

Airport.tv has extended its reach to the international terminal in OR Tambo

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Airport Ads®, a division of Provantage Media Group, has unveiled its new airport.tv® screens located in key areas across the international departures terminal at OR Tambo International.

Airport.tv® has become synonymous with brand success within an airport environment and with the roll out of more visually engaging screens in high dwell time nodes, the digital channel will air to a significantly bigger audience.

Mzukisi Deliwe, Director of Airport Ads®, comments: "We are extremely pleased to be flighting airport.tv® to international travellers. It opens advertising opportunities for big ticket brands such as perfumes, watches and other high end personal accessories and products."



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Airport.tv® is a state-of-the-art digital channel that flights in ten airports across South Africa and at Kenneth Kaunda International Airport in Lusaka. Since its launch in 2012 it has been exceptionally successful and has proved to be a significant innovation for advertisers wanting to engage with this upper-end consumer market.

"With millions of people moving through the airports every month, the channel offers a high viewership in captive, closed environments where consumers can't change channel or switch it off. With this in mind, the channel adds value to the consumer's journey with content that is entertaining, engaging and informative," continues Deliwe.

OR Tambo International is best of breed within the international transit environment and airport.tv® blends in seamlessly with, and also enhances, the space. The airport is the busiest in South Africa, with over 9,5 million international travellers passing through it annually.

For advertisers, airport.tv® maximises high dwell time in key areas including security check in, retail areas and international arrivals within the airport environment.

"Travellers spend on average 20 to 30 minutes in high dwell time areas such as check in, passport control, in the departures area and at baggage carousels. Airport.tv® offers the perfect opportunity for advertisers wanting to deliver their message to a high income bracket audience," concludes Deliwe.

For more information please call Mzukisi Deliwe on 0861 776 826 or email him on mzi@provantage.co.za.

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