M E D I A   K I T

Qaboo™
A journey of discovery

ABOUT

INTRODUCTION

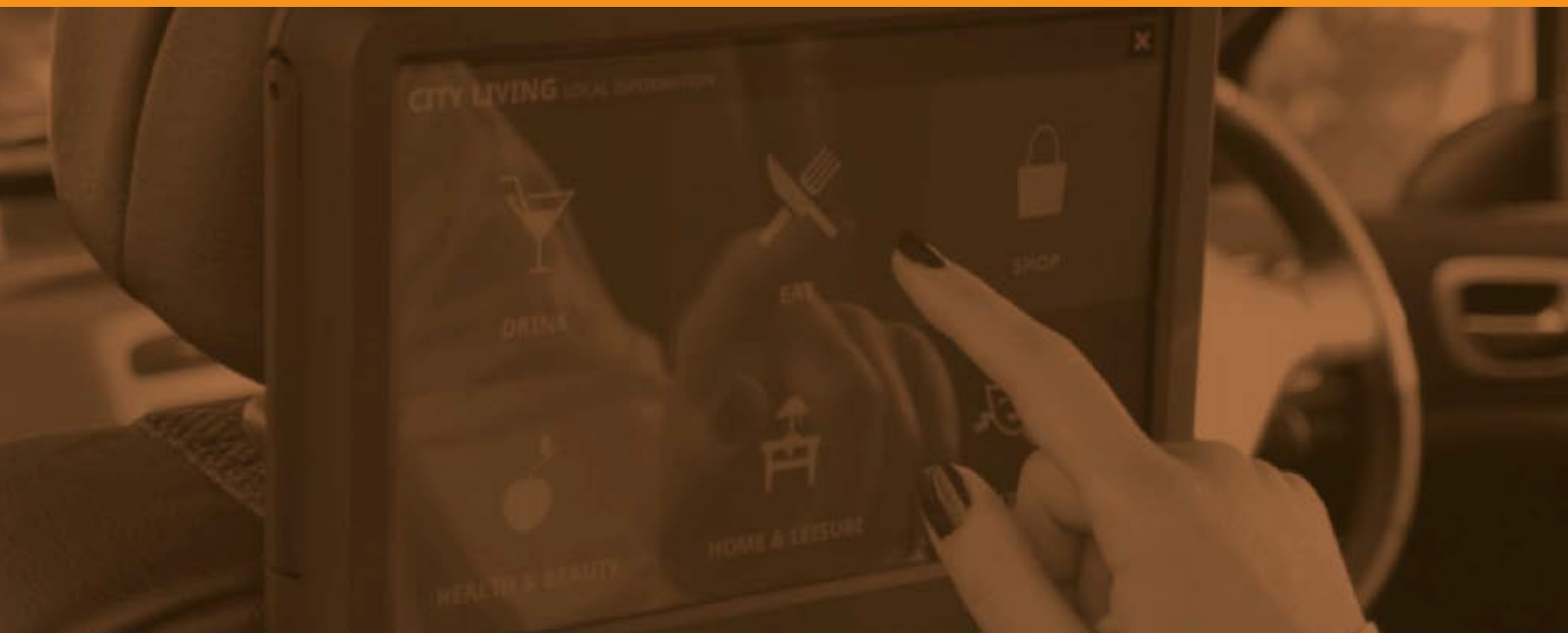Qaboo Media is a pioneering Digital-out-of-Home media owner, based out of the UK.

We enable brands to engage our valuable audiences on the move through our unrivalled use of data, insight and technology – putting the right content in front of the right people, at the right time. Our network of 4G connected interactive touchscreens situated in taxis based out of London Gatwick Airport, ensure that we provide brands with incredible access to a unique and affluent audience.

We are on our own journey to become a Digital Media Company powered by data. We provide an intelligent dynamic solution and our investment in technology and audience insight means we have an unparalleled understanding of the travel and tourism sector.

PARTNERS

We are very proud to be working with industry leaders who share our ambition and forward thinking, such as:

- London Gatwick Airport
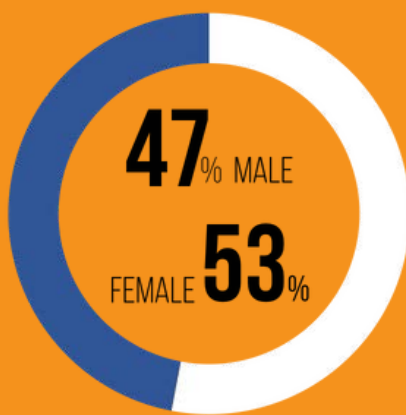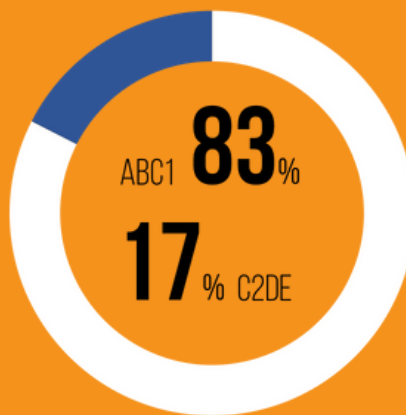- Airport Cars Gatwick

- Reuters
- ScreenTech Media

INSIGHTS

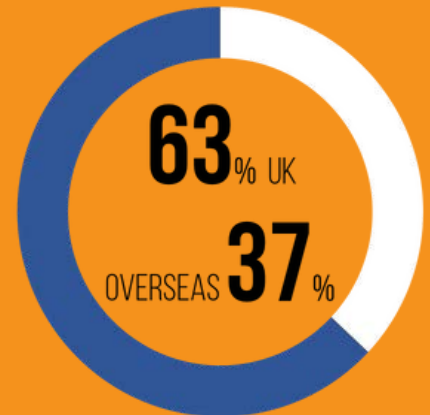## PASSENGER PROFILE

47% MALE
FEMALE **53**%

GENDER

ABC1 **83**%
17% C2DE

SOCIO ECONOMIC

63% UK
OVERSEAS **37**%

NATIONALITY

TAXI NUMBERS

500,000 Bookings Per Year

280 Official Gatwick Taxis

1.4M

Taxi Passengers Per Year

45 MINUTES
Average Dwell Time

54% Travelling to London
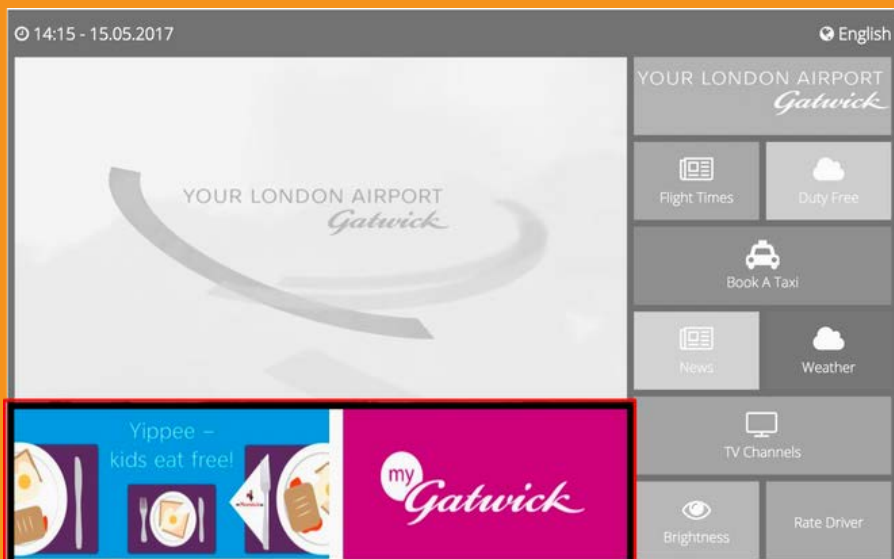
FORMATS

HOME SCREEN PLAYLIST

Size:
896 x 504

Duration:
Content - Up to 3 minutes
Adverts - Up to 30 seconds

Description:
Looping video playlist located on
the home screen. Shows passenger
information as well as limited
advertising slots

HOME SCREEN BANNER

Size:
896 x 204

Duration:
5 seconds

Description:
Rotating banner located at the
base of the home screen.
Opportunities include animated,
clickable and Geo-fencing.

IMPRESSIONS

The total estimated banner and video impressions available through the London Gatwick Airport taxi network during a 2 week campaign
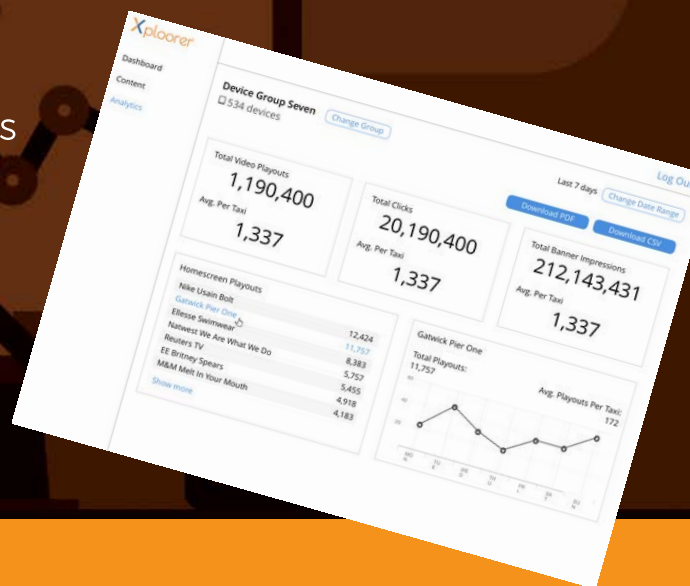
Banner Ad
57.7M

Video Ad
10.1M

- Based on sample data from London Gatwick 15/04/18 - 21/04/2018

REPORTING

We are all about empowering brands with data and demonstrating ROI. A click of a button can provide an array of performance insights from the cloud CMS account or simply setup an email report deliver regularly into an email inbox.

- Passenger interactions / data capture
- Campaign impressions
- Live & historic campaign reporting
- Dynamic campaigns with live updates
- Geo-location data

CONTACT

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