

# IAB Digital Summit 2016

The annual IAB Digital Summit was held in Newtown, Johannesburg.

























Speakers and panelists covered topics including programmatic; premium display; native advertising; content marketing; ad blocking; click fraud; viewability; diversity and transformation in SA media; the "new partnership" between publishers and agencies; media planning in SA; mobile advertising (including video); measurement; regulation such as the Protection of Personal Information Act and the Electronic Communications and Transactions Act; and broad-based black economic empowerment.

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