

149: Showmax and gaming on YouTube

On the next [Biz Takeouts Marketing & Media radio show](#) on Thursday, 17 September 2015, from 9-10am, show host Warren Harding finds out more about ShowMax ([@showmaxonline](#)), the recently launched video on demand service.



Combining more than 10,000 hours of international hit movies and series as well as the best home-grown content, ShowMax delivers truly world-class subscription video on demand services to the continent. ShowMax aims to be Africa's video on demand powerhouse blending local knowledge and international expertise to give an unparalleled video entertainment experience. We chat to Head of Communication at Showmax, Richard Boorman ([@RichardBoorman](#)) to find out more.

Then Grant Hinds ([@GrantHinds](#)) stops by to chat gaming, YouTube and 1,000,000 views. By using the principles Grant advocates to his clients, his YouTube channel is a sterling example of how the platform can be utilised to amplify the social media clout of a brand. We talk to Grant to find out more about how to use Youtube as an effective social media marketing tool.

Lineup

- *Show host:* Warren Harding ([@bizWazza](#))
- *Via Phone:* Richard Boorman
- *In studio:* Grant Hinds

How to listen

- Internet radio/streaming audio: [2oceansVibe Radio](#)
- Mobile: [iPhone, Blackberry or Android apps](#)

Comments or questions

- Email: biztakeouts@bizcommunity.com
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Podcast

A [podcast](#) of the show will be available in the [Biz Takeouts special section](#) on Biz later during the week.

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