

47: In-store digital signage solutions

To find out more about digital signage in the South African market, listen to the podcast of last week's [Biz Takeouts Marketing & Media radio show](#) which airs every Thursday 5pm-6pm, streamed live via [2oceansVibe Radio](#). [[twitterfall](#)]

Lineup

In the Cape Town studio on Thursday, 29 November 2012, was Chris Day, MD of Moving Tactics ([@MovingTacticsSA](#)).

He and show host and [Bizcommunity](#) marketing manager, [Warren Harding](#) ([@BizcomWazza](#)), discussed how Moving Tactics started; the development of the South African market; international digital signage trends; and what clients need to know when looking at running an in-store campaign using digital signage.



The news roundup covered:

- [Getting rid of so-so social media](#)
- [Demystifying POPI](#)
- [Nominations open for most influential people in media](#)
- [King James wins Agencies' Agency of the Year](#)
- [Winners of AdFocus 2012 announced](#)

Podcast

If you missed the show, [download](#) (39.1MB) or [listen](#) to the podcast (42:44 minutes).

Episode 47: In-store digital signage solutions

Date: 29 November 2012 **Length:** 42:44min **File size:** 39.1MB **Host:** Warren Harding

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Comments or questions

- Email: biztakeouts@bizcommunity.com
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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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