

# VIDAA

Looking for a new way of advertising your brand, products, services or deals?

Showcase your brand 1.5 million times a week to your target market right in the comfort of their living area



It's all about 

## ABOUT VIDAA

Established in March 2019 by the Hisense Group, VIDAA is a technology company renowned for its VIDAA Smart TV OS and Content Platform, which prioritizes consumer-centric experiences. Powering Hisense, Toshiba, and other OEM branded Smart TVs, VIDAA commands over 29% of the South African TV market, offering users cutting-edge operating systems and engaging content

## ADVERTISE ON VIDAA

"Make a lasting impression in hundreds of thousand homes weekly – advertise on VIDAA and be seen where it matters most."



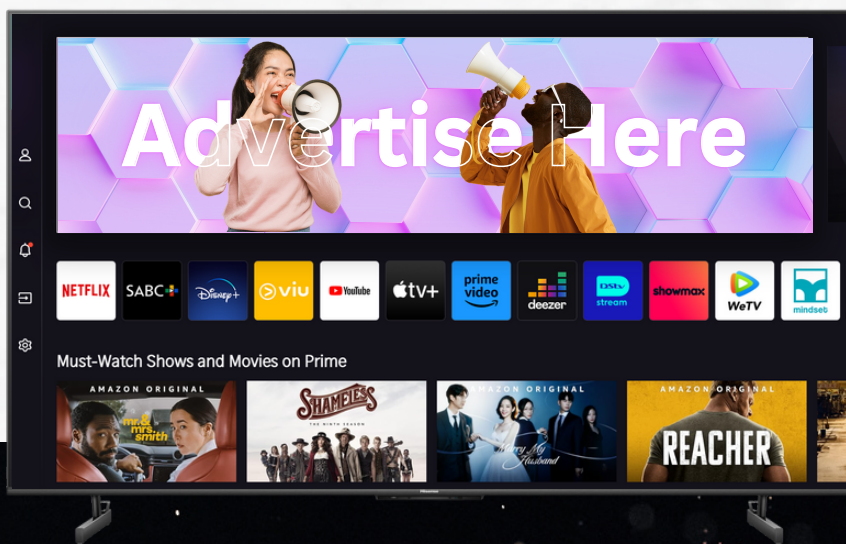
Connect with your target audience in a relaxed and entertainment-seeking environment



Utilize a real-time billboard in consumers homes for effortless promotion of time-sensitive campaigns



Ensure prime visibility by occupying a significant portion of the television's home screen



## Contact us:

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