

Bizcommunity.com's top reads for 2008

2008 - yet another jam-packed year of highs and lows that seems to have gone by so swiftly fast that it's hard to believe we're almost in 2009. So what have Bizcommunity.com's readers found the most attention-worthy this year? Read on to find out...

And it's always radio, radio, radio that draws the most interest. Plus how much people earn, Loeries, David Bullard, freelancing, the impact of load-shedding, BEE or lack thereof...

Most read articles

1.	MSNBC's free satellite TV launched in SA - Issa Sikiti da Silva	21 Jan 2008
2.	Ad Talent Salary Survey 2008 - Ad Talent	04 Jan 2008
3.	Sunday Times fires David Bullard - Louise Marsland	11 Apr 2008
4.	Mr Magic serves breakfast on Ukhozi FM	27 Mar 2008
5.	Saturday night Loeries winners	26 Jul 2008
6.	New Radio North West announces lineup	06 Mar 2008
7.	Nicole Fox quits 5FM	11 Feb 2008
8.	New YFM DJ lineup released	31 Mar 2008
9.	It wasn't racism that burnt Bullard's bridges - Chris Moerdyk	14 Apr 2008
10.	Sunday night Loeries winners	27 Jul 2008
11.	How to become a killer freelancer - Tiffany Markman	23 Jul 2008
12.	Nic Marais says goodbye to Kfm	05 May 2008
13.	New agency takes Checkers account	24 Jul 2008
14.	DJ Sbu back on Y - Tshepiso Seopa	05 May 2008
15.	Load shedding - how it has affected people in metro areas	19 Mar 2008

Most commented articles

	Title	Comments	Date
1.	Mr Magic serves breakfast on Ukhozi FM	137	27 Mar 2008
2.	New Radio North West announces lineup	136	06 Mar 2008
3.	Sunday Times fires David Bullard	95	11 Apr 2008
4.	New YFM DJ lineup released	94	31 Mar 2008
5.	New agency takes Checkers account	79	24 Jul 2008
6.	Segale Mogotsi to programme Metro FM	77	10 Apr 2008
7.	Putting the youth back into YFM	72	05 Feb 2008
8.	It wasn't racism that burnt Bullard's bridges	69	14 Apr 2008
9.	The joke's on YFM readers	66	02 Apr 2008
10.	Who's new at Metro FM	65	02 Apr 2008
11.	Google aims to stop 'agency fraud'	63	14 Nov 2008
12.	Kaya FM appoints new MD	56	04 Jun 2008
13.	No more trade restraints for YFM DJs	55	18 Mar 2008
14.	Louis Gossett Jr. reminds us to 'keep it real' in the new Windhoek campaign	55	17 Nov 2008
15.	Zuma to sue Zapiro	46	09 Sep 2008

Most viewed editorial blog posts

1	[Radio] Phat Joe to breakfast at Kaya
2	Does your salary match up?
3	[PnP] Fresh Living with Pick n Pay
4	[Radio] Of Chilli M and African crab stories
5	[Radio] Kieno to replace London at 702, Cape Talk,
6	[Loeries] Try harder, Avis
7	[Digital Marketing Symposium] 'Don't interrupt me, entertain me'
8	[Online media] Google to introduce 'Google certified agencies'
9	[NMMC] Herman Heunis shares Mxit story
10	[Design Indaba] Food, glorious food
11	[Loeries] Finalists are now live!
12	[Eskom] So there's now a website for Eskom stories
13	[Loeries] Loeries finalists to be announced today online
14	[Eskom] Gotta love Nando's...
15	[Poll] YFM lineup a joke?

Most viewed galleries

1.	[Loeries] Sunday Loerie Awards 2008 ceremony	27 Jul 2008
2.	[Loeries] Saturday Loerie Awards Gold and Grand Prix Loerie winners	26 Jul 2008
3.	[Loeries] Loeries seaside fun and Velocity Films pool party	26 Jul 2008
4.	Paul Smith opens shop in South Africa	15 Jan 2008
5.	Fashion spectacular at the Vodacom Durban July 2008	08 Jul 2008
6.	[Loeries] Sunday at Loeries 2008	27 Jul 2008
7.	2 Strangers and a Wedding	06 Jun 2008
8.	[Loeries] Entertainment at the Loeries 2008	27 Jul 2008
9.	Peroni Ferrari competition	01 Jul 2008
10.	Coley Porter Bell launches in Cape Town	31 Mar 2008
11.	Nelson Mandela's 90th birthday celeb dinner	27 Jun 2008
12.	Design Indaba 2008: day one	28 Feb 2008
13.	Peroni brings Italy to Soweto	16 Apr 2008
14.	CLEO Magazine Bachelor of the Year	17 Sep 2008
15.	JWT celebrates 80 years serving SA advertisers	11 Sep 2008

Most viewed forums

1.	Khaya Kool to join Metro FM or Y FM?	08 Apr 2008
2.	Will the line-up of North West FM make it?????	09 Mar 2008
3.	Does the return of Phat Joe pose a threat to the current black radio DJs?	25 Feb 2008
4.	The salary question! The question of all questions!!	28 Feb 2008
5.	Jonway motorbikes and scooters. Worst ever TV ad?	07 Jan 2008
6.	Shocking Reebok Ad	27 May 2008
7.	FURNITURE CITY	26 Mar 2008
8.	The new Coke Zero packaging and branding is a copywork of Pepsi Max.	18 Aug 2008
9.	New Vodacom Advert with Idi Amin type-dictator	02 Jun 2008
10.	What do u think Dj Sbu will bring to Yfm that we haven't heard before?	05 May 2008
11.	Avusa Internship 2009	06 Oct 2008
12.	Rude Boy Paul	06 Mar 2008
13.	Chilli M off air	21 Jul 2008
14.	Am I the only one that thinks Unathi and Penny Lebyane aren't good.	05 Jun 2008

15.	Bursaries	17 Jan 2008
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Most commented forums

	Title	Comments	Date
1.	Magazines who do not hire blacks/coloureds/Indians	128	03 Apr 2008
2.	Journalists turned PR practitioners fail the industry	51	26 Nov 2008
3.	Xenophobic attacks	50	21 May 2008
4.	Am I the only one that thinks Unathi and Penny Lebyane aren't good.	42	05 Jun 2008
5.	Shocking Reebok Ad	38	27 May 2008
6.	New Vodacom Advert with Idi Amin type-dictator	37	02 Jun 2008
7.	Black cover models	35	13 Mar 2008
8.	The salary question! The question of all questions!!	34	28 Feb 2008
9.	Radio loyalty	31	26 May 2008
10.	Have you had your ideas stolen by an Editor?	28	22 Jul 2008
11.	What do u think Dj Sbu will bring to Yfm that we haven't heard before?	26	05 May 2008
12.	Does the return of Phat Joe pose a threat to the current black radio DJs?	25	25 Feb 2008
13.	Tholi B vs Penny	25	01 Jul 2008
14.	KFC advertisements	25	07 Jul 2008
15.	WHAT IS UP WITH THE SERMON IN THE MORNING ON YFM	24	09 Sep 2008

Most viewed polls

	Title	Votes	Date
1.	Which city should host the 2009 Loeries?	1403	05 Sep 2008
2.	Do you think e.tv's eNews can compete with the world's best 24-hour news stations?	1087	02 Jun 2008
3.	Did David Bullard deserve to be fired?	1025	14 Apr 2008
4.	Has Government communication failed SA over xenophobic attacks?	993	22 May 2008
5.	What do you think of Zakumi, the official 2010 mascot?	966	23 Sep 2008
6.	Should higher-earners pay more for TV licences?	897	04 Feb 2008
7.	What should be done with electrified billboards during this power crisis?	826	21 Jan 2008
8.	Can a cartoonist go too far?	715	15 Sep 2008
9.	Is the SABC biased in its political media coverage?	696	03 Nov 2008
10.	Should Jon Qwelane be fired for his latest column?	608	23 Jul 2008
11.	Will Good Hope Centre be a great venue for Loeries 2009?	585	05 Dec 2008
12.	Are the ongoing powercuts in major centres affecting your business directly?	566	14 Jan 2008
13.	Should the SABC be exempt from load shedding?	543	07 Apr 2008
14.	Should creative pitches be banned?	468	05 May 2008
15.	Are you heeding all the advertised tips to save electricity?	461	09 Jun 2008

Most commented polls

	Title	Comments	Date
1.	What do you think of Zakumi, the official 2010 mascot?	46	23 Sep 2008
2.	Should higher-earners pay more for TV licences?	44	04 Feb 2008
3.	Did David Bullard deserve to be fired?	40	14 Apr 2008
4.	What should be done with electrified billboards during this power crisis?	29	21 Jan 2008
5.	Do you think e.tv's eNews can compete with the world's best 24-hour news stations?	28	02 Jun 2008
6.	Has Government communication failed SA over xenophobic attacks?	24	22 May 2008

7.	Should Jon Qwelane be fired for his latest column?	24	23 Jul 2008
8.	Can a cartoonist go too far?	24	15 Sep 2008
9.	What do you think of the new YFM lineup?	23	31 Mar 2008
10.	Is the SABC biased in its political media coverage?	22	03 Nov 2008
11.	Should the SABC be exempt from load shedding?	18	07 Apr 2008
12.	Should creative pitches be banned?	17	05 May 2008
13.	Which city should host the 2009 Loeries?	14	05 Sep 2008
14.	Should the media be rescreening the racist Free State university video?	12	03 Mar 2008
15.	Will Good Hope Centre be a great venue for Loeries 2009?	12	05 Dec 2008

Ornico ad showcase: most viewed

1.	Nando's
2.	Steers
3.	Axe
4.	FNB
5.	Steers
6.	Simba
7.	Lunch Bar
8.	SARS
9.	Good Hope fm
10.	ABSA
11.	Heineken
12.	Vodacom
13.	Samsung
14.	Joko
15.	Dial Direct

Ornico ad showcase: most commented

1.	Nando's
2.	Axe
3.	Simba
4.	Steers
5.	Samsung
6.	ABSA
7.	Garmin
8.	KFC
9.	MTN Anytime
10.	Neotel
11.	VW Polo
12.	All Gold
13.	Sparletta
14.	Joko
15.	Magnum

Ornico ad showcase: highest rated (out of 5)

	Title	Average rating	Votes
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1.	ABSA	4.349	129
2.	All Gold	4.347	88
3.	Nando's	4.338	65
4.	Savanna	4.333	45
5.	Neotel	4.302	63
6.	Nando's	4.170	144
7.	Lunch Bar	4.136	125
8.	Bidvest	4.115	39
9.	Axe	4.095	100
10.	KFC	4.075	80
11.	Nike	3.993	69
12.	VW Polo	3.965	57
13.	Budget Insurance	3.950	20
14.	Mutual & Federal	3.903	36
15.	BMW	3.900	30

Ornico ad showcase: least rated (out of 5)

	Title	Type	Average rating	Votes
1.	Outsurance	Audio	0.000	12
2.	Sony Ericsson	Audio	0.033	15
3.	iBurst	Audio	0.385	13
4.	Listerine	Audio	0.458	12
5.	eBucks	Audio	1.222	18
6.	McDonalds	Video	1.451	41
7.	Telkom Charity Cup	Video	1.514	35
8.	Chappies	Video	1.754	67
9.	Casalinga	Audio	1.773	11
10.	FNB	Audio	1.773	11
11.	Gucci by Gucci	Video	1.891	32
12.	KFC	Audio	1.909	11
13.	Motorola W230	Video	1.923	26
14.	Sunlight	Video	2.021	97
15.	Cell C	Audio	2.045	11

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