

ComutaNet streamlines operations

[ComutaNet](#) has announced a strategic decision to focus the organisation's efforts on key media products, which entails a realignment of the activations division within the company.



"Our core focus remains media and we have taken the decision to reduce the number of activation types offered. We want to ensure that we focus on only the high quality and innovative type of activations that we have executed successfully in the past. These activation successes have largely been achieved in support of our Rank TV, Comuta Radio, transit & static outdoor media offerings.

"To concentrate on enhancing our client's brands we will be maintaining a small support team of activations experts to ensure activation and promotional activities required in support of media campaigns," commented CEO, Howard Plaatjes.

Commuter's ultimate point of purchase

In addition, there will be a redistribution of three Rank TV's screens from train stations to new major taxi rank and retail hub locations around mid-year. These new sites align the screens with the rest of the network in being closer to the commuter's ultimate point of purchase.

This move comes after the commuter media owner invested over R15 million in the RTV platform's upgrade during 2011 to match the demands made by retailers and brand owners. The additional sites will also enjoy state of the art visual and auditory technology.