

WELCOME

PROGRAMMATIC TRANSIT

MTA Liveboard Playbook

OUTFRONT 

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Identify Use Cases

02

**Knowing Your
Partners**

03

**Know Where You
Want To Run**

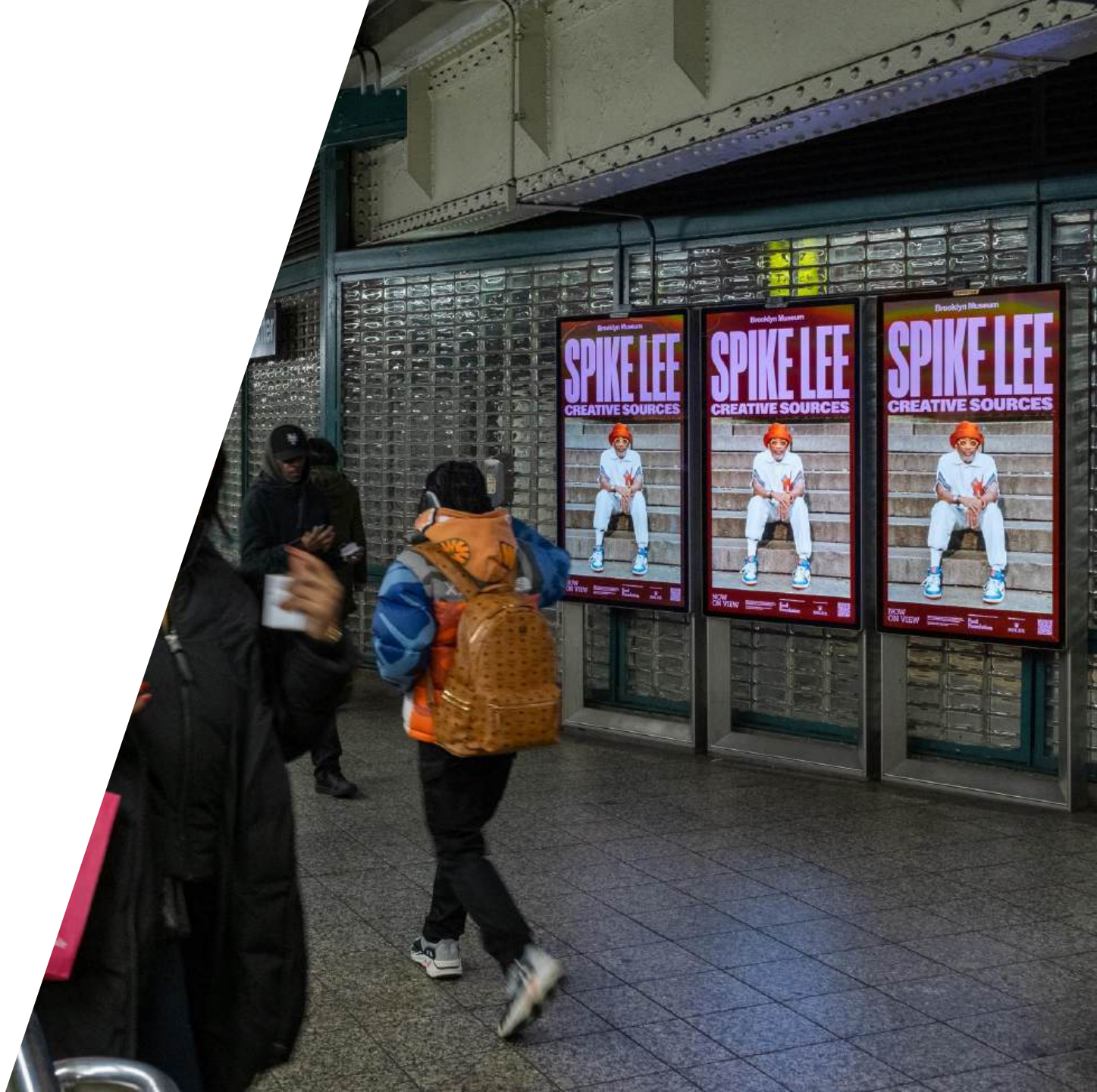
04

**Develop a Creative
Concept**

05

**Plan Your
Liveboard
Campaign Today!**

STEP 1: Identify Use Cases



THE POWER OF TRANSIT

OUTFRONT's programmatic transit assets are some of the most sought after DOOH inventory! Liveboards are premium pedestrian level assets in key parts of New York.

OOH Transit Inventory Is Effective:

In a NYC study, transit campaigns effectively engaged passersby and delivered an average of 9.5% lift in ad recall.

9%

Lift in brand affinity

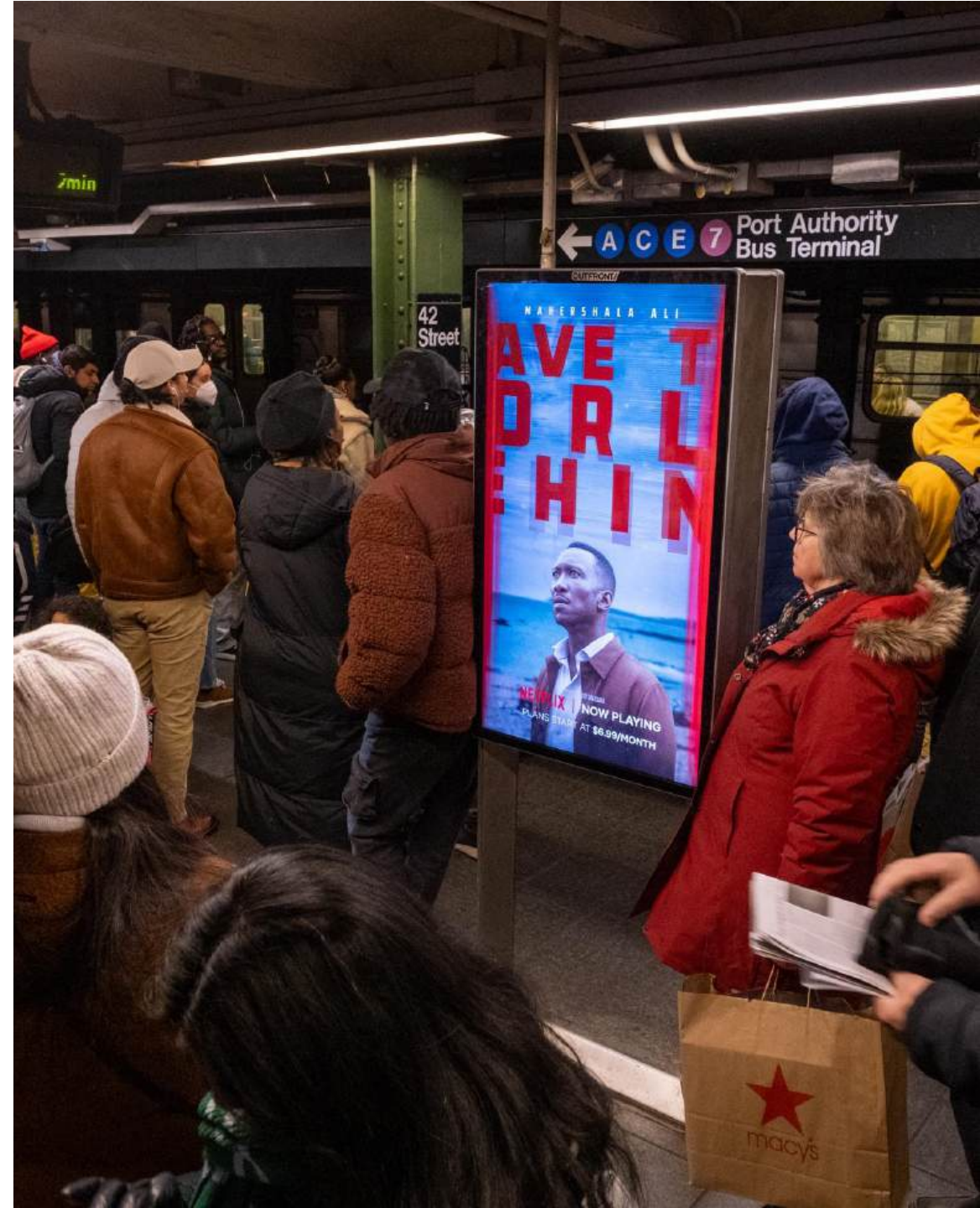
12%

Lift in brand rating

10%

Lift in brand consideration

SOURCE: OUTFRONT COMMISSIONED ATTRIBUTION STUDY WITH MFOUR (3 CAMPAIGNS ANALYZED WITH NYC TRANSIT MEDIA BETWEEN 2019 & 2021)



“Programmatic OOH continues to be a major part of our digital media mix and we’re thrilled to be able to extend our holiday game messaging to Outfront Liveboards as another integral touchpoint to reach fans throughout their day”

- Chief Media Officer of The NBA





NYC MTA Subway Liveboards

Speak directly to millions of New Yorkers and tourists alike as they go through their daily commutes through our MTA Liveboard network in NYC.

Strategically located in high dwell environments with minimal distractions, Liveboards utilize video or static ads to capture the attention of consumers, ultimately facing deeper brand engagement.

Contact programmatic@outfront.com for more information.

Required MTA Advertiser form can be found here:

<https://www.outfrontmedia.com/mta-advertiser-request>

PRODUCT INFORMATION

- Active Boards: 3,500+
- Digital Static or :15 second video
- Spot Length: 15 seconds
- Loop Length: 180 seconds
- Ad Size: 1080w x 1920h (portrait orientation)
- Available through omnichannel and point solution DSPs
- Hours: 24/7*

COVERAGE

- Manhattan
- Brooklyn
- Bronx
- Queens
- Staten Island

**Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to preemption for emergency messaging service.*



Commuter Rail Liveboards

Digital Platform Liveboards can be bought on our Commuter Rail network including Metro-North railroad stations, Long Island Railroad stations, or by system.

Reach your audience on high-traffic platforms with long commuter dwell time. Using our game changing Liveboard digital technology, brands will have the chance to engage consumers with their message like never before.

Contact programmatic@outfront.com for more information.

Required MTA Advertiser form can be found here:

<https://www.outfrontmedia.com/mta-advertiser-request>

PRODUCT INFORMATION

- Active Boards: 450+
- Digital Static or :15 second video
- Spot Length: 15 seconds
- Loop Length: 180 seconds
- Ad Size: 1080w x 1920h (portrait orientation)
- Available through omnichannel and point solution DSPs
- Hours: 24/7*

COVERAGE

- Long Island Railroad Stations
- Metro – North Railroad Stations

**Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to preemption for emergency messaging service.*

MTA LIVEBOARD USE CASES

Event-driven

Feature ads in key areas surrounding the event



Keep In Mind

Strategic ad placements should target key locations around the event venue and areas consumers pass en route, in the lead-up to and during the event.

Campaign Example

CoreWater targeted New York Fashion Week attendees with street-level advertising strategically placed throughout trendy, fashion-forward neighborhoods below 14th Street.

Dayparting

Feature ads during select times of day, such as morning or evening commuting hours.



Keep In Mind

Campaign creative and ad content should be specific to the time of day it is running, wherever possible.

Campaign Examples

Positioning their product as the best part of the morning, Tropicana's campaign featured their product as the best part of starting the day, reaching audiences during their morning commute.

Proximity to POIs

Feature ads on specific inventory based on proximity to physical locations



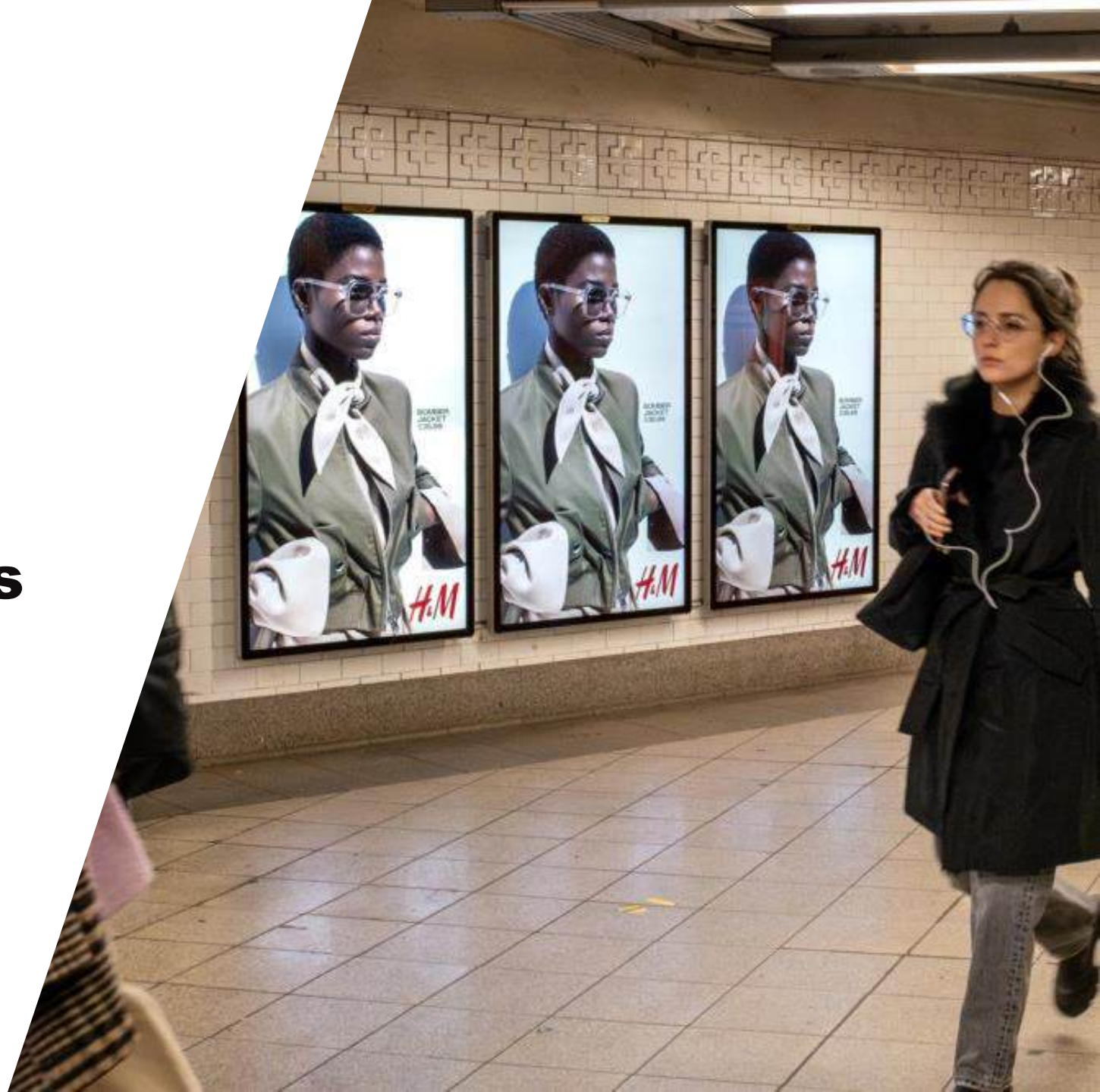
Keep In Mind

Campaign ad content should aim to influence purchase decisions, drive awareness, and highlight specials / sales.

Campaign Example

Brooks Brothers promoted stores and special discounts through strategic advertising placed near their store locations, driving nearby shoppers to visit IRL.

STEP 2: Knowing Your Partners



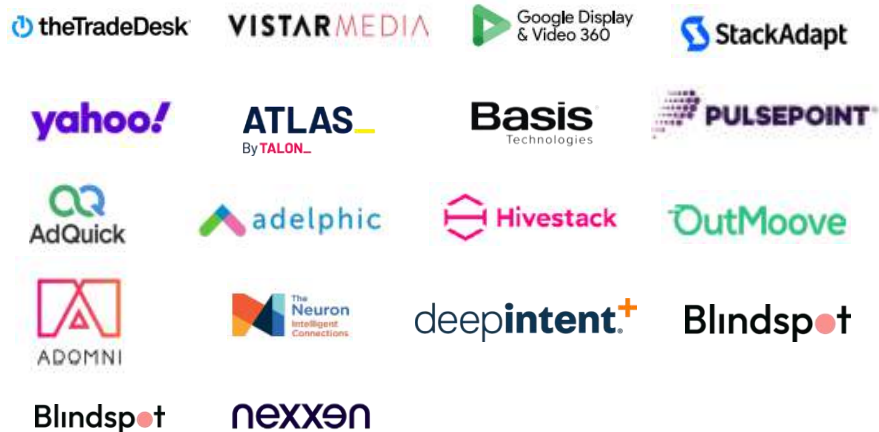
DSP & SSP Partners

Demand-Side Platforms

(DSP)

Platform buyers use
to purchase media

Select DSPs Featuring OUTFRONT Inventory



Supply-Side Platforms

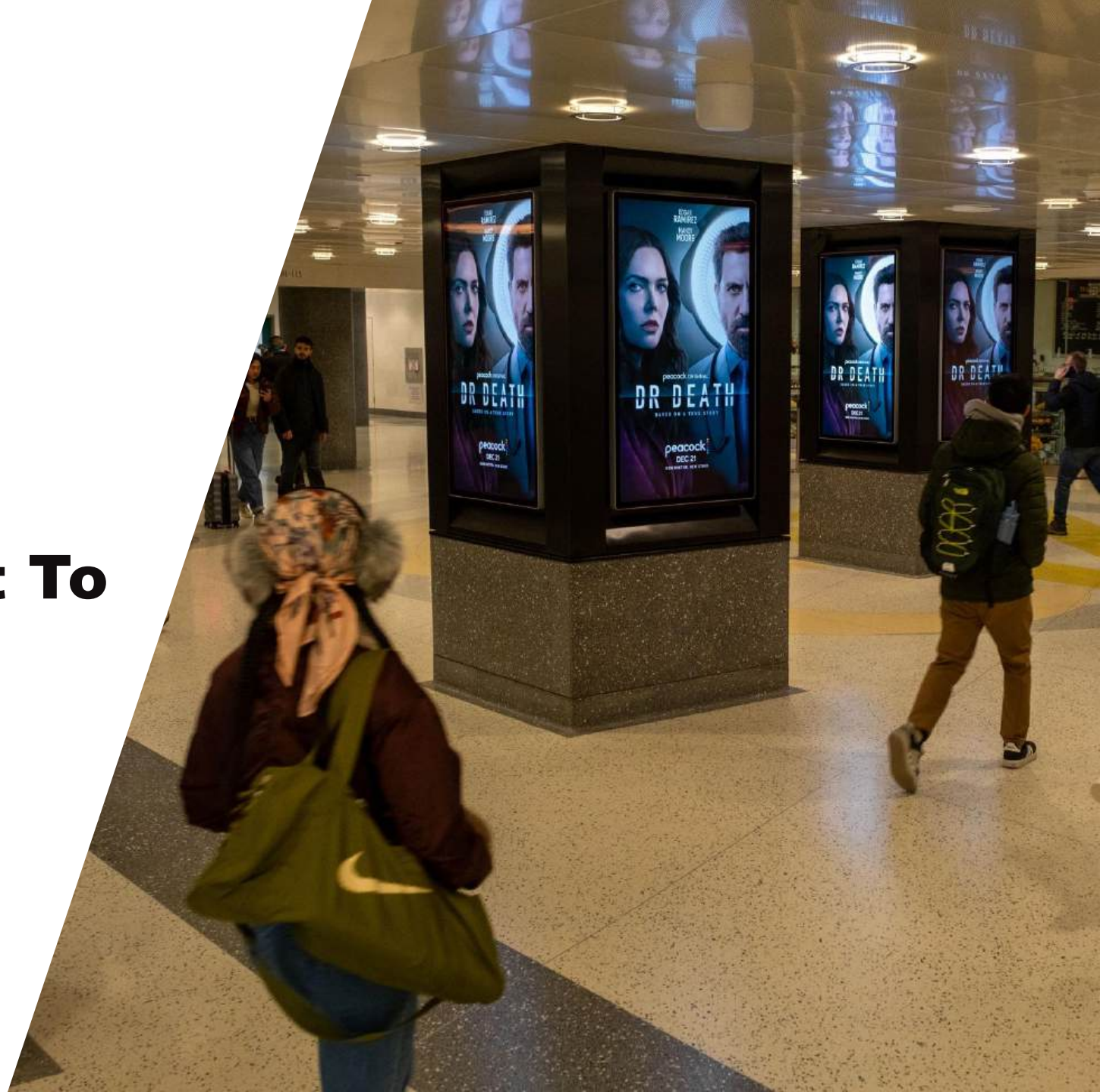
(SSP)

Platform sellers use
to sell media

OUTFRONT SSP Partners



STEP 3: Know Where You Want To Run

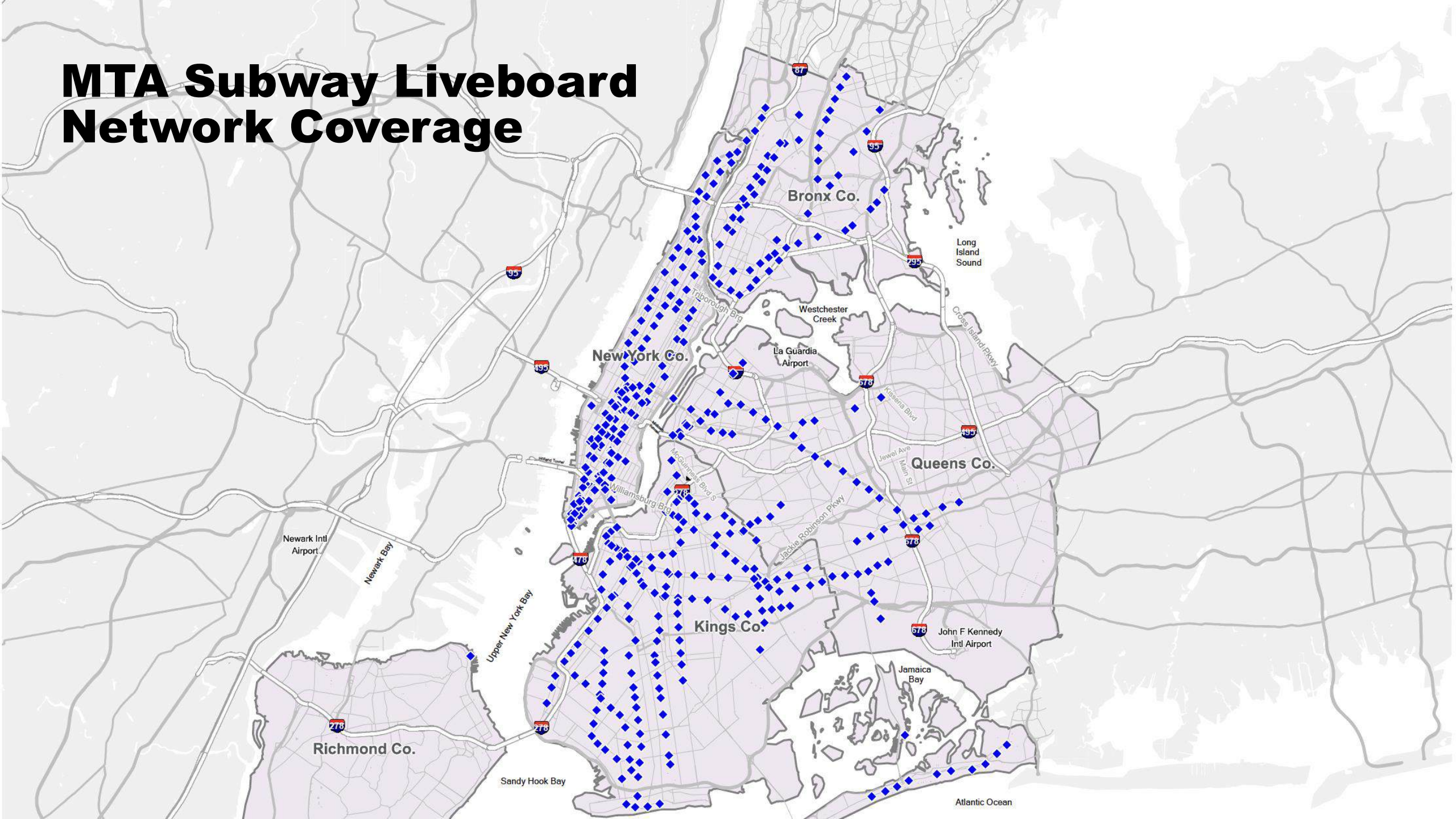


NYC Subway Rider: Younger, Educated, High Earning

DEMOGRAPHIC PROFILE

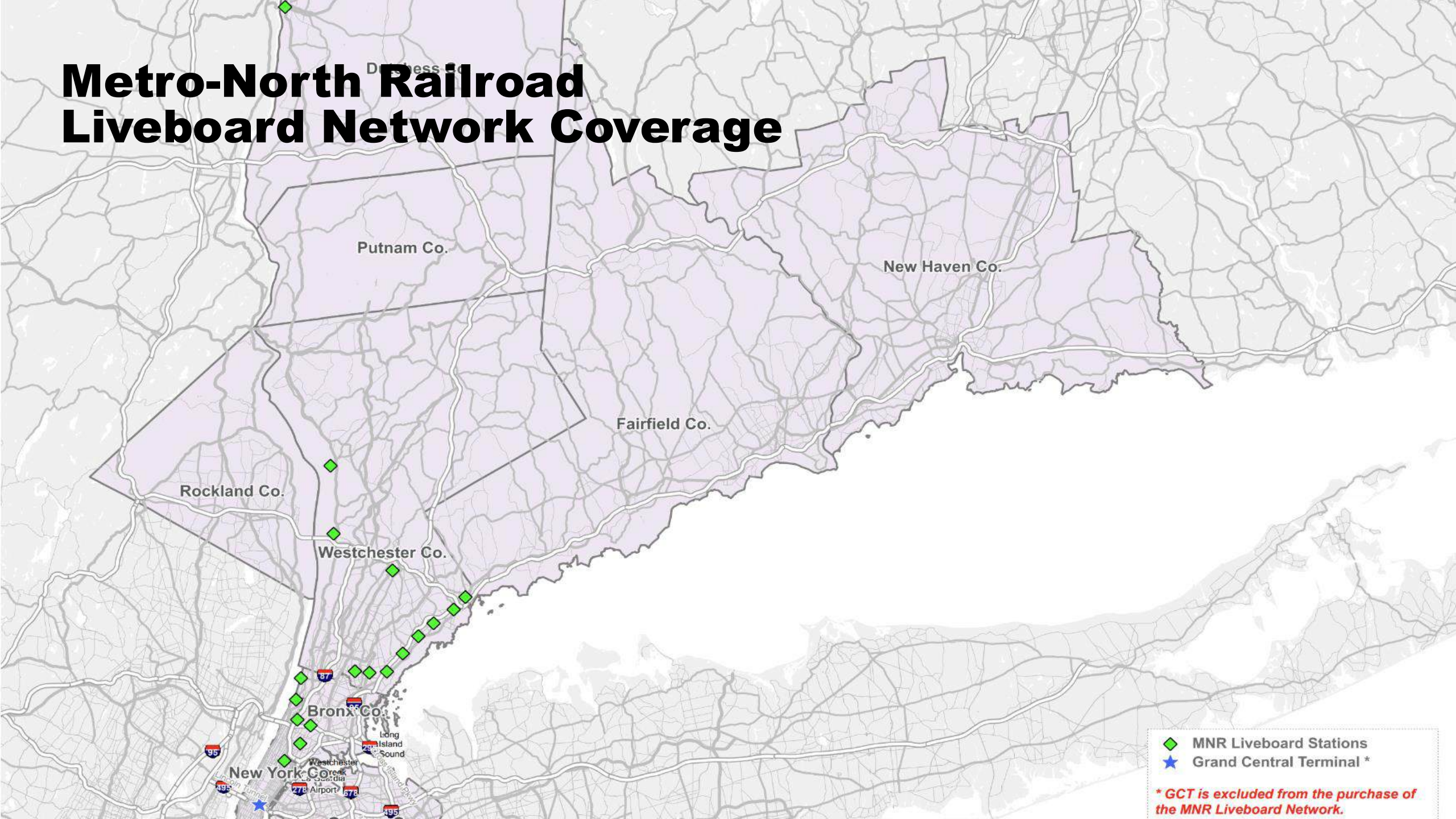
| | | | |
|---|--|--|---|
| <div>GENDER</div> <div> Male: 53% Female: 47%</div> | <div>AGE</div> <div> 18-34: 47.7% 35-54: 37.7% 55-64: 12.1% 65+: 12%</div> | <div>INCOME (HH)</div> <div> <\$50K: 32.9% \$50K-\$100K: 25.4% \$100K+: 41.7%</div> | <div>RACE/ETHNICITY</div> <div> White: 41.2% Hispanic: 26.5% Black/AA: 14.7% Asian: 12% Other: 5.6%</div> |
| <div>EDUCATION</div> <div> HS or less: 7.2% HS or GED: 24% Some college: 20.7% College Grad 4+ Yrs: 48.1%</div> | <div>EMPLOYMENT STATUS</div> <div> Employed FT: 52.5% Employed PT: 17.5%</div> | <div>MARITAL STATUS</div> <div> Never Married: 53.4% Married: 33.6% Other: 13%</div> | |

MTA Subway Liveboard Network Coverage



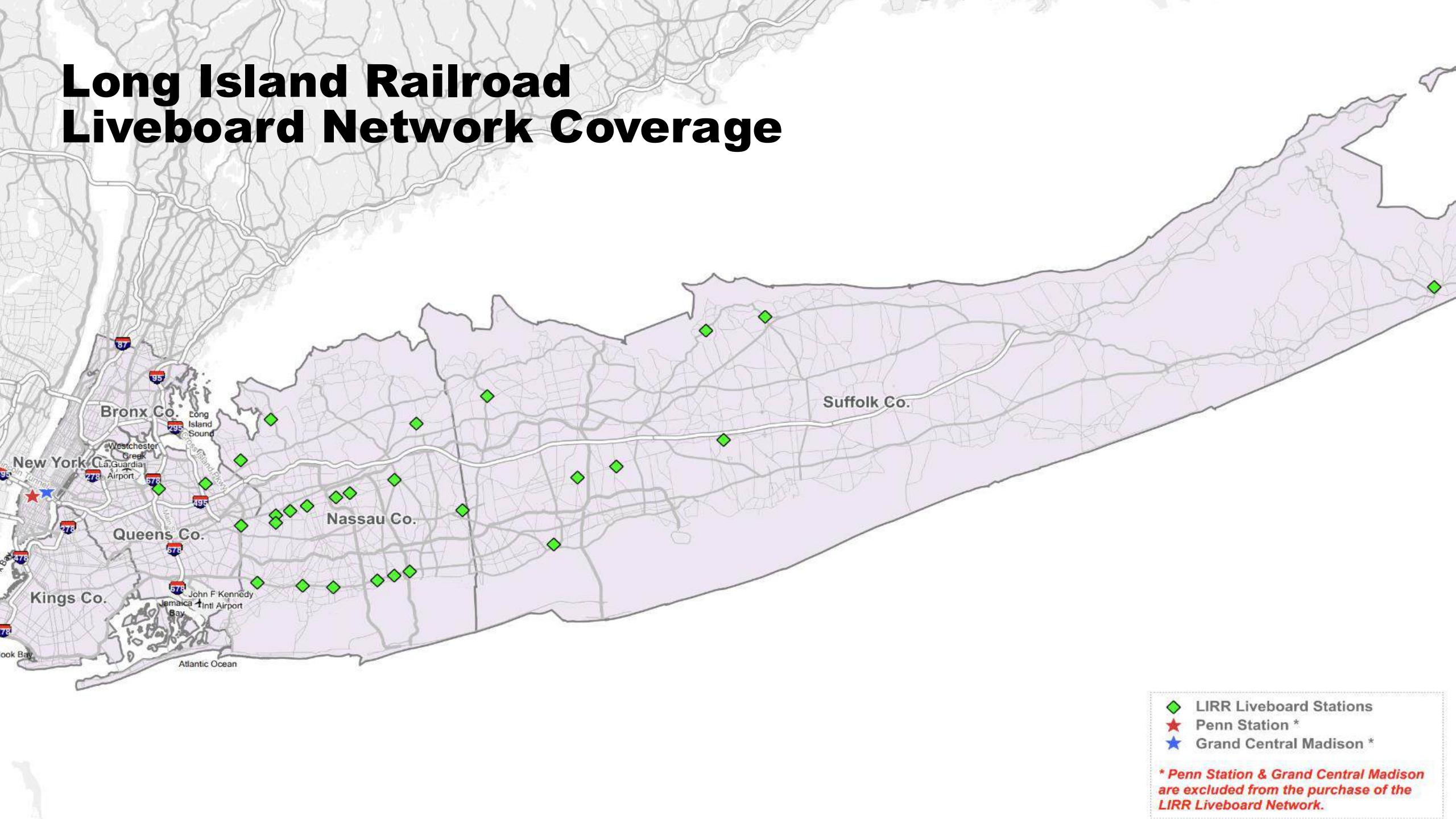
| |
|--|
| <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div><div><div>Male: 54.7%</div><div>Female: 45.3%</div></div></div> <div><div><div></div><div></div></div><div><div>18-34: 39.2%</div><div>35-54: 46.4%</div><div>55-64: 11.9%</div><div>65+: 10.7%</div></div></div> <div><div><div></div><div></div></div><div><div><\$50K: 23.8%</div><div>\$50K-\$100K: 19.4%</div><div>\$100K+: 56.8%</div></div></div> <div><div><div></div><div></div></div><div><div>White: 50.8%</div><div>Hispanic: 27.4%</div><div>Black/AA: 10.1%</div><div>Asian: 9.1%</div><div>Other: 2.6%</div></div></div> |
| <div><div><div></div><div></div></div><div><div>HS or less: 4.4%</div><div>HS or GED: 19.5%</div><div>Some college: 15.7%</div><div>College Grad 4+ Yrs: 60.3%</div></div></div> <div><div><div></div><div></div></div><div><div>Employed FT: 62.7%</div><div>Employed PT: 17.7%</div></div></div> <div><div><div></div><div></div></div><div><div>Never Married: 38.1%</div><div>Married: 51.9%</div><div>Other: 10%</div></div></div> |

Metro-North Railroad Liveboard Network Coverage



| | | | |
|--|---|---|---|
| <div><div><div><div></div><div></div></div><div><div></div><div></div></div></div><div><div>Male: 66%</div><div>Female: 34%</div></div></div> | <div><div><div></div><div></div></div><div><div>18-34: 49.2%</div><div>35-54: 34.3%</div><div>55-64: 17.9%</div><div>65+: 11.2%</div></div></div> | <div><div><div></div><div></div></div><div><div><\$50K: 11%</div><div>\$50K-\$100K: 29.4%</div><div>\$100K+: 59.6%</div></div></div> | <div><div><div></div><div></div></div><div><div>White: 57.2%</div><div>Hispanic: 23.7%</div><div>Black/AA: 8.7%</div><div>Asian: 5.4%</div><div>Other: 5%</div></div></div> |
| <div><div><div></div><div></div></div><div><div>HS or less: 2.2%</div><div>HS or GED: 22.7%</div><div>Some college: 29.4%</div><div>College Grad 4+ Yrs: 45.7%</div></div></div> | <div><div><div></div><div></div></div><div><div>Employed FT: 42.9%</div><div>Employed PT: 16.5%</div></div></div> | <div><div><div></div><div></div></div><div><div>Never Married: 42.9%</div><div>Married: 46.8%</div><div>Other: 10.2%</div></div></div> | |

Long Island Railroad Liveboard Network Coverage



STEP 4: Develop a Creative Concept



BEST PRACTICES FOR DESIGNING FOR DOOH

REGARDLESS OF WHICH OOH DISPLAY YOU'RE DESIGNING FOR, VISUALLY, IT SHOULD APPEAR SIMPLE. HERE ARE SOME TIPS FOR DESIGNING ENGAGING ADS FOR OOH.

SIMPLICITY

- Give the consumer a place to rest their eyes by including negative space/ static elements.
- The ad should appear to be cohesive, not several ads combined.

BE CONCISE

- Seven words or less is a standard OOH practice, we'd recommend even less.
- Imagine you're walking by the display, what is the appropriate size and copy line that will earn your attention?

CONTRAST IS KEY

When working with fonts, images, backgrounds or colors, maintain a level of contrast that keeps your ad legible and engaging from a distance.

ONE MESSAGE ONLY

Make sure consumers know the one thing that will get them to react the way you want them to. What is the one thing that is of value to whomever is looking at the ad? If you need to say more, create a campaign.

ONE POINT OF CONTACT

Try to stick to one or less. It's hard to write a phone number down, so we recommend a short url. Then again, people will just google the company name... so actually no point of contact is best.

DESIGNING FOR DOOH

EXAMPLES OF IMPACTFUL CREATIVE



DESIGNING FOR DOOH

THINGS TO AVOID

THERE IS NOT A STRICT "FORMULA" FOR DESIGNING AN IMPACTFUL OOH AD, BUT HERE ARE SOME GUIDELINES AND THINGS TO AVOID.

ENSURE COMPREHENSION

- Avoid including illegible typeface and small logos that can't be read quickly or seen from a distance.
- Be aware of the spacing of copy – avoid messages that span several lines as it is more difficult to understand quickly.

KEEP IT BALANCED

- Overloading creative with excessive copy and imagery can overwhelm consumers.
- Note that white space is important, but too much can dilute the message.

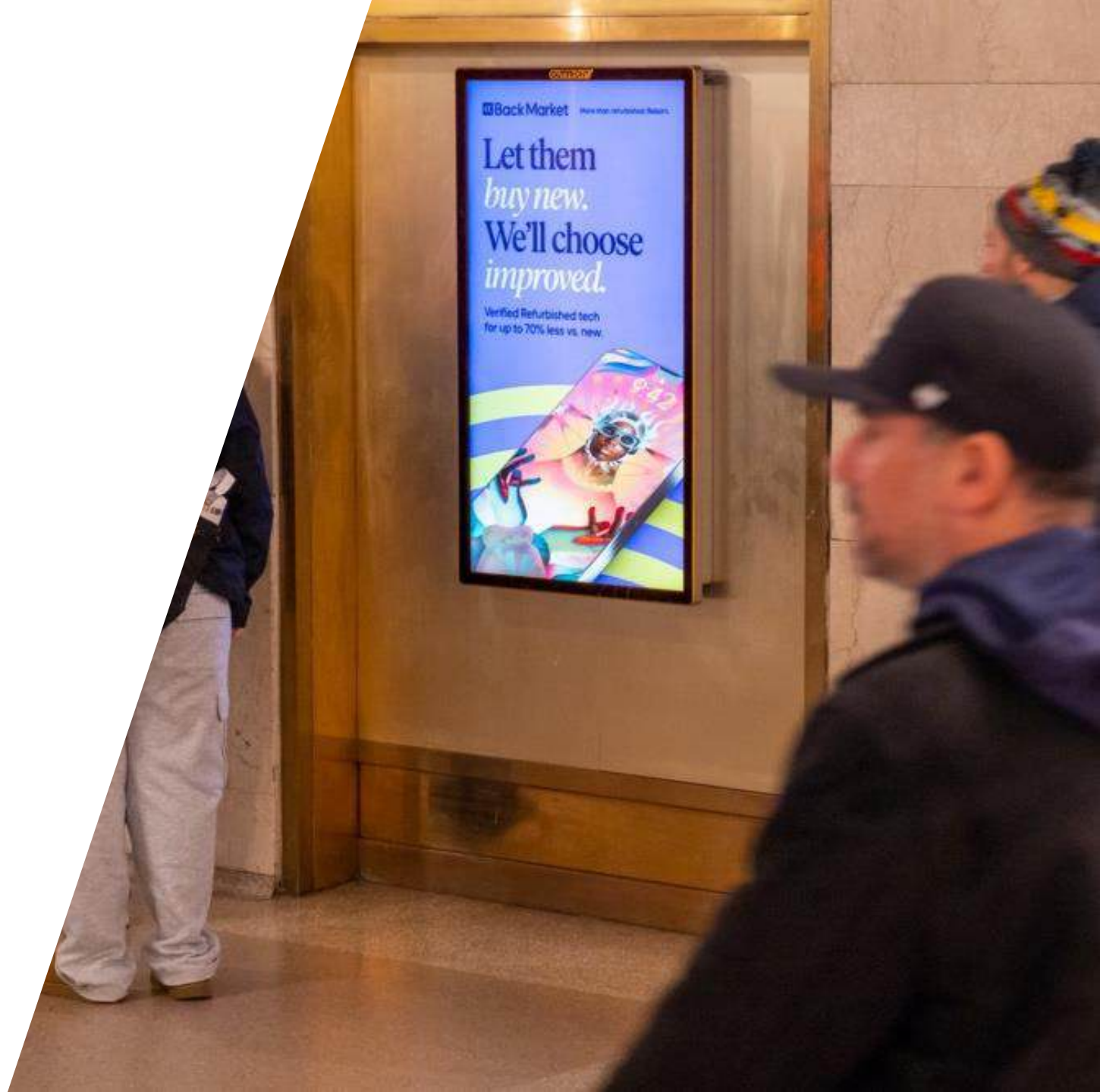
DON'T BE SUBTLE

- Lean away from subtle colors that may be hard to see from a distance or might be impacted by different weather conditions.

AVOID COMPLICATED MESSAGING

- This is not the time to use industry terms / jargon! Given the large audience seeing an OOH ad, avoid language that can be confusing or difficult to understand.

STEP 5: Plan Your Liveboard Campaign Today!



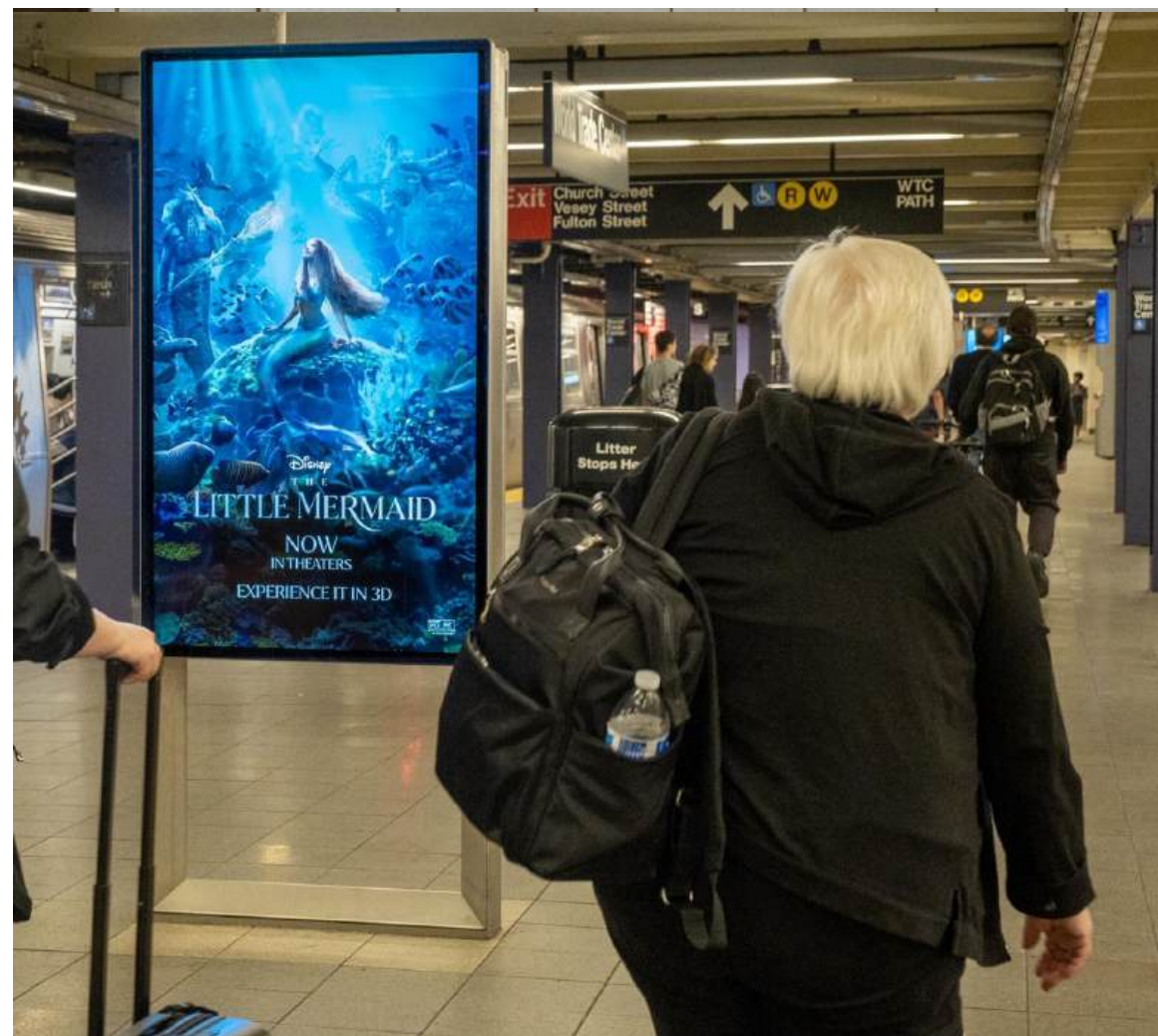
LIVEBOARD LOOKBOOK

CPG

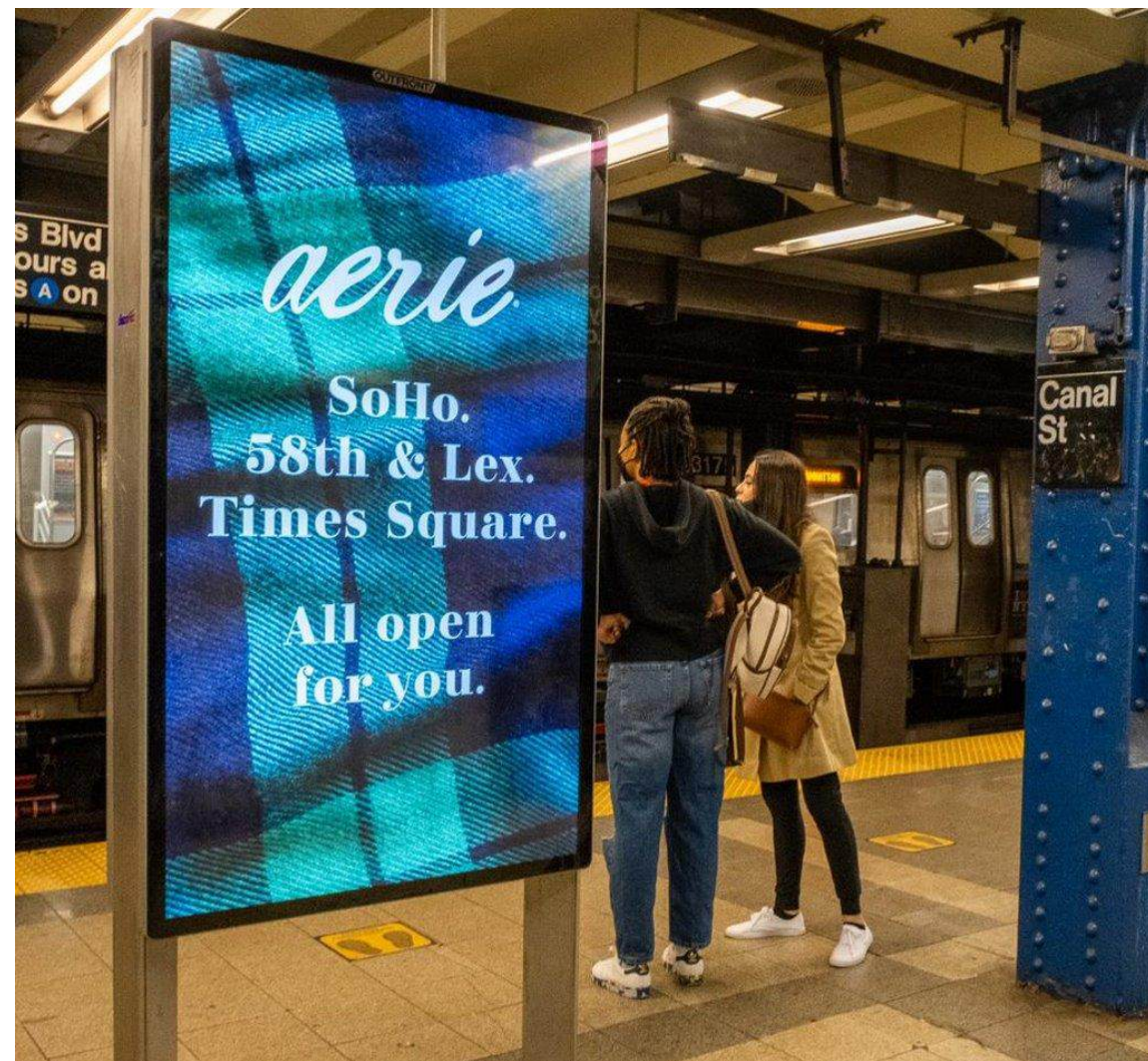
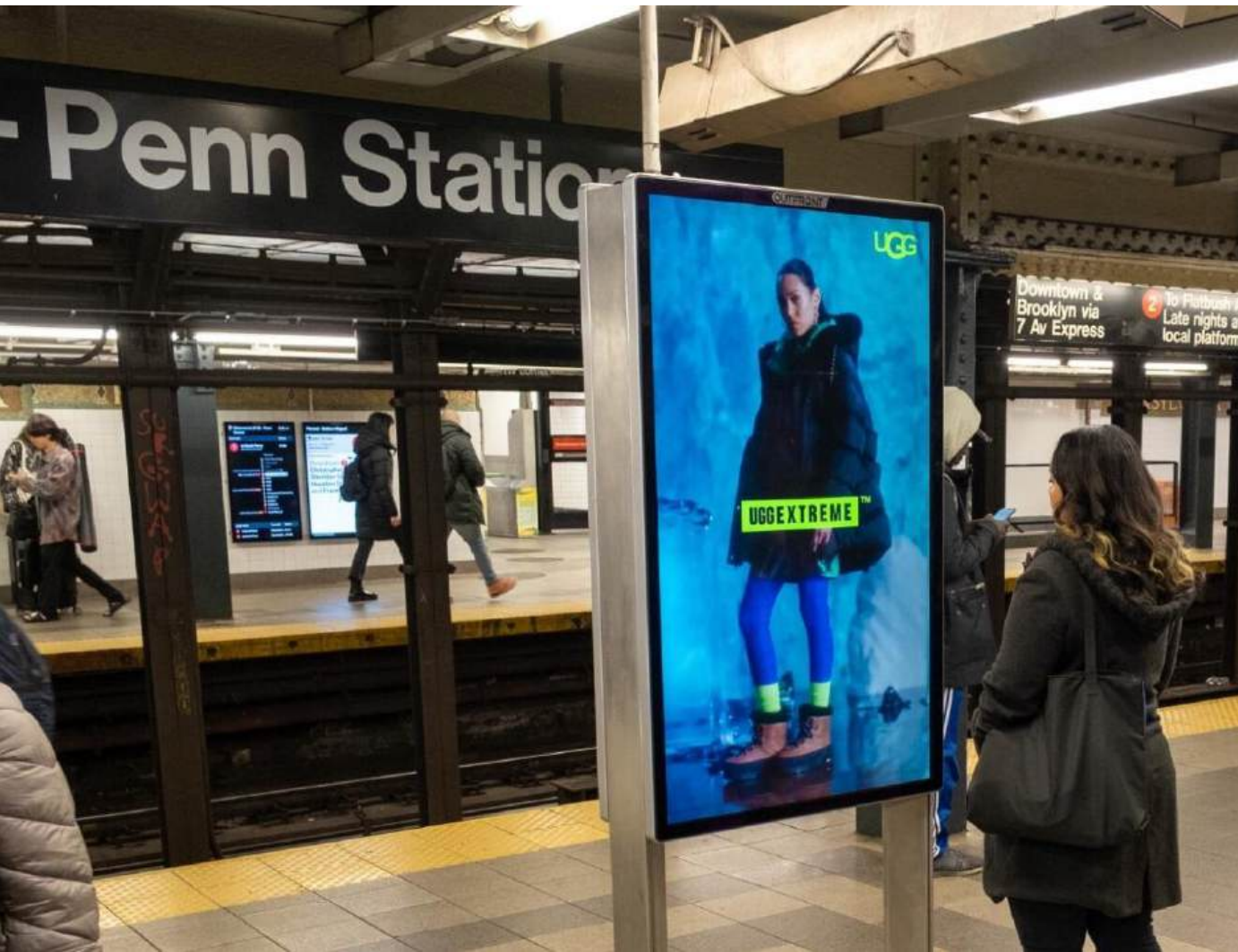


LIVEBOARD LOOKBOOK

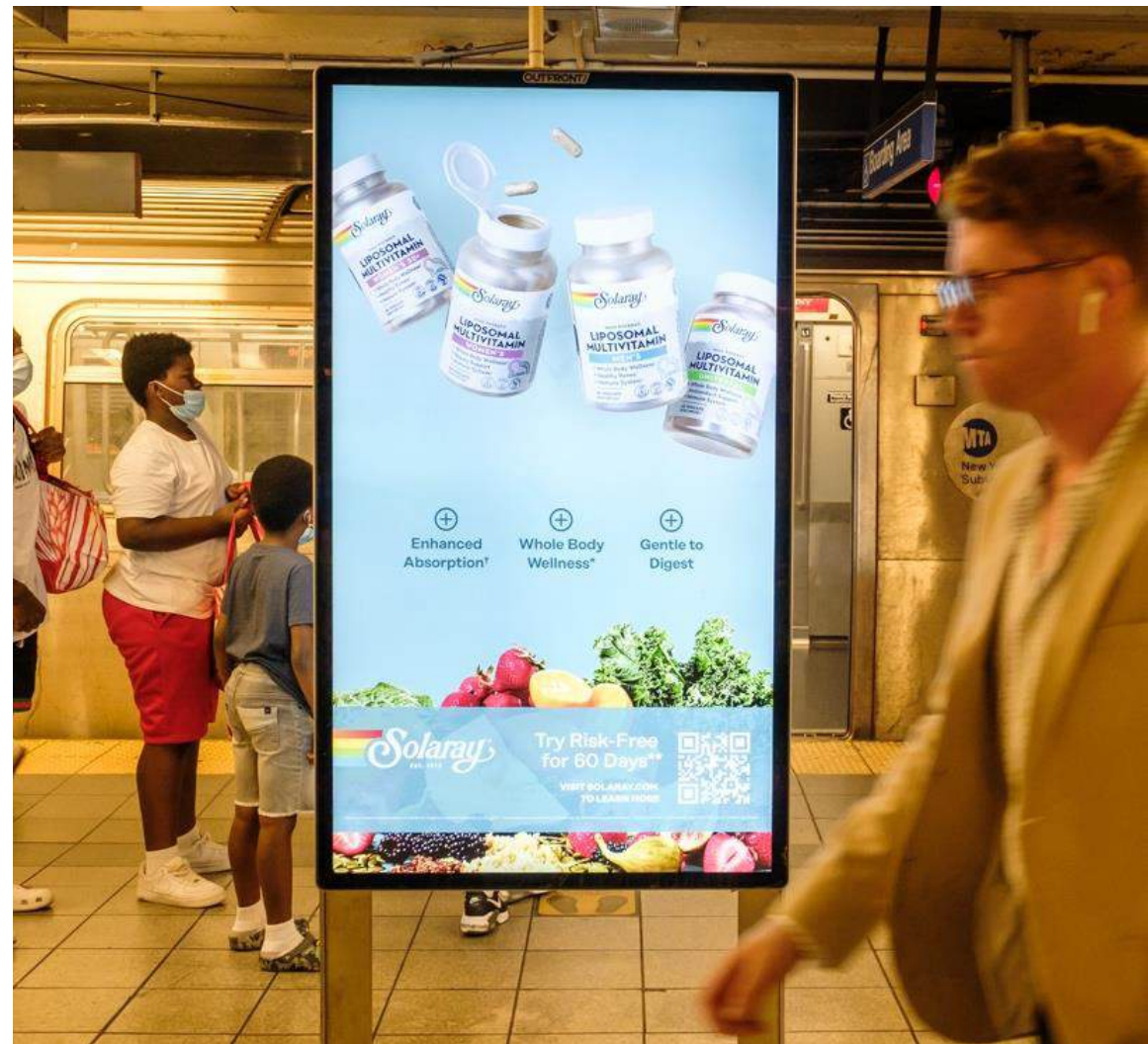
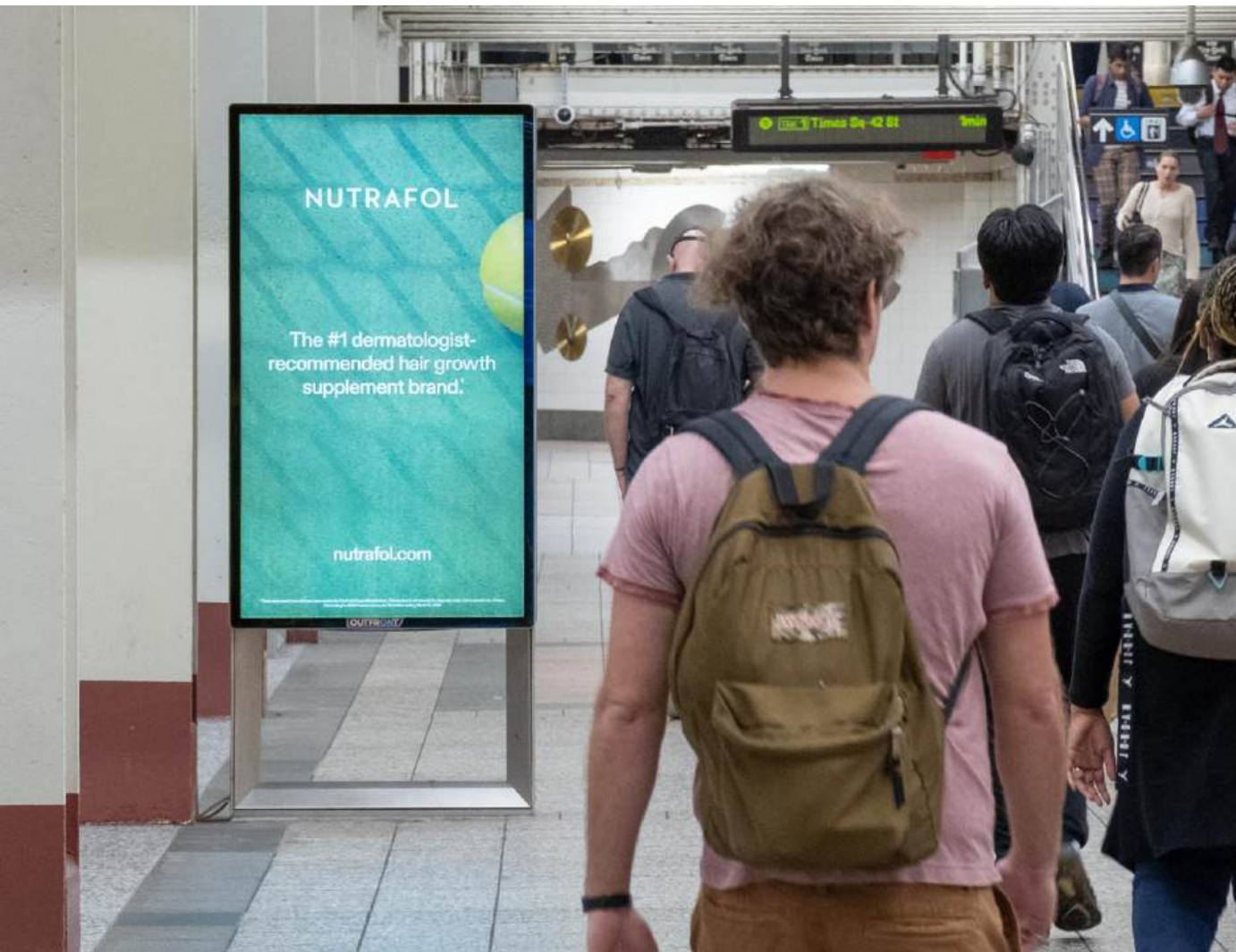
Entertainment



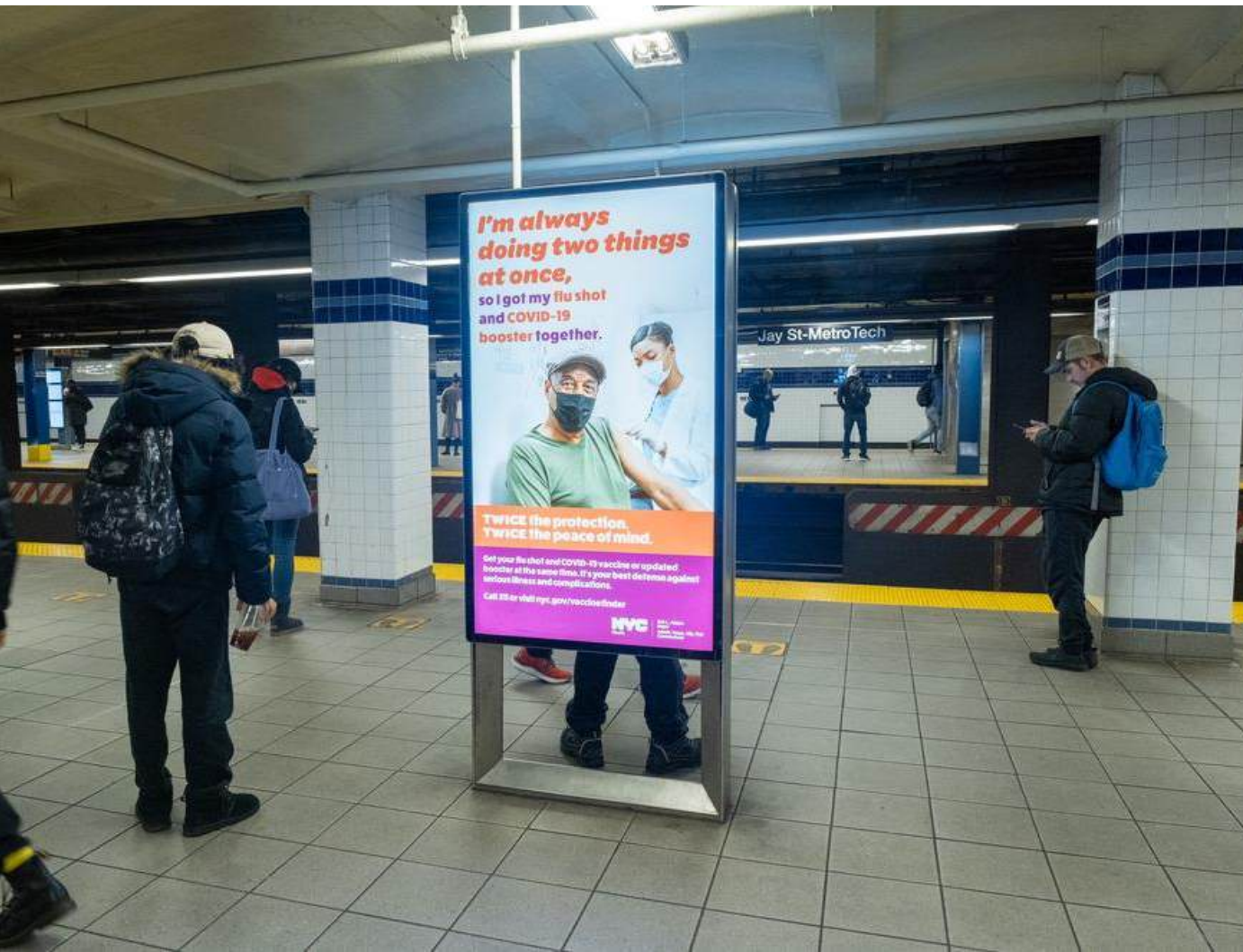
Fashion



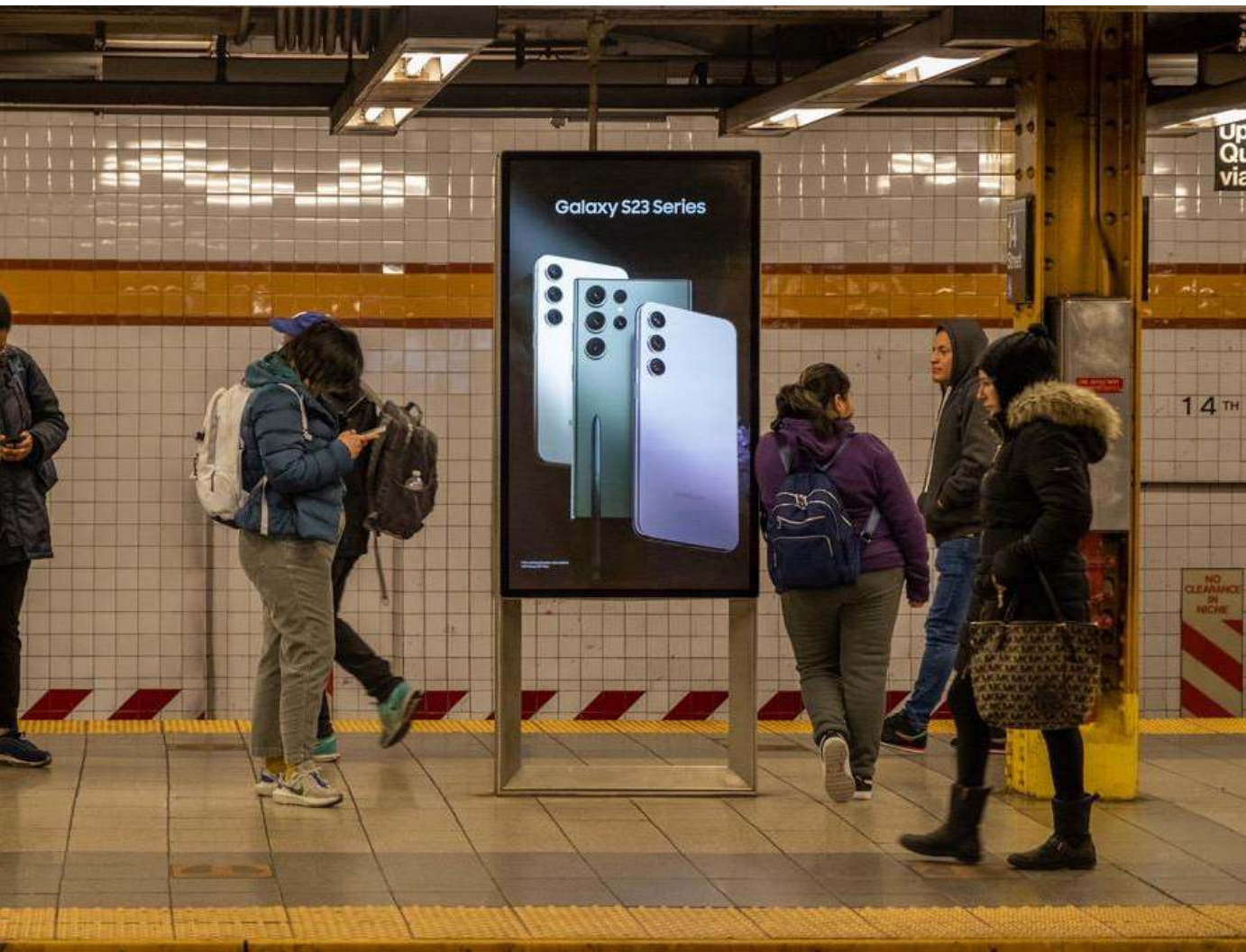
Health



Pharma



Technology



THANK YOU!

OUTFRONT 