

Where to TV? AMASA looks for answers

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The Advertising Media Association of South Africa (AMASA), along with leading media experts, will be hosting an interactive discussion forum at the upcoming AMASA meeting. Join us on Wednesday, 7th March, at the JSE in Sandton and find out more about the current status of the television industry.

Looking into what's happening in the industry and more importantly what's not happening. The panel will be discussing pertinent issues around day after ratings, the rural sample, the closing of M-Net's open time window, availability issues and other relevant topics.

The panel, chaired by Brad Aigner, MD Universal McCann and Vice Chairman of AMASA, will include top players from the TV industry.

"Where to TV?" will be presented on Wednesday, 7th March 2007 at the JSE, 1 Exchange Square, Gwen Lane, Sandown at 16h00 for 16h30.

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The Advertising Media Association of South Africa's primary focus is the education of people with an interest in the media, marketing and advertising industry.

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