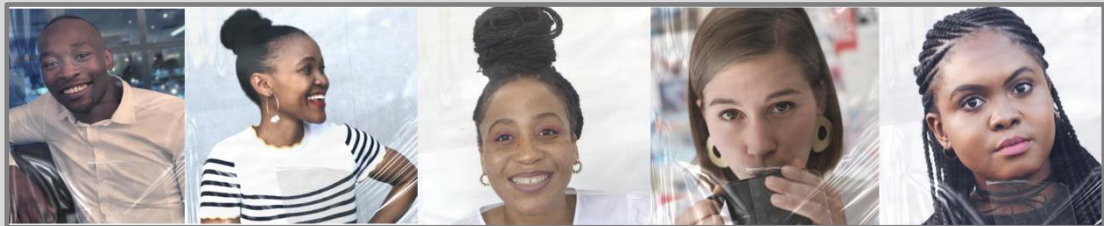


**YOUR WEEKLY UPDATE WITH IAB SOUTH AFRICA:  
11 JUNE 2021**



**IAB Y-COUNCIL x FUTURE MASTERS TOWNHALL**

**Join in on 15 June at 11am to discuss mentorship in the industry**

Have you registered yet to attend the IAB Y-COUNCIL x FUTURE MASTERS townhall on 15 June? For the first town hall of 2021, the focus will be mentorship in the industry, the importance of it and also what it really is. This event presents a wonderful opportunity for young people in the industry to come together, take centre stage and discuss issues and topics relevant to them.

[READ MORE ON BIZCOM HERE](#)

[REGISTER TODAY](#)



**Celebrating Youth Power and Growth through Digital Skills**

As part of our youth month celebrations Digify Africa and Facebook are hosting the Youth Digital Skills Forum this morning from 10:00am to 12:00pm. IAB SA Education Council Chair and MD of Hello Computer, Joey Khuvutlu joined the panel and spoke to the IAB SA Digital Skills Gap Report. The event was live-streamed on the Digify Africa Facebook page.

[READ THE IAB SA DIGITAL SKILLS GAP REPORT HERE](#)

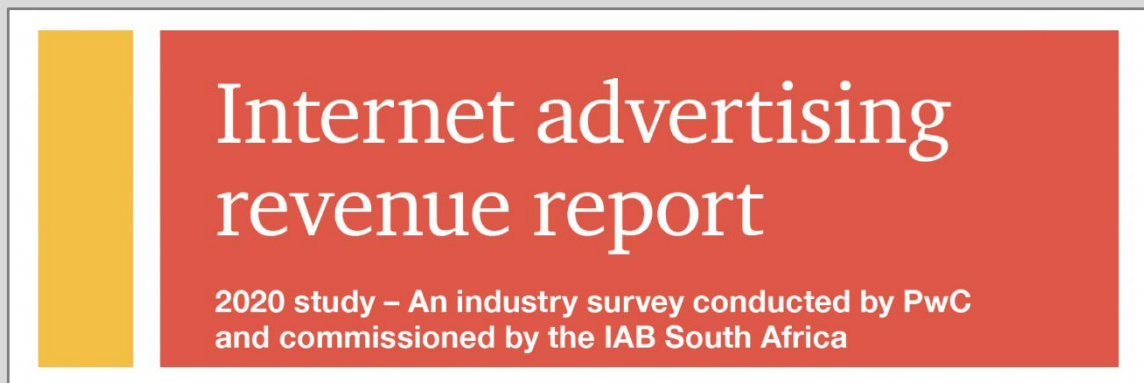


### **IAB INSIGHT SERIES: IAB GOOD WORKS**

**Episode 27: 23 June 2021 11am – 12 noon**

Good Work is worth sharing and we would like to share the good work our IAB Members are doing. In Episode 27, we amplify projects with purpose, conscious leadership and authentic brands who solve big (and small) challenges in our communities and beyond. This episode aligns with our IAB SA Bookmarks Pixel for Purpose, as well as IAB Good Works platform. Our speaker line-up includes 2020 Bookmarks Pixel for Purpose Winner Ogilvy; Think Wifi and MASA & WFA -Global Study On Sustainability & Marketing contributors Mondelez South Africa. Please email [Paula@iabsa.net](mailto:Paula@iabsa.net) for sponsorship opportunities.

[REGISTER FOR EPISODE 27 HERE](#)



### **IAB South Africa / PwC Online Advertising Revenue Report Member Access**

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. The Internet Advertising Revenue Report, conducted by PwC and commissioned by the IAB SA, breaks down the numbers behind South Africa's increased appetite for digital content.

[ACCESS THE IAB SA MEMBER PORTAL HERE](#)



## Interactive Advertising Bureau South Africa Digital Landscape Report 2021



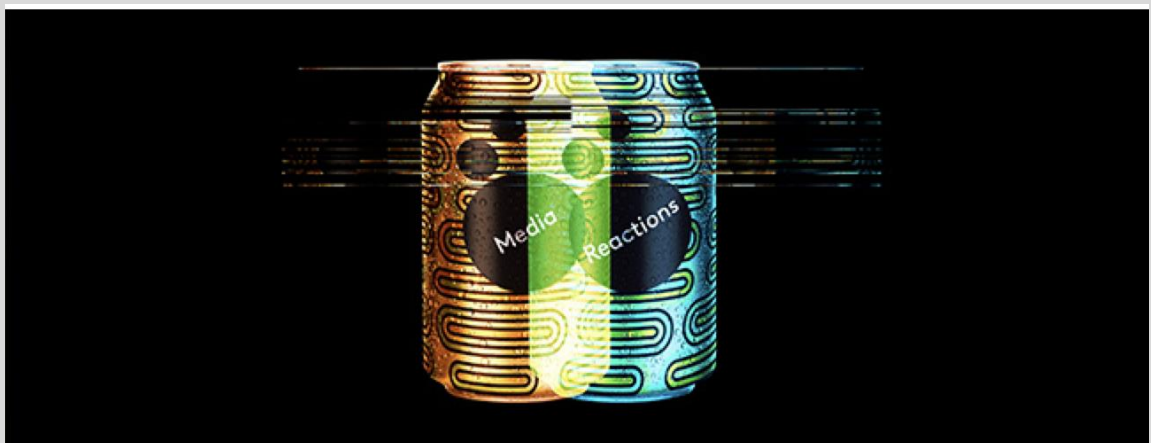
Powered by  
NARRATIIVE

### **IAB SA DIGITAL LANDSCAPE REPORT powered by Narratiive**

**IAB SA member access on the member portal today**

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.

**ACCESS THE IAB SA  
MEMBER PORTAL HERE**



### **SHARE YOUR PERSPECTIVE - KANTAR'S MEDIA REACTIONS STUDY**

**IAB SA Member: Research > complete by 11 June 2021**

These are challenging times for brands in many categories as they seek to maximise returns on reduced media budgets, and for media companies looking to engage audiences and maintain advertising revenues. Media Reactions launched in 2020 as a new study with insights to help advertisers, agencies and media brands navigate through these difficulties. It explores consumer perceptions of a selection of content-led editorial and social channels and brands, as well as marketers' preferences. Please join thousands of marketing leaders from brands, creative and media agencies, and media companies in sharing your

perspective by participating in this year's study. The survey takes approximately 10 minutes to complete and all responses will be kept anonymous and confidential. As a thank you for completing the survey in its entirety, Kantar will provide you with free, exclusive early access to data and insights from the marketers' study.

[COMPLETE THE SURVEY HERE](#)

**iab.**  
south africa  
Member news



### Unpacking Google's DMT two years on – still an enigma for many

IAB SA Member: Incubeta

Two years after its launch digital marketing specialist, Incubeta, takes a look at how local companies have fared using Google's DMT programme. Johan Walters, lead tech solutions consultant, Ansa Leighton, lead platform and media consultant and Niamh NicLiam, head of business partnerships at Incubeta take a look at how local companies have fared with Google's DMT programme.

[READ MORE ON BIZCOM HERE](#)

A purple banner with white and orange text. On the left is the IAB South Africa logo. In the center, the text "INSIGHT EVENT SERIES" is in a white box. Below that, "INTEGRATING OFFLINE &amp; ONLINE DIGITAL MARKETING" is written in large white letters. On the right, the date and time "22 JULY '21 11AM - 12PM" and the word "WEBINAR" are displayed in white. The background features abstract geometric patterns of dots and lines.

### IAB INSIGHT SERIES: INTEGRATING OFFLINE AND ONLINE DIGITAL MARKETING

**22 July 2021: 11am – 12 noon**

Our 28th episode looks at the power of integrating offline and online digital and key measurement factors in play. We highlight working case studies and the learnings that come from innovating in this growing space. As consumers traverse the ever increasing omnichannel and omni-retail experience, we learn how digital media and marketing steps up to meet their needs, wants and dreams. This episode is sponsored by

Incubeta and brought to you by Gumtree, Everlytic and Bizcommunity.

**REGISTER FOR EPISODE 28 TODAY**

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### **About the IAB South Africa**

The Interactive Advertising Bureau is based in over 47 countries and serves to empower the media & marketing industry to thrive in a digital economy. We do this through our connected culture and accessible access to experts and expertise, enabling you to make better digital decisions with smart, motivating and actionable insights.

For more information on the IAB SA [click here](#).

To subscribe to our IAB SA monthly newsletter [click here](#).

To find out more about IAB SA Membership Fees and Benefits email [Debbie@iabsa.net](mailto:Debbie@iabsa.net)

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