



IAB US Q1 IMPACT STUDY

IAB SA member access to the global report

This is the second of two studies conducted by IAB to determine whether ad investments, planning, strategies, and tactics are shifting for 2021. The initial survey was conducted in November 2020. This comparative work was conducted in the US at the end of Q1 2021. In both cases, the survey was completed by those with line of sight into budgets, strategies, placements, and campaign KPIs: media planners, media buyers, and brand marketers. The results are offered to help both the buy- and sell-sides: plan for the year ahead use the data as a benchmark for their own positioning in the market identify potential white space from messaging/campaigns, to opportunities to grow business.

The IAB South Africa / PwC Online Adspend report will be available to IAB SA members end May, with highlights presented at IAB Insights Episode 26 - register [here](#).

ACCESS THE IAB SA MEMBER PORTAL HERE



BECOME AN IAB SOUTH AFRICA MEMBER IN MAY

Gain access to IAB SA member only assets and benefits

Join the IAB SA in May 2021 to gain access to IAB SA member benefits and assets,

which include *The IAB SA / PwC Online Adspend Report*; *The IAB SA / Narrative Annual Digital Landscape Report*; and the *The IAB SA Consumer Research Report on Digital News behaviour*. And with the 13th Annual Bookmark Award entries still open until 14 May - kickstarting your IAB SA membership in May will enable those discounts too. Becoming a member in May 2021 will also give you access to the recently released *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 25* and more. Email Debbie@iabsa.net for more information.

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



iab. south africa

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 or Debbie@iabsa.net to access your member code.

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

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

IAB SA/PwC Online Adspend Study
Thank you to all participants

iab. south africa **pwc**

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, MTN, Multichoice, Ogilvy, Primedia, Publicis Media, Roger Wilco, Unilever, 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 along with the team at PwC South Africa.

iab.
south africa

INSIGHT EVENT SERIES

20 MAY '21
11AM - 12PM
WEBINAR

**DIGITAL PAID MEDIA
SEARCH, DISPLAY,
SOCIAL**

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](#)



INDUSTRY BITES

For the youth by the youth

IAB BITES: EPISODE 2 WENT LIVE 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

On 22 April, 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](#)

iab.
south africa
Member news

 **INCUBETA**

IAB SA MEMBER NEWS

Incubeta: Future of Measurement - A 3-part series of articles

In a three-part series on the Future of Measurement, Digital Marketing specialist, Incubeta, examines how the [Apple iOS 14 updates](#) and the [end of third-party cookies](#) will impact digital advertisers. They also take a closer look at data privacy and address the [importance and urgency of crafting a privacy-friendly first-party data strategy](#).

POWERED BY **DSTV**
Media Sales

the **BOOKMARKS**2021

ENTRIES ARE OPEN

iab.
south africa

2021 BOOKMARK AWARDS: STANDARD FEE ENTRIES CLOSE TODAY

Entries close 14 May 2021

The 2021 Bookmark Awards, powered by DSTV Media Sales and brought to you by 24.com, Everlytic, Bizcommunity, Joe Public, ABSA and iProspect, 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 COB today 30 April and the late fee kicking in from 1 May with entries closing on 14 May 2021. **Remember, you can upload and pay for your entries today to enjoy the value of the standard entry fee and then complete your entry details by 14 May 2021.**

ENTER THE 2021 BOOKMARK AWARDS TODAY

Ethics and Credibility Inquiry Webinars

Building an Ethical Framework for SA Journalism April 21, 2021
Using Ethics as a Tool for Change April 23, 2021
Technological Impact on Ethics April 28, 2021
Ethics and Sustainability April 30, 2021

REGISTER NOW

SANEF25

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 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. **Webinar 4: Media Sustainability is on** Wednesday May 5, 2021 at 10am- 12pm including Theme 7 – Financial sustainability of the media .

REGISTER HERE



INSIGHT EVENT SERIES



23 JUNE '21
11AM - 12PM
WEBINAR

PIXEL FOR PURPOSE IAB GOOD WORKS

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. Please email Paula@iabsa.net for sponsorship opportunities.

[REGISTER FOR EPISODE 27 HERE](#)

IAB SA NEW MEMBERS

The IAB SA would like to welcome the following new members on board and wish them every success in their business, as they journey with us in navigating the digital landscape in South Africa.



THINK WIFI

Think WiFi provides free, uncapped Wi-Fi to millions of South Africans in underserved communities through our purpose-based ad-funded network. Creating equal opportunity, giving hope and dignity to all South Africans. Read more about Think WiFi [here](#).

SPROUT PERFORMANCE:

We are a performance-focused specialised digital media agency. We pride ourselves on being the best-in-class by having the most passionate and skilled people working on the most sophisticated tech. Read more about Sprout Performance [here](#).

SPROUT™
Performance Partners

aaa school of advertising

AAA SCHOOL OF ADVERTISING

Ranked the number 1 school by Pendorring, AAA specialises in Marketing, Creative, Design and Copywriting. AAA is the only institution in Africa that is accredited by the International Association of Advertising. Read more about AAA School of Advertising [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](#).*

Privacy Policy | Terms & Conditions

Copyright © IAB 2014