

67: Online vs print advertising with Howzit MSN

Last week on [Biz Takeouts, the Marketing & Media radio show](#), in its new time slot of 9am-10am we looked at online advertising versus print advertising and the future of each medium with Howzit MSN. Get all the information by listening to this week's podcast of the Biz Takeouts Marketing & Media radio show, which airs every Thursday 9am - 10am streamed live via [2oceansVibe Radio](#). [\[twitterfall\]](#)



Lineup

On Skype from Johannesburg on Thursday, 1 August 2013, show host Warren Harding spoke to Marcus Stephens ([@stephenssays](#)), general manager for Howzit MSN ([@HowzitMSN](#)). They discussed MSN as a portal, the growth into Kenya and Nigeria, and the research Howzit MSN is doing on the online environment in South Africa. They also discussed print advertising vs online advertising, and touched on content marketing as a form of advertising, and how content

consumption in South Africa is changing.

The news roundup covered:

- [Featured Job: Senior Project Manager](#)
- [Demographica appoints Melody Maker as head strategist](#)
- [SA marketers pay among the highest rates for Facebook ads](#)
- [Mobile social video - the 'next big thing'?](#)
- [What's yours and what's mine on mobile devices?](#)

Podcast

If you missed the show, [download](#) (25.5MB) or [listen](#) to the podcast (27:52 minutes).

Episode 67: Online vs print advertising with Howzit MSN

Date: 1 August 2013 **Length:** 27:52min **File size:** 25.5MB **Host:** Warren Harding

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Comments or questions

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