



Event Highlights

The Venue, Green Park - Johannesburg, South Africa

Day One - 06 August 2024

The recent Advertising And Audience Management Summit kicked off with a series of insightful presentations and panel discussions, focusing on the evolving media landscape and the critical role of audience understanding in a fragmented market.

Keynote Presentation: Benjamin Pius

Insight: Audiences and Market Fragmentation - Changing Dynamics of the Ecosystem

Benjamin Pius opened the summit with a keynote presentation that delved into the shifting dynamics of media consumption. He emphasised the increasing fragmentation of audiences and the necessity for media professionals to adapt to these changes. Pius highlighted the importance of leveraging data and analytics to understand audience behaviour across various platforms, ensuring effective content delivery and engagement.

Panel Discussion: Ideas And Pathways Around 'Knowing Your Audience' In Today's Fragmented Media Environment

Panelists:

- Gary Whitaker, CEO of The Broadcast Research Council of South Africa,
- Steve Babaeko, President, Association of Advertising Agencies of Nigeria
- Ngenda Kamayoyo, Director of Content Services, Zambia National Broadcasting Corporation
- Francois Retief, COO, Iono FM
- Melissa Webb, Associate Director, Borderless Access

The discussion underscored the importance of accurate audience data and the challenges posed by the multitude of media platforms available today. Panelists shared insights on innovative methods to gather and analyse audience data, ensuring advertisers can effectively reach their target demographics.

Presentation: Importance Of Accurate Audience Data In A Multi-Platform, Multimedia Environment

This session featured a presentation on the evolution of audience measurement, followed by a panel discussion addressing the challenges and opportunities in obtaining accurate audience data.

Panelists:

- Monicah Ndungu, COO, Nation Media Group (Kenya)
- Paulo Dias, Radio Content & Convergence Specialist, Ultimate Media
- Tshepiso Chikapa-Phiri, Executive Director, IPO (Independent Producers Organisation)

Panelists discussed the necessity of integrating data from various platforms to create a comprehensive understanding of audience behaviour. They highlighted technological advancements that aid in accurate audience measurement and the significance of cross-platform data integration for effective advertising strategies.

Presentation: Understanding Self-Regulation, The ARB And The Basic Rules About Advertising Content

Gail Schimmel, CEO of the Advertising Regulatory Board of South Africa, provided a detailed overview of self-regulation in advertising. She emphasised the basic rules governing advertising content and the role of the ARB in maintaining industry standards. Schimmel's presentation stressed the importance of ethical advertising practices and the benefits of self-regulation for the industry.

Panel Discussion: Effective Planning For Digital Media Sales And Marketing - Scenarios For Success

Panelists:

- Craig Kelly, CEO, Premium Free TV
- Faye Emmerson, Edge Group Of Companies

Panelists shared their expertise on effective sales strategies in the digital age, focusing on the need for targeted advertising and the utilisation of data-driven approaches to maximise sales outcomes.

Panel Discussion: Implementing Safety Initiatives To Protect Consumers Across Digital Media Platforms

Panelists:

- Amanda Bester, Founder, Pragmatic Digital Consulting
- Dr. Helena Van Wyk, Dean, Post Graduate Studies & Research, IMM Graduate School

The session highlighted the importance of implementing safety initiatives to protect consumers on digital platforms. Panelists discussed various strategies to ensure consumer safety, including the establishment of robust regulatory frameworks and the adoption of best practices in digital content management.

Day Two - 07 August 2024

The second day of the summit opened with a keynote address by Karabo Rangwetsi, the Acting Business Manager at Channel Africa. Rangwetsi shared the significant milestones achieved by Channel Africa, highlighting the network's commitment to providing quality content and its role in shaping the media landscape in Africa. The keynote set the tone for the day's discussions, emphasising innovation and growth in the African media sector.

Panel Discussion: Impact of Advertising Innovations on Revenue Generation

Panelists:

- Dr. Femi Adelusi, Managing Director, Brand Eye Media
- Abdul Mathee, Founder, MMS Africa

The first-panel discussion focused on how advertising innovations are driving revenue generation in the media industry. The panellists shared insights on the latest advertising technologies and strategies that are transforming the sector. Dr Femi Adelusi emphasised the importance of data-driven advertising and its impact on targeting and personalisation. Abdul Mathee discussed the role of digital platforms in reaching wider audiences, while Kelvin Storie highlighted the significance of cross-platform advertising. Lenny Nganga provided examples of successful advertising campaigns in East Africa, showcasing the effectiveness of innovative approaches.

Presentation: Pan-African Media: From Dinos To Dynamos-Evolving For Agenda 2063

Langa Ndlovu, Brand Strategy Consultant, Afrodroid

Langa Ndlovu delivered a compelling presentation on the evolution of Pan-African media. Ndlovu traced the historical development of media across the continent and examined current trends shaping the industry. He highlighted the increasing influence of digital media and the growth of local content production. Ndlovu also discussed the challenges faced by African media organisations, including regulatory issues and funding constraints.

Panel Discussion: Challenges and Opportunities in Sales and Marketing for African Broadcasters

Panelists:

- Ursula Shikhati, Head of Sales Intelligence, SABC
- Ntsika Msuthu, Director, The CreativePlaybook
- Langa Ndlovu, Brand Strategy Consultant, Afrodroid

The second-panel discussion addressed the challenges and opportunities in sales and marketing for African broadcasters. Ursula Shikhati emphasised the importance of leveraging data analytics to enhance sales performance. Kevin Ndinguri discussed innovative marketing strategies to engage audiences, while Ntsika Msuthu highlighted the need for creative content to attract advertisers. Langa Ndlovu provided insights into building strong brand identities to drive marketing success.

Presentations: Interactive Advertising – What The Future Holds For The Business Of Broadcasting

Tom Sondlo, Business Lead (SA), Black Group

In the afternoon sessions, Tom Sondlo presented on the future of interactive advertising. He showcased emerging technologies that enable more engaging and personalised advertising experiences and highlighted case studies demonstrating the effectiveness of interactive ads in driving user engagement and conversion rates.

Presentation: Ready Or Not, Here It Comes: The Future Of Media Strategy And Planning In An AI-Powered World

Matt Angus Hammond, Director, Angus Hammond Africa

Matt Angus Hammond followed with a presentation on the role of AI in media planning. Hammond discussed how AI and machine learning are revolutionising the media industry, from content creation to audience targeting. She provided examples of

AI-driven tools that help media planners optimise their campaigns and achieve better results.

Panel Discussion: Use of AI and Machine Learning in Media Planning

Panelists:

- Dr. Sifiso Falala, CEO, Plus 94 Research
- Terri Johnson, Media Marketing Lead, FNB
- Bada-Akintunde Johnson, Country Manager, Paramount Africa
- Matt Angus Hammond, Director, Angus Hammond Africa

The final panel discussion of the day delved into the use of AI and machine learning in media planning. Dr. Sifiso Falala discussed the ethical considerations and challenges associated with AI in media. Terri Johnson shared practical applications of AI in marketing campaigns at FNB, while Bada-Akintunde Johnson highlighted the role of AI in content personalisation at Paramount Africa. Ma' Angus Hammond concluded the discussion by exploring future trends in AI and their implications for the media industry.

Conclusion

The summit provided valuable insights into the evolving landscape of media and advertising in Africa. The discussions and presentations highlighted the critical role of innovation, data analytics, and AI in shaping the industry's future. The summit concluded with optimism and a call to action for media professionals to embrace new technologies and strategies to drive growth and success in the sector.