

An Audience in Ones and Zeros



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Chairperson of IAB SA  
MD of NATIVE VML

**NATIVE VML is one of SA's largest digital agencies and a part of VML, a US-based global digital agency group (WPP)**

What is the IAB?





#### North America

-  IAB Canada
-  IAB Puerto Rico
-  IAB Mexico
-  IAB U.S.

#### South America

-  IAB Argentina
-  IAB Brazil
-  IAB Chile
-  IAB Colombia
-  IAB Ecuador
-  IAB Peru
-  IAB Uruguay

#### Asia Pacific


-  IAB Australia
-  IAB China
-  IAB New Zealand
-  IAB Singapore
-  IAB Vietnam

#### Europe

-  IAB Austria
-  IAB Belgium
-  IAB Bulgaria
-  IAB Croatia
-  IAB Denmark
-  IAB Europe
-  IAB Finland
-  IAB France
-  IAB Germany
-  IAB Greece
-  IAB Hungary
-  IAB Ireland
-  IAB Italy
-  IAB Macedonia
-  IAB Netherlands
-  IAB Norway
-  IAB Poland
-  IAB Romania
-  IAB Russia
-  IAB Serbia

-  IAB Slovakia
-  IAB Spain
-  IAB Sweden
-  IAB Switzerland
-  IAB Turkey
-  IAB United Kingdom

#### Africa

-  IAB South Africa

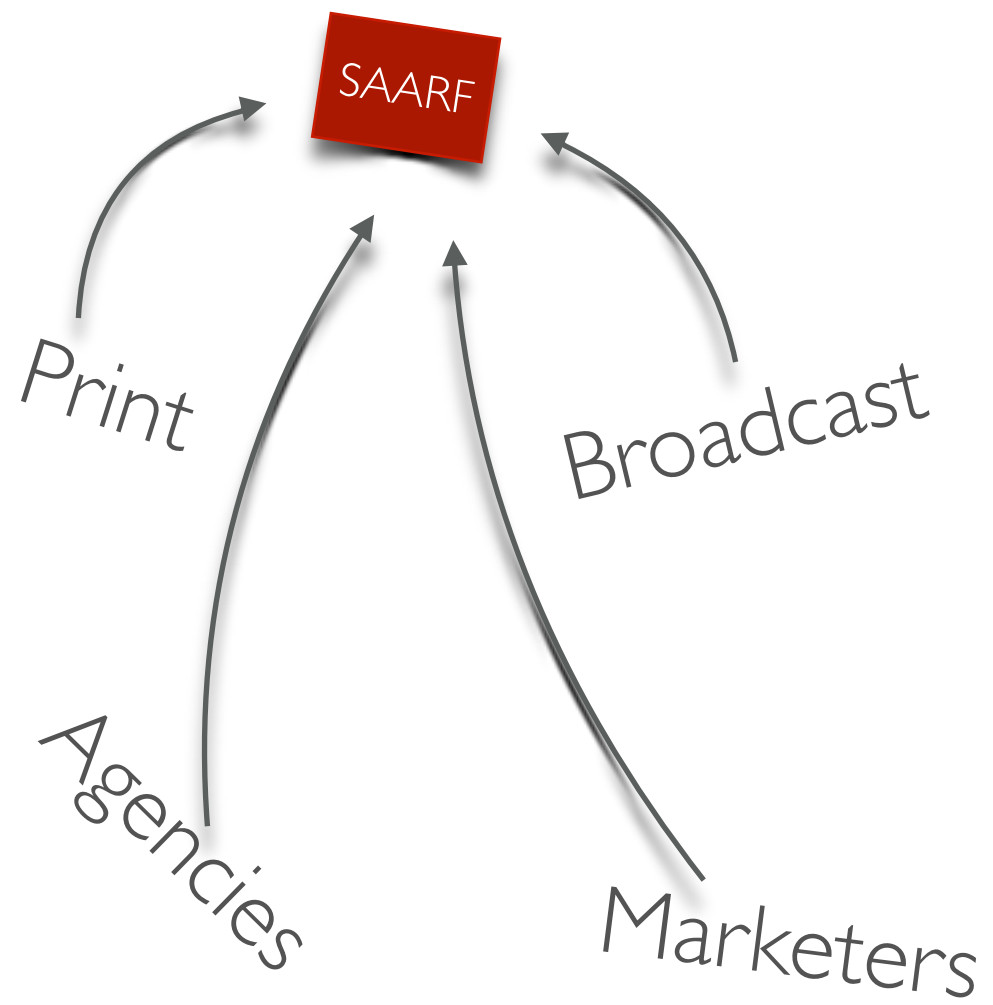
The IAB empowers the media and marketing industries to thrive in the digital economy. The organization educates marketers, agencies, media companies and the wider business community about the value of interactive advertising. Working with its member companies, the IAB evaluates and recommends standards and practices and fields critical research on interactive advertising. Founded in 1996, the IAB is headquartered in New York City.

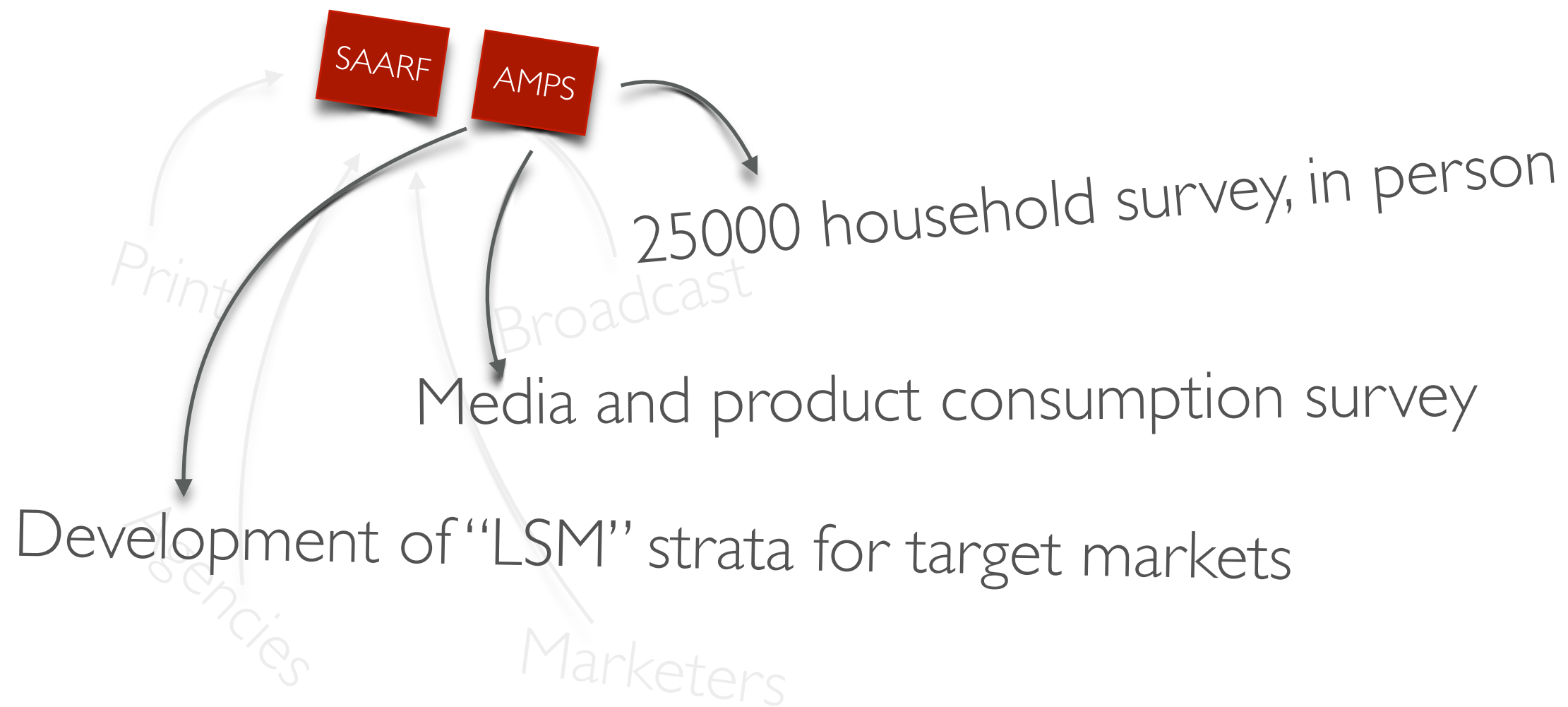
## Disclaimer:

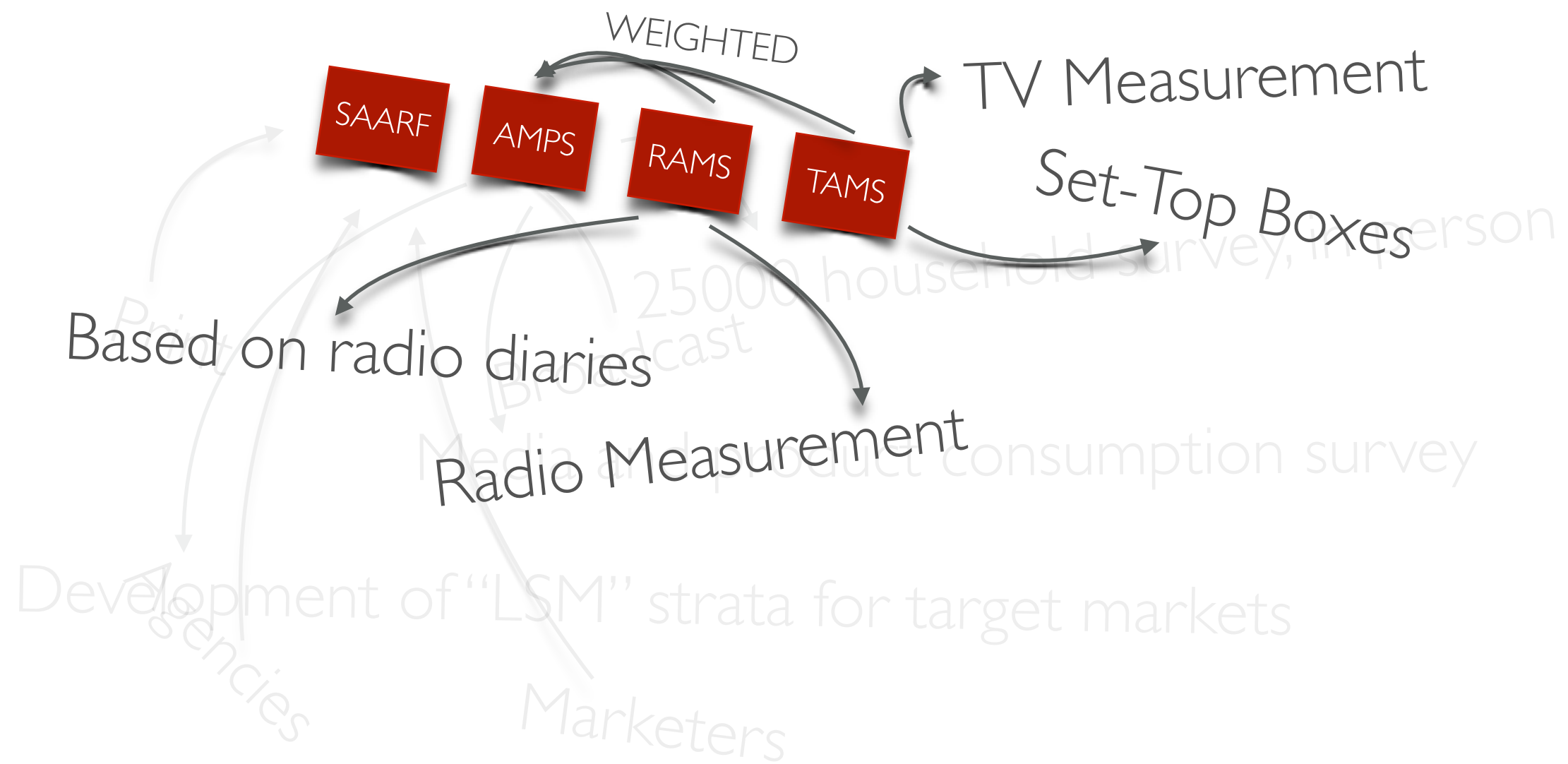
This is about audience research as it affects the delivery of audience to advertisers. There are of course many other reasons one might want to understand audience.

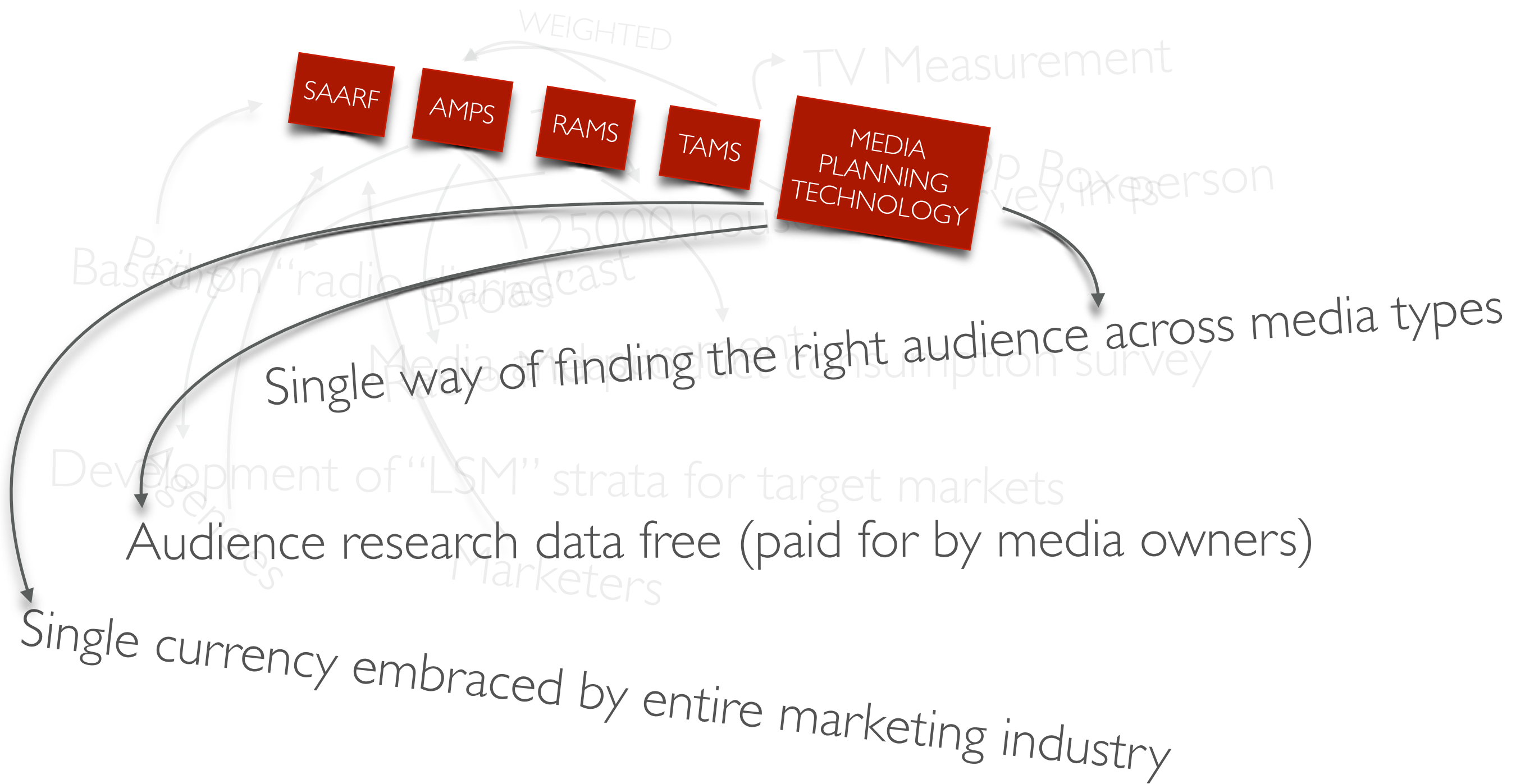












SAARF

AMPS

RAMS

TAMS

MEDIA  
PLANNING  
TECHNOLOGY

WEBSITES

Too prolific for surveys

Competing data sets

Not a discreet medium  
how are websites  
bounded?

Access can be recorded

SAARF

AMPS

RAMS

TAMS

MEDIA  
PLANNING  
TECHNOLOGY

Online Publishers got together

OPA

WEBSITES

Big local players

How to compare traffic fairly?

Online = unique and separate





SAARF

AMPS

RAMS

TAMS

MEDIA  
PLANNING  
TECHNOLOGY

DIGITAL MEDIA  
PLANNING  
(TRAFFIC)

DIGITAL  
CENSUS  
DATA

OPA

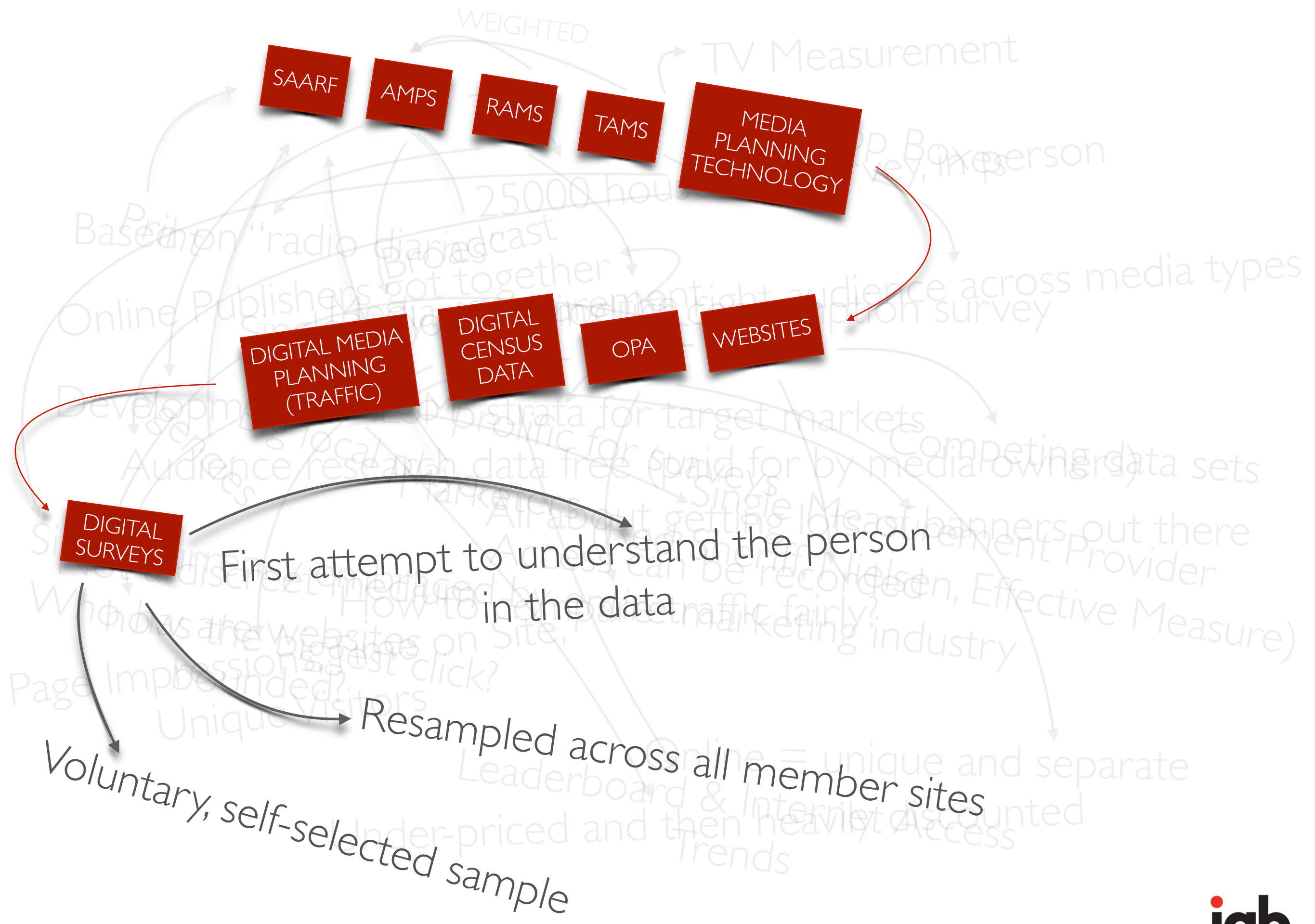
WEBSITES

All about getting lots of banners out there

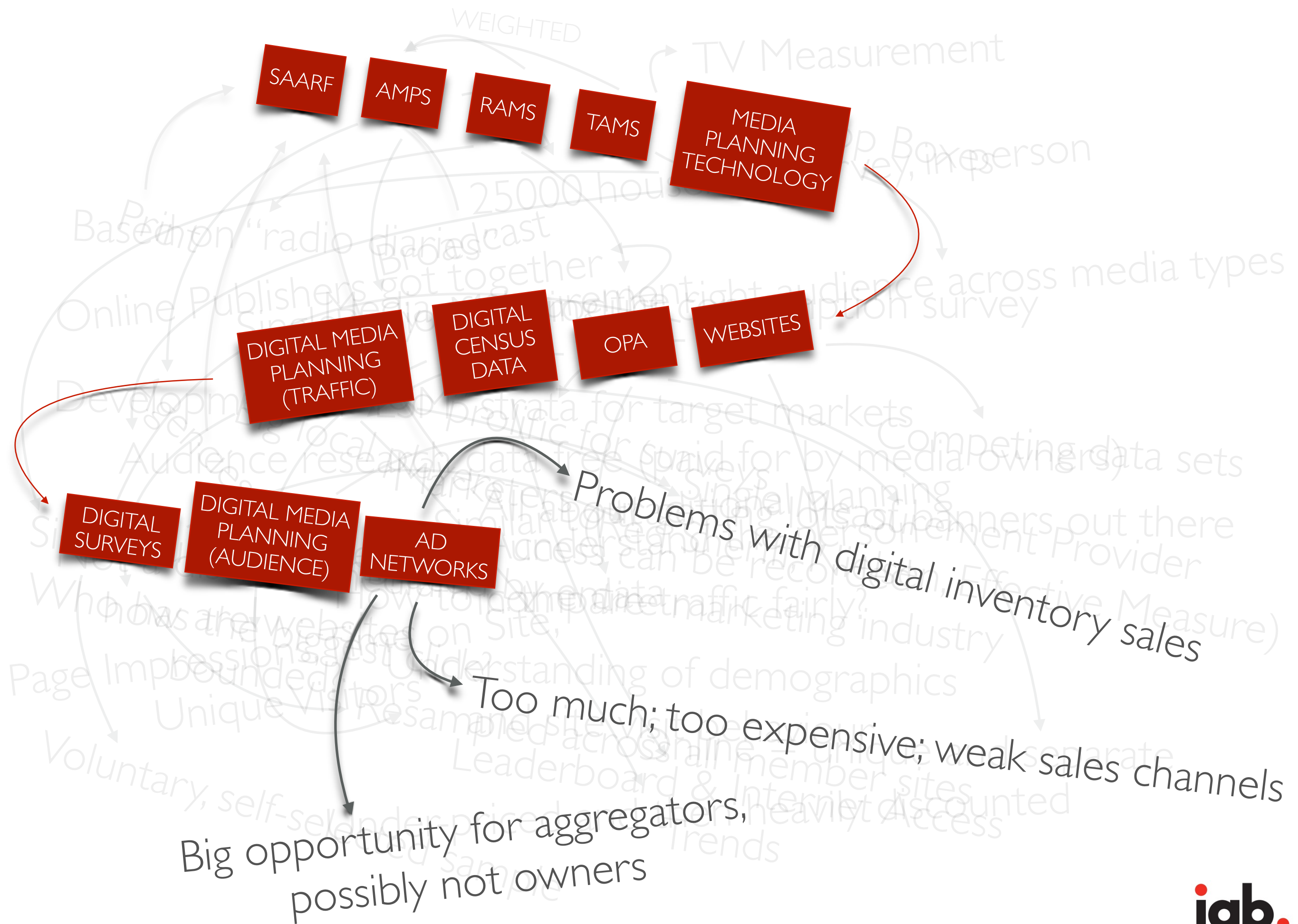
Who has the biggest click?

Under-priced and then heavily discounted

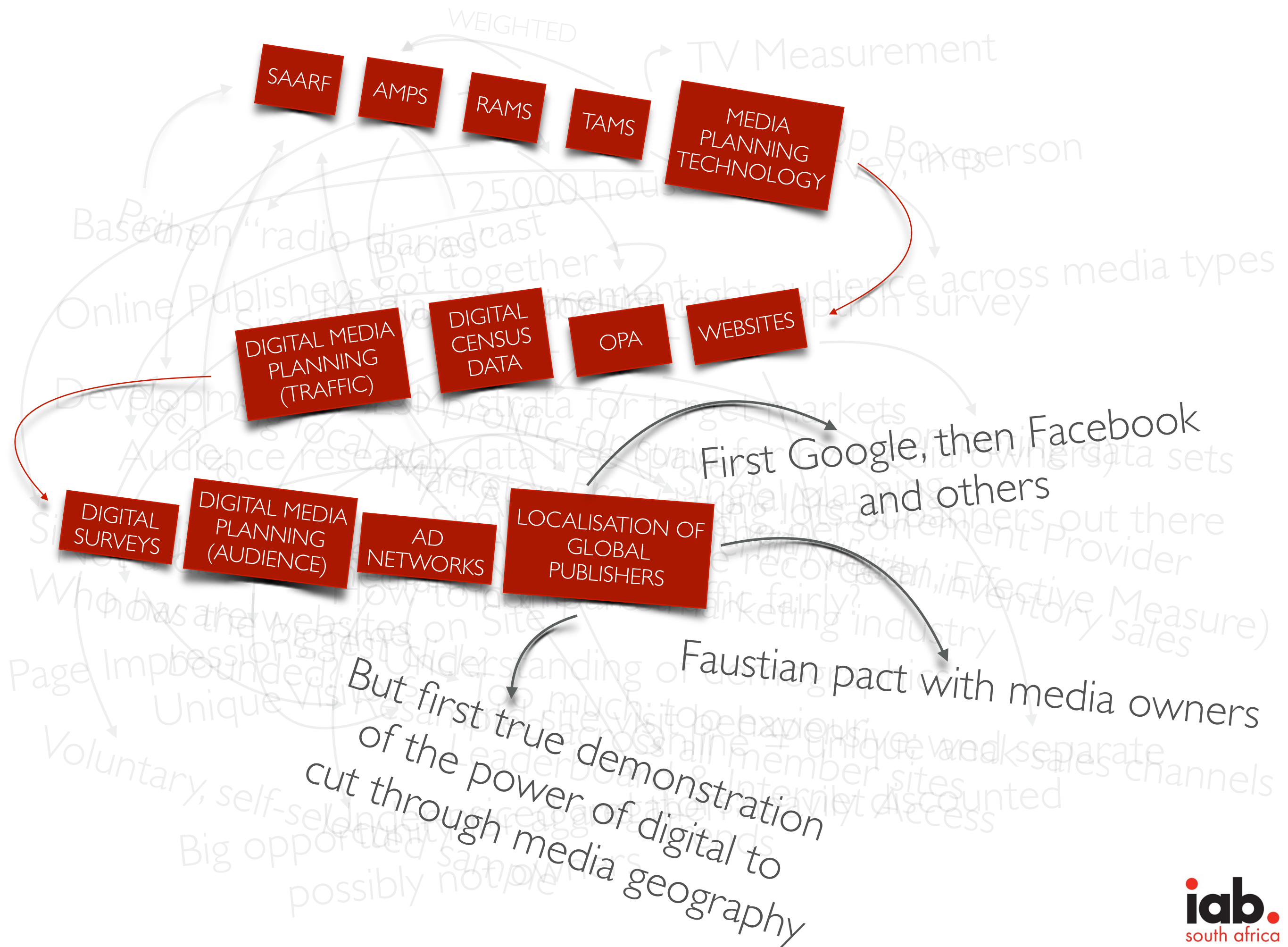


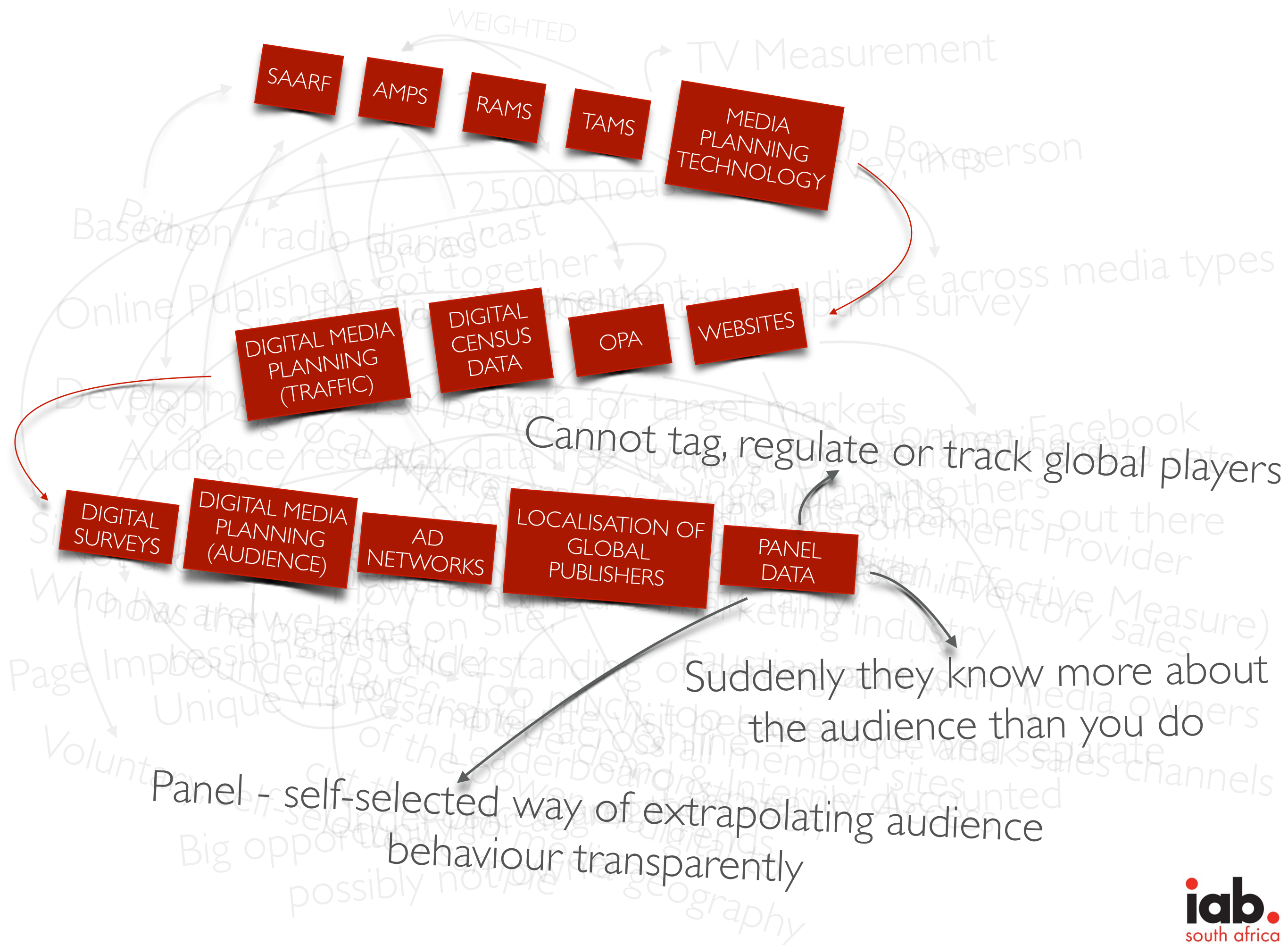


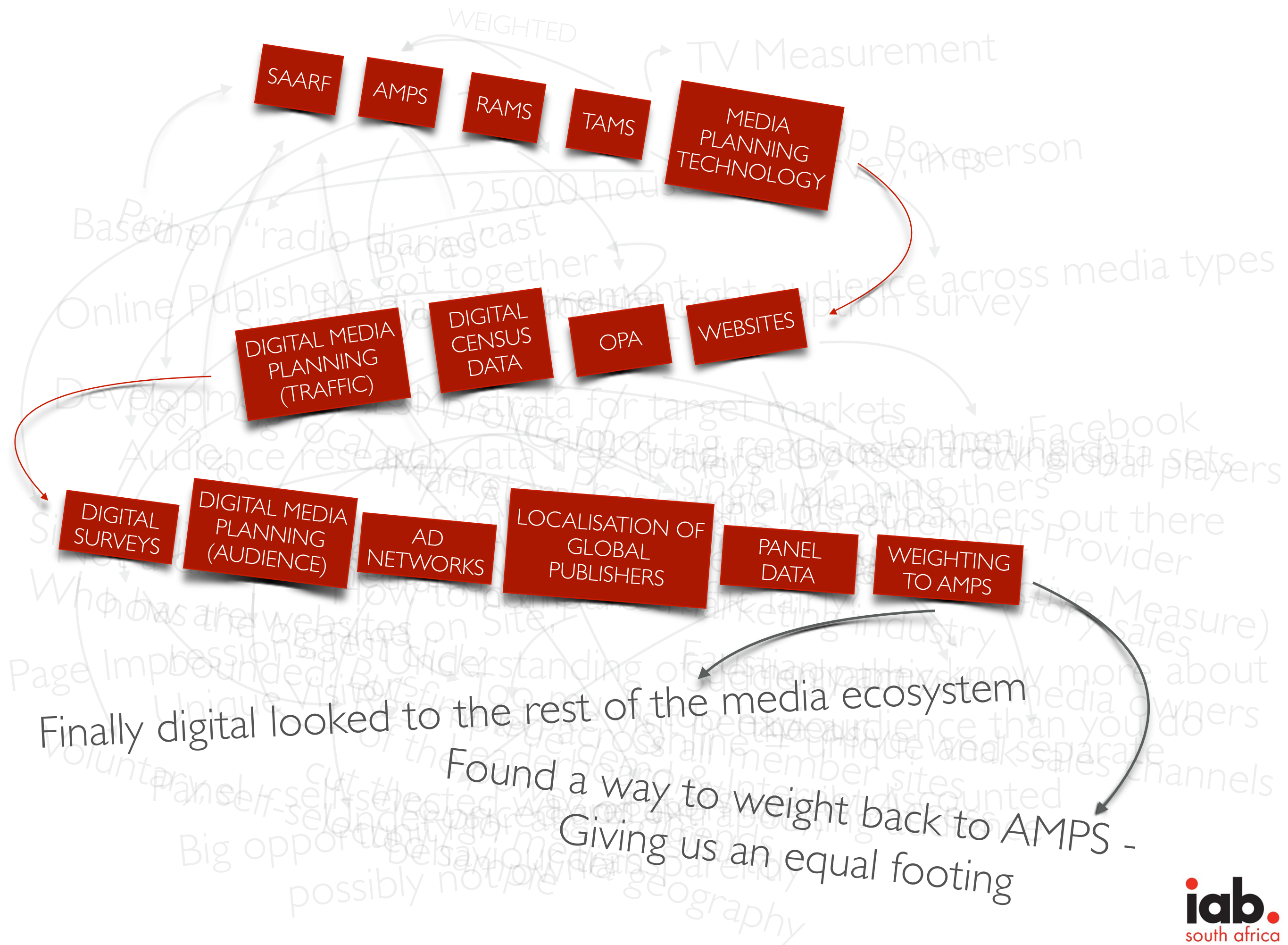




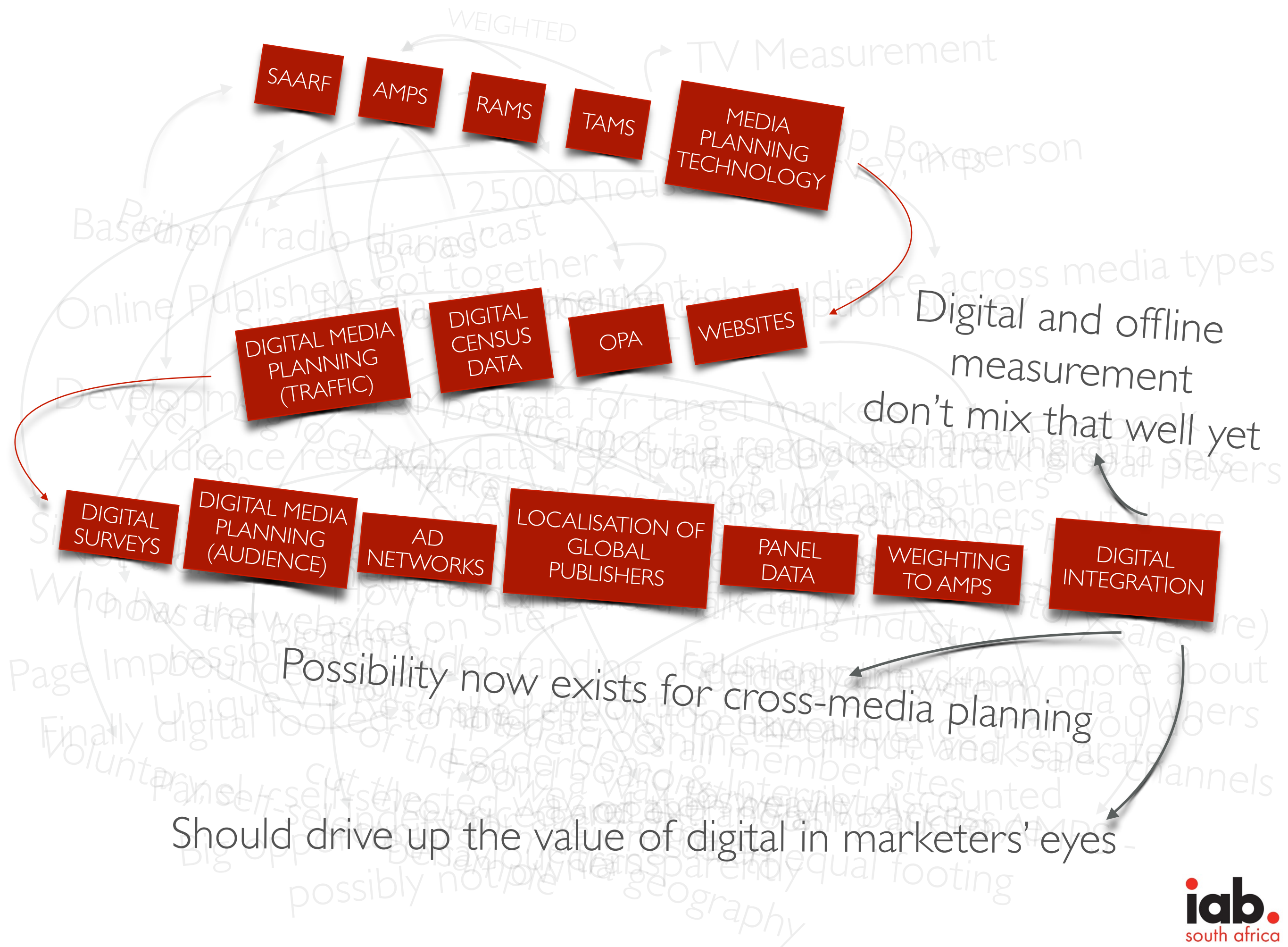


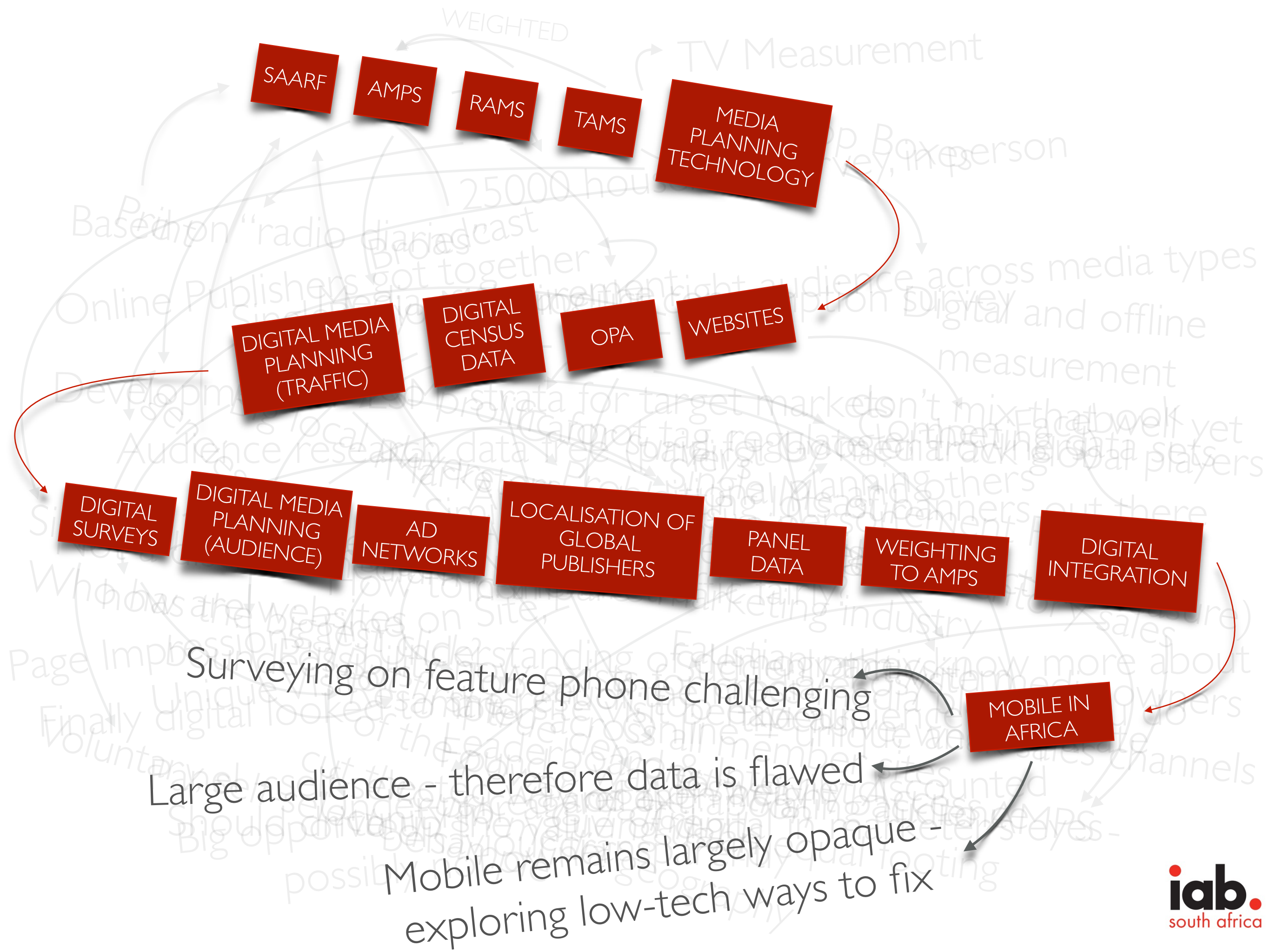












SAARF

AMPS

RAMS

TAMS

MEDIA  
PLANNING  
TECHNOLOGY

DIGITAL MEDIA  
PLANNING  
(TRAFFIC)

DIGITAL  
CENSUS  
DATA

OPA

WEBSITES

DIGITAL  
SURVEYS

DIGITAL MEDIA  
PLANNING  
(AUDIENCE)

AD  
NETWORKS

LOCALISATION OF  
GLOBAL  
PUBLISHERS

PANEL  
DATA

WEIGHTING  
TO AMPS

DIGITAL  
INTEGRATION

MOBILE IN  
AFRICA

Surveying on feature phone challenging  
Large audience - therefore data is flawed  
Mobile remains largely opaque -  
exploring low-tech ways to fix





