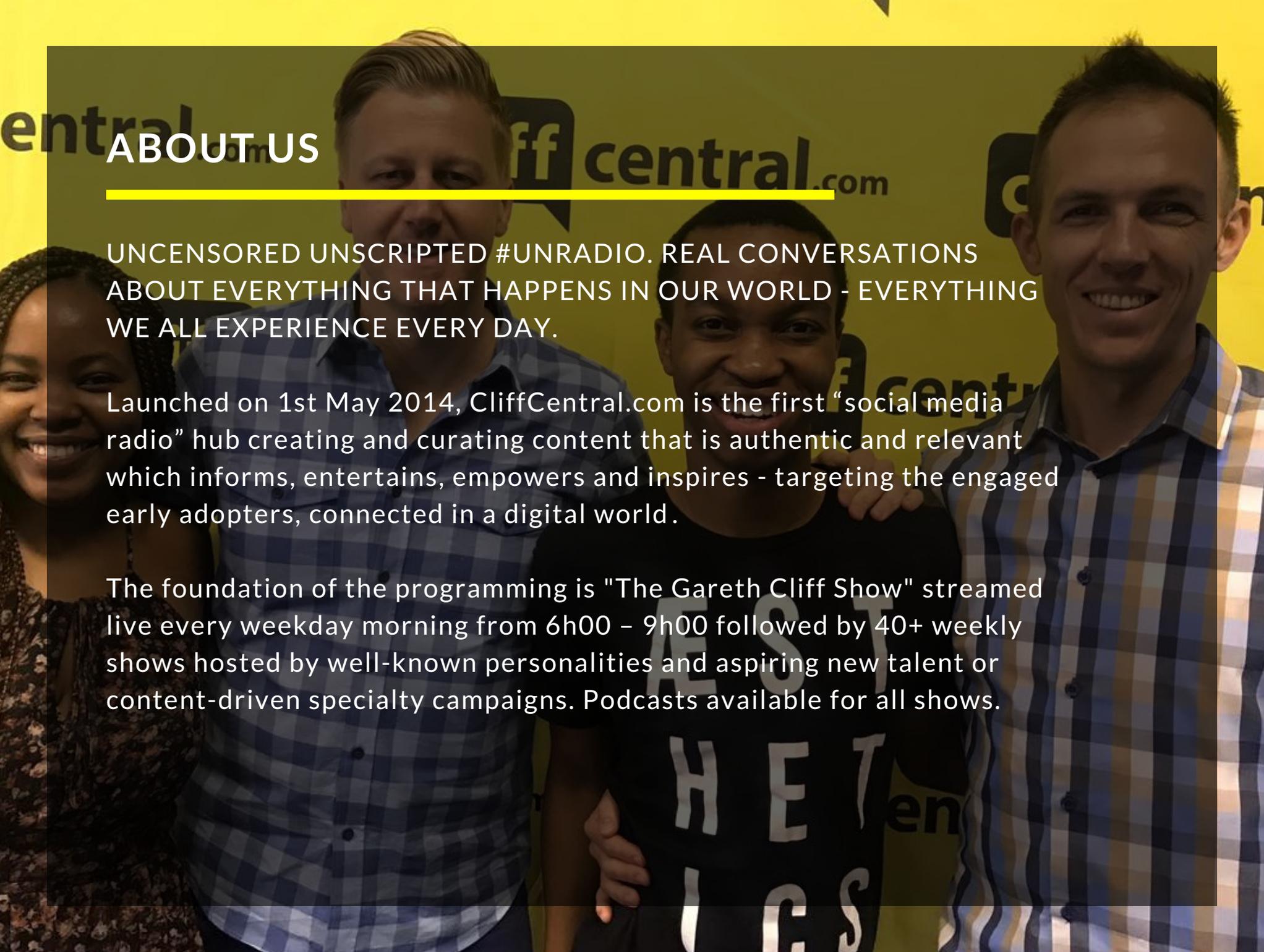


**cliff central.com**

A photograph of four people (three men and one woman) smiling and posing in front of a yellow backdrop with the 'CliffCentral.com' logo. The man on the far left is wearing a blue and white checkered shirt. The woman in the center is wearing a black t-shirt with white text. The man on the far right is wearing a blue and white checkered shirt. The woman on the far left is wearing a dark patterned top. The backdrop features the 'CliffCentral.com' logo in white and black.

## ABOUT US

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UNCENSORED UNSCRIPTED #UNRADIO. REAL CONVERSATIONS ABOUT EVERYTHING THAT HAPPENS IN OUR WORLD - EVERYTHING WE ALL EXPERIENCE EVERY DAY.

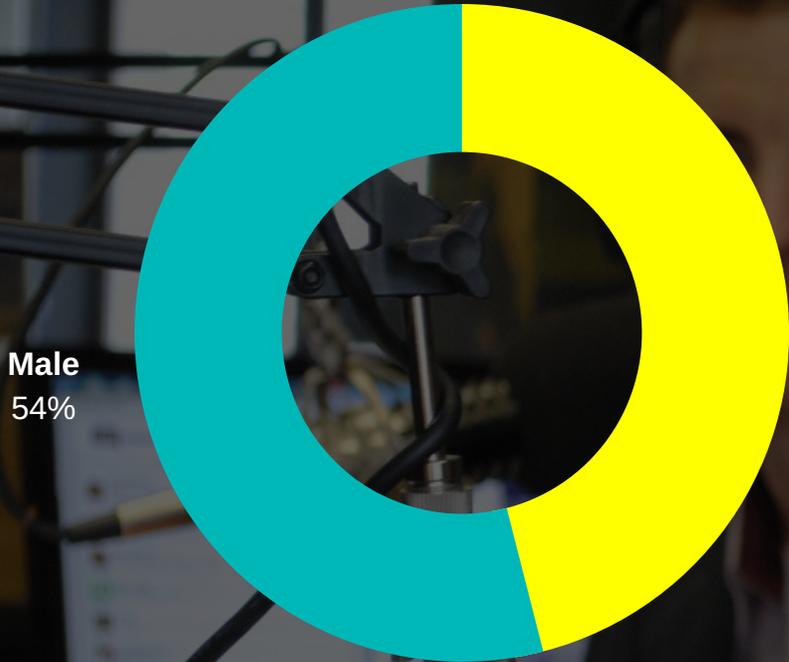
Launched on 1st May 2014, CliffCentral.com is the first "social media radio" hub creating and curating content that is authentic and relevant which informs, entertains, empowers and inspires - targeting the engaged early adopters, connected in a digital world.

The foundation of the programming is "The Gareth Cliff Show" streamed live every weekday morning from 6h00 - 9h00 followed by 40+ weekly shows hosted by well-known personalities and aspiring new talent or content-driven specialty campaigns. Podcasts available for all shows.

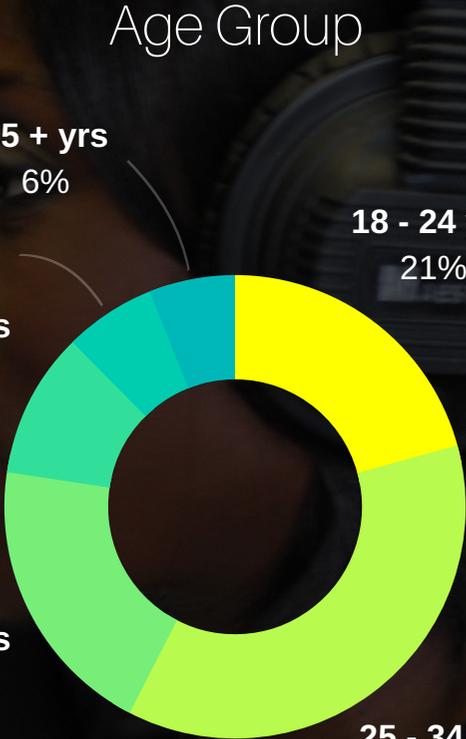
# OUR LINE-UP

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	MORE
6AM	The Gareth Cliff Show	The Gareth Cliff Show	The Gareth Cliff Show	The Gareth Cliff Show	The Gareth Cliff Show	Podvertorials
8AM	Gareth's Guests	Gareth's Guests	Gareth's Guests	Gareth's Guests	Gareth's Guests	The Burning Platform
9AM	#AutoCentral	DISRUPT with Mpumi Nhlapo	The Curve Corner	The unView	The JUSTNOW Comedy Podcast	The Renegade Report
10AM	Best of CliffCentral	Best of CliffCentral	Beyond Ears and Eyes	TheBounce Show	SexTalk	The Brain & Brand Show
11AM	Best of CliffCentral	Best of CliffCentral	G Man The AdMan	Best of CliffCentral	CasperRadio Show	The Q
12PM	Leadership Platform	The Laws of Life	Klipkouers	Best of CliffCentral	CasperRadio Show	DigitalCampus
1PM	Leadership Platform	Opinion Booth	360 Biz	Future CEOs	The Gilmore Tee Vibe	Freedom versus
2PM	Youth Leadership Platform	#TheThreadedExchange	The Worst Guys	Fashion Lab	The OnealAfrica Experience	Special Guest Hosts
3PM	Inspired Youth	The Urban Culture Drive	Unleashed	Unplugged & InCharge	The Millennial Gen	
4PM	#Kellman on CliffCentral	#Kellman on CliffCentral	#Kellman on CliffCentral	#Kellman on CliffCentral	#Kellman on CliffCentral	
7PM			#CountryDuty			

# LISTENING TRENDS



Gender



Age Group

Source: Google Analytics

# CONTENT CURATORS & STORY-TELLING

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According to research from the Interactive Advertising Bureau (IAB) and Edison Research, 95% of podcast listeners will take action after listening to an integrated ad, with 45% visiting a sponsor's website after listening to a podcast ad.

This is proof that the key is what we at CliffCentral.com have been creating since inception - we tell stories that listeners will appreciate but also aim to generate content in a way to promote particular brands. This, coined as branded content, is a space we're also taking charge of.

We are leading the charge in influencer and content marketing and social media integration in our podcasts.



# THE PODCAST REVOLUTION

Edison Research is predicting an uptake of tens of millions of monthly podcast listeners in the next 12 months. This is a support statistic that CliffCentral.com has believed in and set its sight on since day one.

With an estimated 57 million monthly podcast listeners worldwide, CliffCentral.com is carving its path in occupying a new, burgeoning space that tells authentic stories and connects brands with engaged early adaptors – a niche audience leading the way to become mainstream in the future.

"From ahead of the curve to looming mainstream" – that was the headline of the latest article about us on Media Update. With 3 million podcasts downloads in 2016 and Edison Research reporting 65% of podcast listeners are more willing to consider purchasing products or services they learn about during a podcast, the future looks bright!



#TheThreadedExchange



360 Biz  
Teboho & Bulelani



UNPLUGGED  
AND INCHARGE  
Unplugged & InCharge team



THE  
GARETH CLIFF SHOW  
Gareth Cliff & Team

# SOCIAL MEDIA

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Our podcasts are also able to provide a snapshot of the age we're in now as an archive by living on the Internet forever. Through audio we are able to give tone, emotion and so much more meaning to a 140-character post on social media. As of March 2018, our social media following stands at:



Twitter:  
[@CliffCentralCom](#)  
72,8k followers



Facebook:  
[CliffCentral](#)  
72,1k likes



YouTube:  
[cliffcentral.com](#)  
526,6k views



WeChat:  
[CliffCentral](#)  
140,5k followers



Instagram:  
[@cliffcentralcom](#)  
25,6k followers

# OUR 7 DEGREES OF VALUE

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## LIVE ON-AIR

Opening & closing show billboard  
30" second ads  
Live reads  
Branded content pieces / Branded interviews

## ONLINE

Develop a microsite page for your brand on our website  
Link to your brand's other online platforms  
Include your brand in our newsletter that goes out to our 30 000+ subscribers

## SOCIAL MEDIA AMPLIFICATION

Presence on CliffCentral.com's social media platforms

## BRANDED PODCASTS

Podcast uniquely recorded as content for your brand to push out on your specific platforms.

## BRANDING AND PRODUCT PLACEMENT

Expose your brand and product in CliffCentral.com visual content.

## PR AND EVENTS

Media partnerships as well as interview opportunities.

## INFLUENCERS

Access to the significant combined following of CliffCentral.com's presenters



## LET'S TALK

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[sales@cliffcentral.com](mailto:sales@cliffcentral.com)

18 Wessel Road,  
Rivonia,  
2191,  
Johannesburg