

# ROGUE

YOUR BUSINESS PODCASTING AND  
ENGAGEMENT FORUM SPECIALISTS

## WHAT WE CAN DO FOR YOU AND YOUR BUSINESS



Become a Thought  
Leader in your industry



Stand out and elevate  
your business



More attention and  
respect from your clients



New audiences and greater  
influence leads to new customers

## THIS IS THE NEW MEDIA FOR BUSINESS



SA has the highest rate of  
listening/viewing globally

**68%**

are listening/watching  
every week

South African  
viewership grew by

**800,000**

in last 24 months



**4.8 million**

South Africans will be  
watching by 2027

**Business Podcasting** is rising rapidly in popularity.

## HOW IT WORKS

We sit together to strategise your communication ecosystem .....



We decide on topics and speakers to attract and intrigue .....



You book time in the studio of your choice for recording .....



We edit and supply a long-form video and supporting "shorts" .....



You start profiling and become an industry Thought Leader .....



## BENEFITS

1

Your sessions are pre-recorded and controlled to avoid surprises

2

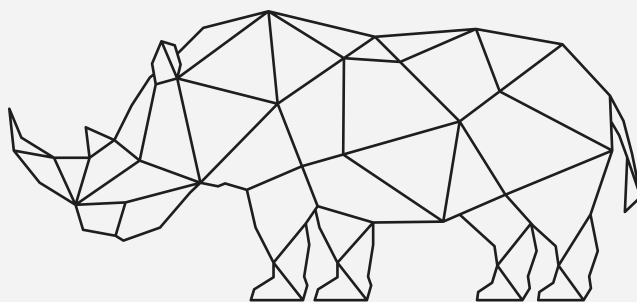
You have approval before you go online

3

Fulfils the on-demand nature of the modern consumer. It can be listened to or watched as and when they choose

4

The personalities in pod/video casting create a more powerful engagement and brand loyalty



**Online Forums/Podcasting allows for the building of communities**

## EFFICIENT COSTS



More cost effective than TV or Radio



No shoot, set, crew,  
voice and other fees



No traditional costs like usage  
renewals, music licences etc.



You immediately own your content for all time

## AMORTISED OVER MULTIPLE USES

- You can **promote** across platforms like YouTube, Spotify, Apple
- Engaging addition to Business **Presentations**
- **Emails** to client base and prospective clients
- Inspiring **Internal** Communication
- Enrich your **Website** and more





## WHY ROGUE?

- Truly professional high-end studios set up specifically for Business
- Conveniently located in Bryanston, Johannesburg
- Led by most accomplished audio engineer in the country
- Best quality equipment for best quality product
- And it's great to deal with genuinely good people



TRY ONE OUT FREE BY FEATURING ON OUR  
NEW CHANNEL AS A GUEST SPEAKER!

**FOR MORE INFORMATION, VISIT:**

[www.roguemedia.co.za](http://www.roguemedia.co.za)

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