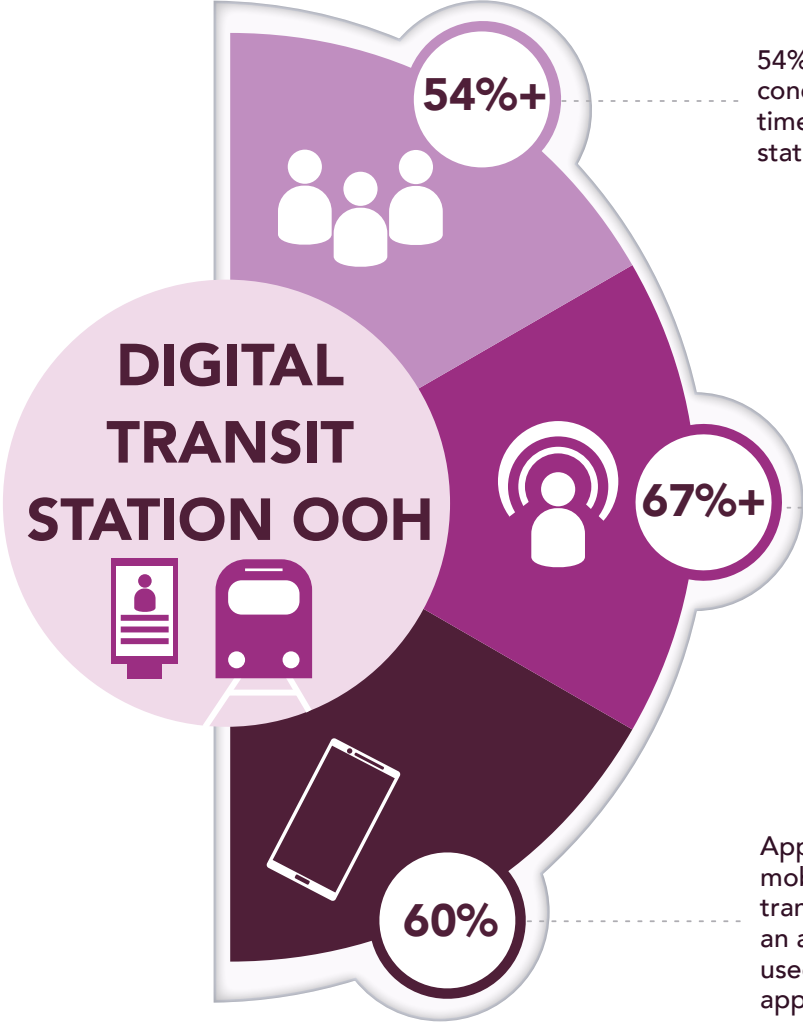


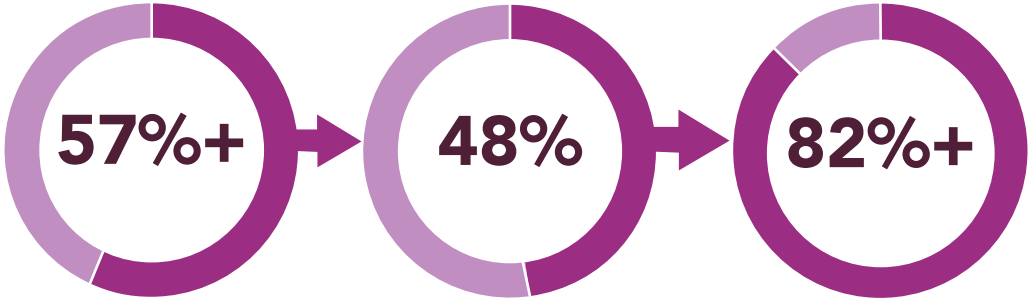
Digital Transit Station OOH Engages Consumers and Drives Action



54% of viewers notice digital ads in station concourses or corridors "all" or "most" of the time, and notice rate increases to 60% for station platform digital ads.

Over two-thirds of viewers engaged in actions after seeing a digital transit station ad such as searching for an advertiser or visiting their website, visiting the store or restaurant, and visiting or posting to social media.

Approximately 60% of viewers engaged in mobile device actions after seeing a digital transit station ad such as searched for/visited an advertiser website, scanned QR code or used SMS/URL/hashtag, downloaded/used app, accessed discount offer, or made a purchase.



Noticed DIGITAL TRANSIT STATION ADS that gave **directions** to a business

Immediately visited a business after exposure to a **DIGITAL TRANSIT STATION AD**

Made a purchase after visiting the business



Source: Nielsen conducted 411 online surveys among U.S. residents age 16 or older, between February 24 to March 2, 2020 in Boston, Chicago, New York City, Philadelphia, San Francisco/Oakland, and Washington DC.