

34: The rise of mobile research

Find out more about the rise of mobile research and how World of Avatar, Mxit, Shinka and Pondering Panda are using mobile to build communities and gather insights, by listening to the podcast of this week's [Biz Takeouts Marketing & Media radio show](#), which airs every Thursday 5pm-6pm streamed live via [2oceansVibe Radio](#). [[twitterfall](#)]



Lineup

In studio on Thursday, 16 August 2012, was Paul Stemmet ([@paulstemmet](#)), CEO of Shinka, an advertising network representing the largest mobile community in Africa.

He joined show host and [Bizcommunity](#) marketing manager [Warren Harding](#) ([@BizcomWazza](#)) to share his views on how mobile research is done, some insights and research already gathered and the influence on the market.

We also looked at Mxit, Pondering Panda (the research arm linked to Mxit), and Shinka (the advertising network working with Mxit); as well as the newly launched Mxit Money and how it is being rolled out.

The news roundup covered:

- [Native wins RCS digital marketing & media account](#)
- [20 tips](#) for writing well
- [Township Marketing]: [Township Status](#)
- Lessons from home-grown "[Mandela Story](#)" viral sensation
- [Red & Yellow School merges its logic and magic with Quirk's digital](#)

Podcast

If you missed the show, [download](#) (38MB) or [listen](#) to the podcast (39:28 minutes).

Episode 34: The rise of mobile research

Date: 16 August 2012 **Length:** 39:28min **File size:** 38MB **Host:** Warren Harding

Listen every week

For the very best highlights of marketing and media news in South Africa and Africa:

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

Comments or questions

- Email: biztakeouts@bizcommunity.com
- Twitter: tweet [@brendanjack](#), [@BizcomWazza](#) or [@SimoneBiz](#) using the hashtag [#biztakeouts](#)

- Facebook: [2oceansVibe Radio](#)

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.



For more:

- Bizcommunity Special Section: [Biz Takeouts](#)
- Bizcommunity Search: [Biz Takeouts](#)
- Previous Biz Takeouts podcasts: [Bizcommunity](#)
- Bizcommunity: [twitterfall](#)
- Twitter Search: [#biztakeouts](#) OR ["Biz Takeouts"](#)
- Email: biztakeouts@bizcommunity.com

For more, visit: <https://www.bizcommunity.com>