

OPA membership grows, with agencies showing the lead

Issued by [IAB South Africa](#)

6 May 2008

The uptake from agencies who were recently invited to join the Online Publishers Association (OPA) has been very encouraging. The following leading online media and creative agencies have signed up as Associate OPA members: Acceleration, Group M, Longtail, Upstream, Catgraphics and Digivox.

The OPA initiated this inclusion as recognition of the vital role these agencies play in the success of the online landscape in South Africa. The medium as a whole will flourish if media agencies and online publishers constructively work hand in hand, ultimately enabling better solutions for clients, and greater appreciation of key technological developments.

For more information please call:

Theresa Vitale 011 454 3534, or email her on

" Be part of this year's IAB South Africa Internet Advertising Revenue Report " 1 Mar 2024

" IAB South Africa Bookmark Awards 2024 early bird entry extension " 28 Feb 2024

" IAB SA's new white paper: A roadmap for influencer marketing " 21 Feb 2024

" Msizi James, 'togetherness' and more expected at this year's Bookmark Awards event " 21 Jul 2022

" Entering the 2022 Bookmark Awards is as easy as 1, 2, 3... " 22 Apr 2022

[IAB South Africa](#)



The Interactive Advertising Bureau (IAB) South Africa is an independent, voluntary, non-profit association focused on growing and sustaining a vibrant and profitable digital media and marketing industry within South Africa.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

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