



IAB Centre of Excellence Series Part 1: The Power of Video and Connected TV

This episode is brought to you by DStv Media Sales

2020 was a banner year for Digital Video advertising—particularly for Connected TV (CTV). Both increased viewership and the fluidity of Digital Video ad buying and optimisation resulted in increased share for media companies in the streaming space. Targetability, addressability, incremental reach, and the opportunity to leverage first party data—have made 2021 a sellers’ market. In fact, advertisers report that they expect CTV prices to go up in parallel to prices in Linear TV. Escalation of audience-based buying trend and the impending loss of 3rd party identifiers is expected to further elevate buyer demand for Connected TV. Welcome to episode 1 of the IAB SA Centre of Excellence Series - kicking off with the power of Video and Connected TV.

Connected TV is the Driving Force in 2020 Digital Video Advertising Spend

Digital video advertising growth continues and is expected to represent more than half (56%) of total video spend projected in 2021. Connected TV (CTV) continues to outpace other formats and shows no signs of slowing down, according to IAB’s “Video Ad Spend 2020 and Outlook for 2021” report, released at the IAB 2021 NewFronts.

[READ MORE ON IAB.COM](#)

IAB global Advanced TV Buying Guide: Including OTT / Connected TV

Advanced TV is an umbrella term that refers to television content that evolves beyond traditional, linear TV delivery models. Advanced TV targeting enables advertisers to serve one ad to one household as opposed to broadcasting the same ad to all households. Advanced TV includes OTT (Over the Top)/Connected TV, Addressable TV, and Addressable VOD.

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IAB Global 2021 Digital Video Adspend Report

With consumer optimism on the rise in 2021, we expect Digital Video share of market to continue to climb. Ad buyer optimism is visible across 2021 Digital Video budget allocations. The pressure-cooker events of 2020 forced the industry into new degrees of flexibility around campaign messaging, placements, and investments. That flexibility is the new standard operating procedure for 2021 and beyond, which illustrates the need for the sell-side to better deliver real-time optimization capabilities. While continued growth is occurring across all Digital video, with a movement toward more audience-based approaches to buying driving an increase in buyer demand for CTV.

[READ THE FULL REPORT ON IAB.COM](#)

DStv Media Sales: A Case Study in CTV Media in capital

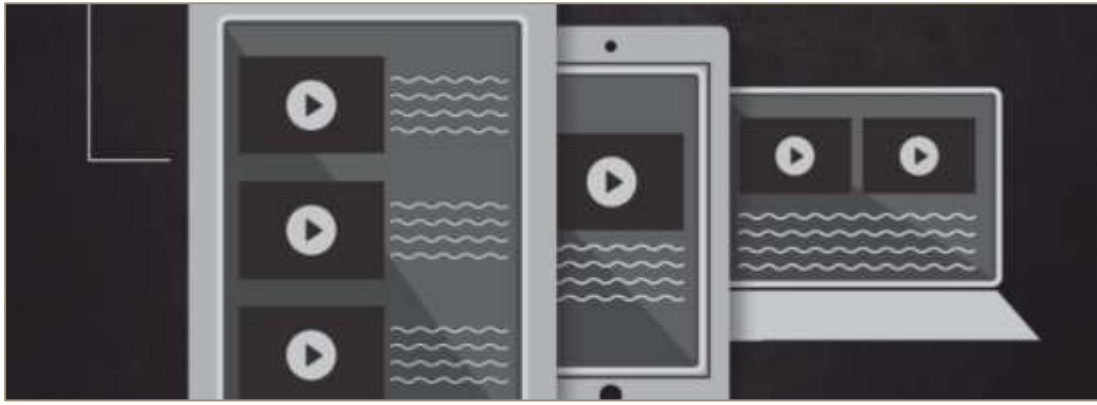
Big Brother Naija: Africa's No.1 Reality Show has successfully built awareness for brands and created a lot of emotional awareness and record call to action. Making it one of the most reputable platforms for guaranteed results for any advertiser. The show runs on DStv Channel 198 and GOtv Channel 29 with weekly highlights on Africa Magic Showcase, Africa Magic Urban and Africa Magic Family.

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IAB Data-Driven Video Best Practices

As data fuels the digital advertising ecosystem and video consumption continues to rise, data-driven video is emerging as a powerful marketing tactic and strategy that enables brands to deliver innovative storytelling. This document highlights the state of data-driven video, marketer benefits, tips for how to get started, best practices, and more.

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IAB DIGITAL VIDEO GLOSSARY

Each year, after a careful selection process, new words are added to the English dictionary based on society's changing vocabulary. Consistent meanings and definitions for those words are necessary for effective communication and understanding. That need is the same in digital video where new terms are created with increasing frequency. Some terms, like Television, stick. Others, like LaserDisc, become more obscure. But as new terms arise, the industry bears a responsibility to provide consistent meanings and definitions. The IAB Digital Video Glossary is an undertaking to do just that. Thank you to all IAB members who participated in this update of the glossary and all members are encouraged to participate in future efforts to keep this industry document relevant.

Buying Video on Demand with DStv Media

DStv Media Sales offer an ever-increasing number of brand-building and sales opportunities across our Video on Demand offerings, such as sponsorships (which are often a continuation from linear, or these can be bespoke), pre-roll ads or pause-screen billboards in Catch Up; programme placement in locally produced shows on Showmax; and association and interactive opportunities on BoxOffice.

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DStv Media Sales Insights & FAQ's

Here we look at the most frequently asked questions in the DStv Media Sales portfolio, as well as insights in this space including but not limited to: TV decisions are driven by artificial intelligence - where is "TV AI" currently being used; What is "addressable advertising"; What is "TVR"; What are Impacts; and how is pause measured, as a few examples.

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Achieving your business objectives with digital paid media

#IABInsightSeries: Episode 26

The IAB SA hosted its 26th insight event on Zoom on 20 May, featuring host Tshegofatso Phetlhe, creative director at VMLY&R. Speakers included: Marius Swanepoel, media strategy director at Jellyfish; Claudelle Naidoo, MD at MediaCom; Elenor Jensen, director of PWC SA; Khanyisa Melwa from Narrative South Africa; and Mark Prior, Digital and VOD Ad Delivery and Strategy at DStv Media Sales. Episode 26 was sponsored by Jellyfish and brought to you in partnership with DStv Media Sales, Narrative, Everlytic, Gumtree and Bizcommunity. The 2021 IAB Insight Series is also approved for 2 CPD points at CMSA-level under marketing, by the Marketing Association of South Africa.

[READ MORE ON BIZCOMMUNITY.COM](#)

The State of Digital: Bookmarks 2021

The “golden thread” that connects consumers to businesses, almost all our interactions rely on digital platforms. This exponential growth has facilitated more than 346 million new internet users coming online globally in 2020 and an equivalent of ten years of innovation in a mere six month resulting in no shortage of inventive and creative answers to business objectives and consumer needs.

[READ MORE HERE](#)

IAB Insights Series: Digital Video Marketing

Join in on 25 November 2021 at 11am. Our final and 32nd episode for 2021 addresses the opportunity to achieve your business objectives through Digital Video marketing. This episode will align with our IAB SA Digital Video Committee projects, IAB Global definitions and benchmarking, IAB Tech Lab standards, as well as case studies from the IAB SA Bookmark Award finalists in this category.

[REGISTER HERE](#)

About the IAB South Africa

The Interactive Advertising Bureau is a non-profit, non-government industry body based in over 47 countries around the world with the collective vision to empower the media and marketing industry to thrive in a digital economy. We currently represent over 155 members including online publishers, brands, and educational institutions, as well as creative, media and digital agencies. Our aim is to provide our members with a platform

where they can engage and interact with each other and address digital issues of common interest, thereby stimulating learning and growth within the South African digital space. None of this would be possible without both your membership and your participation in our initiatives, platforms, partnerships and projects.

For more information on the IAB [click here](#).