

Bokomo BIG Breakfast blog - SA's #1 media and marketing blog

Issued by [East Coast Radio](#)

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The Bokomo BIG Breakfast blog, on East Coast Radio is currently South Africa's number 1 blog in the Media and Marketing Category. This is according to www.amatomu.com - a *Mail & Guardian* initiative - which rates and reviews the most popular online sites. It is also hailed as one of the country's overall top ten blogs.



The Durban-based adult contemporary regional station has long been known as a market leader in the radio field, is now playing in an entirely new space by further extending its brand on the Internet.

East Coast Radio launched the BIG Breakfast blog site in February this year as an extension of the BIG Breakfast show. In essence, the blog recreates what is done on-air, but is available 24 hours a day. Initial results are impressive as the BIG Breakfast blog tripled its audience in its first month to 30 000 unique users.

Says East Coast Radio CEO Trish Taylor, "The Bokomo Big Breakfast blog has created a dynamic synergy between audio and visual, linking the radio element with the website in a unique manner."

Daryl Ilbury Bokomo BIG Breakfast host adds: "We have worked incredibly hard to make our blog an extension of the show. Our aim was to create a multimedia platform and thereby provide a 24-hour portal to the show's content. The blog encapsulates the show's philosophy and has the correct balance of humour, controversy, comment and entertainment."

Visit www.ecr.co.za to find out what makes the Bokomo BIG Breakfast blog number 1 in the country.

<http://blog.ecr.co.za/breakfast/>

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[East Coast Radio](#)



East Coast Radio is KwaZulu-Natal's number one; for hit music, for inspiring content, for updated information and for making memories. East Coast Radio is a brand as energetic and vibrant as the people from the East Coast of South Africa.

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