

Provantage Media Group acquires majority stake in Global Outdoor Systems

Issued by [Provantage](#)

9 Feb 2018

Leading out-of-home company [Provantage Media Group](#) is proud to announce that they have acquired a majority stake in [Global Outdoor Systems](#), a leading African billboard company with a footprint in a large number of African markets. This cements its OOH position as one of the largest OOH media owners on the continent, where it is already well known for successful activations.



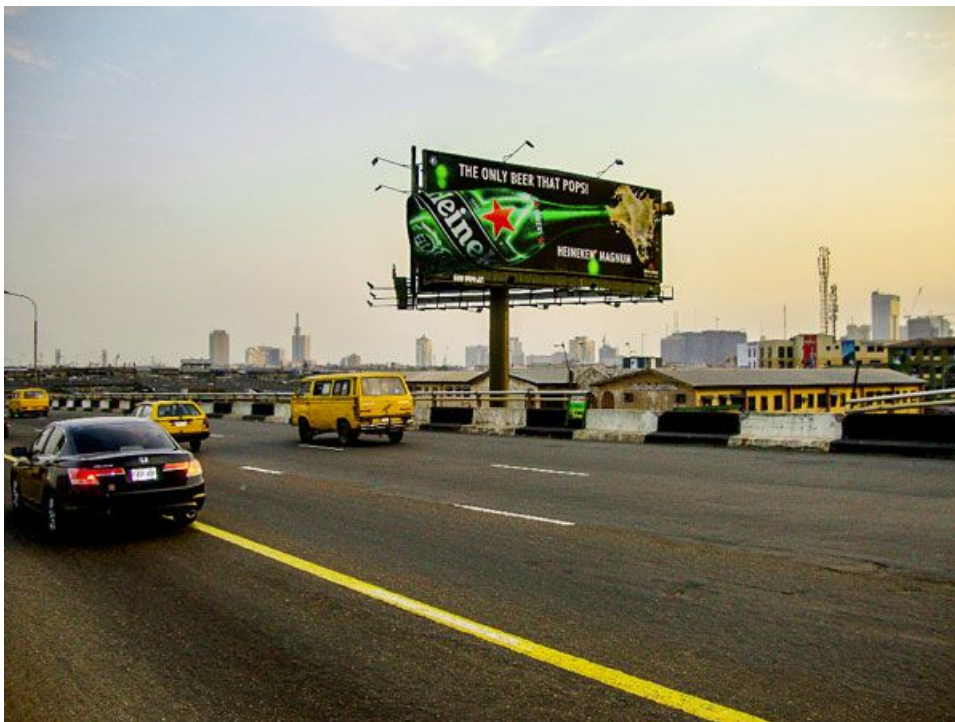
[Global Outdoor Systems](#), which was established in 2000, is a media owner with fully established operations in ten African countries and affiliations with a further seven; its offices deliver to an additional four neighbouring countries. A partner to 21 of the top 25 most admired brands in Africa, the company is known for standard billboards but also for 3D media, digital and airport advertising, spectaculars, street furniture and custom designs.

The acquisition has resulted in the formation of a new entity known as Provantage Global, which will run the group's African operations. Leveraging Global Outdoor Systems' existing infrastructure in various African countries will allow PMG to launch new media and services, as well as expand its existing highly successful media businesses: [ProActive™](#), [TransitAds™](#), [MallAds™](#), [AirportAds®](#) and Field Sales. In addition, Provantage Global will be able to take advantage of existing local offices, market knowledge, and the hands-on operational teams to offer a more comprehensive solutions-based OOH media portfolio to clients in each country.



Jacques du Preez, founder and MD of Provantage Media Group, said: “We are delighted to announce the acquisition of Global Outdoor Systems and the formation of Provantage Global – a natural progression in terms of our desire to further expand into Africa. This has long been part of PMG’s growth strategy and will enable us to earn foreign currency. Having credible, owned infrastructure in a large number of African countries will give us further traction on the continent and offer a wider footprint and portfolio of media services to our clients, both local and international.”

Neil Page, Director of Provantage Global, said: “This acquisition will provide the impetus to take Global Outdoor Systems’ service offerings to the next level, and bring a wider scope for growth within the existing markets and provide a catapult for expansion into the rest of Africa. Under the new guise of Provantage Global, we are set to become the leading OOH provider on the African continent.”



Established in 2003, and a black-owned, B-BBEE Level 1 company as of July 2017, PMG brings its considerable experience and reputation to bear on its African operations, including financial, legal and IT expertise. Provantage Global aims to enhance and develop OOH significantly on the continent with its effective marketing and advertising solutions.

For more information on Provantage Media Group visit www.provantage.co.za or follow PMG on Twitter [@ProvantageSA](https://twitter.com/ProvantageSA) or call PMG on 0861 776 826.

- **Provantage launches SA's first real-time, place-based media audience measurement tool – Protrack** 30 Apr 2024
- **Provantage and T+W launch Ant Lion - A full service digital content agency** 10 Apr 2024
- **Outsurance announces partnership with South African Schools Netball** 3 Apr 2024
- **Cape Town International Airport makes the top 3 in the world – and big brands are noticing** 6 Mar 2024
- **Outdoor Network's rotating digital billboard network goes national, maximising ROI for advertisers** 5 Mar 2024

[Provantage](#)



Provantage is one of the largest and most innovative end-to-end integrated marketing solutions and media businesses in Africa, extended over multiple key consumer touchpoints and covering a range of environments and audience segments.

[Profile](#) | [News](#) | [Contact](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>