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Out of Home

Company Profile

South Africa's Street-Level Media Powerhouse.

National Outdoor Network | Data Driven | Audience Verified

ACSA Tender Submission
April 2026





Who We Are.

We didn't build this in boardrooms.
We built it on the street.

Network X OOH

National OOH Media Owner
Deep township + commuter network
10+ years in market

Core Credentials.



10+ Years in operation.

A decade of building, owning and innovating in Out-of-Home media across South Africa



R850m+ In Media Sales

Over R850 million in media sales across key sectors and brands.



National Footprint

Presence in all provinces and major metropolitan, regional and township nodes.



50+ Strong Team

Presence in all provinces and major metropolitan, regional and township nodes.



Multi Format Media Owner

Large format, traditional, digital OOH and transit media across high-traffic environments.



Data-Driven & Measurable

Audience-verified, Seedoh compliant and committed to measurable impact.

Our Capabilities.

**Digital OOH & DOOH |
Premium digital LED
screens nationwide**

**Township Lifestyle
Media | In-store, tavern
& rank network**

**Large-Format Billboards |
Mega wraps, wallscapes,
and roadside icons**

**Audience Measurement &
Data**

**Creative Innovation
(X Labs)
3D Anamorphic & Fake
OOH executions**

We Are Nationwide.

Presence across:

Gauteng

KZN

Western Cape

Eastern Cape

Mpumalanga

North West

Limpopo

Free State



Inventory Scale.



Large Format Billboard

24

Premium Digital

8

Tavern Scrollers

150

Taxi Ranks

14

Township Digital

40

Township Static

62

299 Sites Nationwide

High-frequency, high-dwell environments

Our Environments.



Township Digital.

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We Are In 3 Provinces.

20

Digital Billboards
Gauteng

Gauteng

KwaZulu
-Natal

10

Digital Billboards
KwaZulu Natal

10

Digital Billboards
Western Cape

Western
Cape

Gauteng

- Tembisa
- Soweto
- Germiston
- Mamelodi
- Atteridgeville
- Mabopane
- Ga-Rankuwa PTA
- Roodepoort
- Soshanguve

KwaZulu-Natal

- Kwa-Mashu
- PMB
- Umlazi
- Chesterville
- Durban
- New Germany

Western Cape

- Khayelitsha
- Gugulethu
- Worcester
- Milnerton Strand
- Kraaifontein
- Paarl
- Nyanga

* Speak The Language of the region*

Township Digital Reach Figures.



Approximately 15 to 22 million people live in South African townships, comprising over a third of the national population, with major populations in Gauteng (8.9 million) and the Western Cape (3.2 million).

Soweto remains the largest township, with a population estimated at over 1.7 million.

Province	Number of digital billboards	Total Vehicle Traffic daily (People)	Pedestrian Traffic daily (people)	Total Daily Reach (People)	Total Monthly Reach (people)
Gauteng	20	246 867	98 517	345 384	10 414 181
Kwa-Zulu Natal	10	105 841	40 689	146 530	4 456 955
Western Cape	10	107 694	41 230	148 924	4 529 772
TOTAL	40	460 402	180 436	640 838	19 400 908



Illuminated Static Township Billboards Nationwide.

* Speak The Language of the region *

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Taxi Rank Digital.



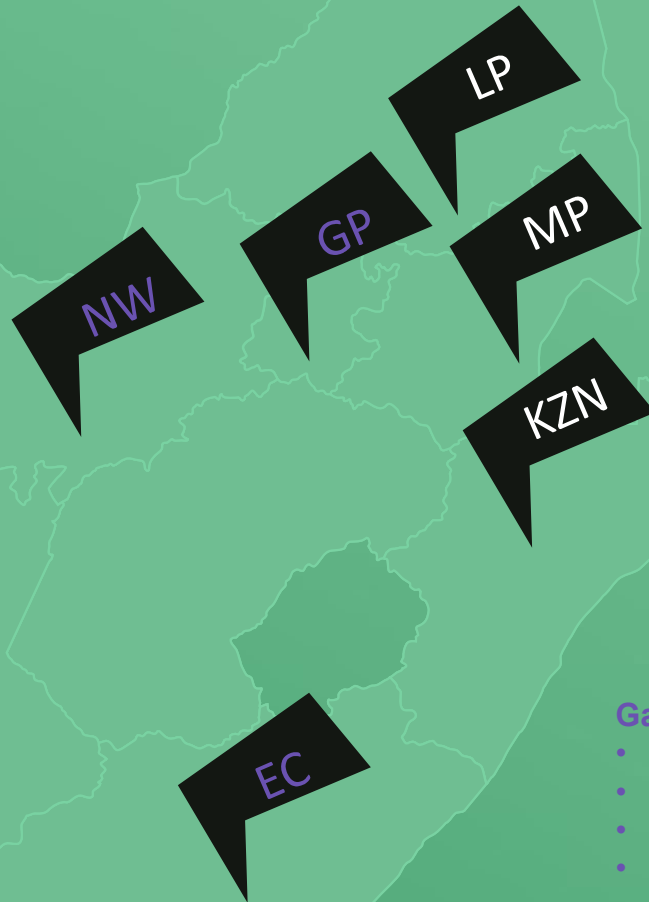
Our 14 Taxi Rank Digital Screens.

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- Rustenburg Taxi Rank
- Verulam Taxi Rank
- Notham Taxi Rank
- Noord Taxi Rank
- Midrand Taxi Rank
- Mabopane Taxi Rank
- Ivory Taxi Rank
- Isipingo Taxi Rank
- Belle Ombre Taxi Rank
- Esangweni Taxi Rank
- Mbombela Taxi Rank
- Pan Taxi Rank
- Mdantsane Taxi Rank
- Bree Taxi Rank



14 Taxi Ranks Located In 6 Provinces



Gauteng

- Noord
- Pan
- Ivory Park
- Esangweni
- Midrand
- Bree
- Belle Ombre
- Mabopane (PTA)

KwaZulu-Natal

- Isipingo
- Verulam

Mpumalanga

- Mbombela

Limpopo

- Northam

Northwest

- Rustenburg

Eastern Cape

- Mdantsane

Urban Premium Digital.

Our 7 Large Format Digital Screens.

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- 14th Ave. Roodepoort Digital
- Kyalami Drivers Left Digital
- Kyalami Drivers Right Digital
- M1 Melrose Digital
- Malibongwe Digital
- Bryanston Digital
- Jan Smuts Digital



3rd Party Collaboration

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Township Lifestyle Media.



Over 500 Taverns nationwide.

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Lifestyle media is an extremely cost-effective way of targeting the township market through Taverns. Internal A1 Scrollers and A4 Bathroom posters.





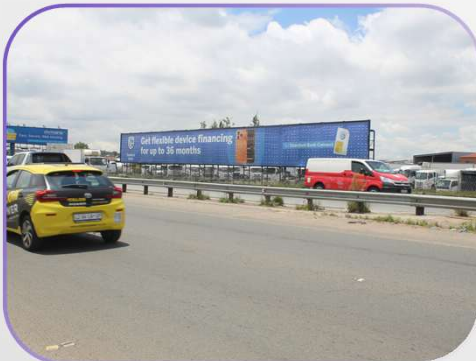
Large Format Static.

Large Format Innovation.

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Large Format Static Sites.



Eastrand Mega Hoarding



Eastrand Mega Billboard
Drivers Left



Eastrand Mega Billboard
Drivers Right



Steyn Mega Corner



Steyn City Mega Hoarding
Drivers Left



Steyn City Mega Hoarding
Drivers Right



Rondebult Mega Hoarding



Reitfontein Mega Hoarding

Large Format Static Sites.



Broadacres Mega Hoarding



Dainfern Mega Hoarding



M1 Houghton Mega Hoarding



M1 Static Billboard



Malibongwe Static Billboard



Ndlala Mega wall Hoarding



M1 Mega Wall Site



Pretoria Road



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Proof Point.

Every site in our network is **audited, tracked,**
and backed by **real data:** no inflated numbers,
no guesswork, just street-smart **accuracy.**

Audience Measurement

We don't guess, we measure.

Our screens are independently verified by leading audience data and location-intelligence partners to ensure every campaign reaches the right people, at the right time, in the right place.

How We Track & Prove Impact

1. Real-World Mobility Data

Data confirms actual audience exposure around each site.

2. Geo-fencing technology

Maps audience movement and dwell time.

3. Third-party verification

Validates impressions, frequency, and visibility.

4. Dynamic reporting

Dashboards give clients transparent, measurable ROI.

Programmatic & Tech.

Programmatic DOOH
Real-time updates
Dayparting
Geo-targeting





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Impact That Hits Different.

Because good business lifts everyone

Every township screen lights up more than ads, it supports local families.

- A portion of every campaign goes to **tavern & spaza owners** hosting screens.
- We **cover electricity costs**, keeping lights on even during load-shedding.
- Used banners are **repurposed into waterproofing** for homes in under-resourced areas.

145+ local partners strong.

It's more than just a screen - it's helped me support my family.
Fazile, Spaza Owner”



A vertical graphic on the left side of the slide consisting of thick, dripping paint in shades of yellow, orange, and red.

Introducing



Beyond the Billboard –
From Street Impact to
Screen Virality

Anamorphic 3D Design

A powerful technique that creates **depth and dimension** when viewed from a specific angle on flat surfaces like LED billboards.

It **turns heads**, sparks curiosity, and delivers an **immersive spectacle** that feels like it's leaping off the screen.

Introducing



Beyond the Billboard –
From Street Impact to
Screen Virality

Fake Out-of-Home (FOOH)

A digital trend where short-form videos
simulate real-world ads using CGI.

These illusionary clips blur the line between
reality and fiction, made for **maximum
online impact.**

Introducing



Beyond the Billboard –
From Street Impact to
Screen Virality

From IRL to Viral

To amplify impact, these executions require:
Cinematic filming from the perfect angle
Tailored content for social platforms
A distribution plan that boosts engagement and buzz

The result: A physical moment becomes digital magic -
engineered for shareability, reach, and relevance.

Why Brands Choose Us.

Advantage	What It Means for You
Authentic Reach	Your brand seen in the real South Africa – not just the feed.
Data & Measurement	Every impression counted, every rand accounted for.
Creative Flex	From mega-wraps to viral 3D moments.
Impact with Purpose	Campaigns that uplift local communities.
Network Power	Part of the Network X Group – OOH meets digital meets culture.



Thank You.