



2023 Adspend Survey: Deadline for Participation!

The IAB/PwC Online Revenue Report has empowered the industry with accurate and reliable data about the digital investment landscape in South Africa.

With excellent feedback from the market and with the analysis based on actual figures, the report 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.

PwC conducts the report on behalf of IAB SA, therefore data is secure with PwC and the report reflects aggregated industry data.

Request the survey or previous report from PwC or submit your completed survey to za_iab.survey@pwc.com

NB: Deadline for final submissions: 19 May 2023