

## 30: The growth, future and commercialisation of online radio

Find out more about the growth, future and commercialisation of online radio in South Africa as well as looking on the Netdynamix online listenership number saga by listening to this week's podcast of the [Biz Takeouts Marketing & Media radio show](#), which airs every Wednesday 5pm-6pm streamed live via [2oceansVibe Radio](#). [\[twitterfall\]](#)

### Lineup

In studio on Wednesday, 18 July 2012, was [Richard Hardiman](#) ([@RichardHardiman](#)), FM radio veteran and one of the founders of 2oceansVibe Radio, SA's first commercial online radio station.

He joined show host and [Bizcommunity](#) marketing manager [Warren Harding](#) ([@BizcomWazza](#)) to:

- discuss what is happening now after the NetDynamix online radio listenership number saga
- reflect on how 2oceansVibe Radio started
- look at the opportunities in SA for online radio newbies and
- discuss what is next for 2oceansVibe Radio and the online radio industry in SA

The news roundup covered:

- SA Home Owner [refreshes brand](#)
- Who are the [Mommy Bloggers](#)?
- [Digital doesn't change anything](#)
- Few companies [take cybercrime seriously enough](#)

### Podcast

If you missed the show, [download](#) (39MB) or [listen](#) to the podcast (39:27 minutes).

### Episode 30: The growth, future and commercialisation of online radio

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**Date:** 18 July 2012 **Length:** 39:27min **File size:** 39MB **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](mailto: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.



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