

Mobile growing as dominant frontier for online advertising

Issued by [IAB South Africa](#)

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Mobile web traffic has increased from 20% in 2012 to 45% in 2015 and is expected to rise to 72% by 2020, according to IAB SA's internet advertising revenue [report](#). With mobile traffic booming, digital advertising across these platforms is fast-becoming the most relevant way to engage with customers intimately and on their terms.

the **BOOKMARKS**2017



While access to data still remains a barrier in South Africa, the report notes that more affordable services, lower data costs and faster mobile data will bring more users onto mobile phones for longer. In fact, a 2015 Effective Measure study notes that 46% of South Africans using the internet have at least three cellphones in their household.

The industry survey, conducted by PwC and sponsored by the IAB South Africa, is in its third year of tracking digital advertising trends in South Africa. IAB SA CEO, Josephine Buys says, “These trends, along with the research we perform across our various councils, are compounded by the global intelligence we receive as part of the global IAB network. Overall we are building a clearer, more nuanced picture of which digital platforms and campaigns have the most resonance with consumers.”

This knowledge filters down to the IAB SA Bookmark Awards 2017, which recognises pioneering talent in the digital advertising industry. John Dixon, Jury Chair for the Bookmarks says, “Our categories and judging criteria are a direct reflection of the challenges and opportunities in our industry. There is no doubt that mobile is gaining momentum year on year, and we look forward to assessing entries that use mobile to communicate in fresh, exciting ways.”

One of these [categories](#) is Mobile Publications, which focuses on media intended for consumption primarily on mobile phones, including feature phones. As emphasised across the digital industry, content is key. Bookmark winning Mobile Publications should boast a simple, engaging user experience and have content tailored for the mobile market. Video and text is received differently across different devices, so entries will be rewarded for responding to this challenge with insight and intuition.

For those who haven't entered their campaigns or publications to the Bookmarks, time is running out. The final deadline for all submissions is midnight 25 November 2016.

Enter now

Let your hard work be counted in South Africa's largest digital industry awards and gain world recognition. More information on the entry categories, rules and entry tips visit thebookmarks.co.za.

[Click here](#) to listen to Josephine Buys, IAB CEO speaking to Arye Kellman at CliffCentral about the new, inclusive Bookmark Awards categories and the state of digital in South Africa.

About the IAB South Africa:

The Interactive Advertising Bureau (IAB) South Africa, is an independent, voluntary, non-profit association focused on growing and sustaining a vibrant and profitable digital industry in South Africa. The IAB South Africa represents the digital industry across all sectors including the media, the marketing community, government, and the public, and also acts as the

channel through which international bodies can enter the South African digital market. The IAB South Africa currently represents over 200 members including online publishers, creative, media and digital agencies, brands, and educators, between them accounting for more than 41 million local unique browsers. The IAB South Africa strives to provide members with a platform through which they can engage, interact, and address digital issues of common interest, thereby stimulating learning and commerce within the South African digital space. To find out more about the IAB South Africa, visit its [website](#), like its [Facebook](#) page and follow [@iab_sa](#) on Twitter.

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