

Transit.TV passes the test as it goes live in Johannesburg, Durban and Cape Town

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Provantage has successfully installed Transit.TV in all the major PRASA intermodal nodes, namely Park Station (Johannesburg), Durban Berea Station, Pretoria Station and Cape Town Station. In order to ensure that commuters are targeted effectively, the screens have been positioned strategically in key viewing and high dwell time areas within the station environments, thus securing maximum exposure and recall for brands.

Jean Coetzee GM Media Sales at Provantage states: "within the first couple of months of Provantage launching Transit.TV, the new digital platform has performed exceptionally well. The market has responded positively and it has 'passed the test' at some of South Africa's largest and most respected media agencies. We have furthermore been very fortunate in that agencies have afforded us the opportunity to illustrate the effectiveness of Transit.TV to their clients, live within the commuter environments. Thus providing proof on how effectively this network operates and the potential it provides."



Since the launch of Transit.TV in February, a large number of brands including major pharmaceutical, fast food, breakfast and fashion retailers have selected Transit.TV as part of their communications mix in order to reach the 20 million plus economically active, weekly commuters.

"By experiencing the Transit.TV environment first-hand, agencies and clients can see the benefits for themselves. It is critical that the key media decision-makers take time to understand and view the new transport nodes and infrastructure in person. This has been a major contributor to the sales success of Transit.TV thus far," says Coetzee.

Transit.TV will be fully operational in the next few weeks and Provantage's Transit.TV team will be focusing on the content development and ensuring the unique benefits are passed on to the millions of commuters within the major transport nodes. Furthermore, the very first Transit Track research survey will be conducted during the month of May and the team is looking forward to providing advertisers with quantifiable efficacy research data.

More about Transit.TV

Transit.TV is a new, fully-fledged, live digital television network encompassing over 1,100 state-of-the-art high definition digital screens, offering a monthly average audience of 6.9 million viewers. These screens have a footprint across major inter-modal transport nodes in Durban, Cape Town and Johannesburg and are further complemented by 600 in-taxi screens.



The network comprises 50% content and 50% advertising. 50% of the content features video (relevant music videos and other lifestyle and entertainment audio visual) and 50% RSS information feeds (news, weather, sports and lifestyle segments). One of the key value offerings to brands and commuters is the ability of the platform to provide regional splits for area specific programming and advertising.

Transit.TV broadcasts in train stations on the concourse, in departure areas, food courts and on platforms. Within the rank and taxi environments Transit.TV broadcasts at taxi rank lanes and inside quantum taxis.

Transit.TV is designed to optimise the dwell time in these key viewing areas. Commuter transit areas are ideal for advertising to the LSM 4-6 consumer; with 83% of taxi commuters and 76% of rail commuters making household purchasing decisions. Commuters spend an average of 40 minutes on the platform and 68 minutes on the train, while taxi users spend 20 minutes queuing and 29 minutes in the taxi.

For more info on Transit.TV contact Jean Coetzee on 0861 776 826 or jean@provantage.co.za or go to www.provantage.co.za.

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