

# Africa Marketing & Media

We've compiled our annual #BestofBiz 2017 lists across all our industries featuring our most popular articles, most-read contributors and brand press offices with the most views. Discover the most read content on Bizcommunity's Marketing & Media site over the past year below.



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## Our most-read stories

1	<a href="#">Official 2017 Loeries rankings revealed!</a>	06 Oct 2017
2	<a href="#">Kwese TV, Africa's newest satellite network starts broadcasting</a>	31 Jan 2017
3	<a href="#">Top African business leaders to follow on Twitter</a>	22 Sep 2017
4	<a href="#">Social media recorded drop in Kenyatta support</a>	08 Sep 2017
5	<a href="#">Africa's top brands from Brand Africa 100</a>	09 Mar 2017
6	<a href="#">Insel joins Dentsu Aegis Network</a>	22 Mar 2017
7	<a href="#">SA approves cross-border mobile money transfers</a>	07 Sep 2017
8	<a href="#">#MeettheMarketer: Are business consultancies the ad agencies of the future?</a> - Louise Marsland	13 Nov 2017
9	<a href="#">Jack Ma launches African Young Entrepreneurs Fund</a>	27 Jul 2017
10	<a href="#">Unilever's brand plan to grow business across Africa</a>	19 Sep 2017
11	<a href="#">99c appoints managing director for Lusaka</a>	15 Aug 2017
12	<a href="#">How to market to Africa's resilient, ambitious middle class</a> - Louise Marsland	22 May 2017
13	<a href="#">Africa's economic prospects in 2017 - 10 countries to watch</a> - J. Peter Pham	18 Jan 2017
14	<a href="#">Brands: Meet the #UntaggableForce</a> - Megan Bowman	30 Nov 2017
15	<a href="#">Move over content and distribution, user experience is king</a>	22 Sep 2017

16	<a href="#">East Africa agency named as one of world's best</a>	17 May 2017
17	<a href="#">Video dominates news consumption in Africa</a>	16 Oct 2017
18	<a href="#">#MediaAlert! Windhoek Beer and Jupiter part ways</a>	31 Aug 2017
19	<a href="#">Kwesè TV secures BBC content deal</a>	18 Sep 2017
20	<a href="#">Pockets of promise: seven African countries to watch</a>	05 Jul 2017

## Our most-read contributors

1	<a href="#">Brett Parker</a>
2	<a href="#">James Maposa</a>
3	<a href="#">Peter Searll</a>
4	<a href="#">Werner Lindemann</a>
5	<a href="#">Naseem Javed</a>
6	<a href="#">Richard Mullins</a>
7	<a href="#">Tom Jackson</a>

## Our most-read new appointments

1	<a href="#">Nontokozo Madonsela named MMI CMO</a>	10 Oct 2017
2	<a href="#">Nontokozo Madonsela named MMI CMO</a>	10 Oct 2017
3	<a href="#">Philip Gray named GIBB Capital managing principal</a>	11 Apr 2017
4	<a href="#">Kunle Falodun to oversee SPT's growth in Africa</a>	13 Jul 2017
5	<a href="#">Kunle Falodun to oversee SPT's growth in Africa</a>	13 Jul 2017
6	<a href="#">VIMN expands the roles of Alex Okosi, Jill Offman</a>	13 Jul 2017
7	<a href="#">Meads to oversee Cisco's expansion in MEA region</a>	01 Aug 2017
8	<a href="#">Meads to oversee Cisco's expansion in MEA region</a>	01 Aug 2017
9	<a href="#">Meads to oversee Cisco's expansion in MEA region</a>	01 Aug 2017
10	<a href="#">Adama Soro to lead Engen in Mauritius</a>	11 Apr 2017

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