

KBH Digital expands on-board advertising network with Greater Anglia contract win

KBH Digital, the specialist digital division of KBH On-Train Media, has secured the contract to provide advertising and sponsorship opportunities across Greater Anglia's newly-launched Wi-Fi network and on-board entertainment service.

The win paves the way for KBH Digital to connect brands with the Greater Anglia audience, which comprises 82 million passenger journeys each year. It marks an expansion of the company's portfolio of on-train and transport digital advertising partners, which already includes South West Trains, Stansted Express and c2c, plus National Express Coaches.

The Greater Anglia media portal is provided by on-board infotainment systems developer GoMedia and will feature TV boxsets from hayu and NOW TV, as well as digital magazines and movie trailers, and the latest news and sport from Reuters. Passengers will be able to stream the content to their smart devices through an app, available on the App Store and Google Play, or via a web browser.

KBH Digital founder and Managing Director Harjit Badesha said: "We are delighted to extend our digital advertising offering to the Greater Anglia network. This is a fantastic way for brands to engage with the highly-desirable commuting audience before, during and after their journeys via our digital solutions."

Andy Camp, Commercial Director at Greater Anglia, says: "We recognise that connectivity plays a key role in modern-day rail travel and we are delighted to have worked with KBH Digital and GoMedia to bring our passengers an on-board infotainment system with up-to-the-minute news, entertainment and travel information. This is one of the ways we're hoping to improve customers' journeys."

Roger Matthews, managing director, GoMedia, said: "We are very pleased to be bringing on-board infotainment to Greater Anglia and its passengers. We work alongside some of the biggest production studios and digital rights management companies in the industry, which enables us to source high-quality content such as A League of their Own - US Road Trip, Karl Pilkington: The Moaning of Life and Keeping Up with the Kardashians for Greater Anglia and our increasing number of customers.

"It is our objective to increase passenger satisfaction and by providing free news and entertainment, in combination with the Wi-Fi service provided by the operator, we will turn previously dead time into productive time and create more enjoyable experiences for passengers."

Ends

For further information

Megan Hughes-Evans / Tom Hawkins

Simpatico PR

Telephone: +44 20 7439 9275

Tom.hawkins@simpaticopr.co.uk / megan.hughes-evans@simpaticopr.co.uk

About KBH Digital

KBH Digital connects brands with consumers on the go through advertising and media opportunities on platform Wi-Fi, transport Wi-Fi and transport entertainment solutions.

Delivering bespoke communications solutions for brands looking to reach mobile audiences at key times, KBH Digital uses first party data to reach varied audience groups who are receptive to brand messaging.

KBH Digital's data platform Union Street builds a picture of consumers by mapping their digital footprint. This data can then be segmented by audience, route and content, creating bespoke targeting solutions for advertisers.

KBH Digital offers a wide variety of advertising solutions ranging from display and video ads through to sponsorship and content integration.

KBH Digital is based in London and is a subsidiary of KBH-On-Train Media, the UK's largest on-train media company. We work with partners including Abellio Greater Anglia, South West Trains, c2c and National Express.

For more information visit [KBH Digital's website](#)

About GoMedia

GoMedia creates industry-leading infotainment platforms for rail, coach and transport companies, including Eurostar and Virgin Trains, helping customers monetise existing onboard Wi-Fi infrastructure and revolutionise their passenger experience with world-class entertainment, information and advertising content, hosted onboard and delivered to passengers' own mobile devices.

With outstanding content offerings, from blockbuster films from major studios including Universal Pictures and Warner Bros, catch-up TV, box sets including Poldark, Fear the Walking Dead, House of Cards and Peaky Blinders, cartoons and games, to digital newspapers and magazines, GoMedia gives passengers fantastic entertainment packages that reflect and extend brands.

GoMedia also generates significant ancillary revenue opportunities for customers, including Pay TV, sponsorship, enhanced data, passenger upgrades and at-seat ordering, among other options.