

Digital media influencing tipping point

“There is a huge pressure building right now in the market and it is reaching the tipping point due to the influence of digital media, which many South African marketers do not really give much importance,” said Tony Koenderman at a working breakfast this morning, Thursday, 14 February 2008, held in Sandton, Johannesburg, where he revealed that the 2008 theme of *AdReview* will be ‘The Tipping Point’.



By [Issa Sikiti da Silva](#) 14 Feb 2008

The sixth edition of this South African guide to the advertising and marketing industry will be published on 24 April.

“Consumers are becoming savvy and more demanding, so my advice to SA marketers is that they should put online advertising in their thinking and consider build it up if they want to catch up with the tipping point and stay relevant,” he added.

“I know that it is still a small market, but I am confident that within a few years, online marketing could be as big as radio advertising.”

Currently, radio advertising accounts for 11% of SA's total annual advertising income.

Furthermore, Koenderman called for agencies to contribute to this year's editorial material; the deadline to send in their contributions is 28 February.

For more information, go to www.adreviewclub.co.za. All the editorial material should be emailed to .

ABOUT ISSA SIKITI DA SILVA

Issa Sikiti da Silva is a winner of the 2010 SADC Media Awards (print category). He freelances for various media outlets, local and foreign, and has travelled extensively across Africa. His work has been published both in French and English. He used to contribute to Bizcommunity.com as a senior news writer.
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