

ADVERTISING AND AUDIENCE MANAGEMENT FOR DIGITAL BROADCAST MEDIA 2024

06 - 07 AUGUST 2024 | JOHANNESBURG - SOUTH AFRICA

6TH- 7TH
AUGUST
2024



Five Star Venue
Johannesburg
South Africa

Convened By:





ABOUT THE SUMMIT

As consumer behaviours continue to evolve as a result of significant changes in broadcast media, industry players across the entire 'traditional' and 'new' media value chain - i.e broadcasters, content publishers, telecom operators, advertisers agencies, brand owners, and industry regulators - are faced with new set of opportunities and challenges with regards to new and innovative advertising developments.

Key to this is the fact that in the digital dispensation, advertisers and sponsors will put their funds where they can get variable audience reach.

Successful broadcast media and content publishing business models will be those that leverage the combined powers of the fragmented media environment and provide advertisers and sponsors with the relevant impact metrics that in turn allows them to justify their spend with the broadcasters and content publishers.

Broadcast Media Africa (BMA), in association with our industry partners, is proud to present the International Summit on Advertising And Audiences Management For Digital Broadcast Media.

Bringing together major players in the broadcasting, publishing, production, telecommunications, branding and regulatory environment, this important industry summit is designed to assess new and innovative opportunities that are available within the evolving ecosystem, and how industry players can leverage new models, strategies, technologies and solutions successfully.





KEY THEMES

- Evolution of broadcasting - Models to strengthen audience growth and monetisation for broadcast media.
- Rethinking strategies to grow audiences and revenues through effective audience measurement.
- Audience volume vs engagement - understanding who was listening/watching, for how long, and how often.
- Strategies to grow audiences and revenues through effective audience measurement.
- Audience data and consumer analytics to drive multi-platform media effectiveness.
- Ad insertion innovations and how to take advantage.
- Understanding multi-media metrics for audience measurement data.
- Capturing, processing and evidencing “time-spent” audience data to attract and sustain sponsors and advertisers confidence.
- Advertising outcomes on the convergence of broadcasting with mobile telecom.
- Setting up trusted and reliable systems for insight into advertising effectiveness - resolving challenges present in African markets.

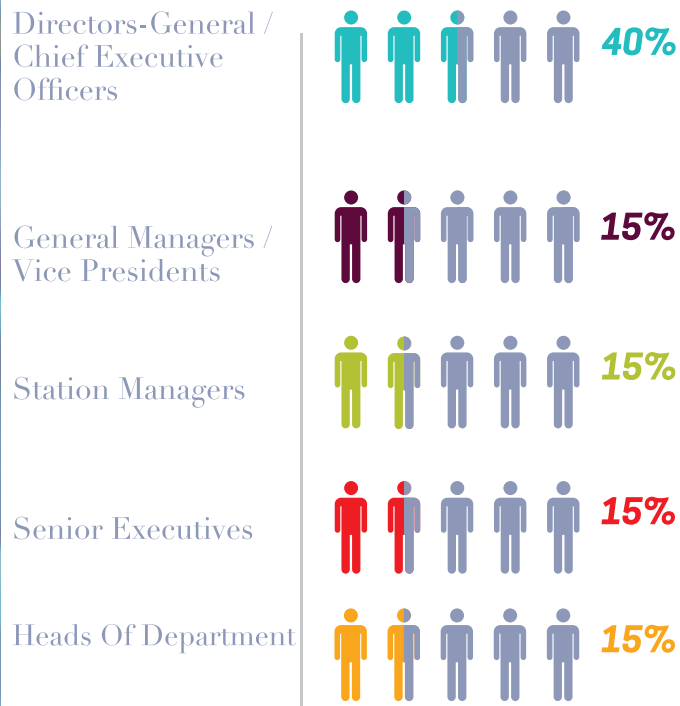
REASONS TO ATTEND?

- ✓ Take advantage of the only dedicated event for exploring what is happening to audiences and innovative advertising strategies.
- ✓ Discover hot-button trends that are impacting the rapidly evolving advertising landscapes in African markets.
- ✓ Learn about challenges and opportunities from experts specialised in media audience engagement.
- ✓ Hear authoritative voices on the key issues affecting digital sales and marketing and consumer behaviour in Africa.
- ✓ Understand new tools and techniques driving media successful audience engagements and retention by media and content publishers in Africa.
- ✓ Enjoy hours of senior-level networking and interactive discussions on cutting-edge strategies and operations for success in the digital ecosystem.
- ✓ Learn effective methods for audience management and segmentation specific to the African demographics and markets.
- ✓ Evaluate specific propositions for the advertising funded broadcast and media platforms.
- ✓ Assess how industry players are looking to deal with AI and blockchain innovation.
- ✓ Understand the role(s) of regulations to guide ethical advertising and protect consumer data in Africa in the age of AI.



WHO WILL ATTEND

SENIOR LEVEL ATTENDANCE



INDUSTRY REPRESENTATION



REGIONAL REPRESENTATION

