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Novus Group acquired ROi Africa client base

Johannesburg, 12th March 2020 – Novus Group, a South African company that provides customized media monitoring and analysis services to more than 700 companies worldwide, has announced its acquisition of ROi Africa's (ROi) client base, effective 1 March 2020.

Michael Arvanitis, CEO of Novus Group, said Novus will actively engage with ROi's clients in the coming weeks to ensure a smooth transition.

Anri Schwim, a representative of ROi Africa, said the disposal of ROi Africa's customer base was born out of a need to realign ROi's focus on more niche digital and social media marketing services, and to ensure optimal service provision to its customers. Selling its client base to Novus would free ROi from the cost of servicing clients.

"We are confident that Novus is the right company to take over our clients. Their proven ability to monitor broadcast, online, print and social media news enables companies to receive relevant information, timeously – a critical service for any company serious about managing their media reputations," said Schwim.

Arvanitis said the move would strengthen Novus' position in South Africa's media monitoring industry. "We aim to be the fastest, most accurate and cost-effective provider of media monitoring and analytical information to companies in South Africa and across the continent. We look forward to providing ROi's clients with the highest level of support and personalized solutions to meet even the most complex information requirements," he said.

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