

Taxis in Western Cape offer TV content

Through a long-term agreement with the Pit Stop Taxi Group in the Western Cape, [Massiv TV](#) has added an additional 16 000 viewers per day to its 3GTVm service, delivering 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 news and sports clips to weather forecasts. This channel has a high focus on entertainment, which has recently been enhanced by concluding a content supply agreement with IMG, the international sports content provider giving viewers 15 minutes of up-to-date sports highlights from around the world, daily.

Launched in late 2011, the technology 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.

Increase its national footprint

These taxis are high-traffic, inner city taxis transporting larger number of commuters on a daily basis. The growth in the Cape will be further extended in March, together with 3Spacial Media, with the fitment into Algoa busses. The taxi and bus additions allow the media owner to increase its national footprint into four major regions and increase viewership and audience numbers.

"The fitment not only gives commuters in this area a more pleasurable experience," notes Greg Bruwer from Massiv TV, "but the latest fitments also allow advertisers to target a large, captive and lucrative market with very little wastage and virtually immediate consumer results."

National solution

The new taxi and bus offering is said to allow the company to grow its advertising base to local business looking to target a captive market and also provide a more national solution for current advertisers.

Long-term, the company aims to increase its footprint into KwaZulu-Natal and target new areas of opportunity in

Bloemfontein.

For more, go to www.massivtv.co.za or the [Facebook page](#).

For more, visit: <https://www.bizcommunity.com>