Datastat Research
Building Capacity in Training and Research

DATASTAT TRAINING IN

OFFICIAL COURSE PROSPECTUS

Center for Advanced Research & Professional Development

Nairobi Training Center • Global Virtual Academy • Corporate On-Site

TAXATION AND REVENUE

Taxation in Digital Advertising & Media Businesses Training Course

Comprehensive Course Syllabus, Practical Modules & Upcoming Schedules

PROGRAM SPECIFICATIONS & HIGHLIGHTS

DURATION
5 Days Practical Hands-on

DELIVERY MODES
In-Person Class & Live Virtual

CERTIFICATION
Accredited Certificate of Completion

INTAKES / DATES
Multiple Cohort Schedules Included

PREPARED FOR:

Valued Participant

Email: training@datastatresearch.org | Issued: November 21, 2026

Academic & Professional Training Year: 2026

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Taxation in Digital Advertising & Media Businesses Training Course

Taxation and Revenue • 5 Days Intensive • Accredited Certification

Course Overview

Taxation in Digital Advertising & Media Businesses Training Course offers an in-depth exploration of tax policies, regulatory frameworks, and practical strategies tailored to digital advertising and media enterprises.

Upcoming Training Schedules

Confirmed cohort intakes and venues. Both physical in-person classroom and live virtual online seats are available.

TRAINING DATES	LOCATION / VENUE	FORMAT / DURATION	INVESTMENT (FEE)
29 Dec 2025 – 2 Jan 2026	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
29 Dec 2025 – 2 Jan 2026	Kigali	Classroom / 5d	**$3,000 USD / KES 90,000**
29 Dec 2025 – 2 Jan 2026	Dubai	Classroom / 5d	**$5,000 USD / KES 90,000**
29 Dec 2025 – 2 Jan 2026	Cape Town	Classroom / 5d	**$4,500 USD / KES 90,000**
29 Dec 2025 – 2 Jan 2026	Addis Ababa	Classroom / 5d	**$3,000 USD / KES 90,000**
29 Dec 2025 – 2 Jan 2026	Singapore	Classroom / 5d	**$5,000 USD / KES 90,000**
29 Dec 2025 – 2 Jan 2026	Istanbul	Classroom / 5d	**$5,000 USD / KES 90,000**
29 Dec 2025 – 2 Jan 2026	Bangkok	Classroom / 5d	**$5,000 USD / KES 90,000**
29 Dec 2025 – 2 Jan 2026	Accra	Classroom / 5d	**$4,000 USD / KES 90,000**
5 Jan 2026 – 9 Jan 2026	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
5 Jan 2026 – 9 Jan 2026	Kigali	Classroom / 5d	**$3,000 USD / KES 90,000**
5 Jan 2026 – 9 Jan 2026	Dubai	Classroom / 5d	**$5,000 USD / KES 90,000**

* Corporate discounts and customized cohort scheduling are available for teams of 3 or more participants.

Course Curriculum & Modules

Taxation in Digital Advertising & Media Businesses Training Course

Introduction

The rapid growth of digital advertising and media has transformed the business landscape, creating unique challenges and opportunities in taxation. Companies operating in online platforms, social media marketing, and programmatic advertising increasingly navigate complex tax regulations that span multiple jurisdictions. Understanding the nuances of digital taxation is critical for compliance, risk management, and strategic planning in this dynamic ecosystem. Taxation in Digital Advertising & Media Businesses Training Course offers an in-depth exploration of tax policies, regulatory frameworks, and practical strategies tailored to digital advertising and media enterprises.

As businesses increasingly monetize digital content and advertising channels, tax authorities worldwide are updating regulations to capture revenue effectively. Staying compliant requires a combination of legal knowledge, technical expertise, and awareness of emerging trends such as digital services taxes, cross-border VAT implications, and e-commerce taxation. Participants will gain practical insights into audit preparedness, tax planning, and risk mitigation, empowering them to navigate the digital tax landscape efficiently and with confidence.

Course Objectives

By the end of this course, participants will be able to:

1. Analyze taxation principles specific to digital advertising and media businesses.
2. Understand global and regional tax regulations affecting digital services.
3. Apply VAT/GST rules to digital content and advertising revenue.
4. Manage tax compliance for cross-border digital transactions.

5. Evaluate digital services tax (DST) obligations and implications.
6. Develop tax risk management strategies for online media companies.
7. Interpret e-commerce taxation trends and policy updates.
8. Implement effective tax reporting and documentation procedures.
9. Address tax challenges related to influencer marketing and social media campaigns.
10. Navigate taxation of programmatic advertising and real-time bidding platforms.
11. Optimize corporate tax planning for digital revenue streams.
12. Integrate tax technology and automation in digital media accounting.
13. Conduct case studies to solve real-world taxation scenarios in digital businesses.

Organizational Benefits

· Strengthened compliance and reduced risk of penalties.
· Enhanced understanding of emerging digital taxation trends.
· Optimized tax planning and operational efficiency.
· Improved strategic decision-making for cross-border digital activities.
· Better preparedness for audits and regulatory reviews.
· Increased awareness of digital services tax frameworks.
· Enhanced reporting accuracy and transparency.
· Reduced financial exposure through proactive risk management.
· Upskilled workforce in digital media taxation.
· Improved organizational reputation and credibility with regulators.

Target Audiences

1. Tax Managers in digital media companies
2. Financial Controllers and Accountants
3. Compliance Officers and Legal Advisors
4. Digital Marketing Executives
5. E-commerce Business Managers
6. Tax Consultants and Advisors
7. Policy Analysts in media and technology sectors
8. Technology and AdTech Professionals

Course Duration: 5 days

Course Modules

Module 1: Introduction to Digital Advertising Taxation

· Overview of digital advertising ecosystems
· Key tax principles for online media
· Global trends in digital services taxation
· Challenges in cross-border tax compliance
· Impact of tax policies on digital revenue
· Case Study: Tax compliance for a global ad platform

Module 2: Digital Services Tax (DST) Frameworks

· Understanding DST principles
· Jurisdictional approaches to DST
· Calculation of DST obligations
· Reporting and compliance strategies
· Implications for multinational digital firms
· Case Study: DST application in a social media campaign

Module 3: VAT/GST in Digital Media Transactions

· Applicability of VAT/GST to digital services
· Cross-border VAT rules and registration

· E-invoicing and tax documentation
· Tax recovery and exemption rules
· Compliance monitoring in digital platforms
· Case Study: VAT compliance in programmatic advertising

Module 4: E-Commerce and Cross-Border Taxation

· Taxation of digital marketplaces
· Import/export rules for digital goods
· Permanent establishment risks in foreign jurisdictions
· Aligning accounting systems with global tax requirements
· Dispute resolution and transfer pricing
· Case Study: Tax challenges for an international streaming service

Module 5: Tax Reporting and Documentation

· Record-keeping requirements for digital revenues
· Tax filing schedules and formats
· Automation in digital tax reporting
· Risk mitigation and audit readiness
· Integrating tax reporting with financial systems
· Case Study: Automating tax reports for an online ad network

Module 6: Tax Compliance in Influencer Marketing

· Income reporting for influencers and content creators
· Withholding tax obligations
· Sponsorships and partnership taxation
· Compliance monitoring strategies
· Emerging trends in influencer tax regulations
· Case Study: Tax management for a global influencer campaign

Module 7: Tax Planning for Digital Revenue Streams

· Corporate tax optimization for online businesses
· Tax-efficient structuring of digital campaigns
· Incentives and deductions for digital innovation
· Strategic planning for multijurisdictional operations
· Scenario analysis for tax risk reduction
· Case Study: Tax planning in programmatic advertising revenue

Module 8: Advanced Trends in Digital Taxation

· Policy updates on digital services taxation
· Taxation of AI-driven advertising platforms
· Future trends in cross-border digital taxation
· Integration of tax technology in digital operations
· Forecasting and managing emerging tax risks
· Case Study: Compliance strategies for AI-based ad platforms

Training Methodology

· Interactive lectures and presentations
· Hands-on case studies and real-life simulations
· Group discussions and scenario-based exercises
· Tax compliance role plays and audits simulation
· Practical exercises on tax calculation and reporting
· Knowledge assessments and feedback sessions

Register as a group from 3 participants for a Discount

Send us an email: info@datastatresearch.org or call +254724527104

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to DATASTAT CONSULTANCY LTD account, as indicated in the invoice so as to enable us prepare better for you.

Certification & Learning Methodology

- Hands-on practical delivery with real-world datasets, case studies, and lab exercises.
- Post-training mentorship, access to class resources, and customized follow-up support.
- Participants who successfully complete the course receive an accredited Datastat Certificate of Completion.

How to Enroll & Reserve Your Seat

1. Online Registration: Visit https://datastatresearch.org/courses/taxation-in-digital-advertising-media-businesses-training-course to register online.
2. Email Booking: Send participant details to training@datastatresearch.org for official invoice & reservation.
3. Support & Assistance: Inquire via phone +254 724 527 104 | +254 734 969 612.