

# TRANSIT

A photograph showing the interior of a bus from the back of the cabin looking towards the front. Numerous passengers are seated on both sides of a central aisle. The bus has large windows on both sides, and yellow handrails are visible overhead. The text "GUIDE TO PLANNING & BUYING TRANSIT TV" is overlaid in white on the bottom right of the image.

GUIDE TO  
PLANNING  
& BUYING  
TRANSIT TV

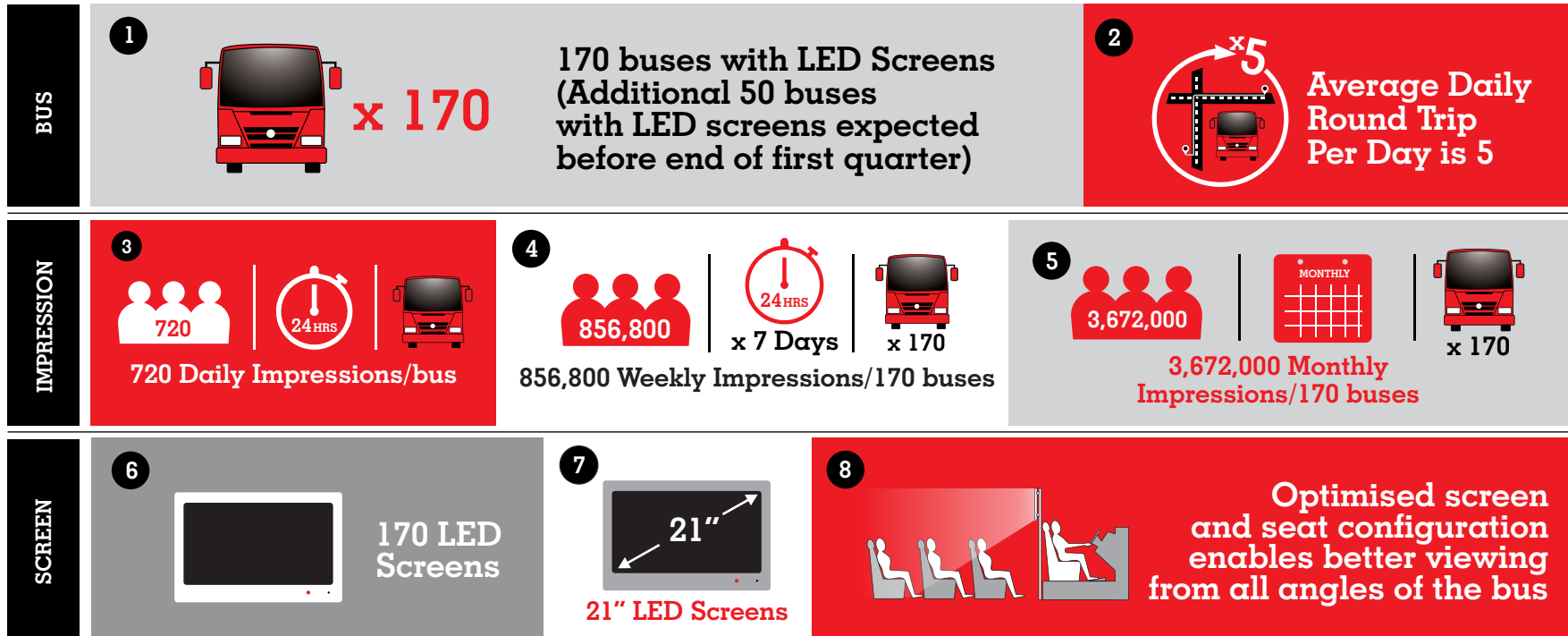


This document details every aspect of buying and planning Transit TV media. Its goal is to provide answers to any questions advertisers may have and provide a transparency to all our processes.

One of Transit TV's advertising key benefits is accurate measurement. Unlike other media, our audience data is not based on a sample but by accurately counting every person who boards the bus with Transit TV every day of the week.

- Our Transit TV network generates over 4,069,800 impressions every month across over 255 buses in 3 major markets.
- Media Research demonstrates incredible advertising recall and viewer acceptance of Transit TV.
- 48% average advertising recall
- 89% have a favourable opinion of Transit TV campaigns on its ability to stimulate instant discussion among passengers.

# LAGOS PASSENGERS | IMPRESSIONS



**FROM:** IKORODU, MILE 12, KETU, MARYLAND, OSHODI  
**TO:** TOWNPLANNING WAY, FADEYI, COSTAIN, LEVENTIS, TBS

**FROM:** OSHODI, WESTERN AVENUE  
**TO:** CMS (49 BUSES)

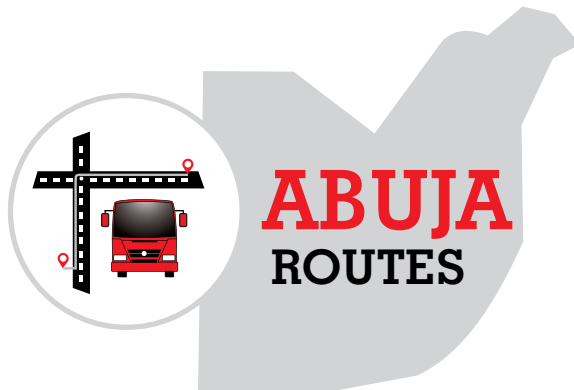
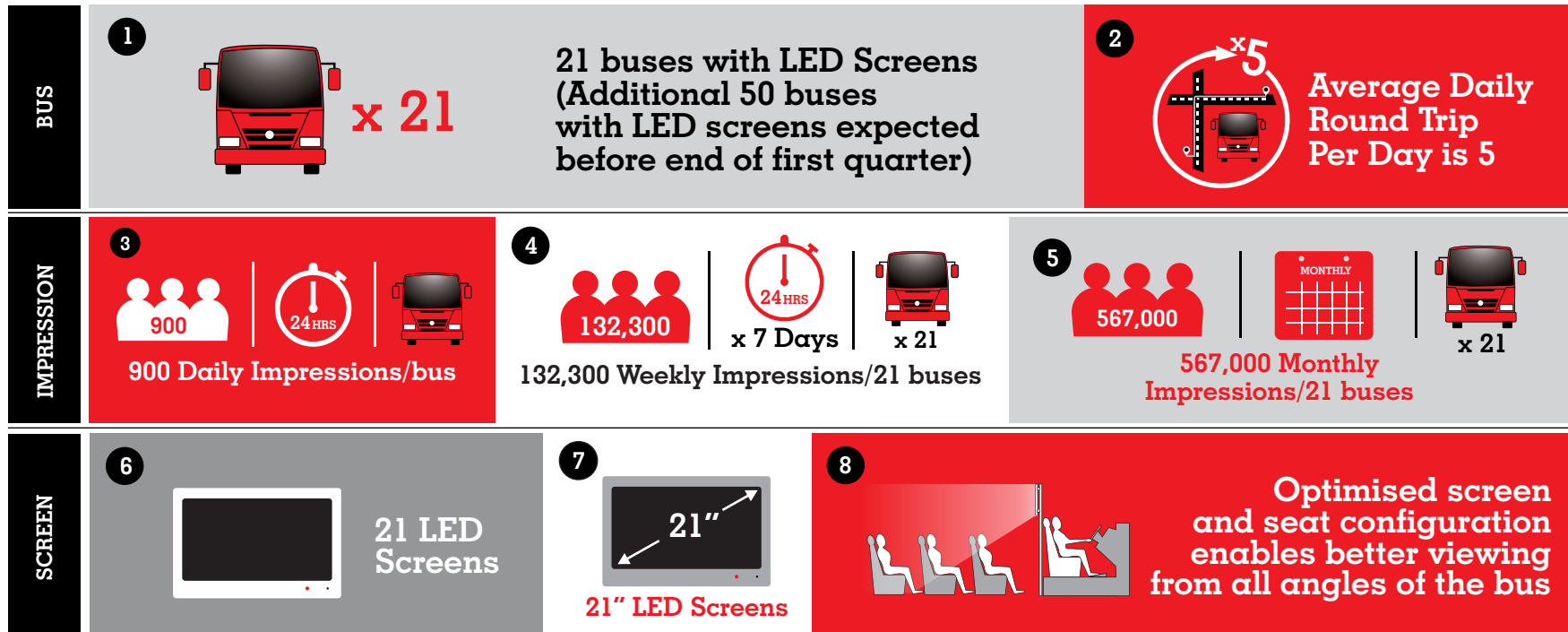
**FROM:** OSHODI, AGEGE, IJU ISHAGA  
**TO:** IYANA IPAJA, PEN CINEMA, BERGER

**FROM:** AJAH, JAKANDE, LEKKI  
**TO:** CMS/OBALENDE



# ABUJA

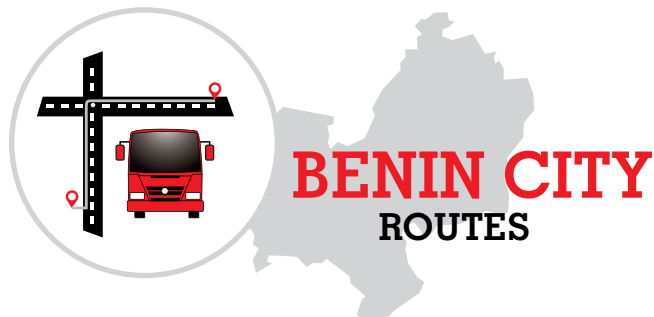
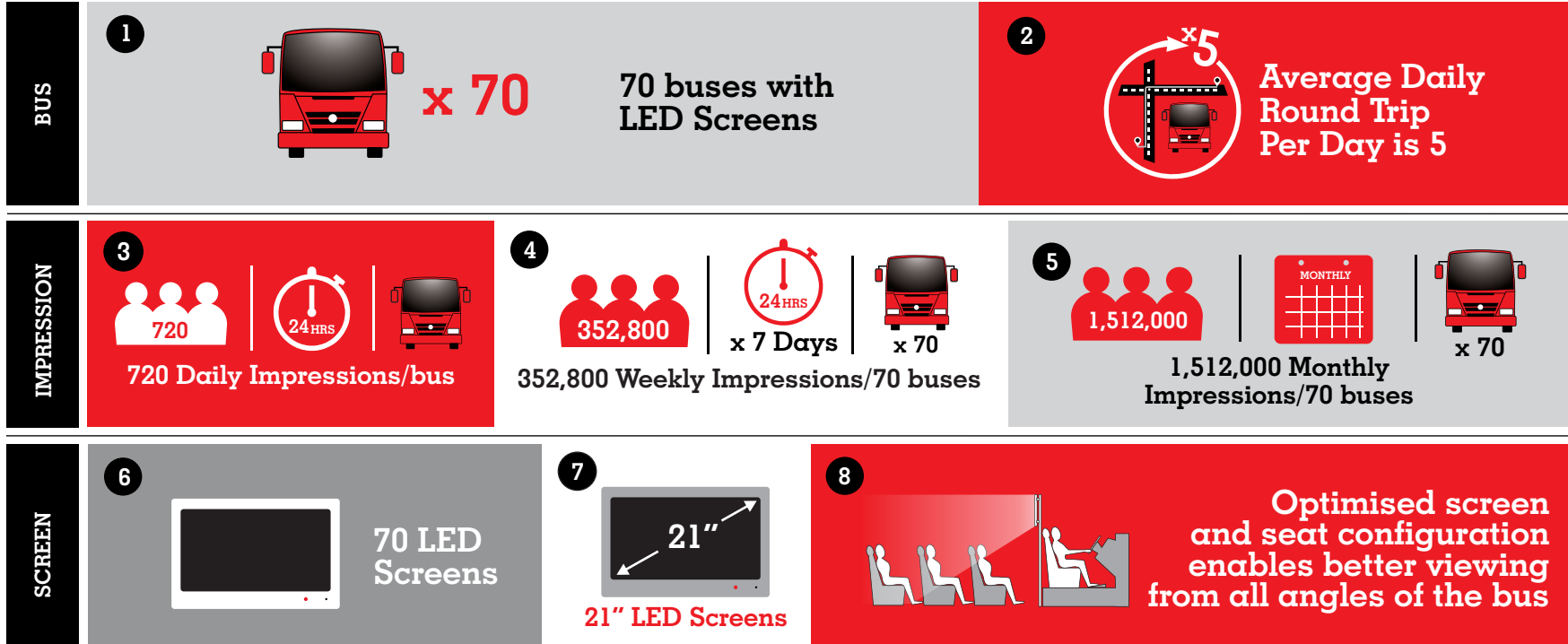
## PASSENGERS | IMPRESSIONS



Maraba, Nyannyan, Berger, Wuse 1 & 2,  
Garki area, Gwaripa, Kuje, Lugbe,  
Papay, Gwagwalada, Kubua,  
Airport Road, Jabbi

# BENIN CITY

## PASSENGERS | IMPRESSIONS



KS - DEPOT    KS - SAPELE  
KS - UPPER/ IDOGBO    KS - ADUWAWA  
KS - ENYAEN    THIRD - ENYAEN

Ibiwe - Oluku    KS - Barracks Newbenin - Enyaen    New Benin - Oluku  
KS - Ogida  
KS - Airport Road

**KS stands for King-Square**



#### AUDIENCE DEMOGRAPHICS

- Economically active.
- Predominantly household purchase decision makers.

## ADVERTISING OPPORTUNITIES

### • VIDEO ADVERTISING •

- Full-motion, broadcast quality video and audio commercials
- Advertisers with ready-made television commercials need no new creative, existing creative can be used on our Transit TV network platform.

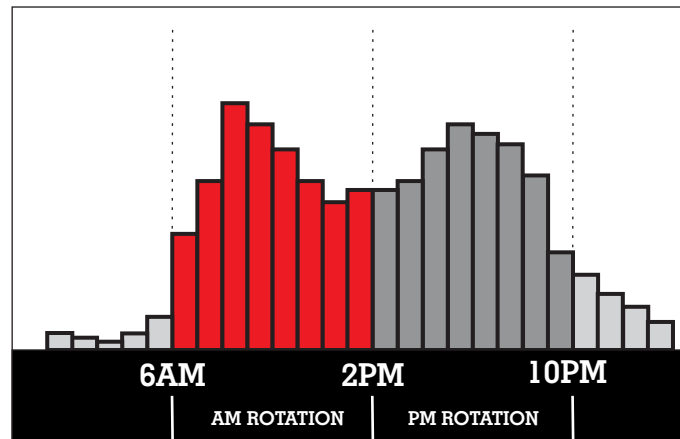
### AUDIENCE MEASUREMENT VIEWERS IMPRESSIONS

- Boarding data is provided by the bus companies based on ticket sales.
- Each passenger is a potential Transit TV impression.
- 83% of Transit TV viewers could recall one or more commercials unaided.
- 8 out of 10 viewers could remember at least one ad out of six specific commercials they were asked to recall

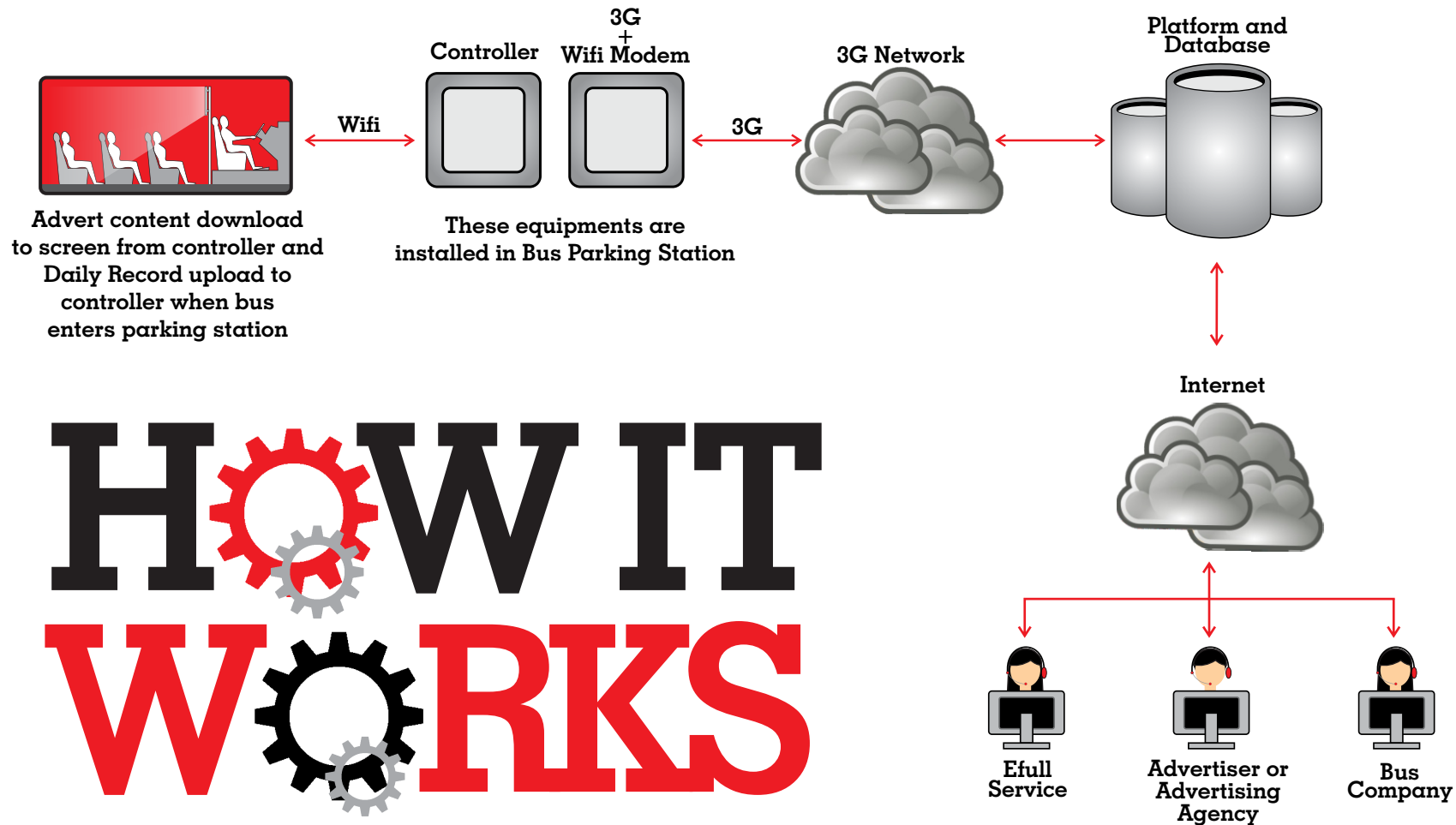
# ADVERT FREQUENCY

- Video/audio 16 times per day
- Still picture advert, 20 times per day
- 15 hours uninterrupted LED screen exposure

LED screens are strategically mounted behind driver seat for better viewing and speakers are placed throughout the buses so that commuters are able to hear from any location on the bus.



The above chart shows typical ride patterns across a day.



# USP & FEATURES

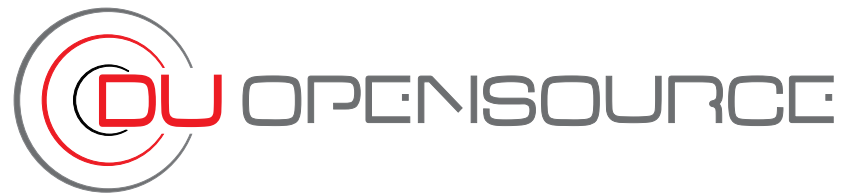
- Our platform enables advertisers' access to independently monitor campaign performance, status, frequency and playback times daily on each bus. Service is devoid of human interference and manipulation and ensures complete transparency of COT.
- Our media delivery platform enables advertisers upload new advert creative anywhere and anytime.
- We guaranty 100 percent campaign transmission and reimbursed loss exposure by extending campaign periods.

## VALUE **ADDED** SERVICES

- 1 Week Free Campaign Transmission



For enquiries, presentation & bookings  
Please contact:



1B, Awayewsere Street, Off Lateef Jakande Road,  
Opposite Agidingbi Grammar School, Agidingbi,  
Ikeja, Lagos.

Tel: 01-342 7023 , 0803 916 3770, 0803 413 9103

E-mail: [enquiries@duopensource.com](mailto:enquiries@duopensource.com)

Website: [www.duopensource.com](http://www.duopensource.com)