

IAB SA to join Advertising Standards Authority of South Africa as core member

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The IAB SA resolved at its AGM on 26 October 2016 to **apply for core membership** of the **Advertising Standards Authority of South Africa (ASA)**, a move which the IAB Board believes will bolster the self-regulatory framework established by the advertising industry 48 years ago and bring much-needed digital best practice and know-how to the ASA.



The ASA is itself in the process of applying for accreditation by the National Consumer Commission as an **industry ombud** in terms of the Consumer Protection Act. This will give it stronger and more expansive legal jurisdiction to deal with complaints, and more effective enforcement powers.

Current ASA core members include the Association for Communication and Advertising (ACA), the National Association of Broadcasters (NAB) and the Marketing Association of South Africa (MASA). Core membership will entitle the IAB SA to a seat on the ASA Board, representation on various board committees, and the opportunity to participate in the formulation and review of the ASA's business strategy.

"We're really excited about the role the IAB SA can now play in gearing the ASA up to deal with increased volumes and complexity of complaints relating to online advertising," says Andrew Allison, IAB SA's Head of Regulatory Affairs. "The ASA has served across five decades as an example to the private sector of how responsible industry self-regulation can work. We're committed to ensuring it continues to do so into the future."

Fred Makgato, Head of Legal and Regulatory Affairs at the ASA, welcomed the IAB SA's decision, which "happens at an opportune time when digital advertising is growing at an exponential rate in South Africa."

Mike Gendel, Chairman of the ACA and a director of the ASA, expressed his delight at the decision: "The ACA is certainly pleased that the IAB SA will be applying to join the ASA as a core member. The ASA and its other members recognise the importance of self-regulation across all commercial media, including digital and social media, and the IAB SA's decision is a welcome development which will benefit consumers and marketers."

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About the IAB South Africa:

The Interactive Advertising Bureau (IAB) South Africa, is an independent, voluntary, non-profit association focused on growing and sustaining a vibrant and profitable digital industry in South Africa. The IAB South Africa represents the digital industry across all sectors including the media, the marketing community, government, and the public, and also acts as the channel through which international bodies can enter the South African digital market. The IAB South Africa currently represents over 200 members including online publishers, creative, media and digital agencies, brands, and educators, between them accounting for more than 41 million local unique browsers. The IAB South Africa strives to provide members with a platform through which they can engage, interact, and address digital issues of common interest, thereby stimulating learning and commerce within the South African digital space. To find out more about the IAB South Africa, visit its [website](#), like its [Facebook](#) page and follow [@iab_sa](#) on Twitter.

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