

Dear valued IAB member

As we reach the end of another year of rapid -fire change in South Africa's digital landscape, I would like to take a moment to reflect on the year that was and thank you for your continued support. Your invaluable contribution has had a direct impact on digital policy-making, the formation of a Digital Professional Body, the defense of free speech online and more.

At our recent AGM, each council presented their 2017 in review, from which I have taken just a [few key highlights](#).

We have progressed the **Professional Body to designate 'Digital Professionals'** and are calling on members to support provincial body board nominations and participate in the **Transformation & Education Council's** upcoming designation workshops to facilitate and accelerate the enablement of transformation and education in the digital industry. The Transformation & Education Council has also initiated a process to obtain input from industry stakeholders to ensure that the MAC Charter implementation is influenced in order to enhance benefits, including a favourable framework for the interpretation of Responsible Marketing.

The Publisher Council held its first fake news and brand safety round table in October. The inaugural task team agreed to ongoing discussion and solution-orientated progress, including the possibility of introducing a verification seal of trust for IAB members. IAB's collaboration and support for ASA and PCSA, and participation in the fight for free press remains an ongoing focus. One of my personal highlights this year was the IAB being a signatory to the [Issue Paper on Perspectives on universal free access to online information](#) in South Africa, focusing specifically on free public Wi-Fi and zero-rated content. Driven by both the Publisher and Regulatory Affairs Council, we are continuing collaborative talks with the Human Rights Council in working towards our goal of having access to internet declared a basic human right. The IAB Publisher council are also focused on highlighting the case for local publishers and the value they bring to digital advertising buyers

The Agency Council's focus this year remains education, guidelines and benefits, including understanding best practice. The council's initiatives include salary benchmarking, discussions around pitch guidelines and collaborations with other trade bodies. This council was also instrumental in putting together the categories, criteria and judging panel nominees for #Bookmarks2018. A close collaboration with the newly constituted Innovation Council in 2018 brings thought-leadership and networking in this arena to the fore.

Finalisation of the RFP and presentations will conclude the **Measurement Council's Measurement tender process** and the announcement of the new service provider will be made to members before the end of 2017.

The Research Council released the 2016 PwC Report. The IAB will be hosting a workshop in January, during which role players will be invited to participate in a discussion to ensure the 2018 report is better supported in meeting its objective to compare the size and growth trajectory of internet revenues to other media. This study is accepted world-wide as the most comprehensive measure of online and mobile advertising, and IAB South Africa, sponsor of the annual SA report, is asking all members to support our efforts to give the SA media and marketing industry an accurate view of online spend. This will benefit all our members as it can be used as a strong influencing tool for advertisers who may still be showing caution or still underspending in the digital space.

A large part of the work conducted by the **Regulatory Affairs Council (RAC)** between 2015-2016 focused on defending free speech online and fighting for continued self-regulation in the media sector. These initiatives have continued throughout 2017, cementing the IAB's position as a significant role player in the future of advertising and self-regulation.



Some major accomplishments in 2017 are the formal representation of the IAB on the ASA interim Board and on the Press Council as public representatives. Submissions were made this year to: The Copyright Amendment Bill, the Cybercrimes and Cybersecurity Bill and the POPI Act market regulations.

RAC also works closely with SANEF and the Press Council, having started its work with the Press Council in 2015 to redraft the Press Code to include online Press, and continuing to conduct much work since then. With Publisher Council collaboration, RAC have primarily positioned themselves this year as the voice of the online press, and print media, generally. This is a huge achievement which highlights the role that the RAC plays in the fight for a free press and secures the position of RAC as a critical role player in the future of self-regulation of the press.

2018 will see the RAC continue to work with self-regulatory bodies and continue to fight for free online communication. There will also be an increase in sharing expertise with other regulatory bodies to increase pressure in this area.

The new Head of Regulatory Affairs Council, Pria Chetty, was announced as the new chair. Andrew Allison stepped down after more than four years of valued voluntary service. Pria has been actively involved with the RAC and has a wealth of experience in digital law and is a welcome asset in her new role.

IAB Digital Summit & Bookmarks 2017, held at The Galleria in Sandton on the 16th of March 2017 was a great success, with overwhelmingly positive feedback from our partners and attendees. 2018 sees the 4th annual Summit and the 10th annual Bookmark Awards. Partnership packages are available and tickets will be on sale in the new year.

IABSA.net has undergone a redesign to create a more user friendly and member orientated website which IAB hopes will become the go-to digital portal for South Africa's digital media and marketers. Exciting additions such as member access to business tool kits and legal documents will be a continued work in progress. As members, you are invited to share your core keywords to optimise your member entry.

Lastly, **IAB SA** remains committed to the promotion and growth of the South African digital industry with our army of volunteers, we are working hard behind the scenes. Each of our Councils are focused on many current and future initiatives which promise to drive digital forward, with the Transformation & Education and Regulatory Affairs councils, in particular, driving critical issues such as filling the talent gap and fighting for internet access to become a basic human right. I would like to take this opportunity to thank the many industry luminaries who give of their time and their talent to accelerate digital in SA.

As an NPO, we cannot achieve any of this progress without the financial and voluntary support of our members. As the head of your trade association, I would like to take this opportunity to thank you and to ask you to please let us know if there are any initiatives that you would like to volunteer for or get involved in.

In thanks for your continued and valued support, I am pleased to confirm that we have frozen the 2018 memberships fee for current members, whose fees will remain the same as for 2017.

In closing, I wish you all a wonderful year end break.

Yours sincerely

Josephine

Josephine Buys
CEO IAB South Africa