TABLE OF CONTENTS


This report provides a detailed examination of commuter rail, train, subway and taxi riders in six of the top transit advertising markets.

Among commuters, it measures exposure to digital advertising in transit station concourses and corridors and on station platforms. It also looks at advertising inside taxis among taxi riders and taxi top ads among all market residents age 16 or older.

The report explores actions taken after being exposed to transit advertising.
Nielsen conducted 411 online surveys among U.S. residents age 16 or older, between February 24 to March 2, 2020.

Respondents were surveyed on their use of various forms of transit, including having ridden as a passenger on commuter rail, train, subway or taxi.

The 6 Transit Markets (MD*) measured for this report include:

- New York
- Chicago
- Philadelphia
- San Francisco/Oakland
- Boston
- Washington D.C.

Each market was given equal weight in the result totals.

* MD stands for "Metropolitan Division." This term is used for a county or group of counties that are a distinct employment area within a metropolitan statistical area that has at least 2.5 million people. A metropolitan division is a part of a larger metropolitan statistical area but it is often a distinct social, economic, and cultural area within the larger region.
HIGHLIGHTS

NOTICED
Digital train station concourse-corridor ads and taxi interior ads have the highest awareness with 68% of rail commuters and taxi riders noticing each type of ad in the past 30 days.

ENGAGEMENT
Digital transit ads drove engagement rates of at least 50% with travelers looking at the ads “some” or “all” of the time.

ACTIONS TAKEN
The most common action taken after seeing a digital transit ad is visiting the advertiser’s website or searching for them online, with at least 59% of respondents noting they had taken an action.

SMARTPHONE INTERACTION
About 40% of travelers reported digital transit ads drove them to advertisers’ websites or to use QR codes, SMS, URL or hashtags appearing on the displays.

IN-STORE VISITS
48% or more of travelers immediately visited a store as a result of seeing various types of digital transit ads.

DRIVING SALES
When a digital transit ad was successful in motivating an immediate visit to a business, a purchase occurred 82% of the time or more.
COMMUTER RAIL, TRAIN, SUBWAY
Riding the Rails

Nearly two-thirds of those age 16 or older living in the top transit markets (61%) have ridden as a passenger on a commuter rail, train or subway in the past 30 days.

To qualify as a rider, local market residents needed to have used one of the specific lines shown here.

Q5. Have you ridden on any of the following ... in the past month?
BASE: All Respondents | N = 411
TRAIN STATION
CONCOURSE OR CORRIDOR
DIGITAL ADVERTISING
68% of rail commuters have noticed digital train station concourse or corridor ads in the past 30 days, while 41% have noticed these ads in the past week.

54% of those who noticed digital train station concourse or corridor ads in the past 30 days are highly engaged and look at the ads “all” or “most” of the time.
One-third of those who noticed digital train station concourse or corridor ads in the past 30 days (34%) visited an advertiser’s website or searched for them online in the past year.

Nearly one-third (29%) have visited an advertised store, restaurant, or other business in the past year after seeing a digital train station concourse or corridor ad.

Just over two-thirds (67%) have engaged in at least one measured action in the past year after seeing a digital train station concourse or corridor ad.

Q10. In the past year, have you done any of the following activities after seeing digital display advertising in the corridor or main concourse at a train, rail, or subway station?

Recommended product/brand

Attended advertised sporting event, festival, concert

Visited social media site, posted to blog/social media

Saw advertised movie or TV show

Visited advertised store, restaurant, other business

Visited website/ searched online

Engaged in at least one action 67%
39% of smartphone users who noticed digital train station concourse or corridor ads in the past 30 days have scanned a QR code or interacted via SMS, URL, or hashtag with an ad in the past year.

59% have engaged in at least one action on their smartphone in the past year after seeing a digital train station concourse or corridor ad.

Q11: In the past year, have you done any of the following activities on your smartphone or mobile device after seeing digital display advertising in the corridor or main concourse at a train, rail, or subway station? BASE: P30D Rail Commuters who noticed digital train/rail concourse ads past 30 days | N = 170

Q11B: In the past year, have you scanned a QR code, used SMS to respond by text, or used a URL/hashtag from the ad on digital display advertising in the corridor or main concourse at a train, rail, or subway station? | BASE: P30D Rail Commuters who noticed digital train/rail concourse ads past 30 days and use smartphone | N = 165
Q12. Have you ever noticed digital display advertising in the corridor or main concourse at a train, rail, or subway station, which gave you directions to a specific store, business or restaurant location? | BASE: P30D Rail Commuters who noticed digital train/rail concourse ad past 30 days | N = 170

Q13. Have you ever immediately (within 30 minutes) visited a store, business or restaurant specifically because you saw digital display advertising on the platform of a train, rail, or subway station? | BASE: P30D Rail Commuters who noticed directions on digital train/rail concourse ad | N = 102

6 in 10 of those who noticed digital train station concourse or corridor ads in the past 30 days (60%) have ever noticed an ad that gave directions to a store, business, or restaurant.

48% of those who noticed directions on a digital train station concourse or corridor ad have ever visited the business within 30 minutes of viewing it.

Of those who visited a business within 30 minutes, 82% have ever ended up making a purchase.

Q14. You indicated that you have immediately visited a store, business or restaurant specifically because you saw digital display advertising in the corridor or main concourse at a train, rail, or subway station. The last time that you did this, did you make a purchase at that store, business or restaurant? | BASE: P30D Rail Commuters who immediately went to store, business, restaurant after digital corridor/concourse ad | N=49* (*small base size)
TRAIN STATION
PLATFORM
DIGITAL ADVERTISING
66% of rail commuters noticed digital train station platform ads in the past 30 days, while 38% have noticed them in the past week.

60% of those who noticed digital train station platform ads in the past 30 days are highly engaged and look at them “all” or “most” of the time.
Q10. In the past year, have you done any of the following activities after seeing digital display advertising on the platform of a train, rail, or subway station?

**BASE: P30D Rail Commuters who noticed digital train/rail platform ads past 30 days | N = 164**

Over one-third of those who noticed digital train station platform ads in the past 30 days (35%) visited an advertiser’s website or searched for them online after seeing an ad in the past year.

30% have seen a movie or TV show in the past year after seeing a digital train station platform ad.

Over two-thirds (69%) have engaged in at least one measured action in the past year after seeing digital train station platform ads.
38% of smartphone users who noticed digital train station platform ads in the past 30 days have scanned a QR code or interacted via SMS, URL, or hashtag with an ad in the past year.

61% have engaged in at least one action on their smartphone in the past year after seeing a digital train station platform ad.

Q11: In the past year, have you done any of the following activities on your smartphone or mobile device after seeing digital display advertising on the platform of a train, rail, or subway station?

Q11B: In the past year, have you scanned a QR code, used SMS to respond by text, or used a URL/hashtag from the ad on digital display advertising on the platform of a train, rail, or subway station? | BASE: P30D Rail Commuters who noticed digital train/rail platform ads past 30 days and use smartphone | N = 159
Nielsen Digital Transit Advertising Report 2020

Top 6 Transit Markets

Page 16

Q12. Have you ever noticed digital display advertising on the platform of a train, rail, or subway station, which gave you directions to a specific store, business, or restaurant location?
BASE: P30D Rail Commuters who noticed digital train/rail platform ad past 30 days | N = 164

Q13. Have you ever immediately (within 30 minutes) visited a store, business, or restaurant specifically because you saw digital display advertising on the platform of a train, rail, or subway station?
BASE: P30D Rail Commuters who noticed directions on digital train/rail platform ad | N = 94

Q14. You indicated that you have immediately visited a store, business or restaurant specifically because you saw digital display advertising on the platform of a train, rail, or subway station. The way that you did this, did you make a purchase at that store, business or restaurant? BASE: P30D Rail Commuters who immediately went to store, business, restaurant after digital platform ad | N=45* (*small base size)

Over half of those who noticed digital train station platform ads in the past 30 days (57%) have ever noticed an ad that gave directions to a store, business, or restaurant.

48% of those who noticed directions on a digital train station platform ad have ever visited the business within 30 minutes of viewing it.

Of those who visited a business within 30 minutes, 87% have ever ended up making a purchase.
TAXI RIDERS
Q7. When was the last time you rode in a taxi? Please do not count rideshare services, such as Uber or Lyft.

**BASE: All Respondents | N = 411**

- 63% have never ridden in a taxi
- 15% more than 30 days ago
- 14% within the past 8 to 30 days
- 8% less than 7 days ago

Over one-quarter of those age 16 or older living in the top transit markets (29%) have ridden as a passenger in a taxi in the past 30 days. Rideshare services such as Uber or Lyft did NOT count towards taxi ridership.
TAXI TOP
DIGITAL ADVERTISING
TAXI TOP DIGITAL ADS
AWARENESS + ENGAGEMENT

41% of those age 16 or older in the measured markets noticed digital taxi top ads in the past 30 days, 22% have noticed digital taxi top ads in the past week.

Just over half (51%) of those who’ve noticed digital taxi top ads in the past 30 days are highly engaged and look at them “all” or “most” of the time.

Q8. When was the last time you noticed each of the following types of advertising? | BASE: People age 16 or older in 7 measured MDs | N = 411
Q9. How often do you look at advertising messages on digital display advertising on top of a taxi? | BASE: Age 16+ in 7 MDs and noticed digital taxi-top ads past 30 days | N = 167
TAXI TOP DIGITAL ADS

ACTIONS TAKEN

59%

Engaged in at least one action

25% of those who noticed digital taxi top ads in the past 30 days visited an advertiser’s website or searched for them online in the past year after seeing a digital taxi top ad.

59% have engaged in at least one action in the past year after seeing digital taxi top ads.

Q10. In the past year, have you done any of the following activities after seeing digital display advertising on top of a taxi?

BASE: Age 16+ in 7 MDs and noticed digital taxi-top ads past 30 days | N = 167
TAXI TOP DIGITAL ADS

**ACTIONS TAKEN ON MOBILE/SMARTPHONE**

- **Searched** advertiser/Visited advertiser website: 38%
- **Scanned QR code, used SMS/URL/hashtag from ad**: 33%
- **Accessed coupon or discount code**: 22%
- **Downloaded/used app shown in ad**: 21%
- **Made purchase on smartphone**: 20%

38% of smartphone users who noticed digital taxi top ads in the past 30 days have searched for an advertiser or visited its website on their smartphone after seeing an ad.

46% have engaged in at least one action on their smartphone in the past year after seeing digital taxi top ads.

Q11: In the past year, have you done any of the following activities on your smartphone or mobile device after seeing digital display advertising on top of a taxi?
Q11B: In the past year, have you scanned a QR code, used SMS to respond by text, or used a URL/hashtag from the ad on digital display advertising on top of a taxi?

BASE: Age 16+ in 7 MDs who noticed digital taxi-top ads past 30 days and use smartphone | N = 163
42% of those who noticed digital taxi top ads in the past 30 days have ever noticed an ad that gave directions to a store, business, or restaurant.

Nearly two-thirds of those who noticed directions on digital taxi top ads (63%) have ever visited the business within 30 minutes of viewing it.

Of those who visited a business within 30 minutes, 91% ended up making a purchase.

Q12. Have you ever noticed digital display advertising on top of a taxi, which gave you directions to a specific store, business or restaurant location? | BASE: Age 16+ in 7 MDs who noticed digital taxi-top ad past 30 days | N = 167

Q13. Have you ever immediately (within 30 minutes) visited a store, business or restaurant specifically because you saw digital display advertising on top of a taxi? | BASE: Age 16+ in 7 MDs and who noticed directions in digital taxi-top ad | N = 70* (*small base size)

Q14. You indicated that you have immediately visited a store, business or restaurant specifically because you saw digital display advertising on top of a taxi. The last time that you did this, did you make a purchase at that store, business or restaurant? | BASE: Age 16+ in 7 MDs who immediately went to store, business, restaurant after digital taxi-top ad | N=44* (*small base size)
TAXI INTERIOR
DIGITAL ADVERTISING
Nearly 7 in 10 (68%) of taxi riders noticed digital ads inside a taxi in the past 30 days, while 40% noticed them in the past week.

Taxi interior ads boast very high engagement with 76% of viewers looking at them “all” or “most” of the time.
Q10. In the past year, have you done any of the following activities after seeing digital display advertising inside a taxi? |
BASE: P30D Taxi Riders who noticed digital in-taxi ads past 30 days | N = 80

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visited social media site, posted to blog/social media</td>
<td>35%</td>
</tr>
<tr>
<td>Saw advertised movie or TV show</td>
<td>34%</td>
</tr>
<tr>
<td>Visited website/searched online</td>
<td>26%</td>
</tr>
<tr>
<td>Visited advertised store, restaurant, other business</td>
<td>24%</td>
</tr>
<tr>
<td>Recommended product/brand</td>
<td>24%</td>
</tr>
<tr>
<td>Attended advertised sporting event, festival, concert</td>
<td>21%</td>
</tr>
</tbody>
</table>

Just over one-third (35%) of taxi riders who’ve noticed digital ads inside a taxi in the past 30 days visited an advertiser’s social media site or posted to social media/blog, after seeing digital taxi interior ads.

Over three-fourths (76%) have engaged in at least one action in the past year after seeing digital taxi interior ads.
Over half of smartphone users who noticed digital ads inside a taxi in the past 30 days (53%) have scanned a QR code or interacted via SMS, URL, or hashtag with an ad in the past year.

67% have engaged in at least one action on their smartphone in the past year after seeing taxi interior digital ads.

Q11: In the past year, have you done any of the following activities on your smartphone or mobile device after seeing digital display advertising inside a taxi?

Q11B: In the past year, have you scanned a QR code, used SMS to respond by text, or used a URL/hashtag from the ad on digital display advertising inside a taxi?

BASE: P30D Taxi Riders who noticed digital in-taxi ads past 30 days and use smartphone | N = 78
65% of taxi riders who’ve noticed digital ads inside a taxi in the past 30 days have ever noticed an ad that gave directions to a store, business, or restaurant.

67% of those who noticed directions on an taxi interior digital ad have ever visited the business within 30 minutes of viewing it.

Of those who visited a business within 30 minutes, 89% have ever ended up making a purchase.

Q12. Have you ever noticed digital display advertising inside a taxi, which gave you directions to a specific store, business or restaurant location? | BASE: P30D Taxi Riders who noticed digital in-taxi ad past 30 days | N = 80

Q13. Have you ever immediately (within 30 minutes) visited a store, business or restaurant specifically because you saw digital display advertising inside a taxi? | BASE: P30D Taxi Riders who noticed directions in digital in-taxi ad | N = 52* (*small base size)

Q14. You indicated that you have immediately visited a store, business or restaurant specifically because you saw digital display advertising inside a taxi. The last time that you did this, did you make a purchase at that store, business or restaurant? | BASE: P30D Taxi Riders who immediately went to store, business, restaurant after digital in-taxi ad | N=35* (*small base size)
APPENDIX A – PROFILES AND REACH
<table>
<thead>
<tr>
<th>TRAVEL METHOD</th>
<th>TOTAL</th>
<th>TRAIN COMMUTER</th>
<th>TAXI PASSENGER</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York, Chicago, Philadelphia, San Francisco/Oakland, Boston and Washington D.C. Metropolitan Division (MD) residents age 16 or older. (100% of respondents)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ridden as a passenger on a COMMUTER RAIL, TRAIN or SUBWAY in the past 30 days. (61% of total respondents)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ridden as a passenger in a TAXI in the past 30 days. Does not include rideshare services. (29% of total respondents)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| DIGITAL ADVERTISING PLATFORMS | | | |
|------------------------------|----------------|----------------|
| Noticed digital display advertising in a corridor or main concourse of a commuter rail, train or subway station in the past 30 days. (68% of Past 30 Day Rail Commuters) | | |
| Noticed digital display advertising on the platform of a commuter rail, train or subway station in the past 30 days. (66% of Past 30 Day Rail Commuters) | | |
| Respondents age 16+ who noticed a digital display that rotates through a series of ads on top of a taxi in the past 30 days. (41% of total respondents) | | |
| Taxi Riders who noticed digital or video screens inside a taxi in the past 30 days. (68% of Past 30 Day Taxi Riders) | | |
## APPENDIX A – PROFILE

<table>
<thead>
<tr>
<th>SEX</th>
<th>TOTAL</th>
<th>TRAIN COMMUTER</th>
<th>NOTICED TRAIN CONCOURSE ADS</th>
<th>NOTICED TRAIN PLATFORM ADS</th>
<th>TAXI RIDER</th>
<th>NOTICED TAXI INTERIOR ADS</th>
<th>NOTICED TAXI TOP ADS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>51%</td>
<td>54%</td>
<td>55%</td>
<td>58%</td>
<td>58%</td>
<td>65%</td>
<td>60%</td>
</tr>
<tr>
<td>Female</td>
<td>49%</td>
<td>46%</td>
<td>44%</td>
<td>41%</td>
<td>42%</td>
<td>35%</td>
<td>40%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AGE</th>
<th>TOTAL</th>
<th>TRAIN COMMUTER</th>
<th>NOTICED TRAIN CONCOURSE ADS</th>
<th>NOTICED TRAIN PLATFORM ADS</th>
<th>TAXI RIDER</th>
<th>NOTICED TAXI INTERIOR ADS</th>
<th>NOTICED TAXI TOP ADS</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-17</td>
<td>1%</td>
<td>0%</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
<td>0%</td>
<td>1%</td>
</tr>
<tr>
<td>18-24</td>
<td>9%</td>
<td>12%</td>
<td>14%</td>
<td>14%</td>
<td>13%</td>
<td>15%</td>
<td>10%</td>
</tr>
<tr>
<td>25-34</td>
<td>19%</td>
<td>26%</td>
<td>31%</td>
<td>30%</td>
<td>31%</td>
<td>38%</td>
<td>27%</td>
</tr>
<tr>
<td>35-44</td>
<td>19%</td>
<td>20%</td>
<td>24%</td>
<td>21%</td>
<td>25%</td>
<td>23%</td>
<td>22%</td>
</tr>
<tr>
<td>45-54</td>
<td>12%</td>
<td>11%</td>
<td>9%</td>
<td>10%</td>
<td>9%</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>55-64</td>
<td>21%</td>
<td>18%</td>
<td>13%</td>
<td>14%</td>
<td>15%</td>
<td>10%</td>
<td>18%</td>
</tr>
<tr>
<td>65+</td>
<td>20%</td>
<td>12%</td>
<td>9%</td>
<td>10%</td>
<td>9%</td>
<td>5%</td>
<td>11%</td>
</tr>
</tbody>
</table>

**HOUSEHOLD INCOME (based on ~93% of sample who provided income information)**

<table>
<thead>
<tr>
<th>Income Range</th>
<th>TOTAL</th>
<th>TRAIN COMMUTER</th>
<th>NOTICED TRAIN CONCOURSE ADS</th>
<th>NOTICED TRAIN PLATFORM ADS</th>
<th>TAXI RIDER</th>
<th>NOTICED TAXI INTERIOR ADS</th>
<th>NOTICED TAXI TOP ADS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $25,000</td>
<td>12%</td>
<td>11%</td>
<td>11%</td>
<td>11%</td>
<td>10%</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>$25,000 to less than $75,000</td>
<td>36%</td>
<td>37%</td>
<td>40%</td>
<td>39%</td>
<td>37%</td>
<td>35%</td>
<td>43%</td>
</tr>
<tr>
<td>$75,000 to $99,999</td>
<td>15%</td>
<td>17%</td>
<td>16%</td>
<td>18%</td>
<td>22%</td>
<td>26%</td>
<td>20%</td>
</tr>
<tr>
<td>$100,000 to $149,999</td>
<td>15%</td>
<td>13%</td>
<td>16%</td>
<td>15%</td>
<td>14%</td>
<td>15%</td>
<td>14%</td>
</tr>
<tr>
<td>$150,000 or more</td>
<td>16%</td>
<td>16%</td>
<td>16%</td>
<td>14%</td>
<td>15%</td>
<td>15%</td>
<td>12%</td>
</tr>
</tbody>
</table>
## APPENDIX A – REACH

### AGE DEMOS

<table>
<thead>
<tr>
<th>Age Group</th>
<th>16+</th>
<th>18-34</th>
<th>18-49</th>
<th>25-54</th>
<th>55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Train Commuter</td>
<td>61%</td>
<td>86%</td>
<td>75%</td>
<td>70%</td>
<td>44%</td>
</tr>
<tr>
<td>Digital Train Station Concourse/Corridor Ads</td>
<td>41%</td>
<td>68%</td>
<td>57%</td>
<td>53%</td>
<td>22%</td>
</tr>
<tr>
<td>Digital Train Station Platform Ads</td>
<td>40%</td>
<td>64%</td>
<td>54%</td>
<td>49%</td>
<td>24%</td>
</tr>
<tr>
<td>Taxi Passenger</td>
<td>29%</td>
<td>46%</td>
<td>39%</td>
<td>37%</td>
<td>16%</td>
</tr>
<tr>
<td>Digital Taxi Top Ads</td>
<td>41%</td>
<td>55%</td>
<td>49%</td>
<td>49%</td>
<td>29%</td>
</tr>
<tr>
<td>Digital Taxi Interior Ads</td>
<td>19%</td>
<td>38%</td>
<td>29%</td>
<td>27%</td>
<td>7%</td>
</tr>
</tbody>
</table>

### RACE/ETHNICITY

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>White</th>
<th>Black</th>
<th>Hispanic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Train Commuter</td>
<td>54%</td>
<td>82%</td>
<td>84%</td>
</tr>
<tr>
<td>Digital Train Station Concourse/Corridor Ads</td>
<td>35%</td>
<td>63%</td>
<td>69%</td>
</tr>
<tr>
<td>Digital Train Station Platform Ads</td>
<td>34%</td>
<td>61%</td>
<td>58%</td>
</tr>
<tr>
<td>Taxi Passenger</td>
<td>26%</td>
<td>39%</td>
<td>47%</td>
</tr>
<tr>
<td>Digital Taxi Top Ads</td>
<td>37%</td>
<td>51%</td>
<td>60%</td>
</tr>
<tr>
<td>Digital Taxi Interior Ads</td>
<td>19%</td>
<td>21%</td>
<td>36%</td>
</tr>
</tbody>
</table>

### HH INCOME

<table>
<thead>
<tr>
<th>Income</th>
<th>$100K+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Train Commuter</td>
<td>63%</td>
</tr>
<tr>
<td>Digital Train Station Concourse/Corridor Ads</td>
<td>40%</td>
</tr>
<tr>
<td>Digital Train Station Platform Ads</td>
<td>38%</td>
</tr>
<tr>
<td>Taxi Passenger</td>
<td>27%</td>
</tr>
<tr>
<td>Digital Taxi Top Ads</td>
<td>35%</td>
</tr>
<tr>
<td>Digital Taxi Interior Ads</td>
<td>19%</td>
</tr>
</tbody>
</table>

How to read: 61% of people age 16 or older living in the measured markets have ridden as a passenger on a commuter rail, train or subway in the past 30 days; 41% of people age 16 or older living in the measured markets noticed digital display advertising in a corridor or main concourse of a commuter rail, train or subway station in the past 30 days.
APPENDIX B – SURVEY VISUAL AIDS
Digital display advertising in the corridor or main concourse of a train, rail, or subway station

Photos provided courtesy of the OAAA
DIGITAL TRAIN STATION PLATFORM IMAGES

Digital display advertising on the platform of a train, rail, or subway station

Photos provided courtesy of the OAAA
DIGITAL TAXI TOP IMAGE

Digital display advertising on top of a taxi that rotates through a series of ads

Photos provided courtesy of the OAAA
DIGITAL/VIDEO TAXI INTERIOR IMAGES

Digital or video screens inside a taxi

Photos provided courtesy of the OAAA
In the past year, have you scanned a QR (quick response) code, used SMS to respond by text, or used a URL/hashtag from the ad on [AD FORMAT TYPE]?