

44: Live from The Bookmarks 2012

The [Biz Takeouts Marketing & Media radio show](#), which airs every Thursday 5pm-6pm, streams live via [2oceansVibe Radio](#), was broadcast live from [The Bookmarks 2012](#) last week Thursday November 2012. Show host [Warren Harding](#) chatted to finalists, sponsors, judges and some winners at the event. [[twitterfall](#)]



Lineup

The Bookmarks Awards celebrated its fifth year of rewarding digital excellence. The Awards, an initiative brought to the public by the Digital Media and Marketing Association (DMMA) recognises the companies and people in the digital industry who raise the bar from 'mediocre' to 'incredible'.

The news roundup covered:

- [Want to reach the mass market? Focus your digital spend on feature phones](#)
- [New Brand SA trustees announced](#)
- [Biz Charity Challenge: let's all help together](#)
- [Internet Solutions adds new ADSL product - uncapped@work](#)
- [South Africa needs to enter remarketing](#)

Podcast

If you missed the show, [download](#) (165.5MB) or [listen](#) to the podcast (2:56:35 minutes).

Episode 44: Live from The Bookmarks 2012

Biz Takeouts Live from The Bookmarks 2012 Awards Ceremony in Cape Town.

Date: 1 November 2012 **Length:** 2:56:35min **File size:** 165.5MB **Host:** Warren Harding

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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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