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Provantage Media Group Collaborates With 21 Icons



Provantage Media Group (PMG) has once again partnered with 21 Icons as an official media partner on below-the-line media elements. Season three of 21 Icons, The Future of a Nation, which airs from Sunday, 6th September, on SABC 3, celebrates South Africa's youth icons. As part of the campaign, the icon short films will be screened on Airport.tv in nine airports countrywide.

'Airport.tv is enjoyed by a very discerning audience and the 21 Icons short films fit seamlessly with the calibre of content that this audience looks forward to and appreciates,' explained Mzukisi Deliwe – Director: Airport Ads.

Airport.tv continues to fly as one of the most effective, informative and innovative media within an airport environment. Given its innovative capabilities and flexibility, the digital channel keeps travellers up to speed with world news, entertainment and lifestyle.

The fully-fledged digital television network runs in 10 airports in South Africa and in Kenneth Kaunda international Airport in Zambia, and offers advertisers an LSM A captive audience of over 2 million passengers per month.

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