

MOOVE MEDIA WINS ADVERTISING SPACE LICENSING TENDER FOR TOWER TRANSIT SINGAPORE

27 May 2021 – Eight in 10 of the larger-than-life advertisements you see on our buses are now being produced by the same company that brought you the standee cows.

Moove Media, ComfortDelGro's Out-Of-Home (OOH) arm, has just won a bid to take over the advertising space of the buses in the Bulim and Sembawang-Yishun bus package which has been awarded to Tower Transit Singapore (TTS). The contract, which begins on 1 June 2021 is for a period of three years with an option to extend it by another two. This is the second one that it had won, having been appointed the advertising agency for Go-Ahead Singapore in 2016. Moove also handles advertising for ComfortDelGro's 75%-owned scheduled bus company, SBS Transit Ltd presently.

With this winning bid, Moove Media now offers seamless advertising solutions for three of four bus operators, with bus services spanning across 12 of 14 bus packages, making it the leading OOH media owner in the bus advertising landscape. Its bus advertising coverage will include another 733 buses and four interchanges, bringing its total bus advertising coverage to 23 bus interchanges and about 4,700 buses, or nearly 80% of all public buses.

Said Mrs Jayne Kwek, CEO of Moove Media: "We are passionate about bus advertisements and very happy to have been awarded the Bulim and Sembawang-Yishun advertising contract. We look forward to working with other advertising agencies and clients in bringing more innovative advertising solutions to our advertisers on new bus routes across Singapore."

Said Mr Winston Toh, MD of Tower Transit Singapore: "Moove Media put in a competitive bid and demonstrated innovation, a strong track record and a wide coverage of the bus advertising market. We look forward to this new partnership and to raising the advertisement occupancy rates on our fleet and interchanges."

About Moove Media

Moove Media Pte Ltd is the advertising arm of ComfortDelGro and has been in operations since 2005. In Singapore, Moove Media offers an integrated Out-of-Home advertisement platform on SBS Transit buses and interchanges, rail (North East Line, Downtown Line, Light Rail Transit systems in Sengkang and Punggol), ComfortDelGro taxis, ComfortDelGro buses, as well as other prime ambience sites reaching commuters islandwide. Moove Media also offers bus advertising services in Sydney, Newcastle, Canberra and Victoria, Australia. For advertising, please contact advertising@moovemedias.com.sg or +65 6383 7035.