



Brand Deck 2025

Introduction



The Biggest Man In Cricket is a unique collaboration project between award-winning media production outfit Wishlist Media and cricket industry professional David Brooke, who is currently the Partnership Manager for the highly successful SA20 T20 Tournament.

Featuring current and former cricketing stars, the Biggest Man in Cricket offers viewers and listeners easygoing, free-flowing conversations covering all aspects of player's careers, highlights, key moments, in-depth insights, unique stories and memories, as well as their take on current stars, tournaments, events and more.

Format Hosted by David Brooke (The Biggest Man in Cricket), shows are shot in-person, on location at select Bootlegger Coffee Company shops around South Africa

Style Relaxed, conversational, humorous, insightful, well-researched and structured

Duration Approximate run time is 60 minutes

Frequency New show release every fortnight

Channels YouTube (full video episode)
Spotify (full audio episode)
Apple Pods (full audio episode)
Instagram / TikTok / Facebook / YouTube Shorts (highlights, promo clips, cut-downs)
MTNtv (launching soon in South Africa / full episodes)

Meet the BMIC



"I'm standing here on the balcony at Lord's with The Biggest Man In Cricket, the day after we won the ICC Test Championship."
– Ashwell Prince

It's more than just a catchy name. It's a media platform backed by a heavyweight in the industry – figuratively (and, by his own admission, occasionally literally).

David Brooke, or simply "Brooke" to everyone except his mother, has spent decades making an impact across journalism, media, commercial partnerships, and high-profile sports events. Cricket has always been his first love (don't worry, his family understands), and now he's bringing that passion, network, and trademark wit to a platform designed to entertain, engage and cut through the noise.

Brooke's been behind some of the biggest sponsorship deals in South African sport. His little black book is more like a leather-bound tome, and he's calling in favours, friendships, and phone numbers to secure headline-making guests for *The Biggest Man in Cricket* podcast. From Proteas Legends and World Champions, to rising stars and fearless pioneers of the women's game, his guest list reads like the Who's Who of Cricket, with more big names on the way.

More than just great storytelling, this podcast is backed by a smart, digital-first strategy. Early audience traction and social engagement (see metrics later in this deck) prove that the market is ready, and already responding.

For sponsors, this is a unique opportunity to partner early with a credible voice in the game, a trusted industry figure who knows how to build value, deliver visibility, and have some fun doing it.

Episode slate



In the very first episode of The Biggest Man in Cricket, host David Brooke had the privilege of time with a true titan of South African cricket – Ashwell Prince. From his gritty rise through domestic cricket to captaining the Proteas, Ashwell shares raw, unfiltered stories of resilience, leadership, and life after the game.



From premature departures to a surprise Proteas comeback, Dane Piedt's story is anything but ordinary. Trademark humour and no-holds-barred honesty underpins his story from Test cricket and chasing the American dream to an unexpected return to South Africa with the Knights. There's banter, bold calls, dressing-room honesty and tour stories for days.



BMIC brings a raw and riveting conversation with a true icon of the game, Dale Steyn. From his connection to the Proteas to what really happened in that video of him bowling in the US and how he landed up in a golf cart with Shaquille O'Neill, Steyn opens up like never before. Personal rivalries, weight of expectation, trailblazing in the IPL, coaching, SA20's reshaping of the modern mindset - we cover it all!



We sit down with a legendary father and son duo from one of South African cricket's most iconic families - Jimmy and Stephen Cook. Jimmy reflects on SA's readmission to international cricket, chirping a young Sachin Tendulkar, Rebel Tours, and tons of runs at Somerset. Stephen covers childhood memories, scoring a ton on Test debut, and how he's now helping shape the game.

Upcoming guests

Adrian Kuiper
Laura Wolvaardt
Allan Donald
Hashim Amla
Graeme Smith
Paul Adams
David Miller
Faf du Plessis
Vernon Philander

Episode slate



The Biggest Man in Cricket sits with former Proteas speedster Brett Schultz, one of South African cricket's most unforgettable quicks. Mentored by Kepler Wessels in Eastern Province, his story is one of raw talent, relentless aggression, and an impact that far outweighs his short international career – a story of passion, pace, and playing with purpose.



From a dream Test debut to IPL stardom and coaching stints around the world, JP Duminy's career is a story of highs, lows, and fighting back. He opens up about resilience, faith and the tough, honest conversations with coaches like Shukri Conrad that shaped him. We also explore how the JP21 Foundation is changing young lives through cricket — and revisit his unbeaten 50 in the World Championship of Legends final.

Upcoming guests

Adrian Kuiper
Laura Wolvaardt
Allan Donald
Hashim Amla
Graeme Smith
Paul Adams
David Miller
Faf du Plessis
Vernon Philander

BMIC channels

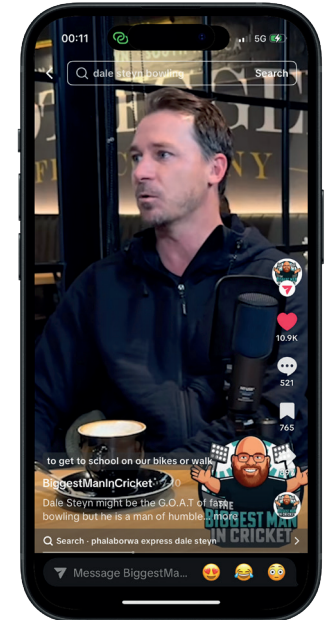
 YouTube



 Instagram



 TikTok



 Spotify



 Apple Podcasts



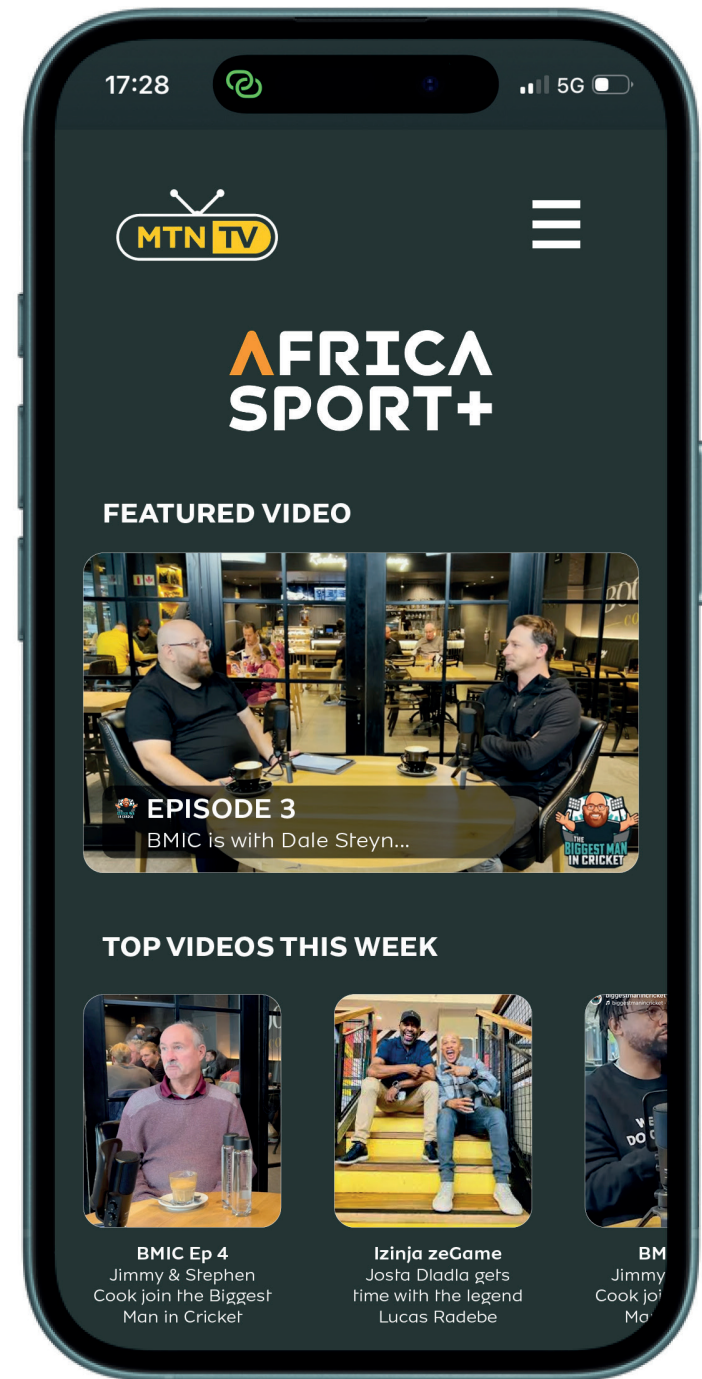
BMIC channels



MTN TV is a brand-new mobile streaming service offering MTN subscribers (Contract & Pay-as-you-go) free access to a wide range of video content.

AfricaSport+ is the agency handling insertion and distribution of sport content into MTN TV for South Africa.

- Launches South Africa September 2025
- Hosts full episodes of Biggest Man in Cricket as well as Short Format Videos
- Marketed to full MTN pre/post-paid base (approximately 40-million subscribers)



Viewership data & info



Channel Data & Insights

* data correct at 31 July 2025

Subscribers	10 100
Total watch hours	1 204
Total views	60 648
Total impressions	78 815
Av. view duration	11min28s
Av. impression CTR	4.8%
Viewers aged 18-24	20%
Viewers aged 25-34	40%
Viewers aged 35-44	18%
Viewers aged 45+	22%



Channel Data & Insights

* data correct at 31 July 2025

Followers	2 967
Total viewers	519 000
Total Likes	44 000
Post views	985 000
Male/Female %	80/20
Av. watch-through	27%
Viewers aged 18-24	10%
Viewers aged 25-34	30%
Viewers aged 35-44	36%
Viewers aged 45+	24%



Channel Data & Insights

* data correct at 31 July 2025

Followers	1 282
Post views	21 073
Video views	230 844
Interactions	5 335
Accounts reached	11 271
Top post views	54 853



Spotify



Apple Podcasts

Channel Data & Insights

* data correct at 31 July 2025

Downloads	174
Spotify	60%
Apple Pods	30%
Listeners aged 28-44	55%
Listeners aged 45-59	28%
Gender	89% male
Av. listen through	67%



Brand opportunities

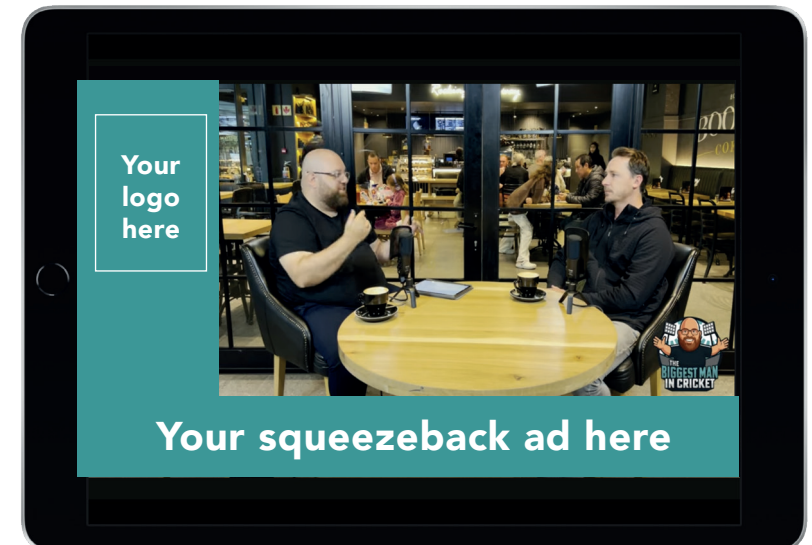
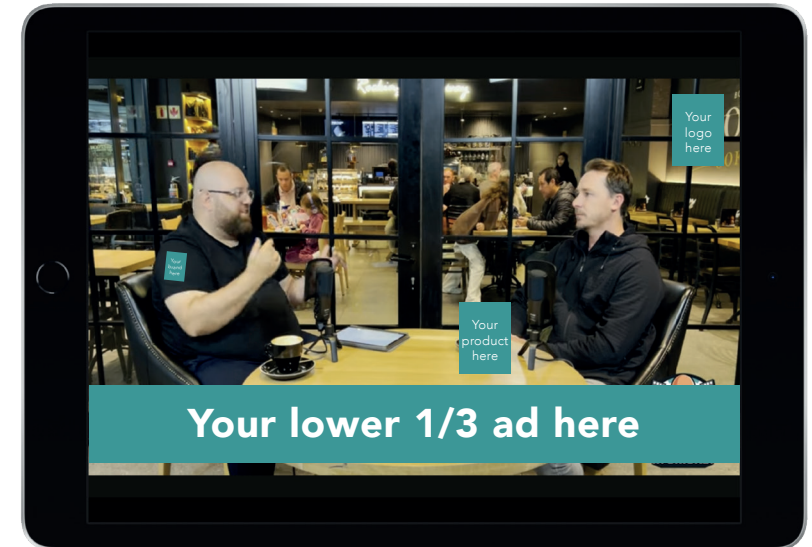
Biggest Man in Cricket offers a range of targeted content marketing opportunities for a range of brands from sectors including:

- FMCG
- Apparel
- Financial Services
- Automotive
- Technology

Brand Packages can be created and tailored to suit client KPIs, messaging, targeting, referrals and more. Insertions include:

- Pre-roll & Post-roll video ads
- Corner logo, Lower Third insertions, Squeezeback insertions
- Product placement in studio
- Product mentions
- Custom branded content segments
- Campaign referral links to outbound destination/landing pages/social media accounts

Show segments can be tailored to suit sponsor's promotional calendar, and is agile enough to be updated/refreshed as needed for every episode.



Package costs

Package 1: Title Sponsorship

Title sponsorship includes the following exclusive brand insertions for each episode:

- 1 x 15 second pre-roll video ad
- 1 x 15 second post-roll video ad
- Brand insertion in BMIC intro sequence (i.e. BMIC powered by...)
- Product use in studio (if applicable)
- 2 x 10 second squeeze-back ads (static/animated GIF)
- 'Always on' top right hand corner logo bug
- 1 x 5-min branded custom content segment (e.g. The Biggest Roast, brought to you by Bootlegger)
- 3 x 30-sec video short published on all social media platforms (with Call to Action if applicable)
- right to use video shorts on sponsor's owned platforms

Title Sponsorship Cost

6 episodes

R20 000 per episode

Total: R120 000 per campaign

12 episodes

R15 000 per episode

Total: R180 000 per campaign



Package costs

Package 2: Segment Sponsorship

Segment sponsorship includes the following exclusive brand insertions for each episode:

- Product placement in studio within applicable segment
- 1 x 10 second squeeze-back ad (static/animated GIF)
- 1 x 10 second lower third (static/animated GIF)
- 1 x 5-min branded custom content segment (e.g. The Biggest Roast, brought to you by Bootlegger)
- 1 x 30-sec video short published on all social media platforms (with Call to Action if applicable)
- right to use video shorts on sponsor's owned platforms

Segment Sponsorship Cost

6 episodes

R12 000 per episode

Total: R72 000 per campaign

12 episodes

R8 000 per episode

Total: R96 000 per campaign



Package costs

Package 3: Product Placement Sponsorship

Product Placement Sponsorship includes the following exclusive brand insertions for each episode:

- Product placement in studio throughout recording
- 1 x 10 second lower third (static/animated GIF)
- 1 x 3-min branded custom content segment (e.g. The Biggest Roast, brought to you by Bootlegger)
- 1 x 30-sec video short published on all social media platforms (with Call to Action if applicable)
- right to use video shorts on sponsor's owned platforms

Product Placement Sponsorship Cost

6 episodes

R10 000 per episode

Total: R60 000 per campaign

12 episodes

R6 000 per episode

Total: R72 000 per campaign





Contact

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