



Brand Deck 2026

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.

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)

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

Temba Bavuma
Keshav Maharaj
K.G Rabada
Allan Donald
Hashim Amla
Graeme Smith
David Miller
Faf du Plessis

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.



Strap in for a nostalgic trip down memory lane with the one and only Adrian Kuiper, the big-hitting middle-order batsman whose towering sixes into the Newlands crowd is etched in many a youngster's memory. He talks about the great Benson & Hedges era, squaring up to Clive Rice's 'Mean Machine', being greeted by 80 000 spectators at Eden Gardens, Rebel Cricket, and THAT over from Craig McDermott.



Few players rise through the local club system to become legends of the international game, but Vernon Philander is one. From WP to the Proteas, he carved out a career defined by precision, grit, and unforgettable moments. His Test debut against Australia was the stuff of nightmares... for the Aussies. Nicknamed 'The Surgeon', Philander was at the heart of a relentless South African bowling attack.

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Shukri Conrad reflects on his remarkable journey, from his early days as a teacher to leading South Africa on the world stage. He opens up about the emotion of chasing the World Test Championship, sharing the personal touch he brought to the team, and the joy of celebrating that moment with family and friends.



Paul Adams burst onto the scene with that unforgettable “frog in a blender” bowling action, but his story runs far deeper. From his club cricket roots and a one-on-one lunch with Nelson Mandela, to reinventing himself as a coach and even quoting poetry with the Proteas Women at a World Cup, this episode dives into one of South African cricket’s most iconic and original stars.



South Africa’s Test wicket-keeper Kyle Verreynne joins us for a grounded, honest and inspiring conversation. ‘Scholesy’ reflects on earning the Jacques Kallis bursary to Wynberg Boys’ and breaking into a strong WP side. He speaks about his long-standing relationship with Ashwell Prince, making his Proteas debut, and career-defining moments including hitting the winning runs in the ICC World Test Championship Final.



The Biggest Man in Cricket sit down with Omar Henry, a true historical figure in South African cricket. We explore his remarkable journey from a purpose-driven playing career to his long-standing connection with Scottish cricket. Henry reflects on his time with a Free State side led by Hansie Cronje and considers whether the successes of the past can guide the future of the domestic game.

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From a young boy on the Cape Flats to playing World Cups for his country and becoming the most decorated player in South African domestic cricket, Farhaan Behardien's journey is anything but ordinary. 'Fudgie' opens up about learning his cricket in Cape Town before carving out a legendary career with the Titans, a player opponents hated facing, but a team-mate you'd go to war with every time.



The legendary Peter Kirsten joins us for a conversation on cricket and life. From piling on runs for WP and Border to a hugely successful County stint with Derbyshire, 'Kirsy' talks about the challenges of playing during SA's years in isolation, the pride of wearing the Proteas badge after readmission, the 1992 World Cup, the leadership of the late, great Clive Rice, and meeting Nelson Mandela and Mother Teresa.



From first-class cricketer to elite international umpire, Marais Erasmus takes us inside the pressure, preparation and precision required at the highest level of the game. Stories from the international circuit, managing big personalities like Virat Kohli, Stuart Broad and Babar Azam & more – this is insightful, honest and packed with behind-the-scenes stories from one of cricket's most respected umpires.



Mentored by Gary Kirsten and Adrian Birrell, Ryan Cook's journey has taken him from the Bangladesh national team to the intensity of franchise cricket in the Indian Premier League and SA20, and now to leading the Netherlands on the world stage. Under his watch, the Dutch have become genuine giant killers at World Cups, including the Proteas at the 2023 ODI showpiece in India.

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Episode slate



From his roots in Welkom to grinding it out for Free State, Dean Elgar's journey is built on hard work, grit and an unshakeable mindset. He opens up about his rise through the ranks, facing 158km/h thunderbolts from Mitchell Johnson on Test debut in Perth, battles with Virat Kohli, and playing a massive role in setting the Proteas on their way to World Test Championship glory.



Protea legend Dave Callaghan talks candidly about the characters in that all-conquering EP team, from the larger-than-life trio of Meyrick Pringle, Vlam Michau and Rod McCurdy, to the brilliant leadership of Kepler Wessels. From his career-defining 169* not out against New Zealand in 1994, to a surreal experience involving Hansie Cronje as news of the match-fixing scandal shocked the world.



From cricket's isolation era to the heart of modern greatness, Vincent Barnes has seen it all – and shaped a lot of it too. We talk about how he turned a career cut off from the world stage into a coaching journey that helped produce absolute legends like Dale Steyn, Vernon Philander and Morne Morkel.



Proteas allrounder Robin Peterson unpacks the Warriors' return to silverware, his work in developing South Africa's rising talent, and his journey as an attacking spin bowling allrounder for the Proteas. Robbie P also shares insights on his move into coaching and his success with the Mumbai Indians family, including MI New York and MI Cape Town.

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BMIC channels

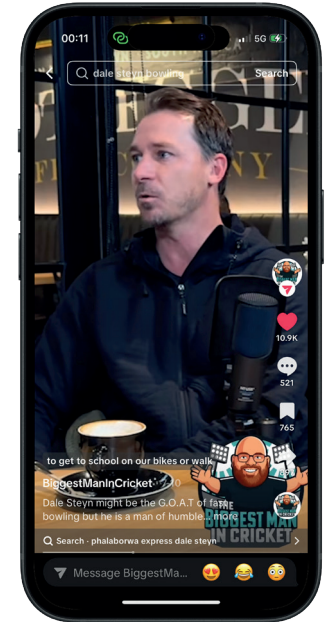
 YouTube



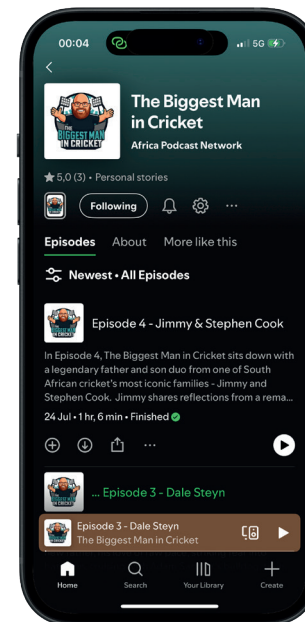
 Instagram



 TikTok



 Spotify



 Apple Podcasts



BMIC channels

IOL

BMIC enjoys a distribution partnership with iOL, where we submit regular text columns linked directly to our YouTube channel and episodes.

iOL Readership Info

Daily Readers

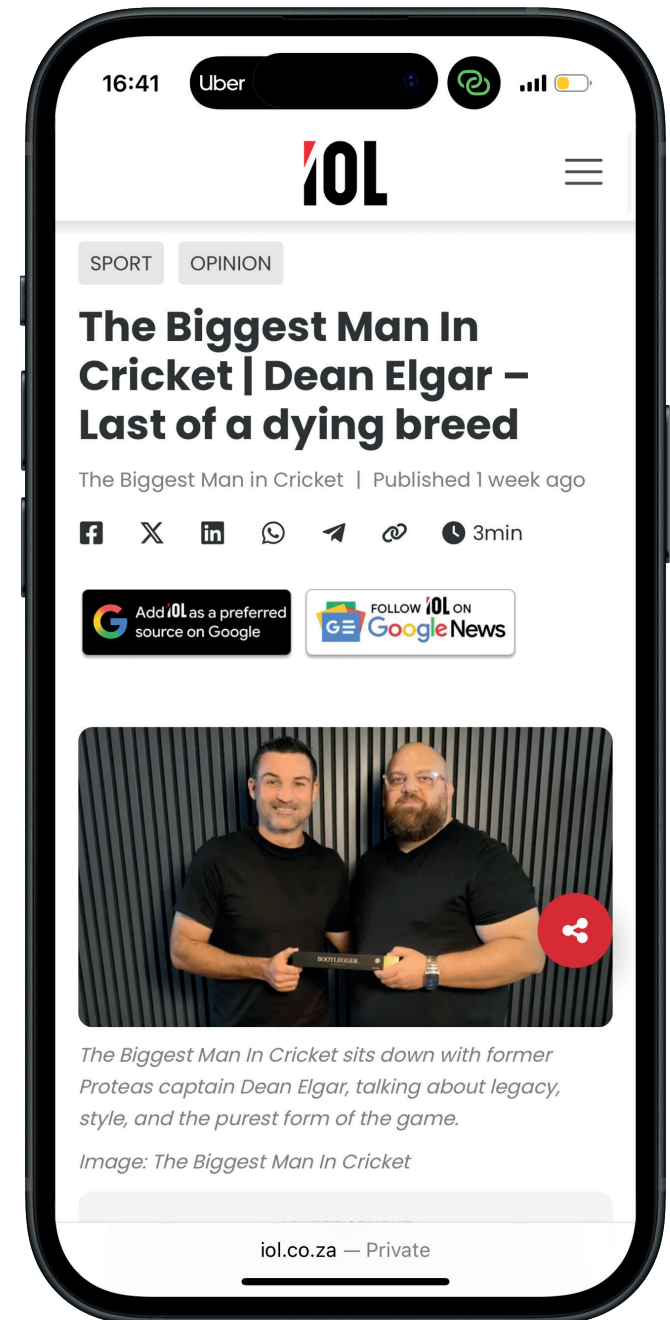
In April 2026, IOL was reported to have approximately 422,128 average active daily users.

Market Position

IOL generally ranks as one of the top three to five online news publications in South Africa, often appearing alongside major competitors like News24 and BusinessTech.

Content Scope

The platform covers a wide range of topics and includes major publications such as *Business Report* and *Daily Voice*



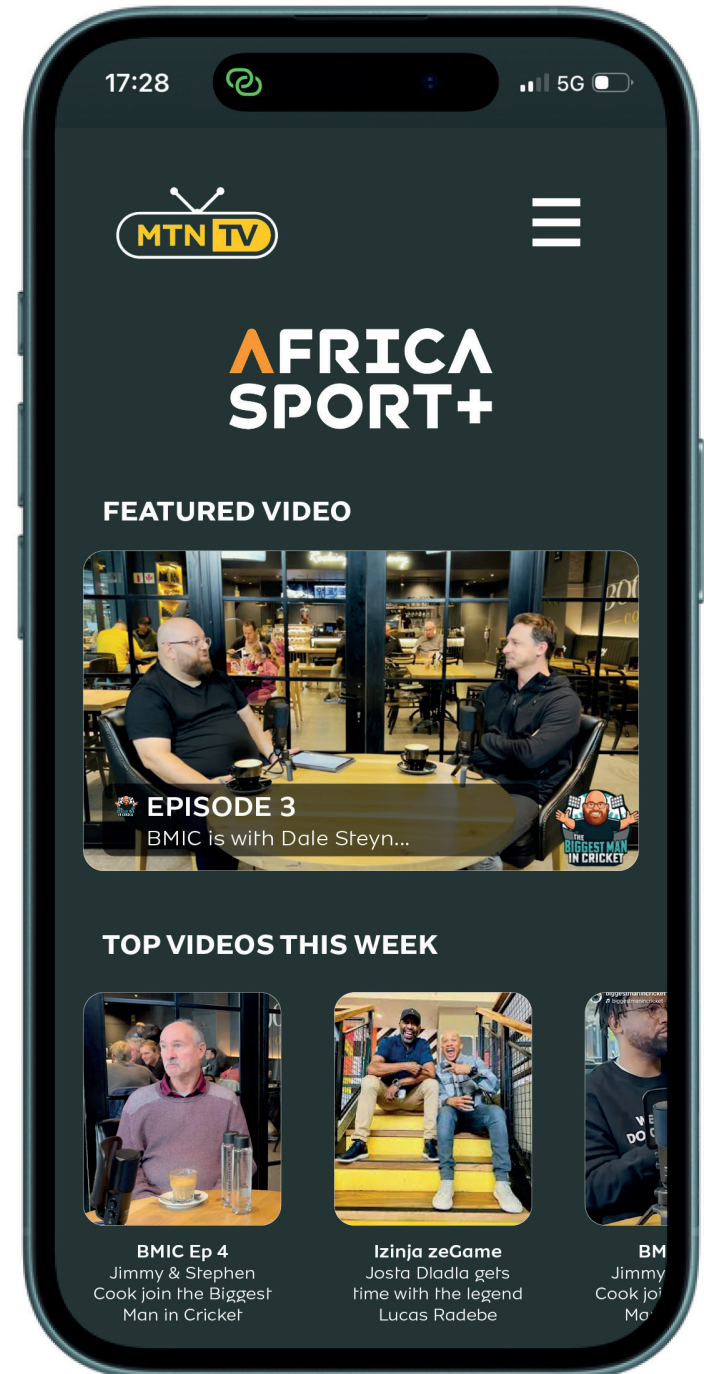
BMIC channels



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 June 2026
- Hosts full episodes of Biggest Man In Cricket as well as Short Format Videos
- Marketed to full MTN pre/post-paid base (approximately 41-million subscribers)



Viewership data & info



Channel Data & Insights

* data correct at 30 April 2026

Subscribers	97 800
Total watch hours	10 305
Total views	522 509
Total impressions	654 000
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 30 April 2026

Followers	5 785
Total viewers	1.8-million
Total Likes	92 000
Post views	2.2-million
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 30 April 2026

Followers	3 939
Video views	2.2-million
Interactions	73 800
Accounts reached	1.9-million



Channel Data & Insights

* data correct at 30 April 2026

Downloads	985
Spotify	61%
Apple Pods	29r%
Listeners aged 28-44	55%
Listeners aged 45-59	28%
Gender	89% male
Av. listen through	67%





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