

***The Annual* extends to digital**

In addition to its in-depth printed version, *The Annual* will go digital in 2013, as the go-to reference point for busy media users. It has collaborated with Brainstorm Mobile Solutions to produce the first app for iPads and iPhones, with other native apps to follow later in the year. It will offer rolling updates on the changes, events and gossip concerning SA brands and advertising.

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