

149: Showmax and gaming on YouTube

On Thursday, 17 September 2015, [Biz Takeouts Marketing and Media Radio show](#) host Warren Harding ([@bizWazza](#)) was joined by Head of Communication at Showmax, Richard Boorman ([@RichardBoorman](#)), to chat about the recently launched video on demand service with more than 10,000 hours of international hit movies and series as well as the best home-grown content.



Richard fills us in about why Showmax launched now, the costs and what you need to become a Showmax subscriber. We also look at how many devices you can link to your Showmax account and what the future holds for the service.

[Check out ShowMax here.](#)

Then we are joined in studio by Grant Hinds ([@GrantHinds](#)), ex art director, now presenter and Youtuber. Grant stops by to share his secrets to using Youtube for brands and individuals. With over 1,000,000 views Youtube channel views, Grant uses the principles he has learnt and advocates these to his clients. We chat to Grant to find out more about video strategy and how to use Youtube as an effective social media marketing tool.

[Check out Grants Youtube channel here.](#)

Tune in to see what happens live in studio every Thursday from 9am to 10am via [2oceansVibe Radio](#) right [here](#).

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If you are interested in getting interviewed on Biz Takeouts, or want to suggest a show topic, email Warren Harding (@bizwazza) on biztakeouts@bizcommunity.com.

Podcast

If you missed the show, [download](#) (105MB) or [listen](#) to the podcast (57:47min).

Episode 149: Everything you need to know about Showmax and Grant Hinds talks Youtube and marketing.

Date: 17 September 2015 **Length:** 57:47min **File size:** 105MB **Host:** Warren Harding

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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