

Active Vision Media Expands GPS-Verified Mobile Outdoor Advertising Network Across Nairobi

UK-incorporated and backed by US and British investors, the company positions Nairobi as the launchpad for expansion across East and Northern Africa

NAIROBI, KENYA, August 12, 2026 /EINPresswire.com/ -- [Active Vision Media](#), operated by Eyeview Global Ltd, is scaling its data-driven outdoor advertising network across Nairobi, combining vehicle-mounted digital screens with GPS verification, location-based campaign planning and integrated brand activation services.

AVM manages operations from their Nairobi offices, with the company saying its cloud architecture and technology infrastructure give it capacity to operate over 400 smart-featured digital moving screens within a single city, targeting high traffic and high footfall zones within Nairobi as their launchpad. Each confirmed play can be recorded with GPS coordinates, a timestamp and playback duration, giving verified proof of play alongside impressions, campaign zones and share of voice.

"A static board competes with everything mounted beside it, and it only ever speaks to the people who pass that one junction. These screens move through the city with the audience. Advertisers can see where their message travelled, at what time and for how long," said Joel Chacha, PR & Senior Advisor to Active Vision Media.

Privacy-first data intelligence

The company has introduced what it describes as the first capability of its kind in East Africa: privacy-first data intelligence drawn from smart-enabled screens. The system produces



Vehicle-mounted digital screens across the Active Vision Media fleet during pre-deployment checks in Nairobi, showing synchronised content delivery.



Active Vision Media screens during testing & part of a 5-day campaign data set collected from our screens in Nairobi

aggregated campaign, mobility and audience insights without identifying individuals, and is expected to underpin regional expansion.

Corporate EV Campaign Model

The company is also preparing a bespoke corporate EV campaign model that transforms electric vehicles into fully branded mobile media and brand activation assets, combined with driver ambassadors, in-car collateral, branded WiFi and exterior vehicle branding.

Programmatic Network

A programmatic layer is also in development, scheduled for activation in the first quarter of 2027, allowing automated planning, buying and delivery across the network. Since launch, demand has been strongest among small and medium-sized enterprises widening their presence across the city.

About Active Vision Media

Active Vision Media is an outdoor advertising and media technology platform, who owns and operates all their screens via their Eyeview Global Ltd entity in Nairobi, Kenya. It provides GPS-tracked and footfall sensors across the whole hardware fleet, with additional features including light adaption technology and high-resolution advertising visuals, mounted on top of small vehicles. Their platform includes campaign reporting, location targeting, privacy-first data intelligence and brand activation services.

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