

# 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.



The graphic features a circular logo on the left with the text 'iab. south africa RESEARCH'. To its right is a red rectangular button with the text 'RESEARCH / SURVEY'. The central text reads 'INDUSTRY PARTICIPATION IS CRUCIAL' in large, bold, black capital letters. To the right of this text is an illustration of a woman in a yellow shirt holding a large clipboard with a checklist. The clipboard has several items, some marked with a red 'X' and others with a green checkmark. Below the illustration is the 'iab. south africa' logo. At the bottom of the graphic is a grey banner with the text '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](mailto: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](mailto:debbie@iabsa.net). To become an IAB South Africa member, you can now easily sign up on our [website](#).

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