



A New User Experience

161,000 captive viewers in New York every day!

CMM Taxis average 5x more riders per day than a ride share vehicle. Rides average 14 minutes.

7M Monthly riders in 14 major markets!

90% of riders watch all or part of the program.

56% Unaided Recall by viewers using a mobile device during the trip.

(Edison Media Research)

Creative Mobile Media presents the new **IN-TAXI VIDEO SCREENS**

- ✓ **Guaranteed impressions** – The program only plays when a person is arms-length from the screen and opts to keep the program playing
- ✓ **Captive audience** – for over 14 minutes in most markets
- ✓ **100% viewable** – never obstructed
- ✓ **Location & Time targeting** – to the hour and address
- ✓ **Special Premium ad positions** – first and last positions and sponsorships
- ✓ **Dynamic ad insertions**



Each **video set within a feature selection** consists of a:

- :15 Pre-roll ad
- :45 – 1:45 content feature
- :30 Post-roll ad

(The default program ensures all active categories are played during a standard trip. Channel features rotate evenly so passengers have more variety).



Greater Engagement & Response

The new category-based program provides greater variety, attention and retention.

Edison Media Research found CMM viewers watch, remember and like what they've seen.

"I want to know more

about that!" - 82%

"I'll buy/try that!" - 69%

Each video category contains 3-5 features, updated frequently.

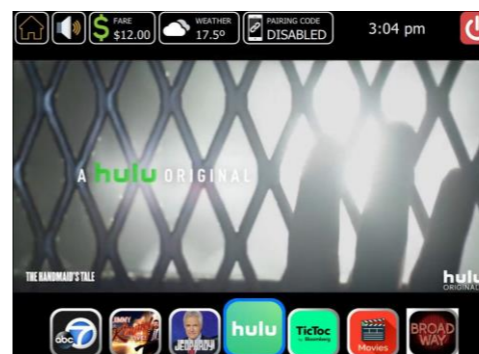
Each video set contains:

✓ pre-roll ad :15

✓ content feature :45 – 1:45

✓ post-roll ad :30

Between video sets, the program shows **Static messages without audio** for :15-:20.

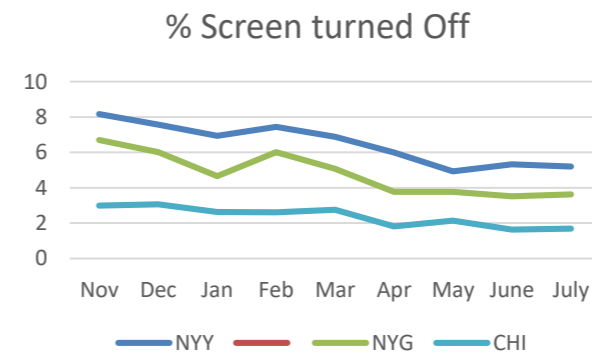


Passengers are Watching Longer

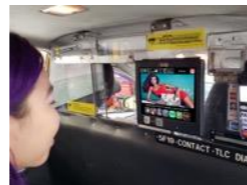


Taxi riders like the new format!

In Q4 2018, Creative Mobile Media changed the format for our in-taxi video screens that gives passengers 4x more features to view. The time riders turn the screen off has dropped dramatically in our two biggest markets!



Since the new format was introduced, the percent of time riders have turned the program off has dropped **37% in New York** and **44% in Chicago!**



See the new format here:

<https://vimeo.com/325890381>

Market Coverage

14 Major Markets

11,100 Taxi Screens

7 Million Monthly Captive Viewers

DMA Rank	Market	# of CMM Screens	Passengers per 28-day period
1	New York, NY	5,100	4,498,200
2	Anaheim, CA	349	146,580
3	Chicago, IL	1,975	1,119,825
7	Houston	467	78,450
8	San Francisco, CA	296	57,620
10	Boston, MA	1,200	554,400
16	Miami	640	154,560
20	Sacramento, CA	88	12,930
22	Portland, OR	238	109,960
23	Charlotte, NC	79	18,250
34	Columbus, OH	65	16,380
37	West Palm Beach	28	7,060
40	Las Vegas	91	94,400
68	Des Moines	69	31,870

How It Works



PREMIUM POSITION

Program begins when meter starts.

Super Premium Ad Placement

00:15 – 00:30

CITY MESSAGE

0:15



CHANNEL PROGRAM

*Up to 7 different channels to view.
Each channel contains 3-5 features, updated frequently.*

+/- 14:00



:15 PreRoll



:45 – 1:45 Feature



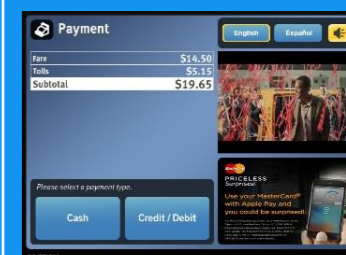
:30 PostRoll

PAYMENT

When meter ends

PAYMENT SCREENS

+/- 00:30



Payment Screen Video & Banner ad

Between channels a static image appears



:15