

TaxiTV

ENGAGE WITH CASH RICH, TIME POOR AUDIENCE

- 63% AB LONDON AUDIENCE
- FULL AUDIO CAPABILITIES
- PAY-PER-PLAY - NO WASTAGE
- 30 SEC AD SPOT (1 in 4 SOV)
- INTERACTIVE SCREENS
- DAY-PARTING, GEO-TARGETING OR WEATHER-TARGETING
- OPPORTUNITIES TO SPONSOR PRESS ASSOCIATION NEWS, FEATURES + OTHER CONTENT
- PASSENGERS SURVEY WITH MULTICHOICE ON-SCREEN QUESTIONS

15"
SCREENS
FULL ANIMATION
& AUDIO

848,000
PLAYS
(4 WEEK CAMPAIGN)

16
MINUTES
AVERAGE DWELL TIME

