

48: Youth-based communication solutions

To find out more about character-based entertainment products, youth-orientated content and communications solutions with Strika Entertainment, listen to last week's podcast of the [Biz Takeouts Marketing & Media radio show](#), which airs every Thursday at 5-6pm streamed live via [2oceansVibe Radio](#). [\[twitterfall\]](#)

Lineup

In the Cape Town studio on Thursday, 6 December 2012, was Richard Morgan-Grenville, current CEO of Strika Entertainment. Morgan-Grenville chatted to show host [Warren Harding](#) ([@bizcomwazza](#)) about how Strika Entertainment and Supa Strikas started and the development of the South African market. They also looked at the three recent big wins for Supa Strikas, namely, new headline sponsor, new distribution in South Africa through *YOU*, *Huisgenoot* and *Drum*, and the TV show distribution through two major international players. They also looked at the current market Strika is playing in and what is happening internationally.



The news roundup covered:

- [Media24 to close Sports Illustrated](#)
- [Applications to AAA open until late January 2013](#)
- [Happy birthday SMS](#)
- [Six tips for sensible in-store marketing in the silly season](#)
- [Waning consumer confidence could signal subdued growth in 2013](#)

Podcast

If you missed the show, [download](#) (45.7MB) or [listen](#) to the podcast (49:55 minutes).

[Episode 48: Youth-based communication solutions](#)

Date: 6 December 2012 **Length:** 49:55min **File size:** 45.7MB **Host:** Warren Harding

***Please note** that the first show of 2013 will take place on 17 January with some post festive season special reports and interviews.

Listen every week

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Comments or questions

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Bizcommunity.com's **Biz Takeouts Marketing & Media 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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