

BUSINESS PROFILE



duma Outdoor media

17 Montague, Montague
Gardens, Milnerton, Cape
Town, Western Cape



EXECUTIVE OVERVIEW

Duma Outdoor Media is a South African out-of-home (OOH) media owner and operator specialising in high-impact digital billboard advertising. The business focuses on strategically located digital assets that deliver measurable audience reach, brand visibility, and campaign effectiveness for advertisers.

The company operates with an agile, performance-driven model, combining site acquisition, regulatory navigation, infrastructure deployment, and media sales into a single integrated value

www.dumaoutdoormedia.com



Vision

To become a leading digital out-of-home media owner in South Africa by building a premium network of high-visibility, data-driven billboard assets in key urban and retail environments.

Mission

To deliver impactful, measurable, and commercially efficient advertising solutions through strategically positioned digital billboards, supported by strong partnerships and operational excellence.



The logo for Duma Outdoor Media is located in the top left corner. It consists of the word "duma" in a bold, lowercase, sans-serif font, enclosed within a white rounded rectangle. Below this rectangle, the words "Outdoor media" are written in a smaller, lowercase, sans-serif font, stacked vertically.

duma

Outdoor media

COMPETITIVE advantage

Duma Outdoor Media's competitive advantage is anchored in its strategic site selection, digital-first infrastructure, lean operating model, and data-driven sales approach. The company prioritises locations where advertising has a direct influence on purchasing behaviour, particularly in high-traffic and retail-adjacent environments. Its digital platforms enable flexible campaign execution, dynamic content rotation, and programmatic integration, while its lean structure supports scalability without excessive overhead. Audience measurement and traffic data are actively leveraged to strengthen pricing, improve occupancy rates, and enhance overall commercial





PARTNERSHIPS

The company operates within a collaborative ecosystem of strategic partners, including infrastructure and development partners responsible for construction and installation, media sales partners who drive occupancy and client acquisition, and technology partners that support content management systems and programmatic capabilities. This partnership-driven model allows Duma Outdoor Media to scale efficiently while maintaining operational focus.



GROWTH STRATEGY

Growth is centred on geographic expansion and portfolio scaling. While Cape Town serves as the current operational base, the company is actively targeting expansion into Johannesburg and KwaZulu-Natal. A key strategic priority is the development of retail-based digital media networks within shopping centres and high-footfall environments, offering a more agile alternative to traditional roadside advertising, which is often constrained by regulatory barriers. The long-term objective is to replicate the Burpark model across multiple sites, leveraging property partnerships to accelerate rollout.





LEADERDHIP & OPERATION

Operationally, the business is driven by a centralised leadership model with direct oversight across site acquisition, regulatory engagement, project coordination, and revenue generation. This hands-on approach ensures speed, accountability, and consistent execution across all projects.

VALUE PROPOSITION

he company's value proposition is built on delivering premium roadside visibility, cost-efficient audience reach, flexible digital campaign formats, measurable exposure, and strategic proximity to points of sale. These elements combine to provide advertisers with a compelling and commercially effective media solution.



OUR GOALS

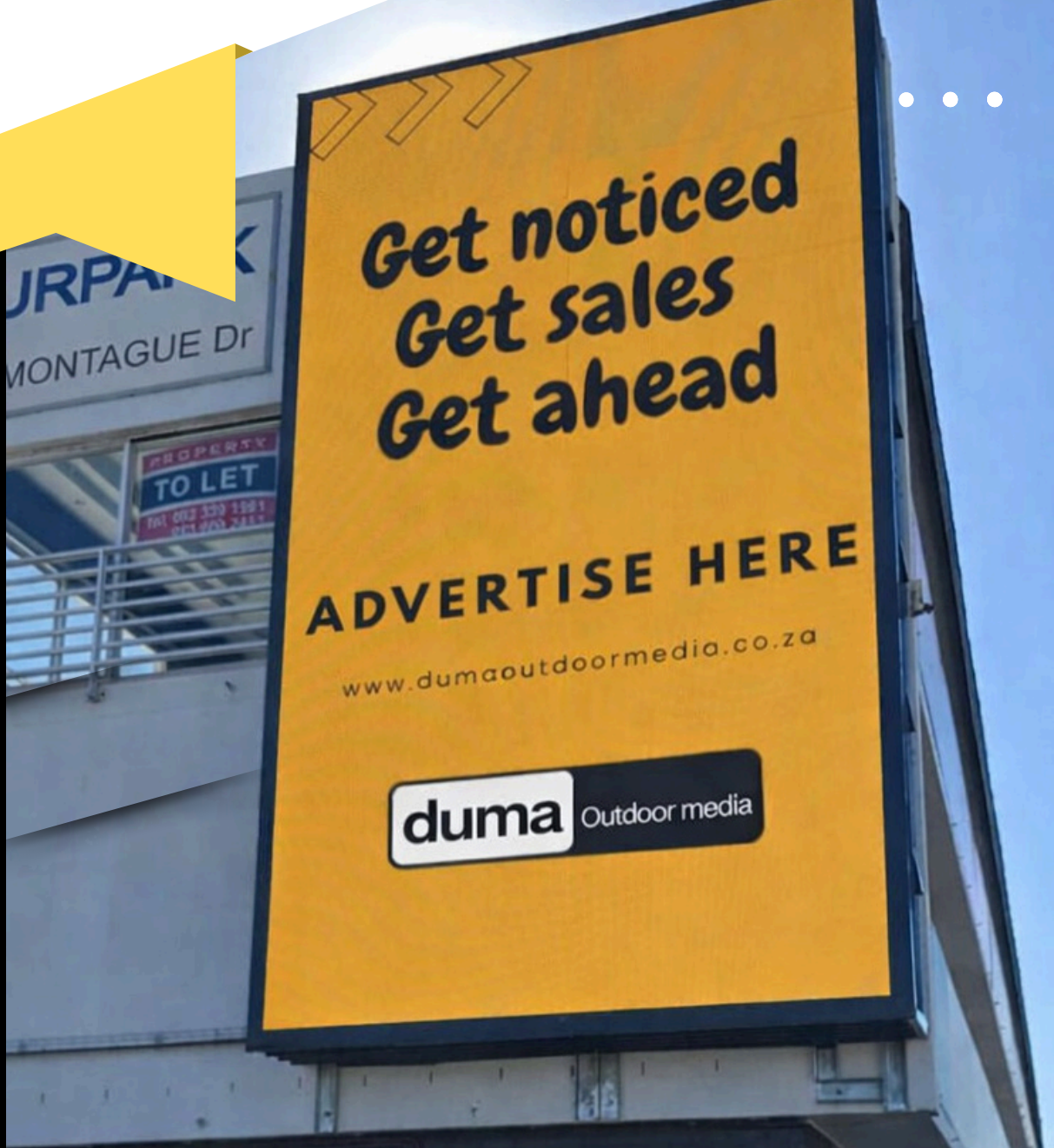


FUTURE OUTLOOK

Duma Outdoor Media is aligned with the broader industry shift toward digital and programmatic out-of-home advertising and is positioning itself to capitalise on this transition by building a scalable, technology-enabled media network supported by strong partnerships and data-driven decision-making.

AUDIENCE MEASUREMENT

A critical component of this strategy is the integration of verified audience measurement data into all sales and planning processes. This includes traffic exposure modelling, impression estimation, peak-hour analysis, and campaign performance validation. These insights are used to strengthen rate card defensibility, optimise occupancy, and support premium pricing strategies in high-demand locations.



**Format: Digital LED Billboard (Roadside,
High Traffic Arterial)**

Screen Size: 4m (H) x 7m (W)

Total Area: 28 m²

Orientation: Portrait

Mount type :Building-mounted

**OUR
DIGITAL
BILLBOARD**



MEET THE TEAM



Percival S Duma

Operation Manager

Percival S. Duma is an entrepreneur and operator in the South African out-of-home (OOH) media sector, serving as the driving force behind Duma Outdoor Media. He specialises in the end-to-end development of digital billboard assets, combining commercial strategy, site acquisition, regulatory navigation, infrastructure deployment, and revenue generation into a single execution framework.

His approach is highly operational, with direct involvement across all stages of the value chain, enabling accelerated project delivery and tighter control over asset performance and profitability.

www.dumaoutdoormedia.com

percy@dumaoutdoormedia.com



LET'S CONNECT WITH US

Timmerman Industries

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