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

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)

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

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

**PREMIUM POSITION**
Program begins when meter starts.

<table>
<thead>
<tr>
<th>Super Premium Ad Placement</th>
<th>CITY MESSAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>00:15 – 00:30</td>
<td>0:15</td>
</tr>
</tbody>
</table>

**CHANNEL PROGRAM**

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

+:15 PreRoll
+:45 – 1:45 Feature
+:30 PostRoll

Between channels a static image appears

**PAYMENT**
When meter ends

**PAYMENT SCREENS**
+:/- 00:30

Payment Screen Video & Banner ad