

# #ACACaresCovid19: Pivoting to digital; audiences, privacy and access

The penultimate in our ACA series features three senior IAB SA executive board members, Claire Cobbledick, GM Gumtree South Africa and vice-chair IAB SA; Avani Singh, founder and co-director Alt Advisory and IAB SA Regulation Council chair; and Fahmeeda Cassim-Surtee, CEO of DStv Media Sales, discussing the increasing value of digital advertising and marketing, privacy, PoPIA and FPB legislation, connected TV and the future of digital audiences and content, hosted by Rutendo Nyamuda.

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*This industry-wide initiative for conversations around sustainable solutions to common issues facing SA's marketers and marketers, to future-proof the industry, is made possible by the Association for Communication and Advertising. Join the ACA at [www.acasa.co.za](http://www.acasa.co.za) | [www.bizcommunity.com/ACACaresCovid19](http://www.bizcommunity.com/ACACaresCovid19).*

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