

Ninth Thought Leadership Digibate on research that yield results

[Aegis Media](#), in conjunction with [Bizcommunity.com](#), will be hosting the ninth [Thought Leadership Digibate](#) that will focus on research that yield results in Africa. The event will be held on Friday, 30 November 2012, in Cape Town and will stream live on [www.bizradio.co.za](#) from 9.30am to 11am.

Africa is described as the growth hotspot globally in the out of home, digital and mobile marketing space - are you ready for it? What do the key research players in the industry have to say and what are they seeing as the key factors influencing marketing going forward?

Topics

- The way in which research specialists conduct their research in the mobile/digital space in Africa.
- What does research actually say/indicate as to where the big trends will be coming from in Africa in 2013 in the digital and mobile space?
- Where are we seeing the most growth across Africa (regions) and is this growth being seen on mobile or pc/online? To what can we attribute this growth?
- The relevance of this research for brands operating/expanding in the African region from a digital/mobile perspective.



Panelists

The panelists will include leading experts from:

- Pondering Panda
- TNS Global
- Posterscope SA
- World Wide Worx
- IProspect

Listen live

Listen live via [www.bizradio.co.za](#) - [mobile](#) or [pc](#) - or listen to the podcasts [here on Bizcommunity](#) after the debate.

BizRadio is the creation of Ingrid von Stein, Grant Jansen, Chris Kolbe and Colin Jones, who together bring combined skills and expertise from the worlds of traditional radio, media, strategic communications and entrepreneurship. [Note: *BizRadio is an independent company and is not connected with Bizcommunity in any way.*]

The official Twitter hashtag is [#aegisTL](#).

Listen every month

The Thought Leader Digibates are held monthly and include a panel of leading media-marketing experts who will discuss, debate and share their knowledge - gleaned over years of experience - with a wider audience. The official Twitter hashtag is [#aegisTL](#).

For more:

• Bizcommunity Special Section: [Aegis Thought Leadership Digibates](#)

- Bizcommunity Special Section: [Aegis Thought Leadership Digibates](#)
- Bizcommunity Special Section: [Trends](#)
- Previous Digibates podcast: [here on Bizcommunity](#)
- Bizcommunity Search: [Thought Leadership Digibates](#)
- Bizcommunity Twitterfall: [#aegisTL](#)



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