



USA: Gas Station TV, Verifone JV to compete with cable networks

Gas Station TV (GSTV), a video network at petrol stations in the United States, and Verifone, a payments and commerce solutions firm, have formed a 50-50 joint venture (JV) to deliver 3.3 billion annual impressions through more than 18,000 locations across the US by year's end.

The new GSTV will have a reach of 75 million unique viewers every month, stated the release.

"The scale of GSTV's monthly unique viewership will compete with the largest cable networks and digital out-of-home platforms, reaching verified consumers when and where they are most receptive to real-time marketing messages," said David Leider, President and CEO of the new GSTV.

The JV will operate under GSTV brand and will be led by members of the existing GSTV and Verifone Pump Media management teams. GSTV is owned by Rockbridge Growth Equity and Falcon Investment Advisors.

Financial terms of the JV were not disclosed.