

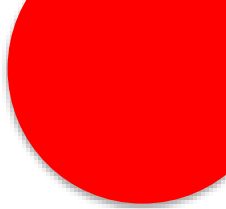
2021

To our invaluable members,

Thank you for your partnership to empower the media and marketing industry to thrive in a digital economy. While 2021 proved to offer a bit more space and momentum than 2020, it was not without its challenges. This is clearly evidenced in the 2020 IAB SA / PwC online advertising revenue report, that while spend in online advertising grew by 18 % YoY, as well as grew its share of the market spend by 13,1 % (Internet advertising now represents 21.1% of the overall South African advertising market), the overall South African advertising market contracted by -27%. This alongside substantial increases of consumer usage across all digital platform (some by 20% from 2019) continues to show growth into 2021 and beyond, creating remarkable opportunities for growth and employment within the internet economy as evidenced by our IAB global internet-economy report and our chair's article this month (read more here). We are not free from the increasing challenges in our industry – the demise of cookies, our responsibility to transparency and privacy along with critical measurement imperatives, keep us grounded and in a constant state of learning.

As the IAB in South Africa, we leveraged the space and momentum to build on the incredible efforts achieved in 2020 with our board, councils, committees and partners leaning in to amplify and increase the depth and breadth of our platforms, programmes and products to support both you, our members, and the wider industry to stay up-to-date on digital media and marketing trends; to engage the South African marketing and advertising community about the benefits of digital marketing and advertising; to enable the South African digital marketing industry with a single, credible audience and revenue measurement; to define and amplify the highest standards in digital marketing; to develop, deliver and promote standards across all aspects of the South African digital media and marketing industry; and engage positively with all related bodies in order to further the interests of a sustainable digital media and digital marketing industry in South Africa.

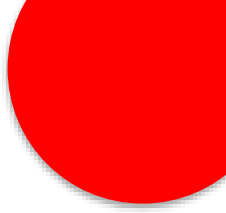
The results achieved in 2021 were possible through the work, time and money invested by you our members, including the 100+ industry leaders and future-leaders, who volunteer their time to make their expertise accessible through the projects achieved in our committees and councils; and their insights and articles shared online; at events and on our audio platforms. The impact and resulting education on the importance of digital marketing within interactive advertising communities and the wider business community is what fuels us at the IAB SA.



Thank you to our council and committee leaders and members who make this possible: **Luzuko Tena, Nicole Adolph, Lesego Thomas, Nosipho Maseko, Brendan Zietsman, Tshegofatso Phetlhe, Ruddy Gatare, Amy Hurle-Hill, Gregory Booyesen, Melissa Kariuki, Maxinne Mboweni, Zanele Kabane, Veli Ngubane, Razia van der Schuur, Andrew Allison, Anusha Harri, Asha Patel, Khuthala Gala-Holten, Motshidisi Mokoena, Nokuthula Magwaza, Nomacala Mpete, Rorisang Setlogelo, Siya Metane, Tshepo Matsheng, Zubeida Goolam, Asha Patel, Claudelle Naidoo; Gareth Lloyd, Karin Du Chenne, Angelique Amado, Shaun Frazao, Oresti Patricios, Riaan Wolmarans, Kristin Louw, Alan Hammond, Chris Borain, Daniel Courtney, Susie White, Adrian Ephraim, Marianne Erasmus, Marc Hershowitz, Robyn Campbell, Matt Arnold, Niamh NicLiam, Camilla Clerke, Meghan Ferguson, Nkanyezi Masango, Lebo Masilela, Lesley van der Nest, Jessica Van der Westhuyzen, Audrey Naidoo, Bruno Bernard, Joanna Mondon, Lisa Mains-Sheard, Clare Trafankowska, Byron John, Francois Van Dyk, Greg Mason, Imraan Rajab, Martin Urry, Pete Langschmidt, Joey Khuvutlu, May Laloo, Patrick Mahlangu, Kerri Prissman, Candice Goodman, Steven Fine, Lisa Schneider, Meg Hollis, Sarah Browning-De Villiers, Nina Amri, Zodwa Kumalo-Valentine, Brent Smith, Megan Perks, Emma Odendaal, Bronwen Bowley, Zodwa Gunuza, Busi Mabuza, Roxanne Marthinussen, Natalie Pool, Anelde Greeff, Helena Gavera, Jerusha Raath, Julian Jordaan, Mark Botha, Michael Allen, Francois Retief, Nicholas Hamman, Chantalle Herbst, Alex Krause, Nick Grubb, Gavin Kennedy, Anneen Dedekind, Kim Gartland, Verushen Reddy, Rene Fowler, Clare Trafankowska, Ariel Sumeruk, Johan Walters, Charmaine Kruger, Amith Singh, TinaShe Makwande, Michael Walker, Melinda Naicker, Stephane Rogovsky, Christine Wienekus, Michal Turner, Paballo Rampa, Nicole Capper, Gillian Attwood, Danilo Acquisto, Brian Mugoto, Pierre Cassuto, Amaranthea Moonsamy and Andrea Quaye.**

To our Executive board: IAB SA Chair, Haydn Townsend – Managing Director of Accenture Interactive; IAB SA Vice-Chair, Claire Cobblestick – GM and Director Gumtree South Africa; IAB SA Treasurer, Chris Borain – AME; Dr Oupa Monamodi – WPP Chair of Transformation; Marc du Plessis – Group Executive Digital Investments CTP Limited; Fahmeeda Cassim-Surtee – CEO DSTV Media Sales; Songezo Ralarala – Head of Legal for Connected Video at Multichoice; Zunaid Parker - Executive Head: VodaMedia and Mpume Ngobese – co-MD Joe Public United. With a special farewell and thank you to Alistair Mokoena, CEO of Google South Africa, and Charlene Beukes, previously GM at 24.com, who both resigned from the board this year. We are grateful for the incredible time and value all our board members provide in their role as Directors of our board.

And to our partners and sponsors across multiple event and programme partnerships: Everlytic, Jellyfish, Incubeta, DSTV Media Sales, Gumtree, Google, ABSA, Tractor Outdoor, Narrative, Ornico, IONO.FM, iProsect; Mediamark, Joe Public, Accenture Interactive, Vodamedia, Red & Yellow, and DMAT (Digital Marketing Aptitude Test), we are grateful for your investment in the digital media and marketing industry, without which so many of our projects and programmes would not be possible.



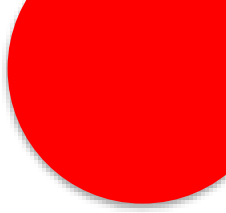
IAB SA: A year in review:

2021 saw an 9% growth in membership subscription income with 150 member companies across agencies, publishers, brands, specialists, platforms and education companies and 127 volunteers across 13 Council and Committee working groups creating and delivering 18 research reports, definitions and papers, 24 IAB webinars, videos and podcasts with over 2 500 registrations, 1850 attendees and 40 speakers in the 2021 IAB #Insights series and over 1 200 industry members viewing the 13th Annual Bookmark Awards, with the 2021 awards including 700 entries, 85 judges, and 2500 hours of judging to set the benchmark for digital advertising in South Africa. 2021 also saw further integration of The Bookmark Awards with the IAB SA programmes and platforms, including #IABFrontRow, #IABLearning, #IABinsights, #IABDecodingDigital, #IABPlay, #IABCentreofExcellence seeded across our communication channels. All with the aim to empower you to make digital marketing decisions with smart, actionable and motivating insights.

Post the progressions and shifts required of 2020, the IAB SA continued momentum online in 2021 with virtual council, committee and project meetings, online webinars, as well as internal company digitization of our IAB South Africa online member sign up portal, which is now in process of being integrated with our digital accounting software for online payments with a direct link to the IAB SA member content portal enabling our members a seamless membership experience at each new phase of the project. With the increase in communication and project delivery from 2020 into 2021, the IAB SA also saw the need to tender for a communication strategy partner to re-fit and shape our communication and community framework launching in November. Thank you to Ogilvy South Africa for this ongoing partnership. This, alongside collaboration with fellow IAB offices around the world, has expanded our ability to bring you the information you need to navigate the ever changing digital media and marketing landscape.

2021 was also energised through progressive focus on diversity and inclusion, both in our foundational structures within our executive board and across our councils, committees, and programmes. The Youth Action Council, under the leadership of Luzuko Tena, Paid Media Specialist at Pernod Ricard, celebrated their full first year with the 2nd #IABYouthTownhall on 15 June, alongside the council activated mentorship month with over 80 mentorship engagements, and delivering 4 Future Master #IABindustrybite interviews with youth leaders across our industry and producing 2 Future Master videos to support those up and coming in the industry on developing their portfolio and how to prepare and navigate interviews to kick start their career. Tshegofatso Phetlhe, Creative Director at VMLY&R also lead the 2021 IAB Insight Series in her role as host and MC.

The newly elected IAB SA Transformation Council members under the leadership of Veli Ngbubane and Razia van der Schuur, propelled instrumental project plans that will continue to grow over the next 5 years. This includes the 2nd year of the IAB SA Front Row programme doubling our winning candidates from 2021, collaborating with the global industry diversity census and report and setting the framework for localising IAB Allies in Action and the IAB Connected Womxn event series. These projects alongside the annual IAB SA Digital Skills Gap Survey, in partnership with the Red & Yellow Creative School of Business and the localizing



of IAB Learning from IAB US, formed integral assets to empower the digital media and marketing industry to bridge gaps in our interactive marketing abilities. Thank you to Joey Khuvutlu, MD of HelloComputer and IAB SA Education Council lead, Red & Yellow Creative School of Business and Steven Fine, now Director of DMAT, for making our 2021 report possible.

2021 was also the year to set the pace in delivering key expertise in specialised channels and to showcase the opportunity in digital media and marketing as it reaches new heights and larger audiences month on month. These definitions, standards, guidelines and research were delivered in current and new formats, including the launch of the IAB SA Podcast section on iabsa.net. Here are some of the key projects and initiatives delivered in 2021 and underway for 2022:

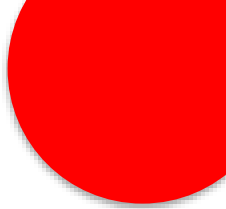
IAB SA RESEARCH AND MEASUREMENT:

IAB South Africa Online Advertising Revenue Report, conducted by PwC

In 2020 more than 346 million new internet users moved online globally, with 2020 opening up the digital gates – including access, interactivity, and engagement and along with this, the digital media and marketing opportunity. As consumer usage and activity continued on an upward trajectory, brands and advertisers allocated more resources and placing more emphasis on digital content and digital media, as they shifted their focus in line with their audience. 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. Last year the IAB SA and PwC released the report for 2017, 2018, 2019. The 2020 Internet Advertising Revenue Report, breaks down the numbers behind South Africa’s increased appetite for digital content. See the press release [here](#).

This report would not be possible without the support and commitment from our survey participants to whom we are extremely grateful: **24.com, 99 cents; AME; Caxton and Hive Digital, Dentsu Group, Discovery, DSG, East Coast Radio, Group M, Gumtree, Hollard, Initiative Media, iProspect, Jellyfish, Joe Public, Limbik Media, Mark1, M&C Saatchi Connect, Mediacom, Mediamark, Mediashop, Metamedia, Mindshare, Multichoice, Ogilvy, Primedia, Publicis Media, Roger Wilco, VMLY&R, Vodacom and Wavemaker.** A special thank you to the IAB SA Research Council lead by Claudelle Naidoo, MD of Mediacom and project lead Shaun Fazao, Head of Digital and Content at Wavemaker.

Watch the video on demand recording of episode 26 of the IAB Insight Series on Achieving your Business objectives with digital paid media on the IAB SA Youtube channel [here](#) and read the Q&A series with our speakers on Bizcommunity [here](#). Thank you to our sponsor Jellyfish and to our event partners DSTV Media Sales, Gumtree, Narrative, Everlytic and Bizcommunity for their partnership on this webinar event.



IAB South Africa online audience digital landscape report, powered by Narratiive

The IAB South Africa is pleased to present the second installation of the South African Annual Digital Landscape 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, including how many South Africans are online, how they are accessing the internet and their choices on digital content across video, audio, streaming and more. This report is brought to you by Narratiive and in partnership with the PRC and BMIT. Thank you to Clare Trafankowska, MD at iProspect and Vizeum in her leadership of the IAB SA Measurement Council. Please see the press release [here](#).

IAB SA: Integrating offline and online digital marketing

Our 28th episode looks at the power of integrating offline & online digital marketing and key measurement factors in play. We highlighted working case studies and the learnings that come from innovating in this growing space, where our speakers addressed how consumers traverse the ever increasing omnichannel and omni-retail experience, we learn how digital media and marketing steps up to meet their needs. Thank you to our sponsor Incubeta and to our IAB Insight Series partners Gumtree, Everlytic and Bizcommunity. Access to the IAB Insight Q&A series with Bizcommunity is available [here](#), and the video on demand webinar recording is available [here](#).

IAB South Africa | Narratiive monthly online publisher web & app ranking and online consumer reports

The IAB SA / Narratiive report is released monthly and includes the top 10 IAB SA and Narratiive listed Websites and Top 10 Apps in South Africa, as well as shares further insights and observations on consumer behaviour in relation to the statistics presented. See the reports in the IAB SA Knowledge Centre [here](#).

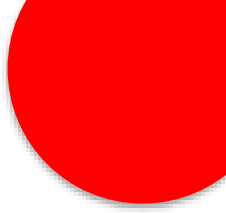
IAB SA Measurement currency integration with Telmar: In final testing, launch imminent.

IAB SA Online Audience Measurement Tender

A single currency that industry stakeholders can trust, is essential to the ever-evolving digital landscape in which marketers and advertisers compete. Narrative has supported the South African online industry with audience measurement for the past 6 years, and this new tender inspires members to stay up to date in assessing consumer behaviour and online trends. Thank you to those prospective applicants who joined the tender workshop and debrief on 20 October 2021 at 10am. RFI submission deadline: 11 November 2021. See the press release [here](#). Thank you to Imraan Rajab, GM of MTN Africa and IAB SA Future of Measurement Committee lead and his committee.

IAB SA Future of Measurement Industry Survey

The IAB South Africa Future of Measurement Committee, led by Imraan Rajab, COO of Mediacom, drafted the updated IAB SA Digital Media Currency tender. As part of this process, the Future of Measurement Committee surveyed voices from all parts of the digital media industry to provide their views on the IAB



currency in order to decide on the overall objectives of the IAB measurement programme. The survey is designed to capture information around the overall digital measurement landscape in South Africa, the value of the current IAB measurement programme and ways in which this can be improved going forward. Results from the survey were used to draft an industry statement of needs for measurement, which the 2021 Measurement Currency tender will seek to address. Read the press release [here](#).

IAB SA: South Africa Online audience news consumption and behaviour report

The IAB SA Research Council shared the findings of their relaunched IAB SA consumer research study. This edition focusses on audience consumption of online news and trust in news sites after the impact of 2020's COVID outbreak on audience behaviour. *"This report reveals how audiences are reacting to local vs. international news sites, their awareness of local news websites, and a range of other critical questions to understand audience behaviour. The overarching finding of the study enables us to measure trust and change in news website consumption post 2020. We trust that you will find the data and insights on this report useful for your business and we are looking forward to releasing more audience behaviour reports in the future"*, Claudelle Naidoo, Mediacom Managing Director and IAB SA Research Council lead.

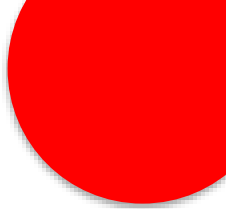
IAB SA Trusted Brand Round Table; Measurement Beyond Media

One of the greatest advantages of digital advertising has been the ability for marketers to measure and report on the effectiveness of their ads. Linking advertising to consumer action and understanding the depth of performance has long been the promise of online media and advertising. But despite over 2 decades of innovation, effective measurement and proving the value of marketing remain challenges for brands and marketers. On 26th March, the IAB SA Brand Council hosted the #IABforbrands Q1 webinar to discuss the measurement imperative, with Clare Trafankowska, MD iProspect & Vizeum and IAB SA Measurement Council Chair; IAB SA Brand Council Chair, Jessica van der Westhuyzen, Head of Digital and Performance at ONEDAYONLY; and IAB SA Brand Council Member, Audrey Naidoo, Head of Digital Marketing for ABSA. Access the video on demand [here](#). It is also worth reading IAB Global VP Measurement & Attribution, Angelina Eng's view on measurement [here](#).

IAB SA DEFINITIONS, GUIDELINES, TOOL KITS

IAB SA Digital Content Marketing Definitions Paper.

After comprehensive, industry-wide consultation, the IAB SA's Digital Content Marketing Committee, under the leadership of Sarah Browning-De Villiers, Chief Content Officer at Publicis Machine_, launched the Definition of Content Marketing. Digital content marketing is a niche discipline making up 20% of global market spend and the need for such a discipline among brands grows as consumers increasingly respond better to more relevant, honest, curated content. Access the paper [here](#) and the press release [here](#).



You can also view episode 30 of the IAB Insight Series on Digital Content Marketing [here](#), and read the Q&A series with our speakers on Bizcommunity [here](#). Thank you to our sponsor Jellyfish and to our IAB Insight partners Gumtree, Everlytic, Ornico and Bizcommunity for their partnerships. The IAB SA Digital Content Marketing Committee also launched an IAB Decoding Digital 6 part mini-podcast series on Digital Content Marketing, which you can [access here](#). Thank you to our podcast partners IONO.FM and SOLID GOLD PODCASTS for their partnership.

IAB SA Digital Influencer Marketing Definitions Paper

The IAB SA Digital Influencer Marketing Committee, under the leadership of Stephane Rogovsky: CEO and Founder of R-Squared Agency, released their Document on Definitions, the first chapter towards the first definitive guide on influencer marketing, which will be finalised and released over the course of the next few months. At a time when influencer marketing is experiencing rapid growth, the guide is crucial to standardise the discipline and set best practice for the protection and empowerment of both consumers and stakeholders, alike. Access the paper [here](#) and the press release [here](#). You can also view episode 31 of the IAB Insight Series on Digital Influencer Marketing [here](#), and read the Q&A series with our speakers on Bizcommunity [here](#). Thank you to our IAB Insight partners Gumtree, Everlytic, Ornico and Bizcommunity for their partnerships.

IAB SA Digital Audio Marketing Guidelines

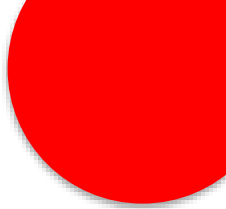
The IAB SA Digital Audio Committee, under the leadership of Julian Jordaan – MD of 365 digital share the IAB SA Digital Audio Marketing Guidelines end 2021, in pursuit of educating marketers, agencies, creatives, planners, and buyers about audio advertising opportunities, and discussing best practices and guidelines for building highly successful audio campaigns in their white paper launched at the event. Please access episode 29 of the IAB Insight Series on Digital Audio Marketing [here](#), where our speakers address the key tools, case studies and resources you need to maximise your digital audio marketing spend through digital. You can also read the Q&A series with our speakers on Bizcommunity [here](#). Thank you to our IAB Insight partners Gumtree, Everlytic, Ornico and Bizcommunity for their partnerships.

IAB SA Unlocking the Digital Publisher Opportunity:

While the IAB SA Publisher Council, under the leadership of Riaan Wolmarans develop the IAB SA Online Publisher Optimisation Paper, the IAB SA welcomed insights and guidance in episode 24 of the IAB Insight Series, where we looked at the power of data to transform your business through the context of the digital publisher experience, including a look at digital transformation through the right data foundations. Access the IAB Insights speaker Q&A series with Bizcommunity [here](#) and watch the video on demand recording on the IAB SA Youtube channel [here](#).

IAB SA Let's Talk Digital: Partnering with Publishers to Unlock Value

Let's Talk Digital's mission is to close the gap of digital knowledge in South Africa with real conversations. The IAB SA partnered with Let's Talk Digital on a 3-part mini-series with the aim to educate and share the



strong set of benefits that publishers can bring to advertisers and unlock the value of premium publishers. To listen, access the IAB SA Podcast page [here](#) and search the following on Let's Talk Digital: Ryan Eberlin, Media24 Programmatic Specialist, on unravelling programmatic's "black box" and how brands can leverage off more advanced buys; and Riaan Wolmarans, Head of Digital Media at Arena Holdings, IAB SA Publisher Council Lead on brands partnering with local publishers on native content.

IAB Transparency and Consent Framework: 2021 into 2022

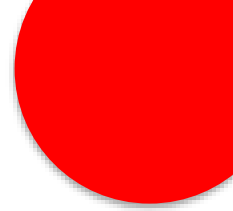
IAB South Africa is in extensive planning and prototyping discussions, under the leadership of IAB SA Executive Board Member, Zunaïd Parker: Executive Head: Vodamedia, with IAB Europe and IAB Canada regarding the value of the IAB Transparency and Consent Framework (TCF), currently the only GDPR consent solution built *by* the industry *for* the industry, creating a true industry-standard approach. IAB South Africa would localize its pillars for POPIA. The TCF's simple objective is to help all parties in the digital advertising chain ensure that they comply with the EU's GDPR (POPIA) and ePrivacy Directive when processing personal data or accessing and/or storing information on a user's device, such as cookies, advertising identifiers, device identifiers and other tracking technologies. The TCF creates an environment where website publishers can tell visitors what data is being collected and how their website and the companies they partner with intend to use it. The TCF gives the publishing and advertising industries a common language with which to communicate consumer consent for the delivery of relevant online advertising and content.

IAB SA Centre of Excellence Series Part 1: The power of video and connected TV

2020 was a banner year for Digital Video advertising—particularly for Connected TV (CTV). Both increased viewership and the fluidity of Digital Video ad buying and optimisation resulted in increased share for media companies in the streaming space. Targetability, addressability, incremental reach, and the opportunity to leverage first party data—have made 2021 a sellers' market. In fact, advertisers report that they expect CTV prices to go up in parallel to prices in Linear TV. Escalation of audience-based buying trend and the impending loss of 3rd party identifiers is expected to further elevate buyer demand for Connected TV. Welcome to episode 1 of the IAB SA Centre of Excellence Series - kicking off with the power of Video and Connected TV. Thank you to DStv Media Sales for their partnership in this episode.

IAB SA Centre of Excellence Series Part 2: The power of digital out of home (DOOH)

Digital Out of Home (or "DOOH" as the channel is commonly referred) encompasses a variety of screen shapes, sizes, and levels of interactivity. From digital billboards and signs on taxis, to digital signage at airport gates and gyms and waiting rooms, these varieties underline a necessary bridge between context and location in relevance and favourable recall – vital components of any media campaign. The IAB sees norms and expectations from the online advertising world informing and expediting the growth of DOOH, with IAB offices around the world delivery research and best practice, positioning its place within the larger interactive advertising industry. This IAB SA Centre of Excellence email series serves to assist the digital media and marketing industry to better understand the opportunity in DOOH and to view both



the opportunity, trends and best practice in this growing space. Thank you to Tractor Outdoor and Primedia Outdoor for their partnership in this episode. Launch 19 November 2021.

IAB SA Work that Works: The Marketing Relationships Series (Insights and advice on Achieving Work that Works):

The IAB South Africa, through its Agency Council under the leadership of Robyn Campbell, MD of Publicis Machine_ and Niamh NicLiam, Head of Business Partnerships at Incubeta, is working on a project which aims to provide insights and advice on achieving Work that Works within the realm of digital media and marketing relationships between brands and their partners. The project commenced with a collaborative session with the ACA and MASA. This project extends into 2022 and seeks to unpack critical insights and tools to move the industry forward through a common understanding and language around key subjects such as: pitching; procurement; and a Digital Services Definitions paper, under the leadership of Lesley van der nest, Deputy Managing Director HelloFCB CT.

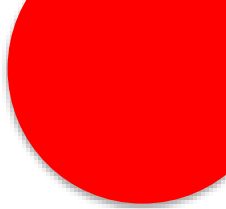
IAB SA Decoding Digital Podcast Series: December 2021 - 2022

Post a successful first series, the IAB SA Agency Council seeks to empower those in the industry to utilize digital in the best way possible, and are hosting a second series, continuing with our purpose: to empower our audience in order to **move our industry forward**. In each episode we will have two decoders that will chat to experts in the industry, covering topics that will that pertain to providing thought leadership and digital creative solutions to move our industry forward. Thank you to IAB SA Agency Council lead Robyn Campbell, MD Publicis Machine_; Camilla Clerke, ECD Ogilvy CT, IAB SA Agency Council member and IAB SA Creative Circle representative; Lesley van der nest, Deputy Managing Director HelloFCB CT and team lead on the project; and our hosts Annie Bekker, Ogilvy CT and Zanele Kabane. M&C Saatchi Abel.

Episode topics include: Big ideas in digital spaces – can we create emotional connections online?; How long is your content – how do we keep consumers liking & sharing?; Designing for digital – how to make digital work beautiful?; Websites, Microsites, all the sites – how and why to create big platforms?; Performance media – how to make your work really work?; Big data – how data can inform great ideas?; Innovation – how to make new things?; Selling work to client – how to get clients to invest?; The art of the case study; and Awards: why it worked

IAB SA Practical Guide to Data Protection for the Digital Advertising Industry

The IAB South Africa launched ***A Practical Guide to Data Protection for the Digital Advertising Industry in South Africa*** to our members earlier this year. This resource is intended to assist our members, to ensure legal compliance with relevant data protection frameworks, to safeguard the rights of data subjects, and to enable organisations to continue to process information in a reasonable and responsible manner. IAB members can download the full guide in the IAB Member Assets portal. Read the press release [here](#).



IAB SA: The Use of Data in Digital Marketing

In Episode 25 of the IAB Insight Series, we looked at the ever complex and valuable world of unlocking data for use in digital marketing in alignment with the key principles of transparency, trust, choice and control, and in terms of how data is at the core of your business and how to unlock its potential through digital marketing. Our speakers addressed a number of topics on the subject: A data-first approach in a privacy-first future; "What will the privacy-first ad ecosystem look like?"; and How to make compliance a reality inside the organisation, beyond just a legal framework. Thank you to our sponsor Incubeta and our IAB Insight partners Gumtree, Everlytic and Bizcommunity, for their partnership.

IAB Tech Lab

Introducing IAB Tech Lab Programmatic Guides: First guide for CTV

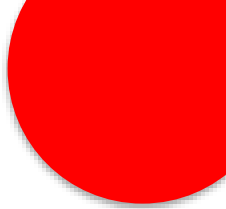
Find the standardized technology you need for executing on the media and campaign goals specific to your operations, and use these practical guides to facilitate your ad implementation. From driving efficient delivery of programmatic ads on connected TV (CTV), to addressing ad fraud and resolving fragmentation in user identity, the crucial work and standards we develop with our community, here at IAB Tech Lab, underpin the foundations of technologies within our industry.

Transparency Center to combat fraud, enable accountability

IAB Tech Lab has launched the Tech Lab Transparency Center, with the goal of providing a resource to make it easy for digital advertising participants -- buyers, sellers and adtech companies -- to see which standards media partners have implemented, their level of compliance, certification program results, and more. This will help ensure a safe, privacy-centric ad experience for consumers. Learn more about [IAB Tech Lab's Transparency Center](#).

IAB SA 2021 TRANSFORMATION COUNCIL

Under the leadership of Veli Ngubane, Founding Partner and Chief Creative Officer of the Avatar Agency Group, the IAB SA Transformation Council consists of 14 dynamic individuals who work together with fellow industry bodies and partners to champion diversity and inclusivity in the industry, with the aim of facilitating lasting change that empowers black digital media and marketing professionals. Members will serve for two years: their first in the capacity of members of the Transformation Council, and the second as transformation representatives on the speciality council of their choice. The IAB SA Transformation Council is leading a number of projects to enable media and marketing industries to better understand, represent and influence the communities we serve. This includes participation in the global WFA D&I survey along with Kantar AME, ACA, MASA and other industry partners around the world; as well as the 2nd year of the IAB SA Front Row programme to create access and value for young, black media & marketing students in South Africa.



In their latest initiative, the IAB SA Transformation council has heard our industries need to create support and in turn be supported with both community and direct access to crucial career advice for women and underrepresented communities in the early stages of leadership. Likewise, senior women leaders and previously disadvantaged communities have the opportunity to dispense the wisdom that they have accumulated over their time in the digital media and marketing industry. Including the IAB SA #AlliesinAction LinkedIn community project and IAB Connected Womxn event series in partnership with Google.

MAC Charter Council:

The government implemented a new charter in 2016, the MAC Charter. This Charter ensures responsible social marketing and communications to aid true transformation and greater citizenship. The MAC Charter council is in its final steps to be announced with IAB SA represented with two seats on the council: Veli Ngubane, CCO of Avatar and IAB SA Transformation Council lead, and Andrew Allison, CFO Red & Yellow Creative School of Business, who had input to the charter 2016 prior. We look forward to the announcements by year end.

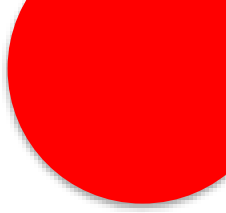
The Global DEI Census:

IAB SA, alongside multiple South African companies and bureaus, added their voice to the world's first global diversity and inclusion census in marketing. In collaboration with the World Federation of Advertisers (WFA) and other global partners, the IAB South Africa has teamed up with Marketing Association of South Africa (MASA), The Association for Advertising and Communication in South Africa (ACASA), The Marketing Research Foundation (MRF), Advertising Regulatory Board (ARB) and Kantar Africa & Middle East to deliver this particularly important census in our market. The results have been finalised to be shared with the industry this year as a benchmark for our collaborative work ahead.

IAB SA 2021 Front Row Programme

In a bid to further support the challenges and opportunities related to transformation within the digital media & marketing industry, the IAB SA continues the Front Row programme, an initiative designed to create much-needed access at various levels – whether it be access to relevant industry-leading events or access to some of South Africa's brilliant digital media & marketing minds. Read the press release [here](#).

The IAB SA was thrilled to announce the winners of the 2021 Front Row programme at the #Bookmarks2021 Virtual Awards Showcase that took place on 29 July. Designed to give young, Black media and marketing students much needed access to an array of industry resources and insiders, the Front Row programme plays a crucial role in the IAB SA's commitment to galvanising transformation in the industry. This year's winners were selected by the IAB SA 2021 Front Row Committee, who were impressed by the talent, acumen and tenacity of this year's entrants. The winners will each receive an array of invaluable prizes to facilitate their growth, further equipping them with sought-after skills and industry



connections, including a personalised digital marketing learning experience driven by data in the form of the Digital Marketing Acumen Test, as well as significant contributions and experiences from the IAB SA and programme partners, The Red & Yellow Creative School of Business, Vodamedia and DMAT. Access more information on iabsa.net [here](#), and read the press release [here](#).

IAB SA Youth Action Townhall: Discussing mentorship in the industry and IAB SA Youth Action Mentor Month

The IAB South Africa's Youth Action Council hosted its 2nd Youth Action Townhall on its one year anniversary date, 15 June via Zoom to discuss mentorship in the industry, the importance of it and also what it really is. This event presented a wonderful opportunity for young people in the industry to come together, take centre stage and discuss issues and topics relevant to them. It also served as a call for participation in their Mentor Month initiative throughout the month of June where the council ran 80 mentorship sessions with young up and coming talent in the industry. Read the press release [here](#). Access the video on demand recording of the townhall [here](#).

IAB SA Youth Action Future Masters Programme (Industry Bites and Future Masters Master Classes)

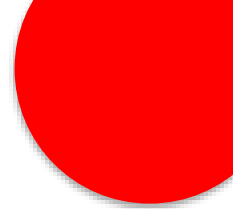
Industry Bites is brought to you by the IAB Y-Council in an effort to open up the industry and pass the mic to the youth. The council was created to represent the voices and opinions of the youth in the industry, Bites is just one of the avenues for this expression. What is a bite? A bite is a quick, punchy and informed opinion from someone who works in the industry. Who? Each IB will see an IAB Y-Council member host two young industry professionals and their different views on a chosen topic in 2 minutes – 4 have been launched this year. At the end of the Bite, the host asks the audience to share their view on the topic by sending through their own Bite – giving the youth the mic to voice their insights, giving birth to new fresh perspectives for all to see and learn from. Access all 4 episodes on the IAB SA Instagram channel [here](#).

#IABFutureMaster Masterclass is a short video series, shot and produced by the Youth Action Council which offers tips and tricks to young people looking to get into the Advertising, Media and Marketing Industries. The Future Masters Class” is a digital space of shared, curated knowledge, and freely accessible. This will become a platform that the Youth Council owns, and grows each year as the industry grows and new insights are needed. A space where the youth empowers the youth.

Access episode 1: Make your portfolio fire on the IAB SA Youtube channel [here](#). Episode 2 is live end November.

IAB SA Digital Skills Gap Report

The IAB SA, in partnership with the Red & Yellow Creative School of Business, released the annual Digital Marketing Skills Gap Report in March this year. Compiled from the Digital Skills Gap Survey shared end 2020 and completed by digital marketers across multiple industries and sectors, the findings aim to present a comprehensive view of the digital marketing skills gaps across the country. Input from digital marketers throughout South Africa is crucial for the evolution and growth of the profession in



such a critical time in order to produce relevant current and future talent that is able to meet the needs of the industry – and beyond. Thank you to those that took part in our survey. To access the report [click here](#). To hear top-line insights from the report, watch IAB SA Education Council lead and MD of HelloComputer, Joey Khuvutlu's presentation at the Feb IAB Insights webinar – watch the video on demand recording on the IAB SA Youtube channel [here](#).

IAB Learning:

In its quest to empower the digital media and marketing industry to thrive in today's economy, the IAB SA is committed to professional development and the elevation of knowledge, skills and expertise across the industry. To this end, we offer digital training courses that are relevant and in keeping with the ever-changing educational needs within the industry. The IAB SA makes accessible its [global courses](#) which are designed to help industry professionals understand the digital advertising ecosystem. These courses provide engaging video-based professional training suitable for all levels, whether onboarding new employees, creating a common language across your teams, or expanding your digital marketing capabilities. We are also pleased and privileged to amplify some of the [local training courses](#) offered by our Educational Body members at discounted rates to fellow IAB members.

IAB SA 2021 Insight Series:

2021 is the third year of the IAB Insight Series and after successfully moving the platform online in April 2020, with over 40 industry leaders and future leaders in the speaker line up and R160 000 online bursaries awarded. This year, the IAB Insights Series continues to bring you 10 x 60 minutes of insights, answers and take-aways with fellow industry leaders and future leaders every month, to help define work we should aspire and how to create work that works, across the 10 key areas identified in collaboration with the industry for 2021. The 2021 live webinars are open and free for the full industry to attend, with the webinar recordings available for IAB SA members only. The 2021 IAB Insight Series is also approved for 2 CPD points at CMSA level under Marketing, by the Marketing Association of South Africa. 2022 themes are already in final discussions. Again thank you to our episode sponsors Incubeta, DStv Media Sales and Jellyfish, and to our IAB Insight partners: Gumtree, Everlytic, Ornico and Bizcommunity.

THE 13TH ANNUAL BOOKMARK AWARDS: MOVING THE INDUSTRY FORWARD

The 2021 Bookmark Awards, as the platform to benchmark digital media and marketing excellence, has always celebrated innovation, creativity and effectiveness. It is the unrivalled benchmark of local digital advertising excellence and is powered by DStv Media Sales and brought to you by 24.com; Accenture Interactive, Google, Tractor Outdoor, iProspect, ABSA, Mediamark, Bizcommunity, Everlytic, Vodamedia, DMAT and the Red & Yellow Creative School of Business. Watch the awards on the IAB SA Youtube playlist [here](#).

Hosted on 29 July 2021, post the IAB endorsed Nedbank IMC, by industry titan Selae Thobakgale, we were also joined by our Social Hot-desk Correspondent: Merica Monamodi, as well as the #2021Bookmarks

Leadership panel: Fahmeeda Cassim-Surtee, CEO of DStv Media sales; Mpume Ngobese, Co-Managing Director of Joe Public and IAB SA Executive Board member; and #Bookmarks2021 Jury President Andrea Quaye. Followed by the #Bookmarks2021 Executive Round Table Discussions and Awards announcements with Google, Joe Public and TBWA, as the Bronze certificates and Silver, Gold and Black Pixels were awarded. The judging was overseen under the guidance of the inimitable Andrea Quaye, Senior Director, Global Category Lead: Coffee, Coca-Cola; 8 Jury Chairs (read their insights on how digital is moving the industry forward [here](#)) and 83 judges (read the press release of their announcement [here](#).) who were selected post an industry wide nomination process, available to both IAB members and non-members, to set the benchmark for digital in South Africa through the IAB SA Bookmark Awards platform. The work awarded by the jury panels in this process establishes the profiled case studies for digital excellence in our country. Congratulations again to [all the winners](#) in 2021. The #Bookmarks 2022 timeline will be announced end November 2021.

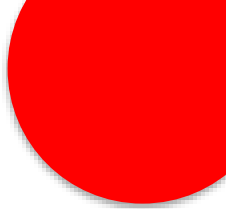
Indeed, thank you for joining forces with Team IAB South Africa to enable the industry to make better digital decisions in media and marketing to thrive in the digital economy. It has been an honour and a privilege to serve the IAB SA for over 5 years, first in my role as Vice Chair on the IAB SA Executive Board and then as your CEO from July 2018 and to work with the most incredible, talented and motivated people across our industry and across the globe as evidenced in my article in The Media Yearbook 2021, where I refer to the [dichotomy of digital](#) and the need for the industry to work together to navigate the challenges, demands and new opportunities provided by the changed digital landscape we're experiencing today. This could not be more evident than at the IAB SA, as you, our members, along with our board, councils and committees empower the media and marketing industry to thrive in the digital economy through smart, actionable and motivating insights.

For more information please visit our website: www.iabsa.net, [subscribe to our newsletter](#) and [share your thoughts with us](#) – your ideas and work invested in the industry drives us all forwards.

With much gratitude and energy for 2022,



#PostiveForwardMomentum
Paula Hulley
IAB South Africa CEO



About the IAB SA:

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.