

DMMA and PMSA form strategic partnership to protect SA's media industry

Issued by [IAB South Africa](#)

13 Jun 2012

The Digital Media and Marketing Association (DMMA) and Print Media South Africa (PMSA) have announced that they will be collaborating on several key areas of mutual interest and importance.

DMMA and PMSA have agreed to investigate and collaborate on specific issues pertinent to both bodies, based on several interdependencies which they have identified. "After numerous discussions it became clear that there are definitely synergies between the two of us," explains Jarred Cinman, DMMA Deputy Chairperson and Chief Inventor at Native Digital Agency. "It is vital that we work together to understand the challenges our industries face and establish areas of common interest. Upon doing so, we can effectively utilise the resources we have available to tackle these challenges together and thus encourage the growth and development of both print and digital media in South Africa."

The key focus areas between the DMMA and the PMSA include:

- **Transformation:** Ingrid Louw will be representing the interests of the PMSA on the DMMA Transformation Sub-Committee, a division of the DMMA which aims to accelerate the growth of the digital landscape through various education initiatives.
- **Regulatory:** Following the Press Freedom Commission report on Press regulation in South Africa, the DMMA will also be included in an upcoming round table discussion with the Press Council/Press Ombudsman, SANEF and the PMSA, to ensure the representation of digital publishers' interests. The DMMA will collaborate with the PMSA in representing the media industry to the Parliamentary Committee.
- **Awards:** The DMMA has agreed to assist the PMSA in developing new categories as part of their annual Awards to acknowledge key achievements within the digital space, specifically within publishing categories. This will run parallel to the DMMA's own Bookmarks Awards which aim to recognise and reward significant contributions towards the digital industry.

"The key focus areas as identified above are a good starting point, but we expect to discover many more shared interests as our partnership grows," says Louw. "The collaboration between both print and digital industries will ensure the development, survival and success of both."

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