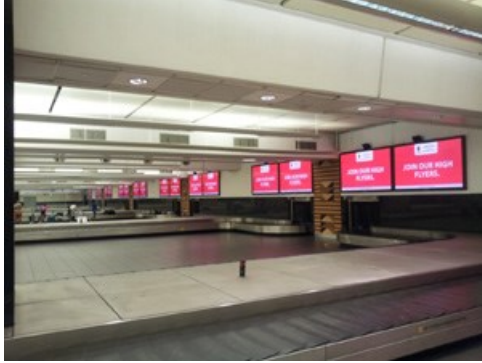


Airport.tv celebrates first year of operation

Issued by [Provantage](#)

26 Apr 2013

A year after its successful launch, airport.tv™ continues to fly as the only national digital TV network in the airport environment. The fully-fledged television network runs in all nine ACSA airports in South Africa and offers advertisers an LSM A captive audience of over two million passengers per month.



Mzi Deliwe, GM of Airport Ads says, "airport.tv™ has surpassed all of our expectations in the first year of operation. Given its innovative capabilities and flexibility it keeps passengers entertained and informed, therefore making it is easier for brands to communicate their message and, in turn, for passengers to recall brands, advertisements and key messages."

Leading multinational and local brands are already experiencing the value and reward of airport.tv™. Advertising categories include cars, electronics, alcoholic beverages, insurance, airlines, fashion, government affairs, banking, tourism, cars, telecommunications, Information Technology and software -

items and services that appeal to the target market.

The target audience in the airport environment in South Africa is predominantly male, with an average age of 39. They are household purchase decision makers with ample disposable income. 61% are business travellers and 89% are household purchase decision makers.

Another first for the airport environment is the launch of Airport Insights and Research (AIR). AIR, one of our newly launched research brands administrated and managed by Millward Brown, is focused around researching the airport environment and presenting advertisers with key insights and efficacy data. AIR has demonstrated that advertisers achieve a staggering 76% key message take out when advertising on airport.tv™.

"We're celebrating airport.tv's™ first year and we look forward to many more as it is here to stay," concludes Deliwe.

For more information on airport.tv™ and Airport Insight & Research please contact Mzi Deliwe on 0861 776 826 or 011 543 7600 or mzi@airport-ads.co.za or go to www.provantage.co.za or www.airporttv.co.za.

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Provantage is one of the largest and most innovative end-to-end integrated marketing solutions and media businesses in Africa, extended over multiple key consumer touchpoints and covering a range of environments and audience segments.

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