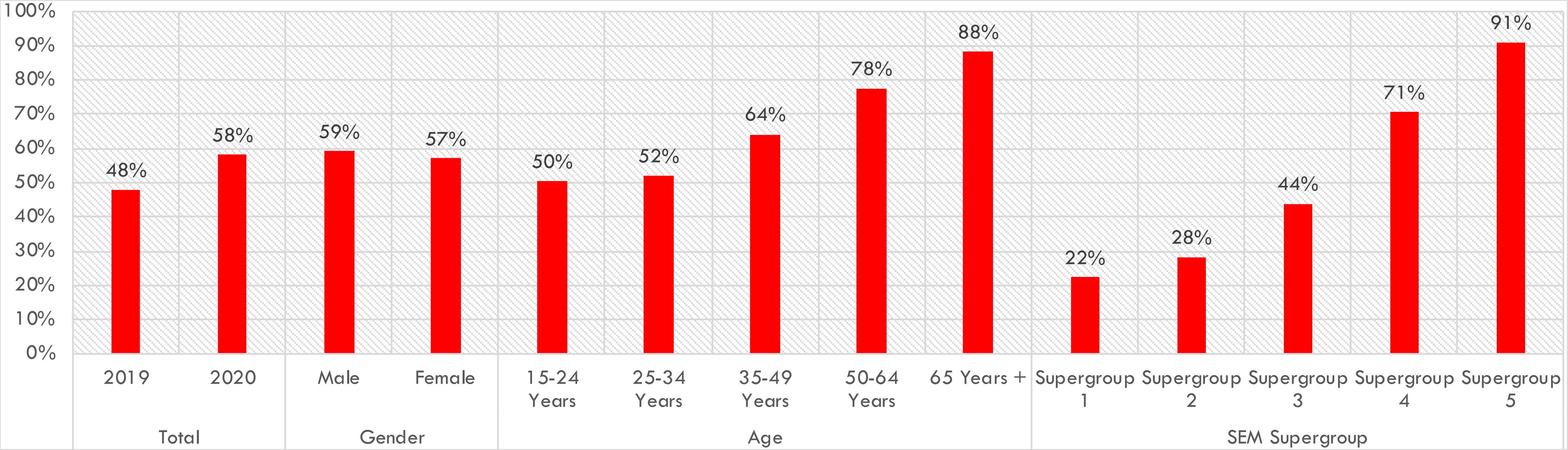


	Total	SEM Supergroup: Supergroup 1	Supergroup 2	Supergroup 3	Supergroup 4	Supergroup 5
Yesterday	88%	80%	80%	86%	92%	95%
Past 7 days	6%	11%	10%	7%	4%	3%
Past 4 weeks	1%	2%	3%	2%	1%	0%
4-12 months ago	1%	1%	2%	1%	0%	0%
Longer than any of the above	3%	5%	5%	4%	3%	2%

Home Internet Access

In the past year, those that say that they have internet access at home other than a cellphone have increased from 48% to 58%. Those in older age categories are more likely to have home internet, while those in higher SEM Supergroups are much more likely to have home internet.

Do you have internet access at home, other than your cellphones connection? **n = 31 456**



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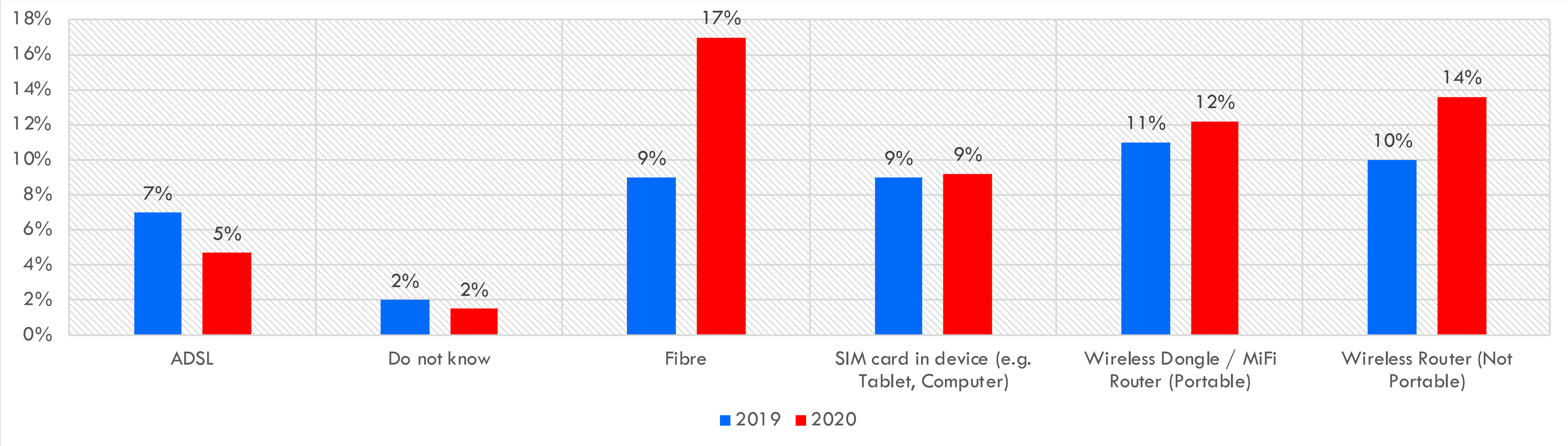
Type of Internet Access

2019 vs 2020

When asking what type of internet access online readers have at home, those that use ADSL have decreased from 7% to 5% while those that say they have fibre at home have increased from 9% to 17%.

If yes, what kind of internet connection do you have at home? **n = 12 386**

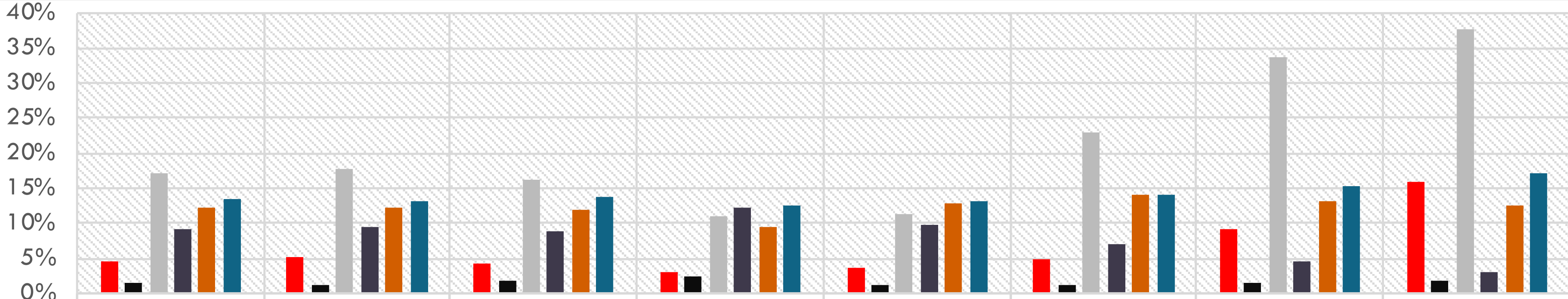


Type of Internet Access

By Age & Gender

In terms of age groups, those in older age categories are far more likely to have Fibre or ADSL than those in younger categories.

If yes, what kind of internet connection do you have at home? | **n = 12 386**



	Total	Gender		Age				
		Male	Female	15-24 Years	25-34 Years	35-49 Years	50-64 Years	65 Years +
ADSL	5%	5%	4%	3%	4%	5%	9%	16%
Do not know	2%	1%	2%	2%	1%	1%	2%	2%
Fibre	17%	18%	16%	11%	11%	23%	34%	38%
SIM card in device (e.g. Tablet, Computer)	9%	10%	9%	12%	10%	7%	5%	3%
Wireless Dongle / MiFi Router (Portable)	12%	12%	12%	9%	13%	14%	13%	13%
Wireless Router (Not Portable)	14%	13%	14%	13%	13%	14%	15%	17%

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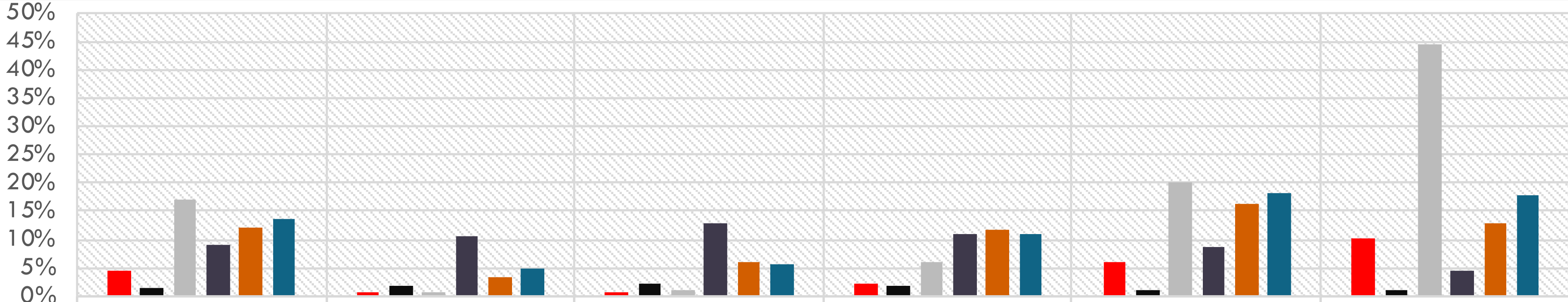
Type of Internet Access

By SEM Supergroup

44% of those in SEM Supergroup 5 have fibre internet access, while only 1% of those in SEM Supergroup say that they have fibre internet at home.

If yes, what kind of internet connection do you have at home? **n = 12 386**



	Total	SEM Supergroup: Supergroup 1	Supergroup 2	Supergroup 3	Supergroup 4	Supergroup 5
ADSL	5%	1%	1%	2%	6%	10%
Do not know	2%	2%	2%	2%	1%	1%
Fibre	17%	1%	1%	6%	20%	44%
SIM card in device (e.g. Tablet, Computer)	9%	11%	13%	11%	9%	5%
Wireless Dongle / MiFi Router (Portable)	12%	3%	6%	12%	16%	13%
Wireless Router (Not Portable)	14%	5%	6%	11%	18%	18%

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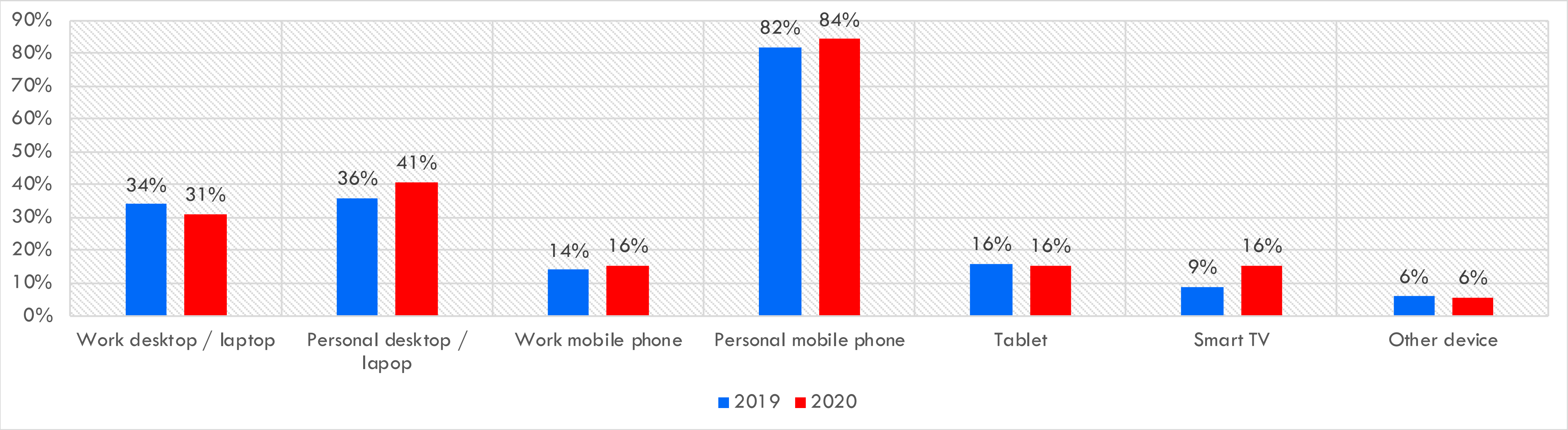
Types of devices owned

2019 vs 2020

In terms of digital device ownership, since 2019 those with a personal desktop/laptop have increased by 5 percentage points, while those who said they have a smart TV have increased from 9% to 16%.

Which of the following devices do you own? **n = 31 456**



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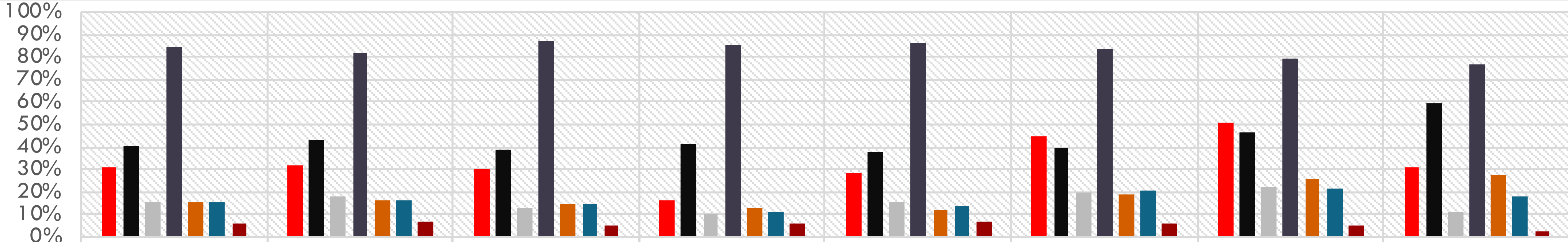
Types of devices owned

By Age & Gender

Those in older age categories are more likely to have personal computers at home, while those in middle aged categories are more likely to have work computers than other online readers.

Which of the following devices do you own? n = 31 456



	Total	Gender: Male	Gender: Female	Age: 15-24 Years	Age: 25-34 Years	Age: 35-49 Years	Age: 50-64 Years	Age: 65 Years +
Work desktop / laptop	31%	32%	30%	17%	29%	45%	51%	31%
Personal desktop / lapop	41%	43%	38%	41%	38%	40%	47%	59%
Work mobile phone	16%	18%	13%	10%	15%	20%	22%	12%
Personal mobile phone	84%	82%	87%	86%	86%	84%	79%	77%
Tablet	16%	17%	15%	13%	12%	19%	26%	28%
Smart TV	16%	16%	15%	11%	14%	21%	22%	18%
Other device	6%	7%	5%	6%	7%	6%	5%	3%

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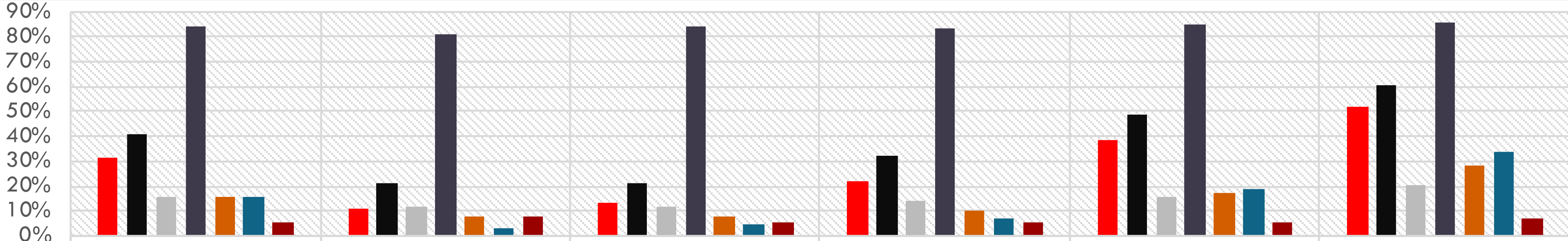
Types of devices owned

By SEM Supergroup

As would be expected, online readers in higher SEM Supergroups are more likely to have all types of digital devices in their home. While those only 3% of those in SEM Supergroup 1 have a smart TV, 34% of those in Supergroup 5 have a smart TV in their home.

Which of the following devices do you own? n = 31 456



	Total	SEM Supergroup: Supergroup 1	Supergroup 2	Supergroup 3	Supergroup 4	Supergroup 5
Work desktop / laptop	31%	11%	14%	22%	39%	52%
Personal desktop / lapop	41%	22%	22%	32%	49%	61%
Work mobile phone	16%	12%	12%	14%	16%	21%
Personal mobile phone	84%	81%	84%	84%	85%	86%
Tablet	16%	8%	8%	10%	17%	28%
Smart TV	16%	3%	5%	7%	19%	34%
Other device	6%	8%	6%	5%	6%	7%

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Internet Activities

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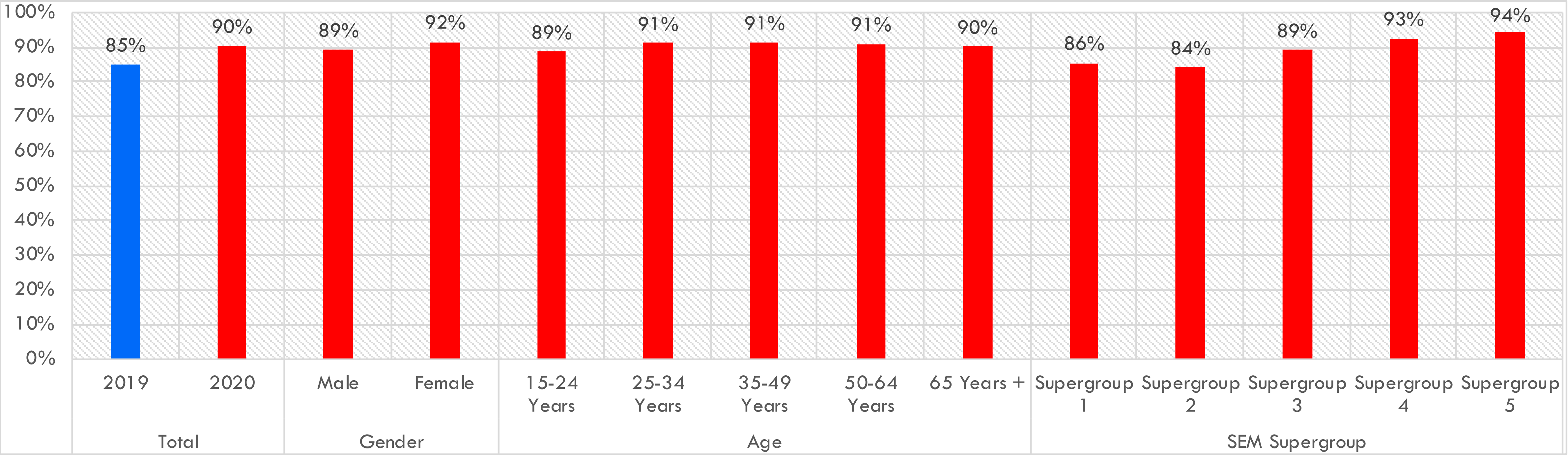
Instant Messaging (WhatsApp, Facebook Messenger etc)

Usage of instant messaging has increased from 85% of the SA Digital Audience in 2019 up to 90% at then end of 2020. Those in lower SEM Supergroups are slightly less likely to be using instant messaging as compared to those in higher SEM Supergroups.

Which of the following internet activities do you do at home? **n = 31 456**



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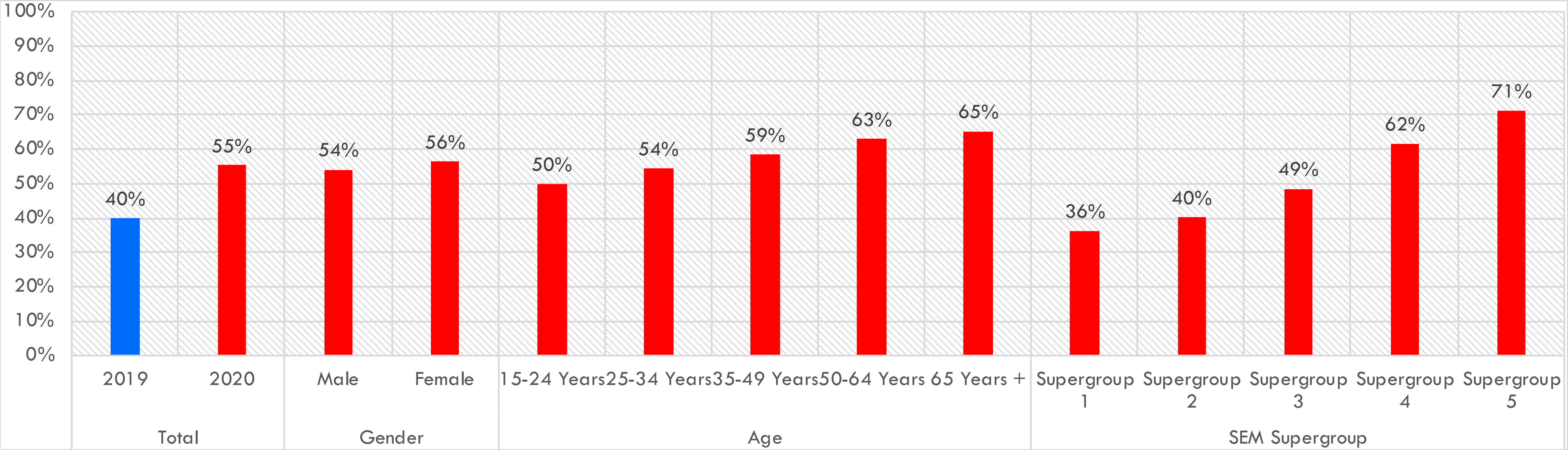
Voice Calling (VOIP, WhatsApp etc.)

In terms of voice calling, usage has increased from 40% in 2019 to 55% in 2020. Those in older age categories and higher SEM supergroups are more likely to use voice calling.

Which of the following internet activities do you do at home? **n = 31 456**



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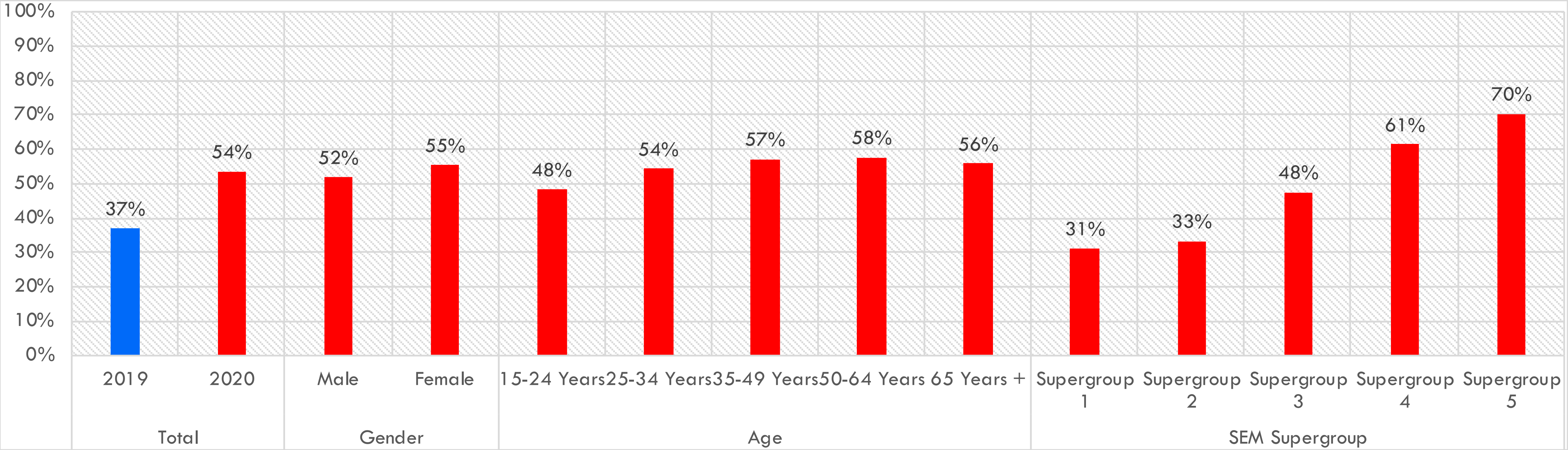
Video Calling (Skype, WhatsApp Video etc)

Video calling has increased significantly in 2020, from 37% to 54%. Usage is relatively flat across age groups, however those in lower SEM Supergroups are less likely than those in higher groups to do video calling.

Which of the following internet activities do you do at home? **n = 31 456**



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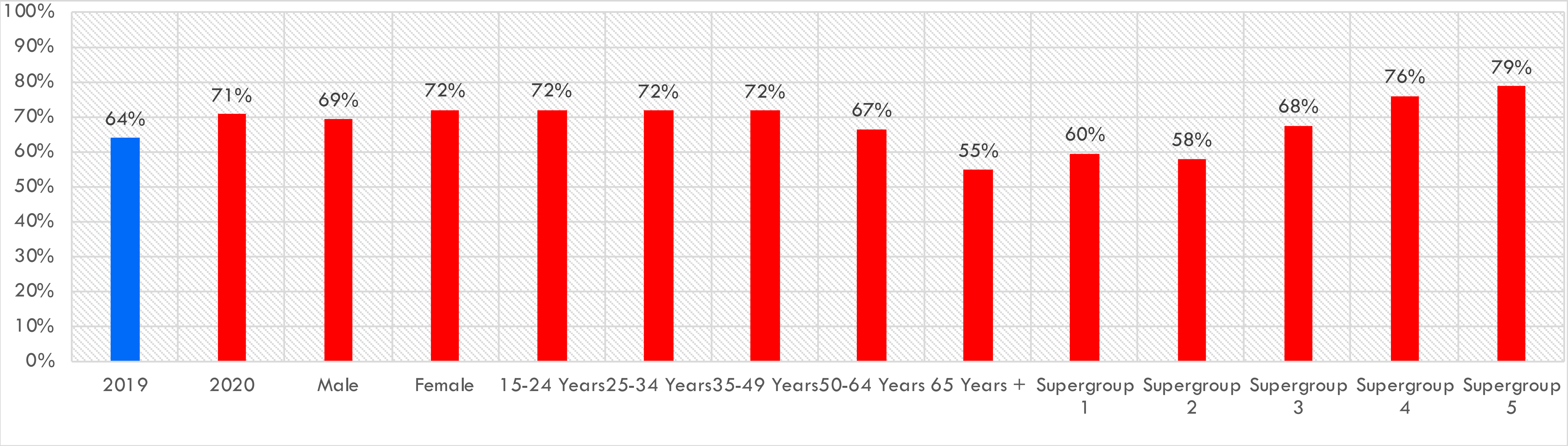
Social Media (Facebook, Twitter, Instagram etc.)

Social media usage has increased from 64% to 71% in 2020, with those in the oldest age categories being slightly less likely to be on social media. While 55% of those in the lowest SEM Supergroup use social media, 79% of those in the highest category do so.

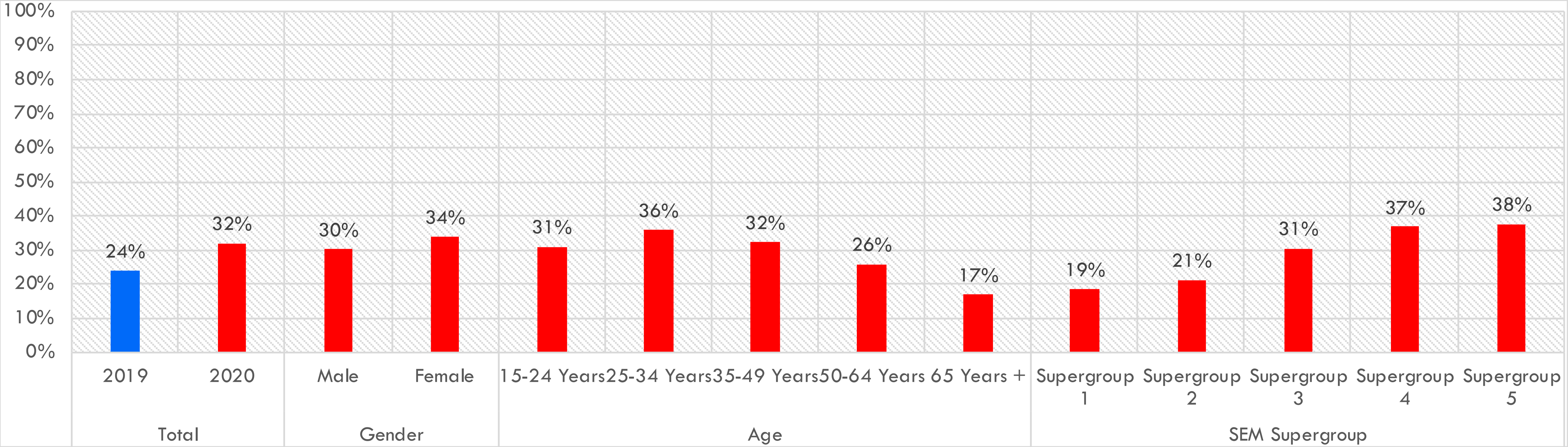
Which of the following internet activities do you do at home? n = 31 456



Ride-hailing Services (e.g. Uber, Bolt etc.)

The usage of taxi services has increased from 24% in 2019 to 32% in 2020, with those in younger age categories and higher SEM Supergroups being more likely to use the service.

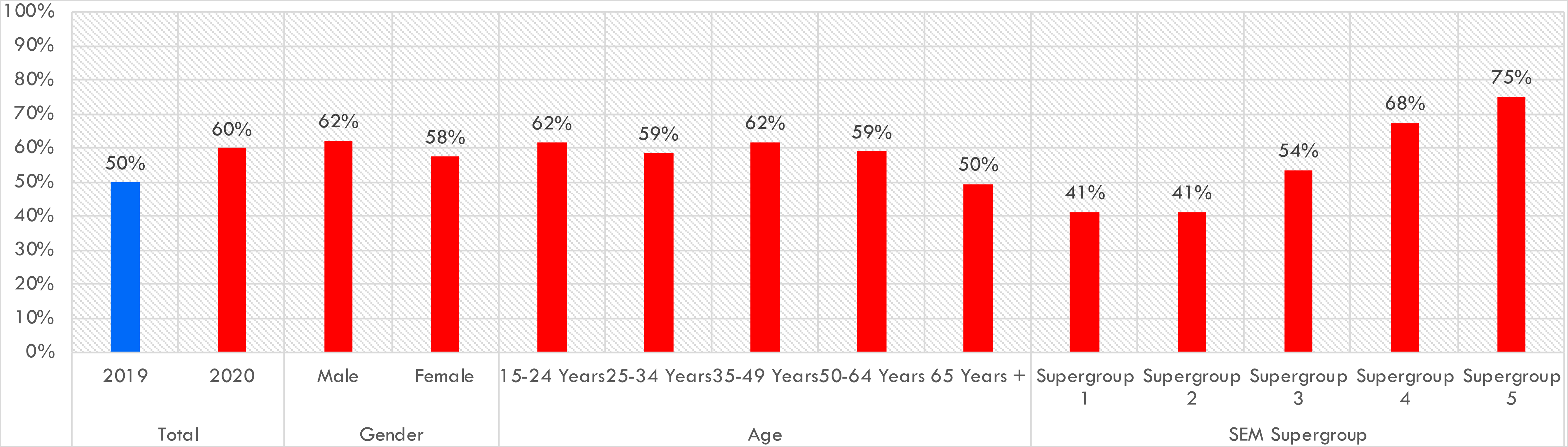
Which of the following internet activities do you do at home? n = 31 456



Watching Videos (YouTube etc.)

While in 2019 50% of the SA Digital Audience said that they watch videos online, 60% said that they did so at the end of 2020. Younger consumers are more likely to do so than older consumers, and so are those in higher SEM Supergroups.

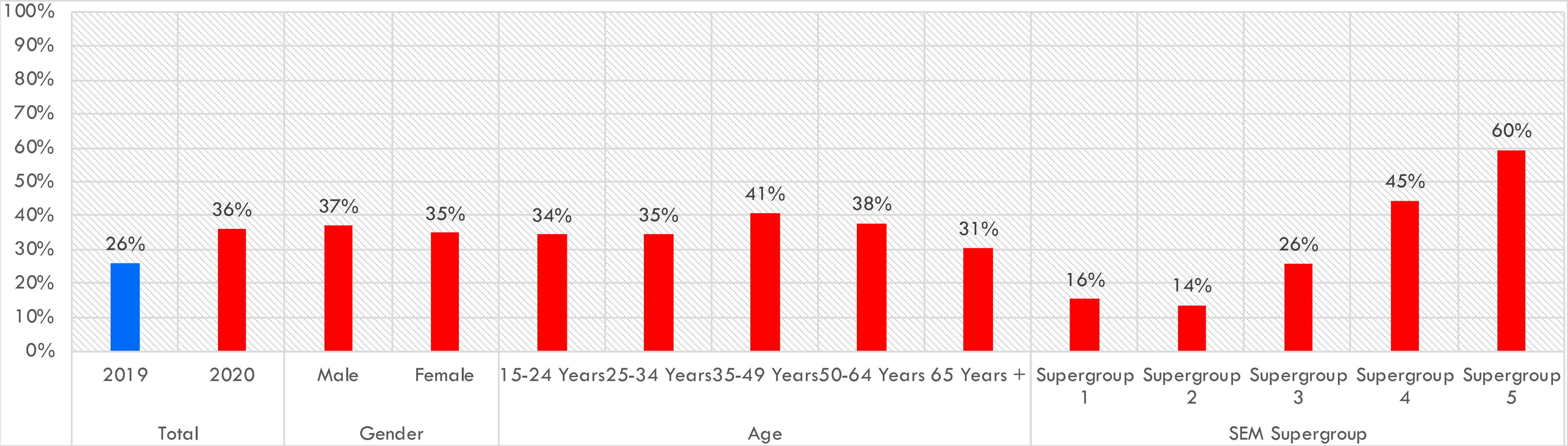
Which of the following internet activities do you do at home? **n = 31 456**



Watching Streaming TV Services (Netflix, Showmax etc.)

36% of the SA Digital Audience say that they watch streaming TV services at home. 60% of SEM Supergroup 5 consumers say they use Streaming TV services, while only 16% of Supergroup 1 consumers indicated that they watch streaming TV services.

Which of the following internet activities do you do at home? **n = 31 456**



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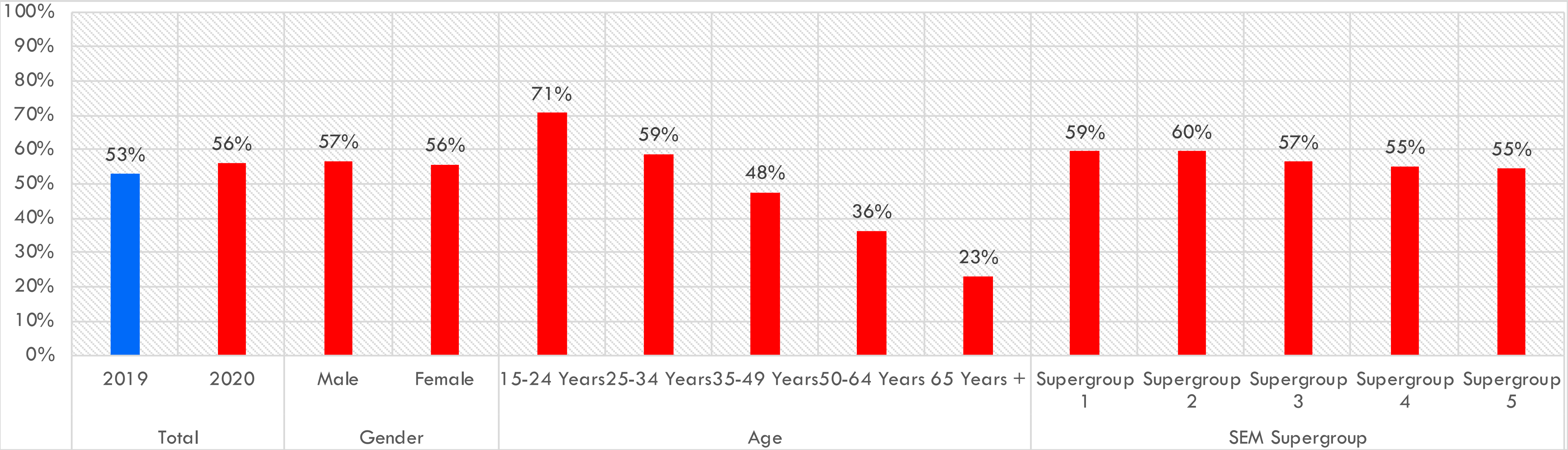
Studying / Learning

56% of those surveyed said that they use the internet for studying/learning, with those in younger age groups expectedly being more likely to do so by a significant margin.

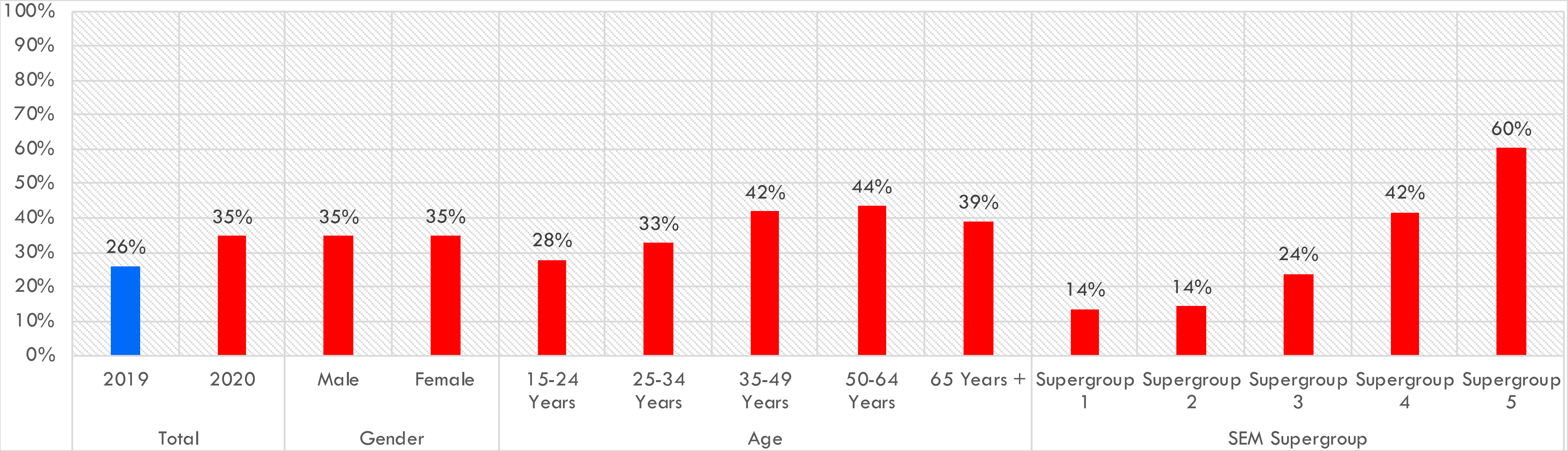
Which of the following internet activities do you do at home? n = 31 456



Shopping online for products / services

The usage of online shopping increased from 26% to 35% from 2019 to 2020, with those in older age groups and higher SEM Supergroups being more likely to do so.

Which of the following internet activities do you do at home? n = 31 456



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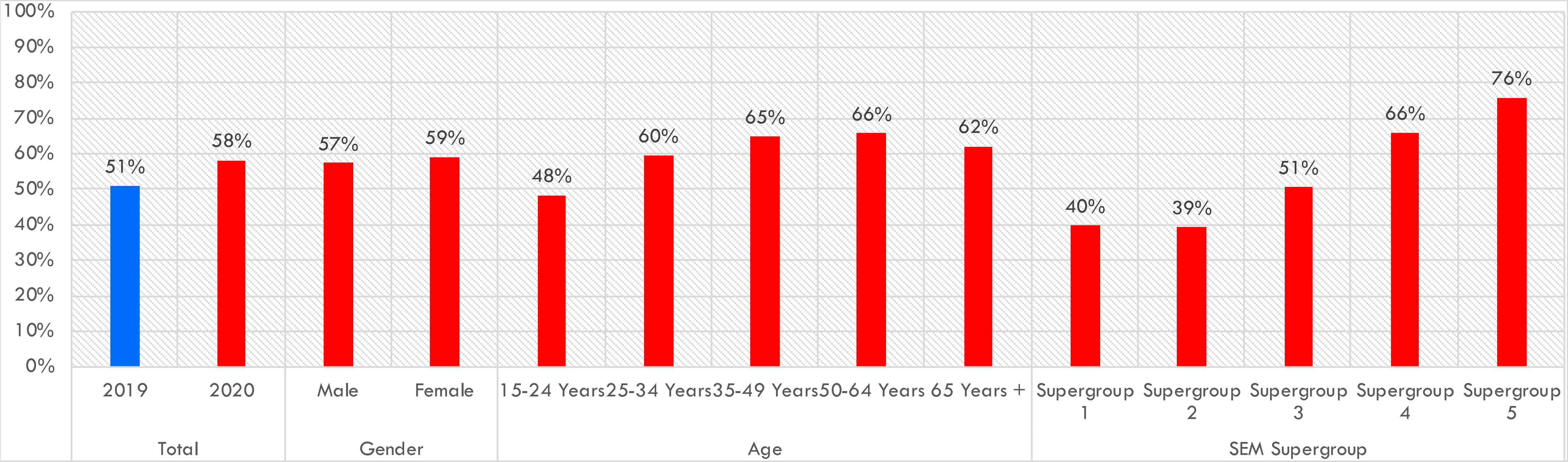
Online / Mobile Banking

Online/mobile banking usage increased from 51% in 2019 to 58% in 2020. While 48% of those in the youngest age category say they use online/mobile banking, 62% of those aged 65+ say they do so.

Which of the following internet activities do you do at home? n = 31 456



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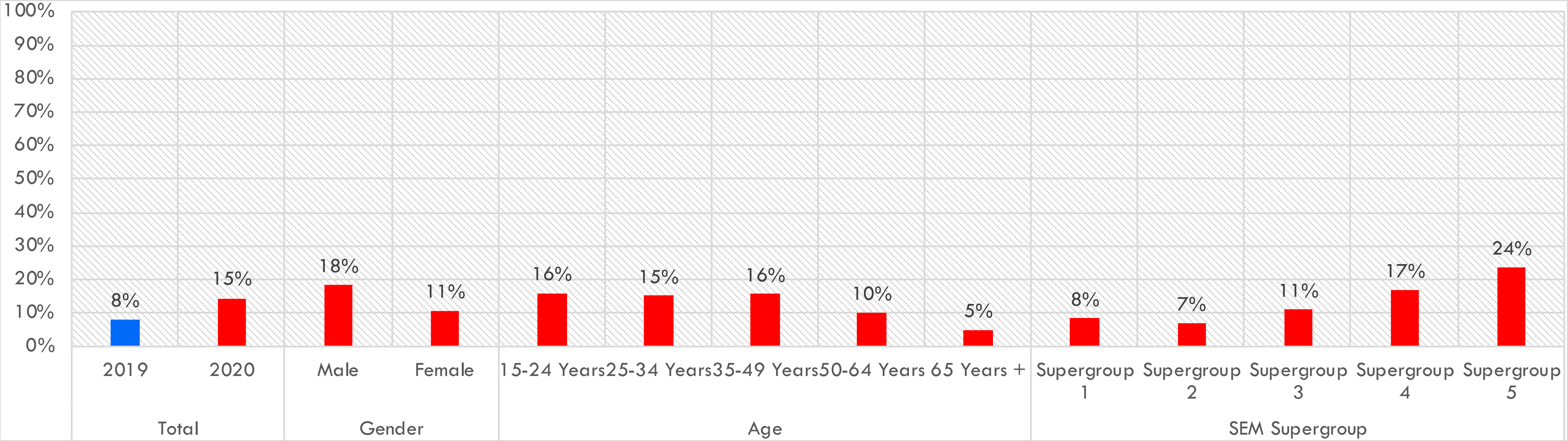
Online Gaming

The usage of online gaming almost doubled in 2020 with usage increasing from 8% to 15%. Those in younger age categories are more likely to do so, as well as those in upper SEM Supergroups.

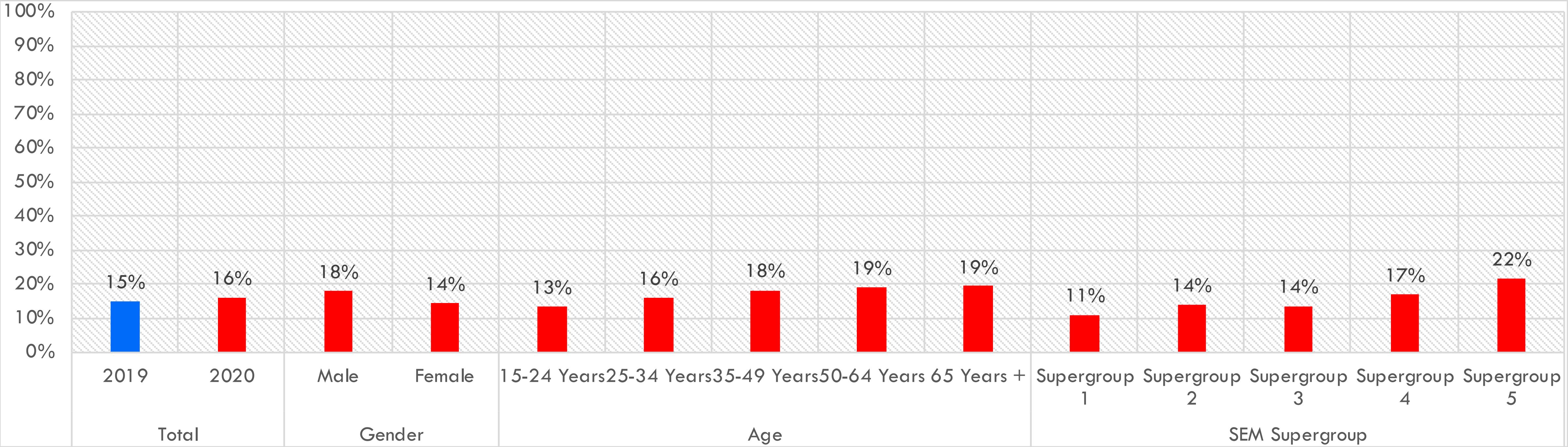
Which of the following internet activities do you do at home? n = 31 456



Paying to read news (via digital subscriptions)

In terms of those who said they pay for news through subscriptions, increased from 15% in 2019 to 16% in 2020. Those in older age categories are more likely to do so, while those in SEM Supergroup 5 are twice as likely to do so as those in Supergroup 1.

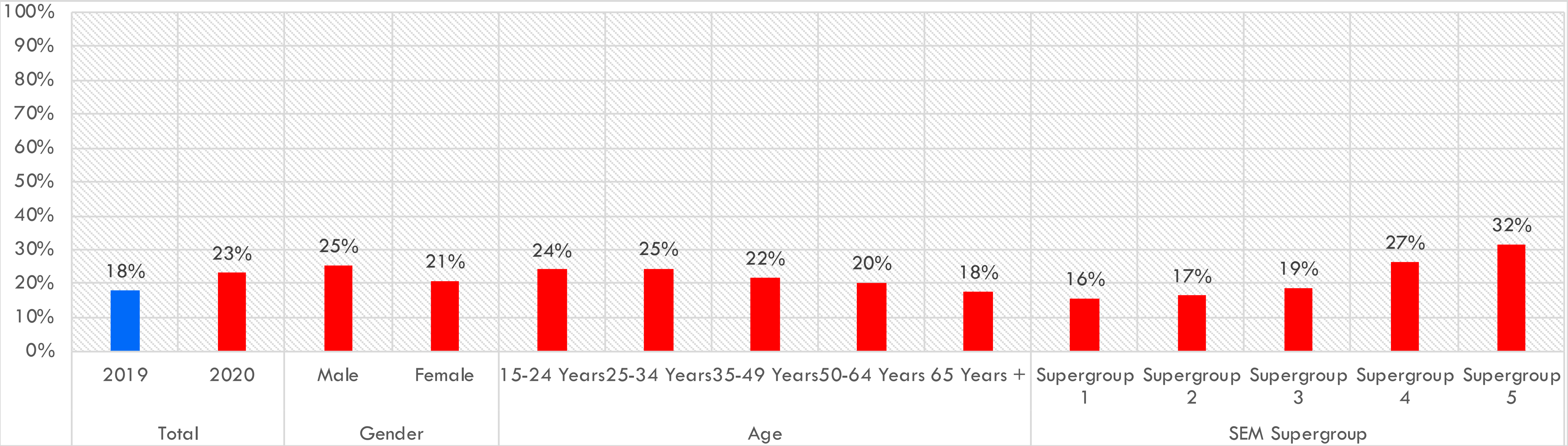
Which of the following internet activities do you do at home? **n = 31 456**



Listen to a podcast

While 18% of online readers said that they listened to a podcast in 2019, that increased to 23% in 2020. Younger consumers are more likely to listen to podcasts, while those in Supergroup 5 are twice as likely as those in Supergroup 5.

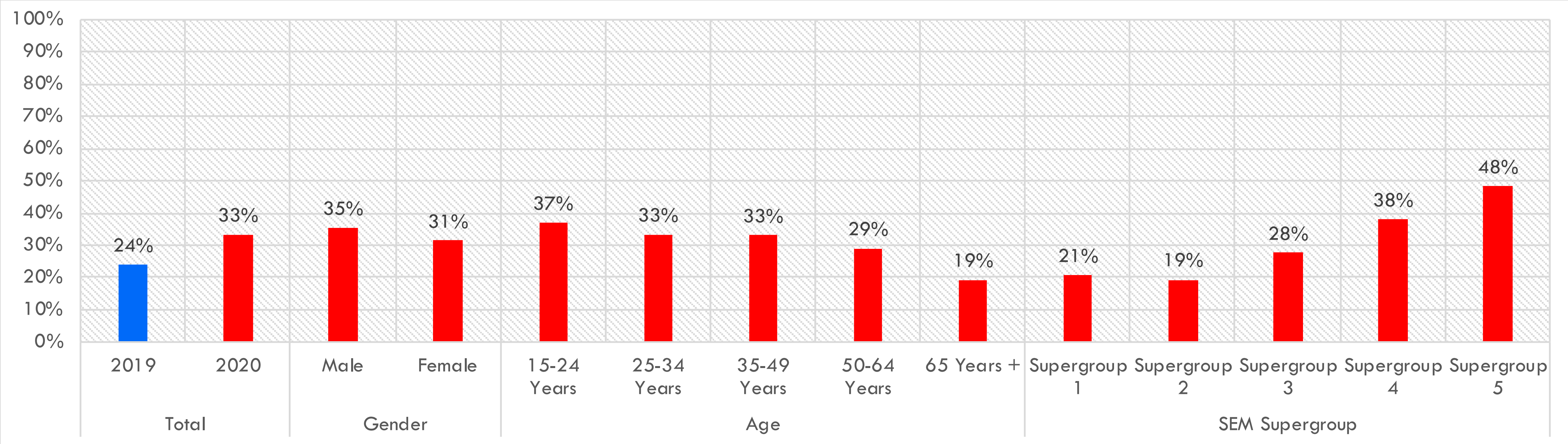
Which of the following internet activities do you do at home? | **n = 31 456**



Listening to streaming Music (e.g. Spotify, Apple Music, SoundCloud etc.)

Music streaming increased in usage from 24% to 33% in 2020, with those in the younger age categories being more likely to do so.

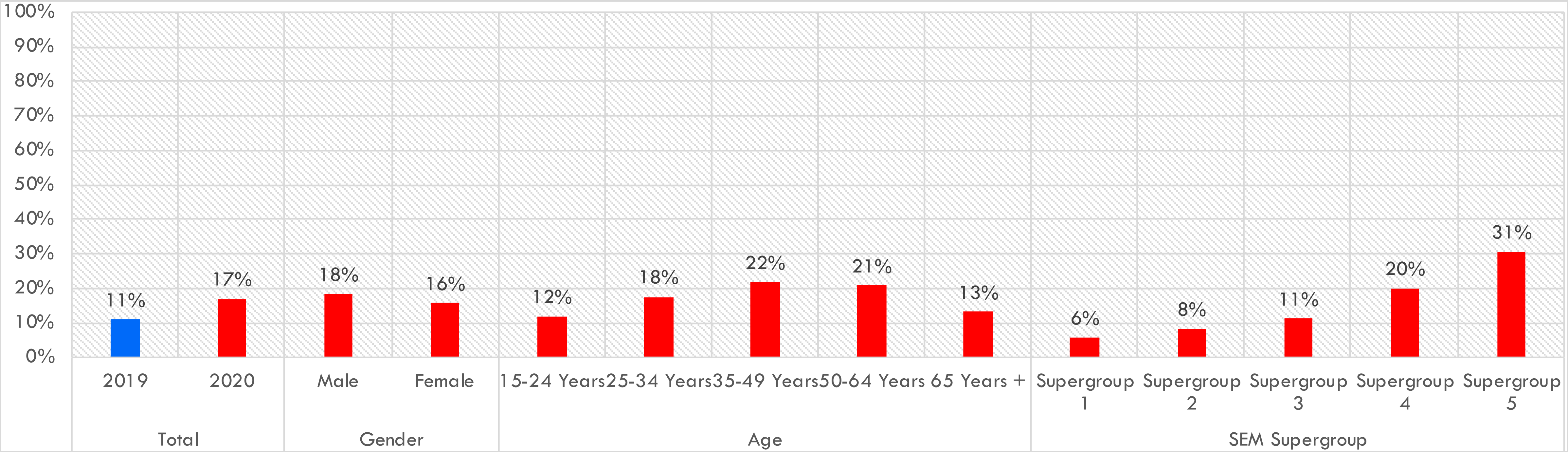
Which of the following internet activities do you do at home? n = 31 456



Mobile Payments (e.g. Zapper, SnapScan)

Those that said that they used mobile payments increased from 11% to 17% in 2020, with the age group having the highest usage being those aged 35-49 years old. Those in SEM Supergroup 5 are five times more likely to use mobile payments than those in SEM Supergroup 1.

Which of the following internet activities do you do at home? n = 31 456



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Methodology

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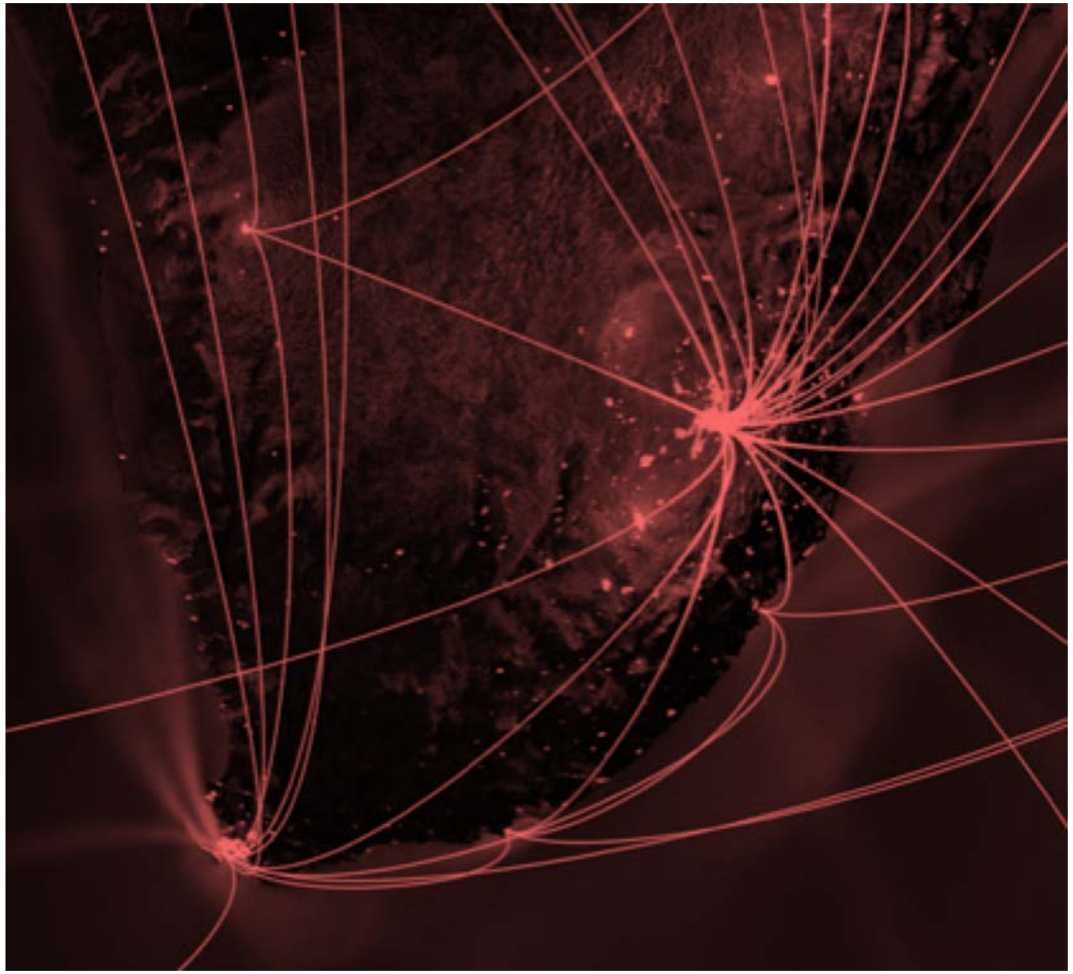
IAB SA Digital Landscape Report Overview

Objectives

- The objectives of the IAB SA Digital Landscape Report are to:
  - Provide an overview of the size of the Digital Audience in South Africa
  - To provide a demographic overview of the SA Digital Audience.
  - To provide insights into the behaviours of digital consumers, and the trends across audience segments.

Methodology

- The data used in this report is sourced through the IAB SA reader survey across all of the publishers in the IAB SA member base.
- The sample was collected between October and December 2020.
- The sample size across the three months was **31 456** respondents.
- The data was weighted against the Establishment Survey 2019 in order for the data to be representative of the SA Digital Audience.



Report Contributors

Narratiive

- IAB SA Measurement Partner

Publisher Research Council

- Data Weighting

BMIT

- Data Analysis and Report Production

Ornico

- Infographic Production

Survey distributed across these South African publishers

24.com	Arena Holdings	Independent Online	Broad Media	Caxton CTP	Primedia Broadcasting	Gumtree	The South African
Vodacom	DStv Digital Media	The Daily Maverick	Sabido	MediaMark	Cars.co.za	Maroela Media	Highbury Safika Media
Portal Publishing	AME	South African Broadcasting Corporation	Kagiso Media Limited	PNet	Kaya FM	New Media Publishing	Bizcommunity.com
NewsCentral Media	Trudon Pty Ltd	Creamer Media	Solidarity	Burn Media	Now Media	Food for Mzansi	E-Classroom
Ever-Faster News	Heart FM	365 Digital Media	De Rebus	Hub Online Media	ITWeb Limited	Newsclip Media Monitoring	

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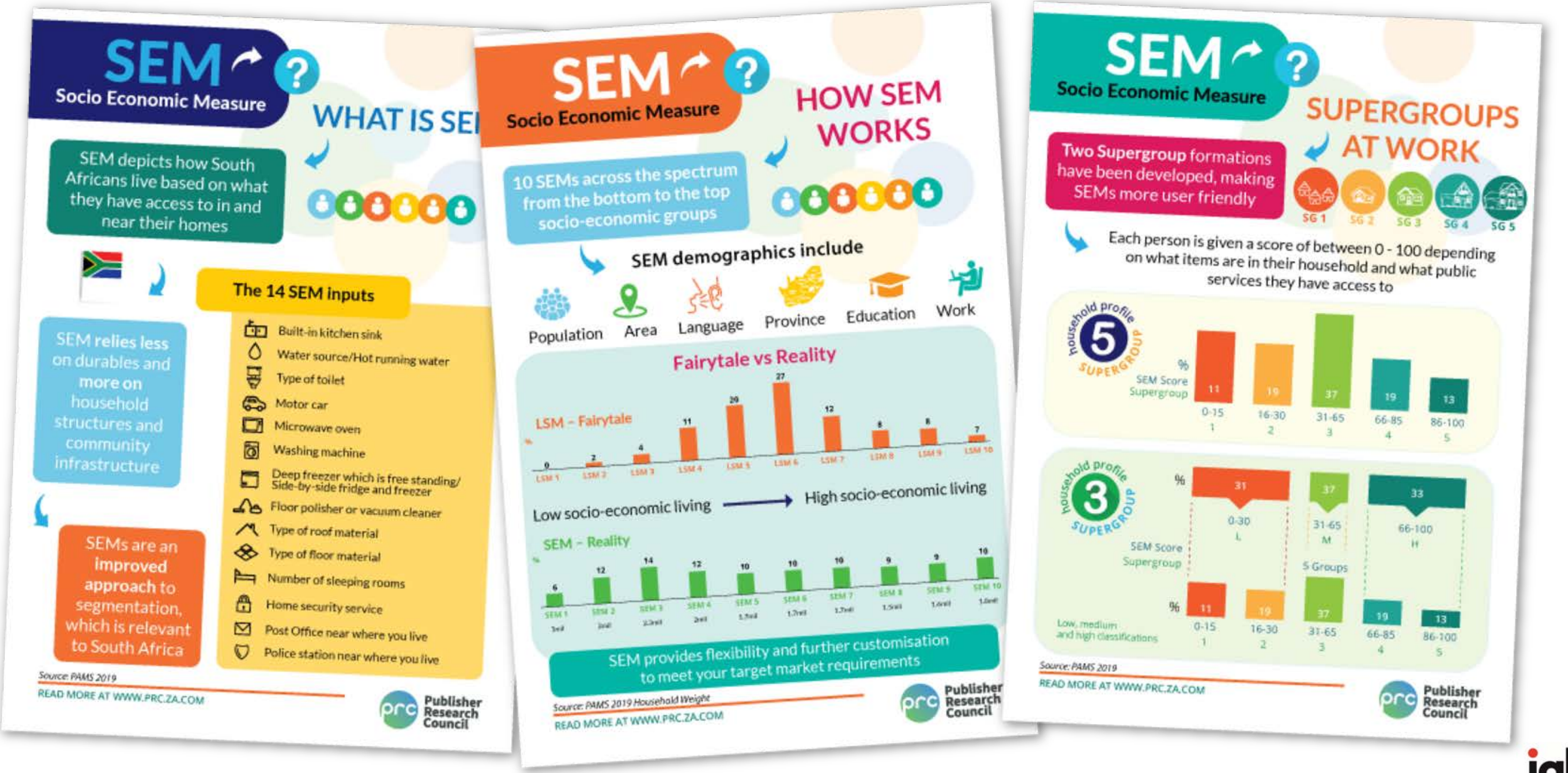
SEM Supergroups



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About the IAB

The Interactive Advertising Bureau (IAB) South Africa empowers the media and marketing industries to thrive in the digital economy.

Its membership is comprised of more than 150 leading media companies, brands, and the technology firms responsible for enabling excellence in digital marketing focusing on identifying and targeting audiences, delivering and optimising campaigns to these audiences and the innovation and selling of such activities. The non-profit, non-government, trade group fields critical research on interactive advertising, while also educating brands, agencies, publishers. and the wider business community on the importance of digital marketing.

Contact us

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