

**A Practical Guide to Data Protection for the Digital Advertising Industry in South Africa 2021**

What can the iab do for you?

Prepared by the IAB South Africa

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

**Access for IAB SA members on the IAB SA member portal from today**

The IAB South Africa is pleased to launch ***A Practical Guide to Data Protection for the Digital Advertising Industry in South Africa***. 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. Email [Paula@iabsa.net](mailto:Paula@iabsa.net) or [Debbie@iabsa.net](mailto:Debbie@iabsa.net) to access your member code.

**ACCESS THE IAB SA MEMBER PORTAL HERE**

**READ THE PRESS RELEASE ON BIZCOMMUNITY HERE**

**JOIN THE IAB IN MAY**

**BECOME AN IAB SOUTH AFRICA MEMBER IN MAY**

**Gain access to primary IAB SA member only assets and benefits**

Join the IAB SA in May 2021 to gain access to IAB SA member benefits and assets. In follow on to the IAB SA April member benefits including access to the *IAB SA Practical Guide to Data Protection for the Digital Advertising Industry in South Africa*; *IAB Global 2020 Ad Spend Report*, *IAB SA Insights Episode 24*, *2021 Bookmarks entry fee discounts with free entries for the Special Honours category* and more - in May 2021, the IAB SA releases the following assets to its members: *The IAB SA / PwC Online Adspend Report*; *The IAB SA / Narrative Annual Digital Landscape Report*; *The IAB SA Consumer Research report on Digital News behaviour* and more. And with the Bookmark Awards entries still open until 14 May - kickstarting your IAB SA membership in May will enable those discounts too. Email [Debbie@iabsa.net](mailto:Debbie@iabsa.net) for more information.

[VIEW IAB SA MEMBER BENEFITS AND FEES HERE](#)



#### **IAB SA / PwC ONLINE ADSPEND STUDY FOR 2020**

**Available for IAB SA members and report participants end May 2021**

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. 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, ABSA, 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.** We look forward to releasing the report end May 2021 with highlights presented at Episode 26 of the IAB SA Insights Series on 20 May 2021. A special thank you to the IAB SA Research Council lead by Claudelle Naidoo, MD of Mediacom and project lead Shaun Frazao, Head of Digital and Content at Wavemaker.

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# INDUSTRY BITES

For the youth by the youth

## **/IAB BITES: EPISODE 2 LAUNCHING ON 28 APRIL**

### **What is the future of Podcasts and Brand Collaborations in South Africa?**

#IndustryBites by the IAB Youth Council is back with the topic: 'What is the future of podcasts and brand collaborations in South Africa? Your host, Lesego Thomas will be presenting bites from two young podcasters – Sinesipho Ngcayisa & Rutendo Nyamuda. Also look out for the Podcast categories for the 2021 Bookmark awards and join the IAB Insights Digital Audio Webinar on 26th August with IAB SA Digital Audio Committee lead Julian Jordaan, Managing Director at 365 Digital, who speaks to the IAB SA Digital Audio Advertising Guidelines available in August 2021. Register for the Insights webinar [here](#).



## **IAB TECH LAB SAFE SUPPLY CHAIN WEBINAR**

### **Register for IAB Tech Lab global webinars for free with IAB South Africa**

Huge strides have been made to secure the digital advertising ecosystem over the past few years, but the fight continues against ongoing threats of ad fraud and malware as the latest ad technology standards get implemented. This two-day event will showcase the industry standards for supply and demand chain transparency. As part of the path to an improved ecosystem, we will dive into updates including expanded support for new media channels and new programmatic RTB (real-time bidding) and automated guaranteed features.

[REGISTER HERE](#)



Oliver von Wersch, Aisha Mohamed and Jade Arenstein

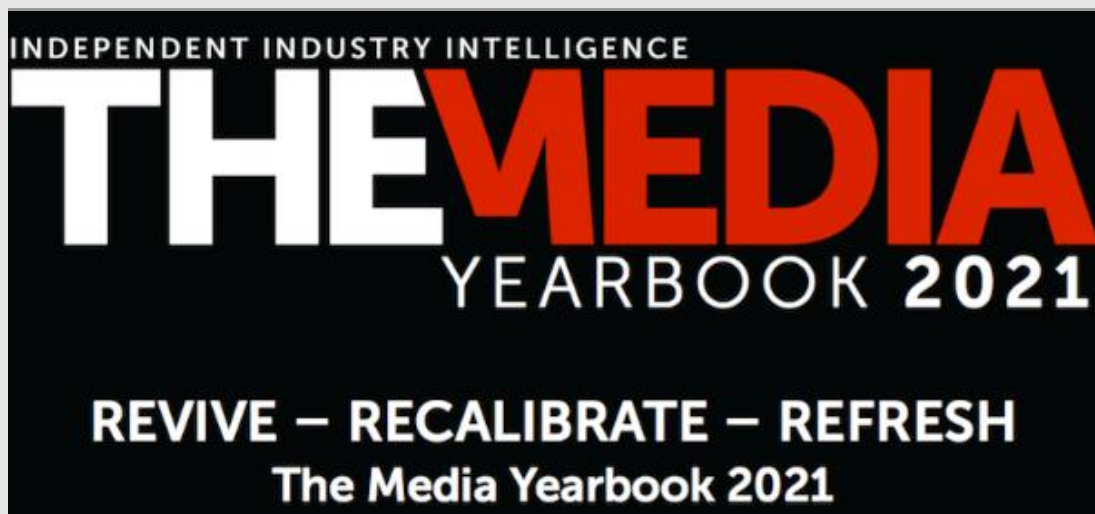
## **IAB INSIGHTS: THE USE OF DATA IN DIGITAL MARKETING**

### **Episode 25: Open access for this webinar recording only**

Yesterday the IAB SA 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. Kicking off with our IAB Insights host Tshegofatso Phetlhe: Creative Director | VMLY&R who introduced our key note speaker Jade Arenstein: Head of Data Strategy & Analytics | Incubeta. Jade spoke to a data-first approach in a privacy-first future. Jade was followed by IAB Tech Lab's Director Europe, Oliver von Wersch, on "What will the privacy-first ad ecosystem look like? With our 3rd speaker in the session, Aisha Mohamed: Deloitte Data Leader - Privacy | Risk Advisory Africa, addressing how to make compliance a reality inside the organisation, beyond just a legal framework. In lieu of the upcoming changes in our industry, the IAB SA has opened access to this video recording to the full industry until end April 2021.

[WATCH THE SPECIAL EDITION RECORDING HERE](#)

[READ THE PRESS RELEASE ON BIZCOMMUNITY HERE](#)



### **THE MEDIA YEARBOOK 2021: REVIVE RECALIBRATE REFRESH**

#### **IAB SA CEO: The Dichotomy of Digital in 2021: An industry galvanised by Covid-19**

In the recently released Media Yearbook 2021, which shares the opinions of various industry leaders, who are selected from the around the world, as well as from South Africa and Africa, giving readers a wider view and different perspectives on the world of media

as we face the unknown in 2021, IAB SA CEO Paula Hulley comments on 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.

[ACCESS THE MEDIA YEARBOOK HERE](#)



### 2021 BOOKMARK AWARDS: STANDARD FEE ENTRIES CLOSE 30 APRIL 2021

**Entries close 14 May 2021**

The 2021 Bookmark Awards, powered by DSTV Media Sales and brought to you by 24.com, Everlytic and Joe Public, 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.

Thank you to all the companies who have submitted their entries to date. A reminder that entries are still open with the standard fee available until end April 2021 and the late fee kicking in from 1 May with entries closing on 14 May 2021.

[ENTER THE 2021 BOOKMARK AWARDS TODAY](#)



### SANEF: AN ACTION PLAN FOR JOURNALISM

**Access the Media Ethics and Credibility report [here](#).**

The South African National Editors Forum is developing an action plan for journalism based on the recommendations of the Independent Panel Report "Inquiry into Media Ethics and Credibility) headed by Judge Kathleen Satchwell. This is being done with a series of critical webinar discussions ahead of a national online conference in May when the media marks Press Freedom month. Each webinar will define key recommendations to put forward at the conference in order to develop an action plan to be implemented. Access the 3 webinar registration links below:

#### **Webinar 2: Using Ethics as a Tool for Change**

April 23, 2021 at 3pm - 5pm  
Theme 3 – Strengthening

#### **Webinar 3: Technological Impact on Ethics**

April 28, 2021: 10am- 12pm  
Theme 5 – Safety of

#### **Webinar 4: Media Sustainability**

Wednesday May 5, 2021 at 10am- 12pm

ethics codes and principles  
Theme 4 – Strengthening the regulators

journalists  
Theme 6 – Strengthening Continuing professional development

Theme 7 – Financial sustainability of the media

REGISTER HERE

REGISTER HERE

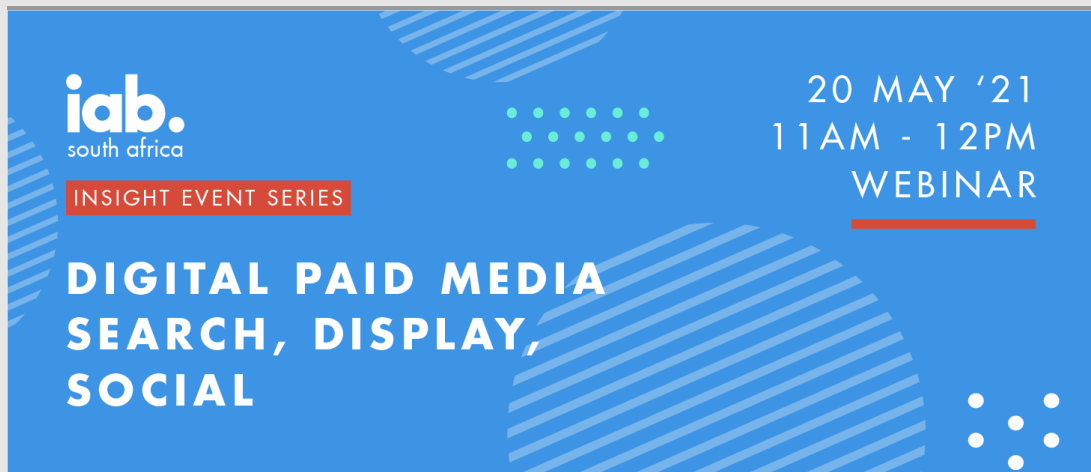
REGISTER HERE



#### IAB SA MEMBER NEWS:

**Calling all SMEs: Tractor Outdoor giving local businesses R8m advertising boost**

Entries are now open for Tractor's #20in21 Advertising Fund! To celebrate Tractor's 20th birthday they have decided to give 20 deserving SME's R8M in media exposure! See the full press release and [link to enter here](#).



#### IAB SA INSIGHT SERIES: DIGITAL PAID MEDIA

**20 May 2021: 11am - 12:30**

Our second episode in the second quarter of 2021 addresses the opportunity to achieve your business objectives through paid digital media, including Search, Display and Social. This episode includes an overview of the IAB SA / PwC Online Adspend report and the IAB SA / Narrative Digital Landscape Survey. Thank you to our sponsor Jellyfish and to our event partners DSTV Media Sales, Gumtree, Everlytic and Bizcommunity. The 2021 IAB Insight Series is also approved for 2 CPD points at CMSA level under Marketing, by the Marketing Association of South Africa.

REGISTER FOR EPISODE 26 HERE

**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 make better digital decisions with smart, motivating and actionable insights.*

*For more information on IAB SA member benefits, [click here](#).*

*To subscribe to our IAB SA newsletters and mailers click [here](#).*

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