

About the Outdoor Advertising Indaba
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Media Release

The Joburg Property Company (JPC), a wholly owned entity of the City of Johannesburg (CoJ), will host an Outdoor Advertising Indaba to discuss the oversupply of billboards on the City's urban landscape and also issues of transformation with regards to SMME development and economic transformation. The City encourages the industry to discuss how this transformation affects their business models. Many billboards in the industry have their contract lapse and these become illegal, the issue of compliance to by-laws will also be addressed.

Ms Helen Botes states that, "The industry has progressed significantly over the past two decades, which is to be expected with economic growth of a city, however the recognized SMMEs have not increased by number or diversity."

The JPC manages, allocates and works with the CoJ departments to regulate Outdoor Advertising sites that are located on Council land, and is also taken aback by the non-compliance to regulations and council by-laws when engaging in the establishing of these platforms. The purpose of this Indaba will be to engage, to partner industry players and the value chain, as well as those who buy media space from them to understand how to better work together to ensure compliance.

There are approximately 30 000 various forms of street furniture and street poles, 720 billboards, 3800 on premise signs and 130 cellular masts and antennae. The JPC manages all these branded items.

The end goal is to reduce the visual clutter that has come about as a result of this industry's organic growth. When there is oversupply the value of this media is devalued and this would be to the detriment of all. The JPC welcomes the input of the various stakeholders involved in the field.

For those who would like to participate in these discussions and deliberations as to how a strong partnership can keep our environment aesthetically pleasing and maintain a clean city please visit the JPC's website for details on the event. The website address is www.jhbproperty.co.za.

Website to read invitation on site.

Media Queries can be directed to:

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