

# Google South Africa joins the Online Publishers Association

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In a bold vote of confidence Google South Africa has joined the South African Online Publishers Association (OPA).

Google is a key industry player in the South African digital marketplace, and an integral partner to many of the publishers who are existing members of the OPA. Stephen Newton, Head of Google South Africa, comments on the affiliation: "Google is excited to be a member of the OPA. Publishers and the content they produce are integral to the success of the internet in South Africa. We fully support the OPA in sustaining this industry."

The Online Publishers Association is South Africa's independent representative body for online publishers and digital agencies. The past two years has seen the organisation experience phenomenal growth, growing from 35 members to over 100. This growth is the consequence of the organisation actively growing its membership base and opening up to digital advertising agencies, smaller publishers, and bloggers; but importantly, the growth in membership is indicative of the growth of the medium as a whole.

Adrian Hewlett, chairperson of the OPA, is extremely optimistic on Google's affiliation. "Google is a globally respected digital brand, and their association with the OPA is indicative of how respected this organisation has become in South Africa. Over the past few years the OPA has really pushed the online proposition; not only did we introduce the Bookmarks, an award engineered to benchmark local digital publishers and creative agencies with those overseas, but we continue to educate the industry with workshops and conferences, all whilst promoting the online medium as a legitimate partner to traditional media."

The affiliation is also indicative of the inherent potential that Google believes exists in the South African digital marketplace, and that they wish to be a key player going forward.

For more information on the OPA please call Theresa Vitale on 011 454 3534, or email her on .

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