

IAB South Africa rolls out Future of Measurement Survey

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The Interactive Advertising Bureau of South Africa's (IAB SA) Future of Measurement Committee, which was established earlier this year, has published and shared an industry survey in order to sufficiently understand and capture the industry's needs. It has been shared with a range of thought-leaders in the digital supply chain and will remain open for completion until 16 December 2020.



The survey aims to generate input on a few key areas of measurement, namely:

- The value and usage of the current IAB SA measurement solution
- Usage of common tools and technologies for measurement in digital marketing
- Key measurement challenges within and across digital media and marketing channels
- Suggestions around what the future IAB SA measurement solution should deliver

"As part of our remit to shape the future scope of the IAB Measurement Programme, it's important that we have representation of a variety of thoughts and opinions from industry leaders across the spectrum to ensure that the measurement partner selected through this process is able to support the changing needs of the industry," says Imraan Rajab, IAB Future of Measurement committee lead and COO of MediaCom South Africa.

The success of South Africa's digital media ecosystem relies on clear, consistent measurement standards that are adopted industry wide. These standards perform several critical functions: they provide quantitative and qualitative evidence of the impact of advertising on consumers, as well as on marketer KPIs; they are the basis for knowing whether a target goal was achieved; and when standardised and of the appropriate quality, they are used for the buying and selling of advertising.

The measurement needs of the industry have changed considerably since the previous tender process due to new priorities in previously unexplored areas of digital measurement. These include: viewability and brand safety; advancements in measurement technology; continued fragmentation of digital consumption into new areas such as podcasts, gaming and digital OOH; and, finally, an evolving regulatory environment in which measurement activities take place.

"The work that the Future of Measurement committee are doing around the recent survey, will also aid the Measurement

Committee in reframing its role within the IAB and ensuring that all future projects are positioned to best address the industry's measurement needs; with the view to formulating clearer and more credible measurement standards within South Africa," Clare Trafankowska-Neal, iProspect Managing Director and IAB SA Measurement Council lead.

Following the analysis of the survey responses, the committee will reconvene to draft and publish a 'measurement industry statement of needs. This will be used to guide the development of the RFP for the 2021 IAB Digital Media Currency tender, which will be published in the new year.

The Future of Measurement Committee, which comprises voices from all parts of the digital media industry, was established in order to define the overall objectives of the IAB SA measurement programme. It performs a pivotal role within the IAB SA by supporting the bureau in the fulfilment of one of its key objectives; namely, to provide the South African digital media and marketing industry with a single, credible measurement and tracking product which acts as a planning tool for advertising and media agencies, and as an information source for the broader marketing community. Importantly, this 'single currency' then becomes a benchmark and highly-trusted metric that all industry stakeholders are able to reference.

About the IAB SA:

The (IAB) South Africa empowers the media and marketing industries to thrive in the digital economy. Its membership comprises more than 150 leading media companies, brands and the technology firms responsible for enabling excellence in digital marketing focusing on identifying and targeting audiences, delivering and optimising campaigns to these audiences and the innovation and selling of such activities. The non-profit, non-government, trade group fields critical research on interactive advertising, while also educating brands, agencies, publishers and the wider business community on the importance of digital marketing.

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