

Burn Media, Chargeads introduce programmatic journalism to South Africa

By [Genevieve Nash](#)

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Burn Media is excited to be the first South African premium publisher to utilise the 'Newsroom'.



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The Burn Network delivers programmatic journalism in proud partnership with Chargeads, and its platform 'Newsroom' - currently running successful campaigns in the US, UK, Spain, Romania and Singapore.

So what exactly is programmatic journalism?

“The newsroom provides publishers with the opportunity to (a), manage all their digital assets in one place, namely headlines, video, display, content and editorial recommendations and (b), focus on building audiences and not just inventory, which by definition is limiting,” explained Carl Jordan, country director of Chargeads South Africa.

“By focusing on building segments, publishers are able to reach their audiences within their own ecosystem and outside their own platforms...”

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