

Is this the future of advertising? - 13 Nov 2017

BY LOUISE MARSLAND

We are launching our monthly #MeettheMarketer column on Bizcommunity.africa with an indepth interview with [Anatoly Roytman](#), managing director of Accenture Interactive and Global lead for EALA (Europe, Africa, Middle East and Latin America), who believes that Accenture Interactive is building the "agency of the future" and that seismic shifts are shaking the advertising industry.

The indepth and gigantic #AfricaCom conferences and expo dominated our media coverage and our days last week and all the content from the Bizcommunity.com team fielded to cover the relevant 18 conference streams can be found under the [AfricaCom](#) special section on the site. We focussed on TV Connect Africa too: [Data is the future of the monetisation of content](#); [Africa's audiences want African content](#); [How digital predators have spawned new broadcast business models](#). The easy to download PDF of our annual Focus on Shopper Marketing published last week: Download [here](#).

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Have a great week!

Louise Marsland

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