



Moving Media on Place Exchange

Leverage eye-catching placements on top and inside of rideshare vehicles and taxis. Engage your audience with highly-targeted digital creative that moves across the city reaching every street and neighborhood, in places where stationary OOH displays can't go.

Generate brand awareness at scale, or deliver hyper-local impressions with geo-triggers, radius targeting, or neighborhood-specific strategies.

Sample Targeting Strategies



Day parting
e.g., Commuter hours in office & residential districts



Weather
e.g., Meal suggestions based on temperature outside



Location
e.g., Proximity to nearest store



Specific demos
e.g., Popular flight routes, voters in specific zip codes

Drive Consumer Action

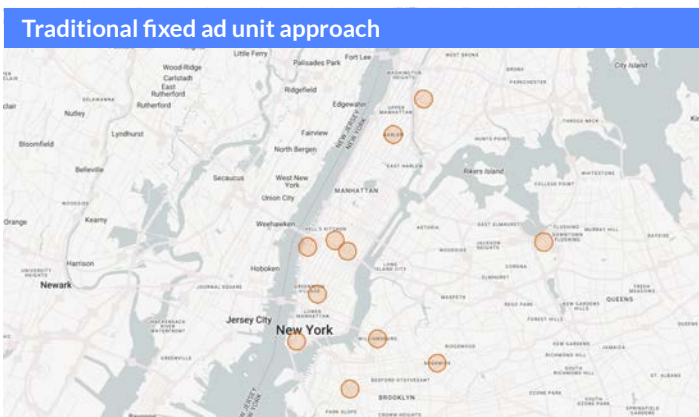
- Brand lift
- In-store footfall
- Web visits
- TV tune-in
- App downloads
- Signups/registrations
- Online purchases
- In-app purchases
- Offline purchases

Place Exchange Geospatial Ad Units for Moving Media

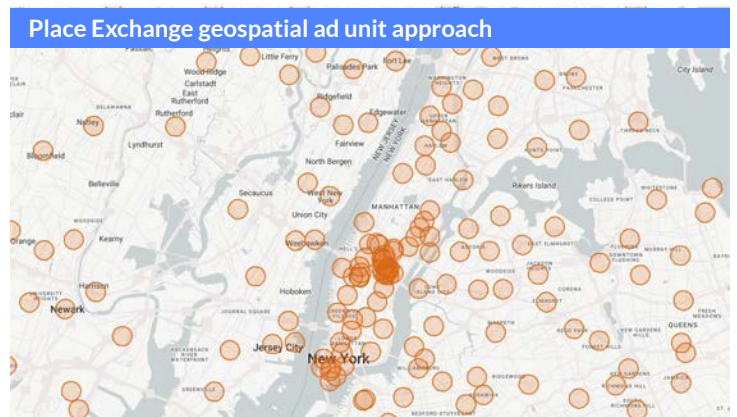
Place Exchange takes an innovative approach to moving media by turning distinct geographic locations, such as zip codes, into ad units, allowing buyers to target and deliver ads on mobility media screens that pass through each location in real time. This dramatically improves the accuracy of ad delivery and forecasting capabilities for buyers in their DSPs while protecting driver and passenger privacy, as compared to traditional approaches that assign fixed locations to individual vehicles.

Example of how ad units are registered for moving media

The sample map below shows how ad units are registered for moving media using the traditional approach (on the left) of a fixed location for each vehicle such as the center of the city or the vehicle's overnight garage vs. Place Exchange's geospatial ad unit approach (on the right), which captures the actual locations each vehicle passes through in real time. While screen counts and impression counts are consistent, in the geospatial ad unit planning view the number of ad units have dramatically increased to more accurately represent vehicles constantly on the move, reaching consumers in many locations, rather than in one fixed location.



Traditional fixed ad unit approach	
●	Total Screens: 71
●	Impressions (4-week): 480M
Key	
Ad units	●



Place Exchange geospatial ad unit approach	
●	Total Screens: 71
●	Impressions (4-week): 480M
Key	
Ad units	●



Taxi Top Insights

Taxi top viewers are a highly effective means to capture the attention of on-the-go urbanites.

70% of consumers notice taxi top ads

91% of consumers made a purchase after visiting a business within 30 minutes of seeing a taxi top ad

59% of consumers engaged in at least one digital action after seeing a taxi top ad (search online, visit website, recommend brand, post on social media, etc.)

46% of consumers engaged in at least one smartphone action after seeing taxi top ads (scan QR code, download app, visit website, access coupon, etc.)

Taxi TV Insights

In-car TV viewers are comfortably-situated professionals that index high on spending, including for fashion, tech, and delivery services.

76% of consumers look at in-car ads “all” or “most” of the time

89% of consumers made a purchase after visiting a business within 30 minutes of seeing an in-car ad

76% of consumers engaged in at least one digital action after seeing an in-car ad (search online, visit website, recommended brand, post on social media, etc.)

67% of consumers engaged in at least one smartphone action after seeing an in-car ad (scan QR code, download app, visit website, access coupon, etc.)

Sources: Nielsen Commuter Rail/Train/Subway and Taxi Edition; OAAA & Nielsen Digital Out-of-Home Advertising Report, Top 30 Markets

The PX Moving Media Network

Total Screens: **112,000+**

4-week Impressions: **31.5 billion**

Look for these OpenOOH venue categories in your DSP and/or planning tool to find and target PX Moving Media inventory:

- `transit.taxi_rideshare_top`
- `transit.taxi_rideshare_tv`

curb

Curb Taxi Media, a pioneer in the smart digital taxi top space for nearly two decades, is committed to providing the best possible brand experience through its cinema quality premium LCD digital tops in the New York DMA.

Coverage

Digital Screens	22,000+
4-Week Impressions	3.6B
Markets Reached	New York

FIREFLY

Firefly lights up city streets with HD LED full-motion smart screens on top of rideshare vehicles and taxis. The eye-level and situationally-aware ad format can deliver creative messages based on location of the vehicle, weather, time of day/week, and more.

Coverage

Digital Screens	37,000+
4-Week Impressions	5.6B
Markets Reached	115

Intersection

Intersection's digital taxi tops amplify your message across 1,100 screens in New York City, successfully generating reach and recall among key audiences. Mounted on top of New York's iconic yellow cabs, the screens penetrate commercial corridors, residential neighborhoods, and tourist hotspots with ease.

Coverage

Digital Screens	1,100+
4-Week Impressions	4.2B
Markets Reached	5

Octopus

Octopus Interactive is the largest network of interactive in-car rideshare screens throughout the US. Octopus provides advertisers the opportunity to reach a captive and affluent audience (avg. HHI \$100K+) through its location-based video platform.

Coverage

Digital Screens	23,000+
4-Week Impressions	2.8B
Markets Reached	207

SOMO

SOMO brings 4,000 digital taxi top screens to the streets of New York City, generating over 3 billion monthly impressions. This network covers over 65% of the city's digital taxi tops, delivering unmatched reach and dynamic, hyper-local targeting for advertisers.

Coverage

Digital Screens	4,000+
4-Week Impressions	3B
Market Reached	New York