

## " is not transformed" - Veli Ngubane

As an innovative approach to tackle the lack of transformation within the digital media and marketing industry and to bridge the gap to access, the Interactive Advertising Bureau of South Africa (IAB SA) announced on Tuesday that it is launching Front Row.



Veli Ngubane, head of the IAB SA's Transformation Council

In this week's #BizTakeouts podcast, we interviewed IAB SA Transformation Council head, Veli Ngubane on this new initiative and the necessity for transformation.

"Transformation is all about access," said Ngubane.

*"Are the people that wouldn't have gotten a seat at the table at the table? Are people who wouldn't have ordinarily gotten the opportunity to consume certain content, to be at certain places to take advantage of certain opportunities, are they at the table? Are we excluding a sector of society because of our history or are we now including them?"*



IAB invites young, black and gifted creatives to take up space in the Front Row

IAB South Africa 10 Mar 2020



In conversation with BizTakeouts host Rutendo Nyamuda at the Workshop17 Firestation, Ngubane expanded on the great benefits of the initiative for both corporates and the youth.

Front Row will launch at this year's Bookmarks Awards on 19 March 2020.

Listen to the full interview now on a your choice of local and international platforms, including [@spotifysa](#), [@applepodcasts](#), [iono.fm](#), [Bizcommunity](#) or the [BizTakeouts App](#).

## About BizTakeouts

BizTakeouts provides unforgettable conversations with some of the most influential people on the African continent, distributed to Bizcommunity's existing reach of over 2 million monthly industry page views, 546,500 newsletter subscribers and 889,818 mobile page views per month.

The cute takeaway box motif clearly communicates what BizTakeouts will deliver - tasty, snackable content, soundbyte-size B2B news>>TO GO - the disruptor in the burgeoning business podcast sector.

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