

**YOUR WEEKLY UPDATE WITH IAB SOUTH AFRICA:
2 JULY 2021**



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

Access for IAB SA members on the IAB SA member portal

The IAB South Africa released A Practical Guide to Data Protection for the Digital Advertising Industry in South Africa 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 guide in the IAB Member Assets portal. Email Debbie@iabsa.net for your member login details.

**ACCESS OUR MEMBER
PORTAL HERE**

**READ THE PRESS RELEASE ON
BIZCOMMUNITY HEREHERE**

THE PRESS COUNCIL: POPIA GUIDANCE NOTES

The Press Council of South Africa has made guidance notes on the act available for its subscriber and constituent members. These guidance notes have been shared with the Press Council's key stakeholders, along with the annexures mentioned therein and are also available on the website: www.presscouncil.org.za. These include: Guidance Note on POPIA; Video discussion of POPIA as it applies to media companies; Registration form for Information Protection Officers (IPOs); Training video: POPIA for newsrooms; Example of a draft POPIA policy; Example of draft POPIA mail disclaimers.

IAB TECH LAB HELPS FIRMS MONITOR AD SALES INTERMEDIARIES

IAB Smartbrief

IAB Tech Lab launched Supply Chain Validation ([available here](#)), a service for publishers that aggregates ads.txt and app-ads.txt files and validates against sellers.json information to provide ad buyers and sellers transparency about any ad auction intermediaries. IAB Tech Lab is cross-checking files weekly with plans to operate daily, and charges \$99 annually for each domain.

[READ MORE ON ADWEEK](#)



iab.
south africa

INSIGHT EVENT SERIES

22 JULY '21
11AM - 12PM
WEBINAR

**INTEGRATING OFFLINE
& ONLINE DIGITAL
MARKETING**

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. This episode is sponsored by Incubeta and brought to you by Gumtree, Everlytic and Bizcommunity. The live webinar is free and open to the full industry to attend, with the webinar recording available to IAB members on the member portal. See you there!

[REGISTER FOR EPISODE 28 TODAY](#)

IAB MEMBER NEWS:

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

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. Using the DMT programme, brands and their agencies work to improve their digital marketing efficiency and efficacy so they can move up the maturity framework.

[READ MORE ON BIZCOMMUNITY](#)



IAB BITES: EPISODE 3

Live on 30 June 2021

Did you miss the IAB Youth Council's 3rd instalment of #Industrybites on Wednesday 30 June? Coffee and catch up to hear more about what our speakers have to say about viral marketing and whether they think it is the best move for every brand or campaign. Our host for Episode 3 was IAB Y-Council member Melissa Kariuki, with our speakers Jamaine Chewaye and Nomasizwe Phumo, who shared their bites on viral marketing - the good, the bad and the interesting.

[VIEW ON IAB SA INSTAGRAM HERE](#)

#BOOKMARKS2021

FINALISTS ANNOUNCED



THANK YOU TO ALL OUR JUDGES

Round 2 Judging underway this week

The Bookmark Awards, an IAB SA initiative, sets the benchmark for tech, digital and leading-edge innovation in the media and marketing industry. The award-winning work inspires and educates the industry about the power to build brands through creative and high impact digital executions that deliver measurable results. The final round of judging takes place virtually this week and is completed today, Friday the 2nd of July 2021.

All the winners will be announced at the 13th Annual Bookmark Awards on the 29th of July 2021. The 13th Annual Bookmark Awards, powered by DSTV Media Sales and brought to you by Accenture Interactive, 24.com, Google, Mediamark, Everlytic, Joe Public, Tractor, ABSA and iProspect takes place virtually on Thursday, 29 July 2021. Tickets to the interactive virtual showcase, will be available on 7 July 2021 with IAB SA member and student discounts.

[READ MORE ON BIZCOM HERE](#)



The Global DEI Census



THE GLOBAL DEI CENSUS: JOIN IN TODAY

27 countries, including South Africa, participate in this critical global initiative

Add your 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. We have built a 15-20 minute survey to gather data about the diversity and inclusion in our industry – and we need your help. Join in and take the survey today.

[BOOK 20 MINUTES TO TAKE THE
SURVEY TODAY](#)

KEY IAB MEMBER ASSETS

Available on the IAB SA member portal



Have you accessed the latest IAB SA member assets on the IAB SA member portal? These assets include The IAB SA Digital Skills Gap Report, powered by Red & Yellow; The IAB SA / PwC Internet Advertising Revenue Report; the IAB SA Digital Landscape Survey, powered by Narrative, the IAB SA Practical Guide to data Protection for the Digital Advertising Industry in South Africa and more. If you are unsure if your company is an IAB SA member, you can view our member directory [here](#) or email Debbie@iabsa.net. If you need your member login details, please email Debbie@iabsa.co.za.

Marketing. The Movie™

INTERNATIONAL SPEAKER
Jon Youshaei
Product Marketing Manager:
Instagram, Forbes 30 under 30

INTERNATIONAL SPEAKER
Terryanne Chebet
CEO: Keyara Botanicals & Founder
Africa's Leading Ladies.

MASTER OF CEREMONIES
Tumi Morake
Comedian
and Actor.

INTERNATIONAL SPEAKER
Marcel Marcondes
US CMO: AB InBev, A Forbes
World's Most Influential CMO 2020.

INTERNATIONAL SPEAKER
Susan Credle
Global Chief Creative Officer:
FCB.

THE NEDBANK IMC 2021 CONFERENCE BLOCKBUSTER. 29 JULY 2021.

BUY YOUR TICKET TO THE NEDBANK IMC CONFERENCE TODAY

IAB South Africa members receive a 15% ticket discount

The Nedbank IMC Conference has become South Africa's leading source of marketing thought leadership. Following on from the critically acclaimed 2020 virtual conference, the Nedbank IMC is pulling out all the stops again on Thursday 29 July 2021 to present you with the marketing Blockbuster of the year! With another stellar cast of speakers who will be taking you through all the plots and twists of marketing today, it is entertainment at its most valuable. One day. One stream. 18 top local and international speakers. To qualify for your IAB 15% discount enter the code `iab2021` when booking your ticket for the Nedbank IMC 2021. Marketing. The Movie. 29 July.

BOOK YOUR TICKET TODAY

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.

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

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