

Is digital media seen as a fully-fledged media type in SA?

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Digital media in South Africa is no longer a new concept. As the internet evolves at the speed of lightening, many existing print media houses have had to quickly adapt to stay alive and competitive.



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A growing number of South African consumers have access to the internet thus creating the impression of digital media being a mass media vehicle. Concerns of certain jobs and roles, such as journalism, becoming obsolete have been salvaged by the dire need of relevant content – the backbone of the digital industry. Digital allows for new ways of connecting with readers and consumers.

The challenge comes in where this evolution needs to be monetised for business and still maintain the flow of great content, which beckons the question: Is digital media seen as a fully-fledged media type in South Africa, especially within the advertising and marketing industry?

As it has become more main stream with skilled professionals, it seems the digital world is not quite fully securing its fair share of the media budget. If South African consumers are spending as much time with digital media as they are with traditional media, surely adspend should reflect this.

Content is key

Considering how fast the digital audience is growing and the time consumers spend on the internet, advertisers need to react and take full advantage of this. Online display advertising continues to make a good profit, which should be continuously implemented before adblocking gains traction in South Africa.

To attract and retain digital audiences, South African industries need to invest in good quality content – providing value to receive it, and acknowledge the convergence of traditional media and digital media.

Digital media in South Africa has matured, is mainstream and continues to grow. Consumers are flocking to it in droves which means marketing and advertising industries must adapt in a rapid way.

ABOUT SAM GQOMO

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