

Entravision expands into Africa and acquires leading advertising solutions company 365 Digital

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The acquisition provides access to a high-growth, emerging digital advertising industry with significant expansion opportunities across Africa

Entravision (NYSE: EVC) announced today that it has acquired 365 Digital, a digital advertising solutions company headquartered in South Africa. This investment provides Entravision with a geographic foothold in Africa as the company looks to expand its breadth of digital services to new emerging markets.

Headquartered in Cape Town, South Africa, 365 Digital maintains exclusive sales representations with TikTok, the leading destination for short-form mobile video and brand solutions, and Anzu, an in-game advertising platform, and is also the authorised representative for Triton Digital, a leader in the digital audio streaming and podcasting market.

365 Digital also offers end-to-end digital publisher solutions for premier South African publishers, including a proprietary digital ad network.

Walter Ulloa, chairman and chief executive officer of Entravision said: “We are very pleased to announce our acquisition of 365 Digital and our continued global expansion. 365 Digital’s strong management team will fit seamlessly into Entravision’s growing digital business, and we look forward to leveraging their regional expertise and existing big tech representations to scale Entravision’s digital platform across Africa.

This acquisition fully aligns with our vision to position Entravision as a global digital marketing solutions powerhouse, serving brands and local leaders with advanced branding, performance and programmatic needs. We’ve strategically expanded our geographic footprint into some of the fastest growing marketplaces across the globe and, as reported today in our third quarter 2021 earnings press release, digital revenue increased nearly 10 times more than the prior-year period.”



365 Digital signs exclusive partnership agreement with TikTok in South Africa

365 Digital 12 Apr 2021



Entravision’s acquisition of 365 Digital continues the company’s evolution into a leading marketing technology service provider in the world’s highest growth economies. Sub-Saharan Africa is an extremely attractive digital marketplace with nearly 500 million digitally connected consumers.

Importantly, the Sub-Saharan Africa customer, including those in South Africa, Kenya, Nigeria and Ghana, is young, tech-savvy and digitally connected.

“This is a major milestone for our company and we are excited to join Entravision,” said Julian Jordaan, chief executive officer of 365 Digital. “We see tremendous synergies between our two companies not just in traditional digital advertising, but also in digital audio, mobile and programmatic advertising. I am confident that with Entravision’s expertise, guidance and global platform, we will be able to take our company to the next level and attract an even stronger demand for our innovative services.”

This acquisition follows Entravision’s recent acquisitions of Cisneros Interactive, a leader in the rapidly growing digital

advertising sector in Latin America and globally, and MediaDonuts, a leader in digital marketing solutions covering seven countries in Southeast Asia.

Upon the closing of this transaction, all 365 Digital employees will remain with the company and Julian Jordaan will continue to serve as CEO of the business based out of its headquarters in Cape Town. For more information on Entravision, please review the Company's most recent [filings](#) with the Securities and Exchange Commission on Form 8-K.

- **Criteo and 365 Digital partner to drive commerce media innovation in South Africa** 17 Jan 2024
- **Entravision and Match Media Group partner across Africa** 1 Sep 2023
- **Entravision Africa launches new product EVX** 17 Apr 2023
- **Entravision and Meta partner in Ghana** 17 Oct 2022
- **Entravision 365 Digital brings mobile app performance solutions to African markets** 14 Jul 2022

365 Digital



Over the past 24-years the company has represented the largest global platforms throughout Africa and has served thousands of global and local advertisers, empowering them to reach their business objectives.

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