

Intl Conference on Online Media Measurement report back

Last week, Josh Adler, head of the OPA Measurement Committee, was in Portugal for the International Conference on Online Media Measurement (I-COM Summit). To find what this means for South Africa's advertising, branding, media and digital industries, read Adler's five posts on his [Bizcommunity.com blog](https://www.bizcommunity.com/blog).

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