

170: Superbalist on e-commerce and EFC signs up with e.tv

On the next [Biz Takeouts Marketing & Media radio show](#) on Thursday, 14 April 2016, from 9-10am, show host Warren Harding continues the e-commerce focus with co-founder and managing director of Superbalist, Luke Jedeikin.



Luke joins us to talk about the start of Superbalist, the evolution of e-commerce in South Africa and the trends we can expect to see. We also talk about the passion and brand belief behind Superbalist's numerous wins at The Bookmarks 2016.



Then later in the show we chat to Ciaro Howarth, president of EFC about the recent groundbreaking broadcast partnership as the EFC (the Extreme Fighting Championship), one of the world's leading MMA organisations, will once again be broadcast on the South African free-to-air TV channel, e.tv. We speak to Cairo about the deal, what this means for EFC fans and what the next steps are.

Tune into Biz Takeouts every Thursday from 9am-10am live from the 2oceansVibe Radio studio in Cape Town as we discuss the topics that matter in Marketing & Media.

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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.

Bizcommunity.com's **Biz Takeouts Marketing & Media radio show** takes South Africa's biggest online marketing, media and ad industry platform to the airwaves and gives relevant, useful and interesting insights into all aspects of marketing in SA, Africa and beyond. Each week, the show features the movers and the shakers of the industry, current media trends, upcoming events and brand activities.



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