

Urgent: Shape the future of South African digital marketing

Issued by [IAB South Africa](#)

30 Apr 2024

The IAB South Africa Internet Advertising Revenue Report, conducted by PwC and more commonly known as the Online AdSpend Report, is a trusted resource that offers in-depth analysis and reliable data on digital investment trends in South Africa.



RESEARCH / SURVEY

INDUSTRY PARTICIPATION IS CRUCIAL



iab.
south africa

iab. COUNCIL & COMMITTEE EXPRESSION **iab. COUNCIL & COMMITTEE EXPRESSION**

Industry participation is crucial to ensuring the report delivers accurate data on the evolving digital advertising landscape.

Make a difference by participating in this year's **short, anonymised online survey**. Your insights will contribute to a comprehensive picture of market spend across platforms, channels and industry segments.

Email za_iab.survey@pwc.com for your copy of the survey.

The 2023 IAB South Africa Internet Advertising Revenue Report, conducted by PwC ('Online AdSpend Report'), is available to IAB South Africa members on the IAB portal. Participants of the 2023 report can access the report by contacting debbie@iabsa.net. To become an IAB South Africa member, you can now easily sign up on our [website](#).

° Urgent: Shape the future of South African digital marketing 30 Apr 2024

° Be part of this year's IAB South Africa Internet Advertising Revenue Report 1 Mar 2024

° IAB South Africa Bookmark Awards 2024 early bird entry extension 28 Feb 2024

° IAB SA's new white paper: A roadmap for influencer marketing 21 Feb 2024

° Msizi James, 'togetherness' and more expected at this year's Bookmark Awards event 21 Jul 2022

[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 media and marketing industry within South Africa.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>