



KBH On-Train Media launches KBH Digital

KBH Digital transport Wi-Fi solutions provide access to international traveller and rail commuter audiences

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KBH On-Train Media is launching KBH Digital, to develop and sell digital advertising solutions for on-train and on-platform Wi-Fi and entertainment portals.

With KBH's digital advertising platform, *Union Street*, brands can target specific audiences with display, video and sponsorship options while they are on the move, with Microsoft, Sky and Co-Operative Food having already used the service in its trial phase.

KBH Digital's platform also enables the company to track key information about passengers including demographics, travel patterns, behaviour and lifestyle to build an accurate picture of how the audience consumes media while travelling, helping brands to better target consumers.

Harjit Badesha, Co-Founder and Managing Director of KBH Digital, said: "KBH Digital is not just another ad tech solution. We're offering premium inventory as well as data and can talk to brands and agencies about solutions involving media, data, or both.

"KBH Digital's access to the unique and desirable connected audience of commuters and international travellers provides advertisers with exclusive data, validated through travel patterns, to enable them to reach the right consumers for their brands.

"This first party data will build a clear understanding of how commuters and leisure travellers behave online while travelling, and before and after the journey too."

KBH Digital wins Eurostar contract

Eurostar, the high-speed rail operator connecting the UK to mainland Europe, is the latest transport brand to work with KBH Digital to sell advertising on board its new fleet of state-of-the-art trains.

The new digital media contract creates an international presence for KBH Digital and its advertisers. It comprises advertising, sponsorship and content opportunities on the Eurostar onboard entertainment portal; on-train screens; and off-train pre- and post-travel e-mail communication and boarding passes. In 2015 Eurostar carried 10.3 million passengers.

Lionel Benbassat, Head of Marketing at Eurostar, commented: "Staying connected for work and leisure is very important to Eurostar customers. Our Wi-Fi service and media entertainment portal are designed to enhance the overall travel experience. Working with KBH Digital enables us to monetise this service and also to provide our customers with relevant, useful advertising messages."

As well as offering advertisers access to international travellers on-board Eurostar, KBH Digital is in discussions with other key train operating companies to provide media and partnership

opportunities via their Wi-Fi services. KBH Digital also works with the Wi-Fi Powered by The Cloud (a Sky UK company) on-platform service, which covers stations nationally.

With a fifth of all UK online purchases now taking place during daily commutes, KBH Digital's broad client base is helping to connect brands to commuter commerce.

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