

DMMA quarterly member briefing provides feedback on issues, trends

At its quarterly member briefing held late August in Johannesburg and Cape Town, the Digital Media and Marketing Association (DMMA) provided feedback on pressing issues and trends within the digital industry.

The briefing's schedule of events was as follows:

- **The state of online advertising and publishing** - presented by Geoff Cohen (DMMA Head of Publishers and CEO of 24.com)
- **The results of the DMMA Blogger Debate and research survey findings** - presented by Suzanne Little in Cape Town (DMMA Head of Marketing and Head of Social Media at Quirk)
- **Legal issues affecting the digital and online publishing industry** - presented by Pria Chetty (Technology and Innovation Legal Advisor at PricewaterhouseCoopers)



Cohen began his presentation by stating that mainstream media was experiencing a period of massive turbulence, but explained that this was a common occurrence within the industry. "Media disruption is not a new thing- we have experienced disruption for more than 500 years, since the invention of the printing press! In our fast-paced world, the difference now is the speed and the scale of the disruption, aided by massive and consistent improvements in technology. In our era, this turbulence is predominantly caused by the emergence of digital as the fastest growth medium in the media landscape."

Read more [here](#).

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