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MOMBA

MEDIA

Everywhere Your Audience Goes

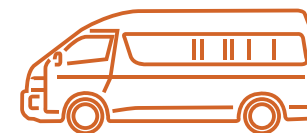
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[www.mombamedia.africa](http://www.mombamedia.africa)





**Reach Over 1.5 Million Commuters.  
Every Month Through Premium HD In-Taxi TV Screens.**



# KEY STATISTICS

## Unlock the Power of South Africa's Most Influential Commuter Network.

### South Africa's Taxi Network:



**300,000+ Taxis**  
Dominating Public  
Transport Nationwide.



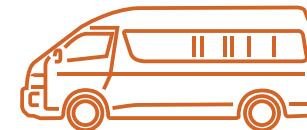
**19 Million**  
Passengers Daily  
The Heartbeat of  
Urban Mobility.



**85% of the**  
Working Class:  
Rely on Taxis for  
Daily Commutes.

### Targeting:

Gauteng, KZN, Eastern Cape, Limpopo, Mpumalanga, North West, Free State and Western Cape



# WHY ADVERTISE WITH US?

## Key statistics

### National Footprint:

National coverage across 400 Taxis equipped with In-Taxi TV screens.

### Compliant Screen Sizes:

22-inch screens installed in taxis in accordance with national and provincial transport and safety standards.

17-inch screens in Western Cape.

18-hour daily screen time (3:30 AM - 9:30 PM)

7.25 average ad frequency.

7 Days in a week.

### Advantages:

More than 1.5 Million eyes on watching your Ad.

Prime Time Access: Ads during peak commutes.

Scalability: Local to national reach.

Premium HD adverts, placed directly in passengers line of sight.

Impossible to skip, providing a guaranteed attention.



# KEY FEATURES

## Ad Formats

### Video Banners



**Video Ads:** 15-second slots  
(16x9 MP4, 300MB max)

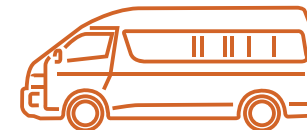
### Static Banners



**Image Ads:** Optimized for  
22 inch screens (1920x1080 HD)  
17 inch screens (1920x1080 HD)

**Click the Video link below:**

[https://youtu.be/KTif-gliwCE?si=UmdADd7RGLRqg\\_I9](https://youtu.be/KTif-gliwCE?si=UmdADd7RGLRqg_I9)



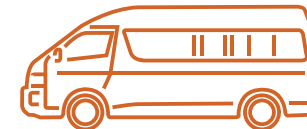
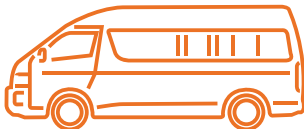
# ENGAGEMENT METRICS

## Loop structure



**360 Ad Plays per Day per Ad/Slot (20 Slots/Ad Plays per Hour x 18 Hours) 3 Minutes loop for 12 Slots  
10 800 Ad Plays per Month per Ad/Slot**

**Prime Hours: 5-9 AM & 4-8 PM (70% of daily passengers)**



# TAXI DEMOGRAPHICS

## Current Fleet

400 In-Taxi TV Screens Nationwide



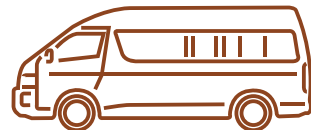
### Daily Reach Per Taxi:

10 trips/day x 13 Passengers  
= 130 Passengers/day.



### Monthly Reach:

400 Taxis x 130 Passengers/day x 30 days  
= 1,560,000 Passengers/month.



# CAMPAIGN ANALYTICS & PERFORMANCE METRICS

## KPIs

11M+ Impressions/month

1 560 000 Pasengers x 7.25 Frequency.

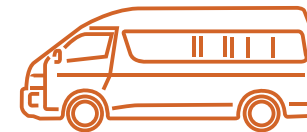
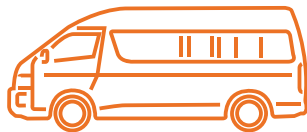
85%+ Viewability

15+ minutes avg screen time.

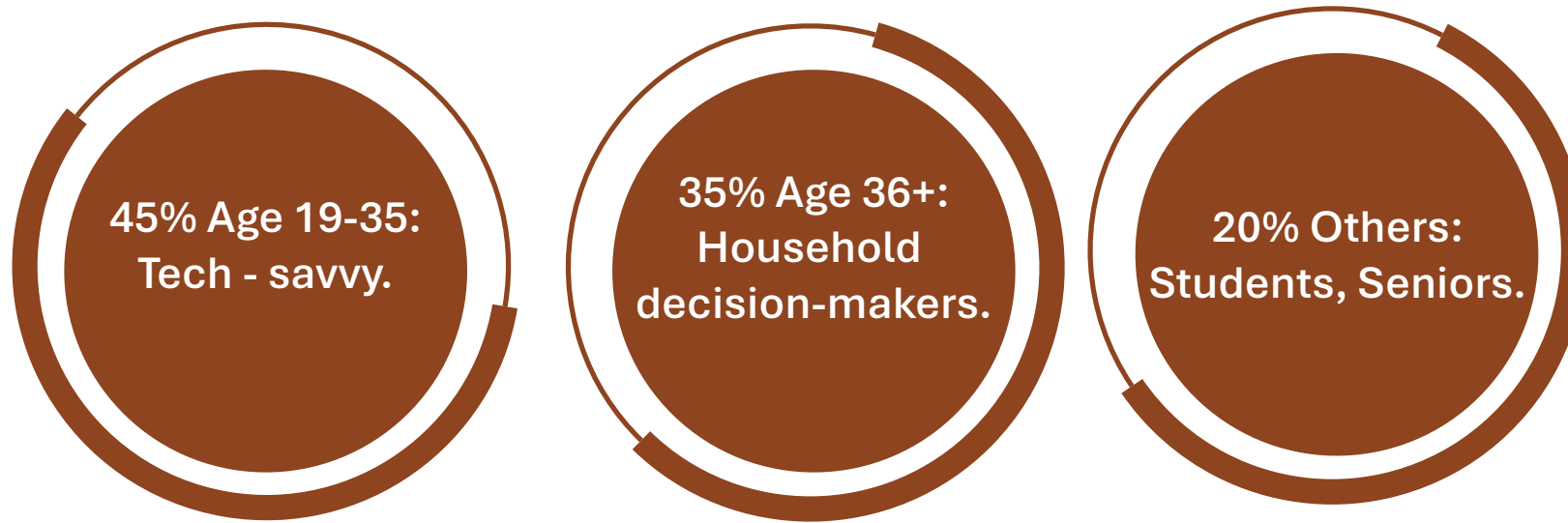
Prime Time Contribution

70% of total impressions 5-9 AM & 4-8 PM.

Actual contribution may vary depending on route schedules and passenger behaviour.



# DEMOGRAPHICS



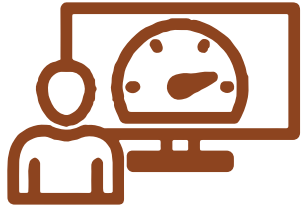
## CONSUMER BEHAVIOUR:

Fast Food, Beverages, Mobile Airtime & Data, Groceries, Clothing, Banking, Insurance and Other Products.

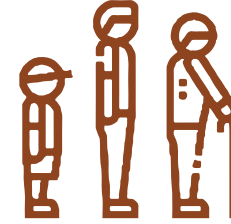
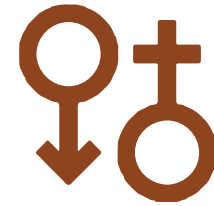


# REPORTING

## Reach and Impression Delivery



## Age and Gender Segmentation



## Hourly Performance



## Taxi Region and Route Performance



# AVAILABLE PACKAGES

**Cost Per Slot/Month: R5200**

## **Package 1**

**R100 000 p/m for 20 Screens**

## **Package 2**

**R140 000 p/m for 30 Screens**

## **Package 3**

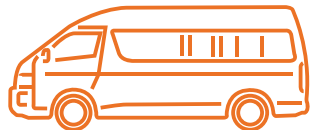
**R230 000 p/m for 50 Screens**

## **Package 4**

**R370 000 p/m for 85 Screens**

## **Package 5**

**R440 000 p/m for 100 Screens**



**WE GOT YOU COVERED**



**Thank You**