

Launch of Massiv TV system



Massiv TV, a new interactive satellite television service installed in minibus-taxis, took guests on an experiential journey into Soweto on Tuesday, 7 October, 2008. Media and advertisers took a ride in the upgraded vehicles equipped with the new Massiv TV system to get a glimpse of the hi-tech future of the taxi industry.

This R20m state-of-the-art TV system - developed to suit the commuters, taxi owners and the advertising industry - fits both upgraded older taxis and the new Recap models. It comprises a computer system, a TV screen in front of the passengers and surround-sound speakers above their heads carrying programme content from SABC as well as advertising.

This free-to-air service is played out daily and gives a 48-month contract to taxi owners who will get back a share of the monthly advertising revenue and will be provided with a free vehicle management service and free tracking and recovery.

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