

Provantage Transit TV goes national

Issued by [Provantage](#)

15 Apr 2008

Provantage Media has announced the national rollout of Transit TV. An additional 500 taxis have been added to the fleet of 600 operational taxis in the Gauteng, Kwa-Zulu Natal and Western Cape regions, bringing the total fleet running the in-taxi television station to 1100.



"We launched the first in-taxi TV channel in Africa in 2007, offering brands a medium to reach 2.1 million viewers in a captive environment," says Jacques du Preez, Managing Director at Provantage Media. "Through this latest roll out Transit TV will increase its reach to 4 million economically active consumers nationally."

From June this year Transit TV will also now be available in the North West, Limpopo, Mpumalanga, rural Kwa-Zulu Natal, Eastern Cape and the Free State, adding to Provantage's current urban Transit TV fleet. "The unsurpassed success of Transit TV following the launch and the support we have received from major brands such as MTN, Nokia, Clover, KFC and Metropolitan Life has justified the substantial investment Provantage Media is making into the national roll out of this medium," says Du Preez.

A partnership with SuperSport and various other content providers has ensured that Transit TV will continue to offer commuters interesting and relevant content, while at the same time offering advertisers an entertaining platform to communicate with a very important consumer segment. "Transit TV offers commuters, taxi industry stakeholders and advertisers the opportunity to share in the benefits associated with this unique and exciting medium," comments Du Preez. "The popularity of Transit TV is evident in the high ad recall exhibited by commuters of advertisements aired on the station, which has been independently verified by Millward Brown. We therefore have no doubt that the larger Transit TV network will be well received and will build on the success we have experienced to date," concludes Du Preez.

To further improve on the Transit TV offering, Provantage Media is looking to increase the length of time the content runs for, building on its current 30 minute loop timeframe. Provantage Media is also working on reintroducing sound into the content, to add another dimension. The sound was originally removed as the taxi drivers preferred to control the sound environment in their vehicles. Provantage Media have been working with the taxi industry to find a suitable solution for everyone in this regard.

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