

# OPA membership grows, with agencies showing the lead

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The uptake from agencies who were recently invited to join the Online Publishers Association (OPA) has been very encouraging. The following leading online media and creative agencies have signed up as Associate OPA members: Acceleration, Group M, Longtail, Upstream, Catgraphics and Digivox.

The OPA initiated this inclusion as recognition of the vital role these agencies play in the success of the online landscape in South Africa. The medium as a whole will flourish if media agencies and online publishers constructively work hand in hand, ultimately enabling better solutions for clients, and greater appreciation of key technological developments.

For more information please call:

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