

IAB SA/PwC online adspend study - Have you been left out?

Issued by [IAB South Africa](#)

25 Apr 2017

PwC and the IAB have performed a domestic digital advertising expenditure analysis for the past three years, with various market participants both from the online and mobile publishing and agency sector contributing. This analysis has been able to effectively quantify the size of the internet (online and mobile) media revenues in South Africa for the respective years.

We have received excellent feedback from the market, and as the analysis is based on actual figures, we believe that it provides realistic, reliable and trustworthy data that is useful to you and your organisation. PwC has a similar relationship in various other territories across the world and this study is therefore accepted as the most comprehensive measure of online and mobile advertising.

Our next step is to expedite collation and reporting of the annual numbers more frequently – **we cannot do this without you**, the industry, supporting this initiative so please do respond to this survey questionnaire and submit to PwC before 5 May 2017.

All data is supplied directly to PwC, with complete confidentiality, the reported data is made public as aggregate data only.

[CLICK HERE](#) for further info.



- " **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>