

# DMMA to host its first ever Online Publisher Conference

Issued by [IAB South Africa](#)

3 Oct 2013

The Digital Media and Marketing Association (DMMA) is hosting its first ever Annual Publisher Conference at the Sports Science Institute in Cape Town on 8 October, and at Wits Business Hub in Johannesburg on 9 October.

Sponsored by and WoodWing and APS and with a dynamic line up of speakers, the seminar aims to open up the channels of communication between the various role players in the South African digital space, as well as to create conversation around issues that impact online publishers.

## **CONFERENCE PROGRAMME:**

- 09:00 - 09:30: Timothy Spira (Head of Publishers, DMMA) - *Insights from MIXX 2013 and the IAB Global Summit*
- 09:30 - 10:00: Richard Webb (CEO, Effective Measure) - *Cross-platform measurement, single view of user (including web, mobile web, app v social, traditional media) and multimedia stream measurement*
- 10:00 - 10:30: Melissa van Zyl (Connection Analyst, M&C Saatchi Connect) - *Buying digital: the media planners perspective (CT only)* / Scott Gillham (Regional Director Asia Pacific, Middle East & Africa, Nielsen) - *Why AdEx numbers are so important (JHB only)*
- 10:30 - 10:50: Roan Mackintosh (Acceleration Publisher Services, South Africa) - *The new advertising ecosystem: Once upon a time there were publishers, agencies and advertisers. The internet age did away with all that simplicity and foisted a confusing array of intermediaries into the online advertising landscape. Networks, exchanges, RTBs, demand-side platforms, programmatic marketing...what are these things, why are they important and what will their impact be on the future of online publishing?*
- 10:50 - 11:30: **The new advertising ecosystem:** Panel discussion facilitated by Timothy Spira.  
Publisher representative: Matthew Buckland, Founder - Memeburn (CT only) / Derek Abdinor, General Manager - Times Media Digital (JHB only)  
Advertiser representative: Musa Kalenga, Head of Group Digital Marketing - Nedbank  
Agency representative: Garth Rhoda, Sales Director - Habari Media (CT only) / Charl van Rooyen, Lead Digital Strategist - Mediacom (JHB only)  
Roan Mackintosh, Business Director - Acceleration

### **Topics include:**

- The impact of advertising exchanges and real-time bidding on publishers' business models
  - Is it feasible for online publishers to live by advertising alone, and if not, what are the alternatives?
  - In the age of social media and sponsored content, when advertisers are increasingly producing and distributing their own content, are publishers at risk of becoming irrelevant?
  - Can local publishers compete in a globalised marketplace dominated by the likes of Google and Facebook?
  - How can publishers ensure that they differentiate themselves and become indispensable to advertisers?
- 11:30 - 12:00: Athar Naser (Head of Content Division, Juice Content at Primedia Online Innovations) - *In content marketing - including native advertising, technology, and new business models (CT only)* / (Loren Braithwaite-Kabosha (Executive Director, South African Communications Forum) - *Increasing ICT competitiveness and usage in South Africa: the Challenge and Opportunity (JHB only)*
  - 12:00 - 12:30 Andrew Parrington (Sales & Marketing Manager, Automated Publishing Services) - *Developments in digital publishing, monetisation and analytics*
  - 12:30 - 12:45: Mike van Eck (Head of Measurement, DMMA)
  - 12:45 - 13:00: Q&A and closing

Cost is free to members, R200 for non-members. To book your seat, please email [info@dmma.co.za](mailto:info@dmma.co.za).

## **SPEAKERS:**

**Andrew Parrington** is Sales & Marketing Manager at APS. With a family history in publishing spanning over two generations, it was only a matter of time before Andrew joined the family business and stepped into the world of publishing. After spending ten years using his creative energy and dedication to formulate high-end, unique and once-in-a-lifetime events for top-end incentive houses and corporate companies, Andrew decided to switch things up career-wise. Completing numerous accreditations with Adobe in Creative Suite, Volume Licensing and more recently - Digital Publishing Suite - he has found his true passion in all things digital.

**Athar Naser** is Head of Juice Content, and brings a wealth of global media and digital experience to the content specialist division of Primedia Online. Athar was raised in the United Kingdom where he gained extensive media experience across various media platforms. One of his key areas of work was at Guardian Newspapers, amidst the migration of this major media house from a traditional business model to one that recognised the importance of digital in creating engaged communities. A firm believer in the transformative power of digital in the media landscape, Athar sees the medium as revolutionary in that brands are now free to engage directly with the consumer for the first time.

**Charl van Rooyen** started agency life as an account manager at Quirk from where he moved into media strategy. He's currently lead digital strategist at Mediacom South Africa. In his years spent in digital he's had the pleasure of working on accounts such as Sun International, DSTv, Liberty, Savanna, Southern Sun, Cricket South Africa, Neotel, Capitec Bank, Mweb, L'Oreal, Fedhealth, Zodiac, Investec, Internet Solutions and Proctor & Gamble. Charl feels that educating clients on the role of digital and how it fits into the overall marketing mix is key to doing bigger and better digital campaigns.

**Derek Abdinor** is responsible for digital outcomes at Times Media, of which the Times Media LIVE network is a key business. His mandate is to improve performance of digital value across the various titles and platforms. He qualified as an MBA and has an agency background in digital and business development from Graphicor and Ince.

**Garth Rhoda** has thirteen years of both local and international experience in media sales across the full range of platforms. Garth left traditional media in 2008 and launched Habari Media's mobile sales division. In 2010 Garth was appointed Sales Director, responsible for ensuring optimum monetization of all commercial partners as well as keeping the local market up-to-date with the latest digital developments.

**Loren Braithwaite-Kabosha** is the CEO of the South African Communications Forum (SACF). SACF is an industry association made up of some of the leading businesses in the telecommunications, broadcasting, postal and IT industry in South Africa. She currently also serves on the Board of the National Electronic Media Institute of South Africa (NEMISA). Prior to this, Loren was appointed by Minister Ivy Matsepe Casaburri to serve on the Digital Dzonga Advisory Council for Digital Migration. In 2008, Loren served as Chairperson of the Consumer Advisory Panel of the Independent Regulatory Authority of South Africa (ICASA). Loren's field of expertise includes Policy, Planning, ICT, Electronic Media, Broadcasting and Commercial development. She obtained a Juris Doctoris from Columbia University and a BA Government from Harvard University. She is a member of the Bar of the State of New York and has authored several articles on ICT and Economic Empowerment.

**Matthew Buckland** was named as one of "SA's top 100 most influential media and advertising people" (The Annual). Matthew is the MD of Creative Spark and publisher of Memeburn.com - companies he started in 2010. Matthew previously worked for the BBC Online, 24.com - first as the GM of Publishing, and then going on to found and head up 20FourLabs. Prior to this he headed up Mail & Guardian Online for seven, turning the online division into a profitable entity for the first time in its history and founding the Webby Honoree-award winning Thought Leader. He's also had stints at Avusa, Carte Blanche and iafrica.com.

**Melissa van Zyl** is the Connection Analyst at M&C Saatchi Connect, where she heads up touchpoint strategy. She is also vice chairperson for AMF Cape Town and lectures part time at AAA.

**Mike van Eck** is Online Business Manager at Ads24. Mike has been fortunate to be a part of the rapidly evolving media landscape and has worked with some dynamic media companies including Independent Newspapers, Times Media Group, BDFM, Associated Magazines, Microsoft (msn) and now more recently with Ads24 (Media24 News Group). Mike is also Head of Measurement for the DMMA.

**Musa Kalenga** qualified as the youngest Chartered Marketer (SA) in Africa. In 2005/2006 Musa became the first Chairman of the Youth Advertising Board of South Africa. He obtained his undergraduate Bachelor of Commerce with double majors in Marketing and Advanced Management at WITS University in 2007. His keen insights into the youth led to the establishment of Monatefellaz, a marketing and research consultancy specialising in young consumers. Musa has been hailed as a marketing fundi by Sunday World newspaper and has received much acclaim for his work, including an unprecedented three nominations for the prestigious Black Business Quarterly Awards in 2008. Musa headed up IHOP WORLD and in May 2011 Monatefellaz merged with IHOP a division of the Brand Leadership Group. In 2012 Musa joined Nedbank. Musa is also Head of Brands for the DMMA.

**Richard Webb** is the Chairman and CEO of Effective Measure which operates in 33 countries and is one of the world's largest Profile Validation Platforms helping the largest publishers, ad networks, advertising agencies and advertisers globally through its unique technology and insights of predictive consumer behaviour. Prior to this Richard was CEO of Renaissance Corporation; CEO and founder of BlueFreeway; CEO of Citect and the CEO of Red Sheriff (the DMMA's first appointed third party measurement vendor provider). Richard has held more than 85 company board directorships in 21 countries and continues to actively support new technology startups globally. He has also served as the Managing Director of Oceania for Sensient Technology.

**Roan Mackintosh** is the Business Director for key publishers in South Africa and manages a portfolio of clients from the Retail, Communications and Media & Entertainment industry. He is responsible for the strategy and growth of client's digital business interests through extensive knowledge of the digital marketing technology industry. Most notable clients include Woolworths, Homechoice, DStv and various divisions of the Naspers Group. Roan joined Acceleration 5 years ago from working with Grey Worldwide advertising agency, managing accounts within the Brandhouse portfolio of brands including Heineken, Amstel, Captain Morgan and Tanqueray Gin.

**Scott Gillham** is the Regional Director - Advertising Information Services (AIS), Asia Pacific, Middle East, and Africa. Scott was appointed Regional Director for AIS (AdEx) in July 2012, and is responsible for the strategic development and implementation of the AIS product portfolio across the APMEA Region. Having joined Nielsen in 2002, Scott was more recently Client Service Director of the Agency Team, and Product Leader for the Australia AIS business. Prior to Nielsen, Scott held a number of roles on the Agency side including Media Group Head at OMD Australia, and Media Strategy Planner at DDB Sydney, working on a range of high profile accounts including McDonald's, Microsoft, News Corporation, and Procter & Gamble.

**Timothy Spira** is General Manager of eNews Channel Africa's online division. His passion for online media began in the mid-1990s when he was part of the original team at VWV Interactive, one of South Africa's first digital agencies. He has since been involved in several online media operations including iafrica.com, News24 and Fin24. He has also spent time in the print industry as publisher of such titles as Finweek magazine and the Sake24 national newspaper supplements. Tim is also Head of Publishers for the DMMA.

## **SPONSORS:**

**WoodWing Software** develops and markets a premier, cost-efficient multi-channel publishing system, Enterprise, and the next generation digital asset management system, Elvis DAM. WoodWing's solutions are aimed at magazine, newspaper and book publishers, corporate publishers, agencies and marketing departments to reach their goals for quality, economy and time-to-market. Additional information regarding WoodWing's products and services can be found at [www.woodwing.com](http://www.woodwing.com).

**Automated Publishing Services (APS)** is a Digital Publishing Services company which specialises in automating and

digitizing publishing services. Established in 1989, APS has gone from strength to strength, winning renowned software agencies for Woodwing and Fotoware and working with clients such as Media24. Off the back of successful work with Woodwing and its other agencies, APS has established Media Innovations, a digital publishing agency for 21st century leading publications. APS has also established its own web-to-print SAAS, Brand Manager which it looks to extend into the marketplace. APS is eager to hear about your digital publishing needs. [www.aps.za.com](http://www.aps.za.com)

- **Urgent: Shape the future of South African digital marketing** 30 Apr 2024
- **Be part of this year's IAB South Africa Internet Advertising Revenue Report** 1 Mar 2024
- **IAB South Africa Bookmark Awards 2024 early bird entry extension** 28 Feb 2024
- **IAB SA's new white paper: A roadmap for influencer marketing** 21 Feb 2024
- **Msizi James, 'togetherness' and more expected at this year's Bookmark Awards event** 21 Jul 2022

#### [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 media and marketing industry within South Africa.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>