



IAB SA | PwC Online Adspend Study 2022

IAB South Africa/PwC Online Adspend Study Request for participation

The IAB SA and PwC invite you to participate in the IAB SA / PwC Online Adspend Study with the objective to effectively quantify the size of the internet (online and mobile) media revenues in South Africa.

Benefits of participating

We all know that we are living in an era where knowledge is power, and more in-depth, accurate and timely data pertaining to Online & Mobile advertising revenues in South Africa would lead to better decision making for all stakeholders. From us at PwC and the IAB, that is exactly what we want to provide you with. We cannot however meet these needs without wide-spread participation from the industry. We believe that data that is more accurate, more disaggregated and more frequent will result in the following:

- Improved understanding and knowledge of the Online & Mobile media revenues in South-Africa;
- Improved decision making for you and / or the clients that you represent based on higher quality data that you have available;
- Improved evidence of the growth and size of the Online & Mobile media revenues in South-Africa when you have to compare it to other traditional media revenues; and
- Improved comparison of the size, growth and trends in the South-African market to that of other territories.

We believe that your participation will in turn provide you with data that will be extremely useful to you and your organisation.

As a participant you will receive full access at no cost to the full report detailing all of the results.

Please see detailed information below regarding the report.

I want to participate, what now?

1. Simply **click on the button below** to confirm your participation.
2. PwC will then share an **email with the survey for you to complete**. The survey is to be **completed by Friday, 18th March 2022 at 16h00**.
3. We have created a video explainer to answer any questions you may have to be able to complete the questionnaire. Please click on the link below to watch the video.

YES I WOULD LIKE TO PARTICIPATE IN THE IAB SA / PwC SURVEY

2022 ADSPEND STUDY EXPLAINER VIDEO

IAB SA / PwC Online Adspend Report:

Background

PwC and the IAB have performed a domestic digital advertising expenditure analysis since 2012, with various market participants both from the online & mobile publishing and agency sector contributing. This analysis has been able to effectively quantify the size of the Internet (Online & Mobile) media revenues in South Africa for the respective years. We have received excellent feedback from the market, and as the analysis is based on actual figures, we believe that it provides realistic, reliable and trustworthy data that is useful to you and your organisation. PwC has a similar relationship in various other territories across the world and this study is therefore accepted as the most comprehensive measure of online and mobile advertising.

The Team

We want to ensure that we are engaging with the correct persons at your organisation. Therefore if you are not the right person to complete the collection process, then please contact us on za_iab.survey@pwc.com to let us know, we will really appreciate it if you could include the details of the correct contact person to ensure that we can contact them as soon as possible. The PwC team will be reviewing the data and may have some follow up questions for you if required. If you would like a copy of the results from other territories where the study is already conducted, then just email us at za_iab.survey@pwc.com. Please note that data will be reported directly to PwC and is held in strictest confidence. No company specific information is

ever reported or shared with anyone, including the IAB and only non-company specific data will be reported in aggregated format. If you have any concerns regarding privacy, we urge you to contact us so that we can discuss the process in more detail with you. We have also included PwC's commitment to confidentiality as a separate attachment to this mail.

I am considering participating, but I need some more convincing

If you are considering participating but you require a bit more convincing, or you have some questions that this invitation did not answer, then we ask that you please watch the explainer video, accessible via this link: [Explainer Video](#).

Alternatively, feel free to contact us and we will gladly come and have a cup of coffee with you, or give you a call to address your concerns. You can email adspendsurvey@iabsa.net with any questions, or get in touch with PwC at za_iab.survey@pwc.com

So, what exactly do I need to provide when I receive the survey?

We ask that you provide details of your digital advertising revenues (after discounts and agency commission).

The excel spreadsheet we will share with you has disaggregated data fields which we ask that you complete as accurately as possible. We understand that your organisation might not keep track of data in this specific format and therefore where indicated we do ask that you provide us with your best estimate.

We will confirm the receipt of your submission, therefore if you have not heard from us, please contact us so that we can ensure that your survey has been received.

Survey

The completion date for this wave of the study is Friday, 18th March 2022 at 16h00. The final survey report plans to be shared with participants and IAB SA members in May 2022.

Feedback?

We are committed to ensuring that this study remains the most comprehensive measure of online and mobile advertising and therefore we will appreciate any feedback. Please send feedback through to Elenor Jensen at PwC.