

# How to market to today's youth - 26 Sep 2017

BY LOUISE MARSLAND

This week our monthly trend report is a [Focus on Youth Marketing](#). Look out for content on this interesting marketing segment. Up today is [The importance of brand "me"](#) in conversation with Student Village MD, Marc Kornberger, on their research into student buying habits in South Africa; and international contributor Shlomo Ben-Hur writes on [Why are businesses so obsessed with Gen Y?](#).

Earlier this week, [PWC released its annual Entertainment and media outlook: 2017-2021](#), this time with an African perspective on the sector and trends. All the research points to user experience triumphing over content and distribution of the message.

The uproar over [internet shutdowns on the African continent](#), will be a focus of the [Forum on Internet Freedom in Africa](#), which kicks off this week in Johannesburg,

*To subscribe yourself or colleagues to the daily or weekly Africa newsletters which focus on media and marketing and general business news from the continent, [click here](#).*

Have a great week!

**Louise Marsland**

**Africa Editor: [Bizcommunity.com](https://www.bizcommunity.com)**

For more, visit: <https://www.bizcommunity.com>