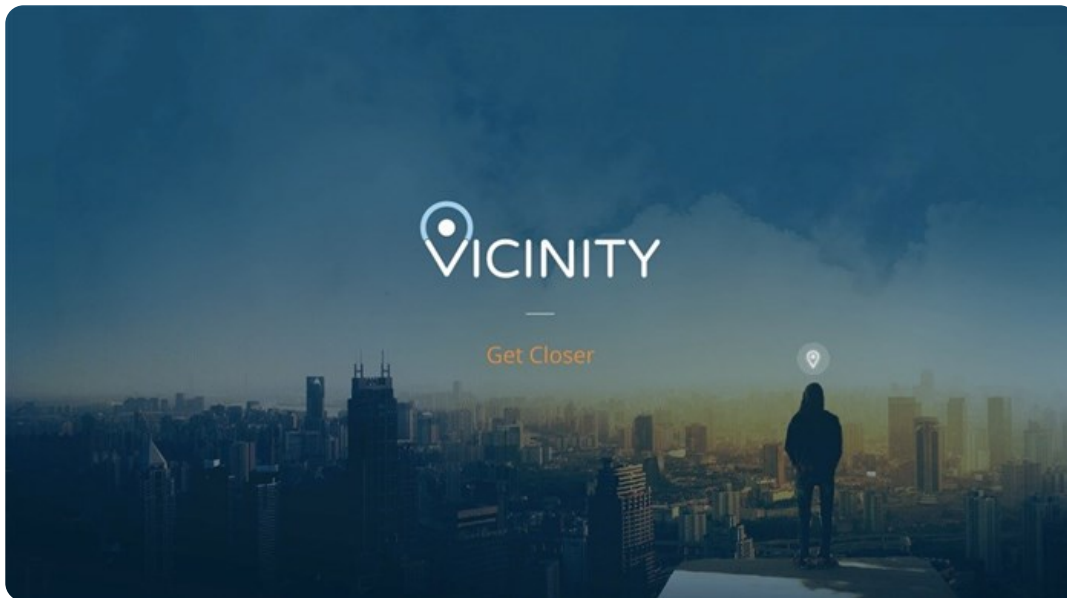


You definitely haven't seen this video before...

Not satisfied with releasing a "me too" video product, location-based mobile network Vicinity Media have worked hard to release a truly first-to-market location-focused video solution and are proud to announce the product includes some global innovations.

Issued by [Vicinity Media](#) 8 Nov 2017



The new product has four key components:

Firstly, advertisers get access to Vicinity's industry leading location targeting that harnesses proprietary technology to target down to street level. This means your video campaigns can now have real location relevance.

Secondly, Vicinity's location based video product gives brands and agencies access to Vicinity's Premium Network, a network that has now become one of South Africa's biggest and includes publishers like IOL, TimesLive, eNCA, Soccer Laduma and close to 100 others. For advertisers used to accessing individual publishers or relying on programmatic distribution this is a game changer as Vicinity's network has legitimate audiences, brand safety and viewability baked in!

Thirdly, and perhaps most importantly, Vicinity's new video product publishes the distance/travel time from the viewer to the point of purchase within the video. The ability to publish location within video is a global first, pioneered right here in South Africa.

Fourthly, users can be directed to our now familiar Location Landing Page allowing users to Drive, Walk, Show map, and engage further. Vicinity's store by store analytics are also included in the new video product and combined with Visitability reporting allows brands to increase user engagement, drive footfall, and gain insights into consumer behaviour.

In addition advertisers will continue to get all standard video metrics with which they are familiar on top of our extended location metrics.

- **Measurement that matters: Turning omnichannel campaigns into real-world results** 3 Jul 2025
- **Powerful analytics measure real-world results with precision** 6 Jun 2025
- **White paper: Precision planning – how to build high-intent location-based campaigns** 27 May 2025
- **The VMPL is coming to Joburg! Is your team ready to smash it with location precision?** 11 Apr 2025
- **Vicinity Media disrupts DOOH measurement with industry leading data and analytics** 27 Feb 2025



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