

Mobile TV gets smarter

Massiv TV, which provides free-to-air television on a number of varied public transport platforms, has launched Massiv 3GTVm, reportedly the first of its kind in the country to combine the latest generation of broadcasting technologies with the importance of advertiser accountability.

Employing cutting-edge 3G mobile expertise, it is able to deliver TV content to any mobile platform located anywhere in the world that enjoys some form of GSM coverage, at any time of the day.

With location-based smart ads, the ability to track and report problems within the system, as well as providing the advertiser with detailed flighting statistics, it delivers media opportunities to advertisers, some of which may not have been possible before.

To date, 100 players installed aboard Metro busses have already been converted to the new 3GTV broadcasting standard; the remainder of the conversion process is scheduled for completion by the end of October 2011.

Assess effectiveness

Massiv Client, a new web-based software application developed exclusively for the company, provides detailed flighting statistics to advertisers accurately and in real time. "This application allows advertisers to judge for themselves, just how well their advertising investment is working for them and how wide their advertising reach is when measured in terms of viewer audience," explains Massiv TV CEO, Tiff Willemse.

Incorporating 20-inch LCD screens, its latest generation of players have been designed to military specifications to cope with the rigours of a mobile environment. Each player has the dynamic ability to track and report any problems into Massiv Central, another highly specialised software administration tool developed exclusively for the company. It automatically records and reports all player problems and even tracks the fault to ensure that a technician immediately attends it to.

Shorter clips channel

Another innovation is the launch of Massiv Channel, a dedicated TV channel that caters to the unique requirements of a commuter audience. "It features a greater variety of shorter duration content, which aims to entertain and inform, ranging from up-to-date news and sports clips to weather forecasts," says Willemse. "Most of the content is produced in-house, while the balance is selectively sourced from media suppliers throughout the world."

The company is embarking on its annual roadshow in mid-October through to end November for media agencies and marketing teams to learn more the innovative offering.

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