

# Primedia Outdoor launches its Airport Digital Network in South Africa

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Following the success of the launch of the 5mx10m digital billboard located at the prestigious King Shaka International Airport in June this year, Primedia Outdoor brings the market another great opportunity to reach airline travellers. As a proud media partner of Airports Company South Africa (ACSA) for over 20 years, Primedia Outdoor has unveiled its exquisite new 3mx6m cantilever digital billboard at O.R Tambo International Airport - currently the only external LED display at this monumental airport.



O.R Tambo International Airport is Africa's biggest and busiest airport, facilitating over 20 million passengers a year. As the flagship airport, O.R Tambo International Airport services airlines from continents around the world and plays a vital part in serving the local and regional air transport needs of South Africans, as well as international travellers (Airports Company South Africa).

"Digital Out-of-Home is a growing medium globally and we are committed to expanding our digital footprint in South Africa and Rest of Africa, to deliver dynamic quality platforms for our clients and their brands," said Jorja Wilkins, Marketing and Marketing Services Executive of Primedia Outdoor. "We are extremely pleased to now offer a digital network in the Airport environment that reaches millions of influential travellers", she added.

Airport advertising plays a pivotal role and is a key touchpoint in reaching highly influential, and powerful purchase decision makers in an environment when they are most susceptible to receive brand messaging. The new digital billboard at O.R Tambo International Airport is located at the domestic drop off zone for all passengers travelling to regional airports, as well as all traffic from the international drop off zone. This cantilever gantry is positioned over the road and creates dominant visibility for brands wanting to target this market.

Primedia Outdoor now offers six different digital networks across South Africa to target different markets and environments ensuring brands are positioned to the right audiences, these include: Urban Digital Network; Freeway Digital Network; Township Digital Network; Airport Digital Network; Rank TV Network and Mall Digital Networks. All of Primedia Outdoor's

digital networks offer dynamic mechanisms that allow for real-time, live data integrated messaging and engagement to all markets in South Africa. With over 260 digital displays and dominant networks across South Africa, Primedia Outdoor is strongly positioned as the leaders in Digital Out-of-Home.

## About Primedia Outdoor

*Primedia Outdoor is the premier provider of out of home media solutions within Sub Saharan Africa. A Level 1 BBEEE contributor, Primedia Outdoor is currently the largest wholly South-African-owned outdoor advertising media specialist offering national outdoor exposure throughout South Africa and high reach in key markets in rest of Africa. Primedia Outdoor offers flexible coverage of the entire LSM/SEM spectrum, targeting cosmopolitan consumers in major urban areas through to those living in rural communities.*

*Primedia Outdoor delivers exposure across a mix of media opportunities and audience environments, including high-end digital signs, airport advertising, freeway and suburban spectaculars and street furniture, as well as static advertising and digital screens in malls. Since 2018, the Primedia Unlimited Malls business unit has been integrated into the Primedia Outdoor stable. With the integration, Primedia Outdoor's total media offering makes major retail and brand platforms accessible to advertisers, offering media solutions that integrate shopper connections during the path to purchase journey.*

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### Primedia Outdoor



Primedia Outdoor is a national outdoor advertising media specialist. Part of the Out-of- Home division of Primedia (Pty) Ltd, Primedia Outdoor focuses primarily on the marketing and selling of outdoor advertising signage.

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