



New Audience Measurement Tool for Publishers

After months of hard work, we are pleased to announce that our publishing industry measurement partnership with dY/dX will be going live. The three-year partnership's first high-level proof of concept will provide a standardised measurement currency for online publishers across South Africa, and has been tested by the IAB South Africa's Research & Measurement and Publisher Councils.

With the IAB South Africa's representation of expertise and experience in the digital media and marketing landscape and the digital transformation practice of dY/dX, the project leverages common tools, such as application programming interfaces (API) and Javascript Object Notation (JSON), alongside technology stacks like Google Analytics to create a governed, POPIA-compliant data store that can aggregate, report and distribute approved data in an appropriate format for the industry. IAB SA members using the tool will be able to filter the data by publisher, publisher domain and audience as well as do comparisons by date, publisher and audience.

If you're a publisher and would like to be included in the industry measurement, please email razia@iabsa.net.