

Online Publishers Association membership expands

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The Online Publishers Association (OPA), that represents South African online media companies, has grown to include six new members:

- **Funnel:** a South African local content search engine
- **DStv:** the online offering of digital satellite television company, Multichoice
- **Junk Mail:** an online classified advertising web site
- **New Media:** the developer of magazines such as Insig, Visi and Time Out, amongst other consumer focussed publications and websites
- **Interface:** the owner of sites such as Webmail and Easyinfo
- **Autotrader:** an automotive e-commerce company.

The new members take total membership of the OPA to 30 publishers, which between them host over 6.6 million website visitors*. The OPA was developed to manage the interests of the burgeoning online media industry and provide clear and consistent communication of the information relating to it. A key part of the role of the OPA is to communicate the benefits of online advertising, which has now become an increasing mainstream marketing platform, worth in the region of R183 million**.

"The Online Publishers Association, with the addition of these new members, represents an increasingly healthy and profitable industry. The Internet, in the last decade, has moved from communicating to a small niche of users to becoming a mainstream media channel reaching millions of consumers. We look forward to the continued growth and success of online publishing," said Russell Hanly, Chairman of the Online Publishers Association.

*According to Nielsen//Netratings statistics for Q2 2006

** According to recent research by World Wide Worx

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