

NAB's resignation from SAARF: DMMA stays neutral

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The DMMA has responded to the news of NAB's intention to resign from SAARF with a statement reaffirming its publicly expressed support for all the parties involved: SAARF, NAB, PDMSA, OHMSA, ACA, AMF and MA(SA).



"As a member of SAARF with representation on the SAARF Board, we feel sad that almost 40 years of co-operation amongst the role players within the media and marketing communities may come to an end. As a relatively small role player with no vested interests, the DMMA has opted to remain neutral and express its support for all parties involved."

The DMMA says it remains the only official measurement body for digital audience data in South Africa and "will continue to provide its members with insightful and reliable data concerning the consumption of digital media across the country."

"We look forward to healthy collaboration around the measurement of media in South Africa going forward."

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