

# ComutaNet, Massiv 3GTV in sales partnership

ComutaNet and Massiv 3GTV have announced a sales partnership to change the face of commuter TV in South Africa. The alliance will now allow brands to target a captive market effectively, efficiently and creatively for an extended period of time.



Since ComutaNet's Rank TV network was launched in 2002, commuters have remained informed and entertained by the SABC content screened across sites nationally to over three million viewers. The content is said to be diverse as it ranges from to-the-minute news bulletins to live soccer matches. This will be added to Massiv 3GTV's position as a provider of free quality television content to taxi and bus commuters while in transit.

"We know that repetitive content results in uninterested viewers, which is why our offering is refreshed on a daily basis. In addition, as our content is loaded digitally - not manually - and is trackable via our 3G technology, we can assure advertisers that their material is screened

as scheduled. In fact our leading-edge 3G mobile technology delivers to any mobile platform located anywhere that enjoys some form of GSM coverage, any time of the day and affords us the opportunity to bring certain world-first media opportunities to advertisers, such as our location-based smart ads," says Greg Bruwer, sales director at Massiv 3GTV.

## Relevant tailor-made content

Adds Garry Rogers, executive of sales and marketing, ComutaNet, "The trust and engagement in a medium such as Rank TV can be attributed, in part, to the content, which is tailored to the specific region and the sector as a whole. Each site is an independent channel, with unlimited access to a variety of relevant tailor-made content. This affords clients the opportunity to execute their regional strategies, as both the mediums have the ability to regionally split content and advertising.

This combination value offering in the commuter space effectively streamlines the commuter's path to purchase. In addition, continued investment in and concentration on platforms that deliver will only enhance both the commuters' and advertisers' experience.

"We have had a growth of over 300 000 commuters on a weekly basis across our Rank TV and other platforms and will continue to drive our investment into new technology and new sites going forward," concludes Howard Plaatjes, CEO of ComutaNet.

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