

First Aegis Media, Bizcommunity Digibate attracts over 5000 listeners

Aegis Media, in conjunction with Bizcommunity, this morning, Thursday, 8 September 2011, hosted what is probably Africa's first online debate around the media/marketing industry, drawing in approximately 5000 listeners from across the globe via live audio-streaming by 10am.

[\[twitterfall\]](#)



The first [Thought Leader Digibate](#), which was streamed live between 9am and 11am on www.thetaxi.co.za ([@TheTaxiWP](#)), a South African online radio station headed up by Soli Philander ([@MrKapeTown](#)), had listeners streamed in to listen to insights around media/marketing, especially digital, on the African continent. According to Aegis Media, this makes it the largest audience to an online debate of its kind in Africa.

"I am blown away by the response to the digibate and this has affirmed to me that there is a keen interest in the media-marketing sector in Africa from a global audience," says Dawn Rowlands, CEO, Aegis Media, sub-Saharan Africa.

"I am certain that by the end of the debate our expert panel will have shared some valid insights that will benefit the media-marketing sector as a whole."

The Thought Leader Digibates will be held monthly and will include a panel of leading media-marketing experts who will discuss, debate and share their knowledge gleaned over years of experience with a wider audience.

Listen live

Listen live via thetaxi.co.za/listen-live or listen to the podcast here on Bizcommunity in our [Aegis Thought Leadership special section](#) after the debate. The official Twitter hashtag is [#aegisTL](#).

For more:

- Bizcommunity Special Section: [Thought Leadership Digibates](#)
- Bizcommunity Search: [Thought Leadership Digibates](#)
- Bizcommunity Twitterfall: [#aegisTL](#)