

# MTA Live Media Program

Year One in Review

MTA Board  
Transit Committee  
2/25/2019





# Public-Private Partnership with Outfront Media

- MTA Board approved — 9/17
- 10 year term + 5 year renewal option
- Goals
  - Transform customer communications through a system-wide, digital ecosystem
  - Self-fund capital investment and generate operating revenue



# Scale

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Install 53,000+ screens over the next 5 years

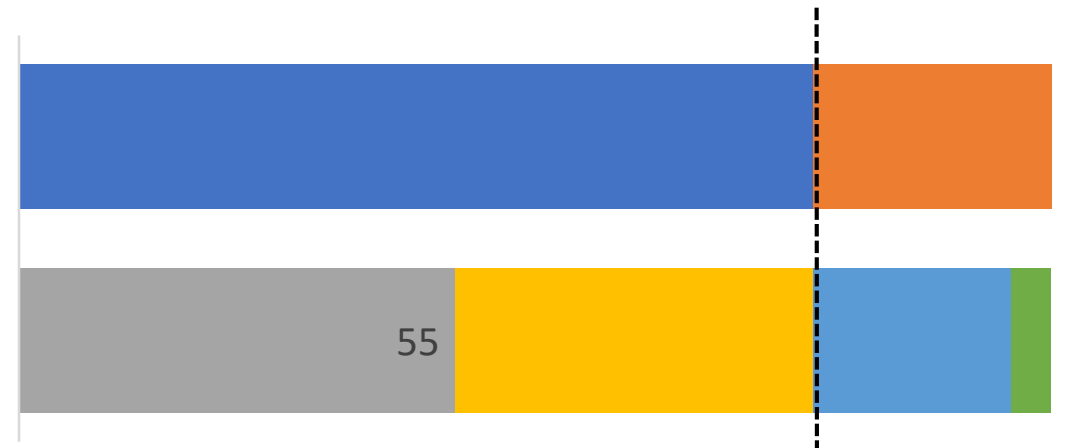
- 16,000 screens in stations
- 37,000 screens in subway/rail cars





# Revenue Share

- Initial MTA revenue share is higher of 55% of baseline or Minimum Annual Guarantee
- MTA rev share increases after capex recoupment to 60% of baseline and 70% of incremental

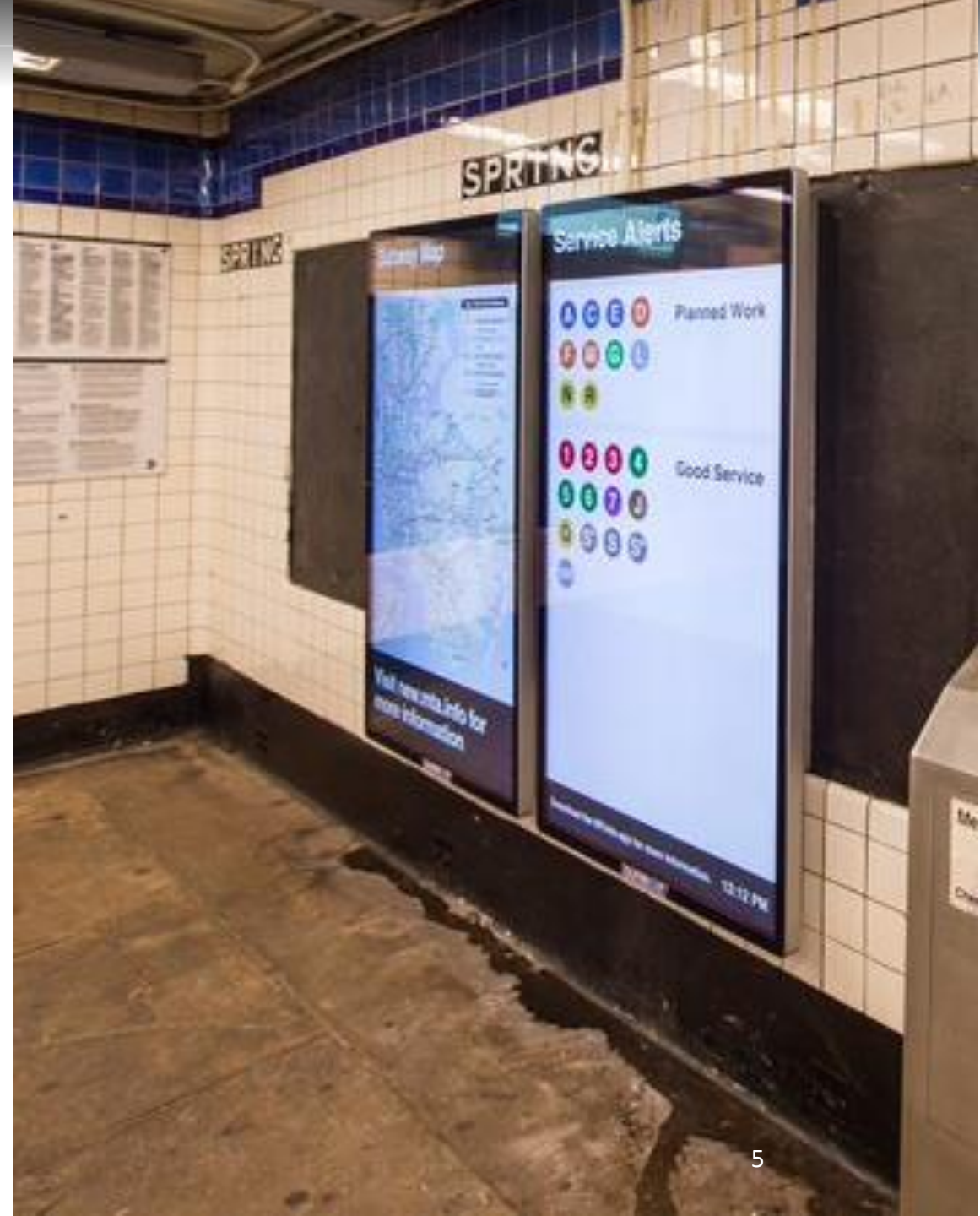


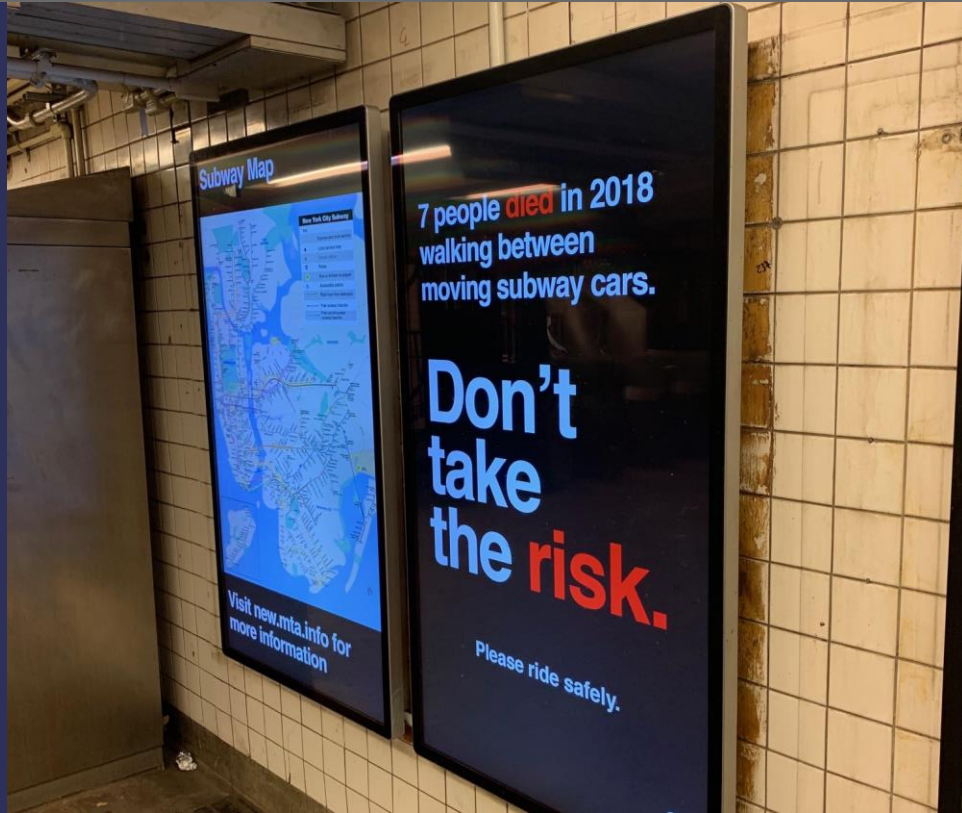


May-September 2018

# The first few months...

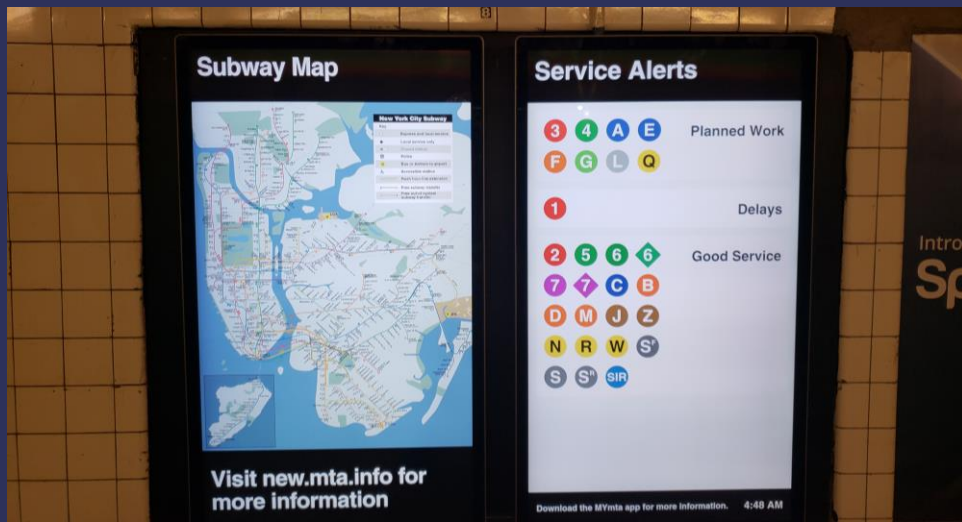
- Digitized subway map
- Design all-agency free-standing mounts
- NYCT pilot station live - July
- Sped up design-to-approval process
- Assessed work quality; improved, shared best practices





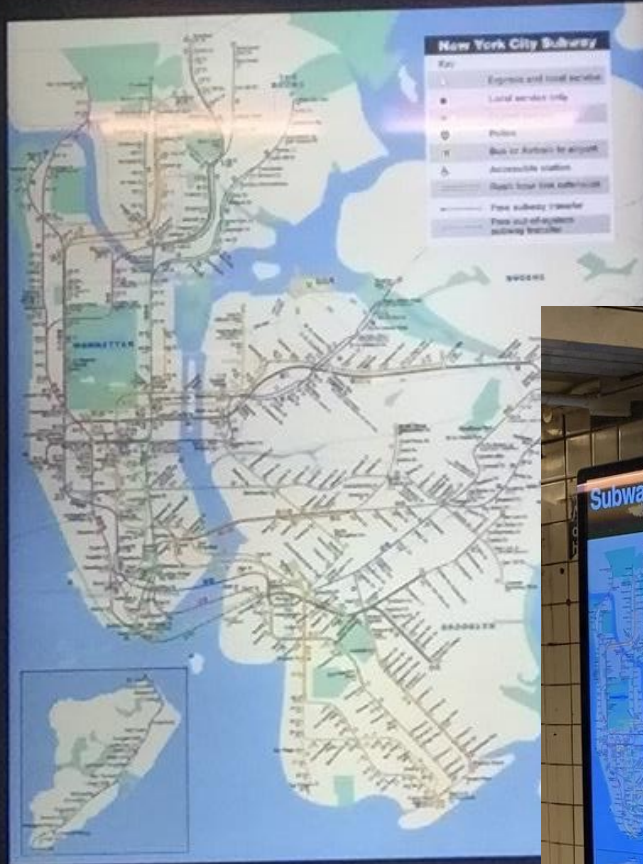
# Typical station digital customer information

- Maps - Regular service and night maps (updates dynamically)
- Service status and changes
- Dedicated customer info (no ads)





## Subway Map



Visit [new.mta.info](http://new.mta.info) for  
more information

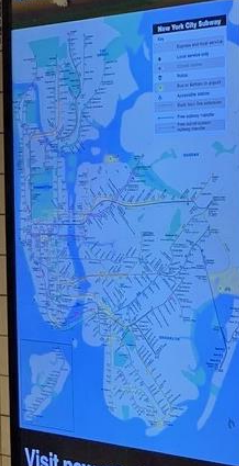
OUTFRONT

## Next Train To

**L** Canarsie - Rockaway  
PkwY 1 min

**L** 8 Av 1 min

## Subway Map



Visit [new.mta.info](http://new.mta.info) for  
more information

## Planned Work

### Nights

Jan 7 - 11  
9:45 PM to 5 AM, Mon to Fri  
TRACK MAINTENANCE

**Downtown trains  
skip 23 St and  
14 St**

Use the **MYmta** app for  
travel alternatives and  
real-time service updates

MY  
mta

GET IT ON  
Google Play

Download on the  
App Store

# Major upgrade for customer communication

- Ability to target messages to specific stations, lines
- Dynamic updates (e.g., switch to night map at 9 pm)



Next Uptown and Bronx Trains

4 Woodlawn3 min

○ Wall St

○ Fulton St A C J 2 3

○ Brooklyn Bridge City Hall J 6

○ 14th St - Union Square L N Q R W

○ Grand Central 42 St 7 S

○ 59 St N Q R W F

○ 86 St

○ 125 St

○ 149 St - Grand Concourse 2 5

○ 161 St - Yankee Stadium B D

○ 167 St

○ 170 St

○ Mt Eden Av

○ 176 St

○ Burnside Av

○ 183 St

○ Fordham Rd

○ Kingsbridge Rd

○ Bedford Pk Blvd - Lehman College

○ Moshulu Pkwy

○ Woodlawn

5 Eastchester - Dyre Av6 min

4 Woodlawn9 min

Welcome to Bowling Green

Service Alerts

4 5 DELAYS - POLICE ACTIVITY  
Posted: 2/15, 12:20 PM  
Southbound 4 and 5 trains are delayed because of NYPD activity at Atlantic Av - Barclays Ctr.

4 TRACK MAINTENANCE  
Nights, February 11-14  
4 trains run local in both directions between Grand Central - 42 St and Brooklyn Bridge in Manhattan

Elevators and Escalators

↑ ↓

↑ ↓

ELEVATOR OUT OF SERVICE  
Posted 2/15 9:22 AM  
Elevator 730 (Mezzanine to Street) is currently undergoing repairs.  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco

↑ ↓

↑ ↓

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Systemwide Status

Good Service

7 A C E G L N  
Q R W S J Z

Service Change

1 2 3

Planned Work

B D F M

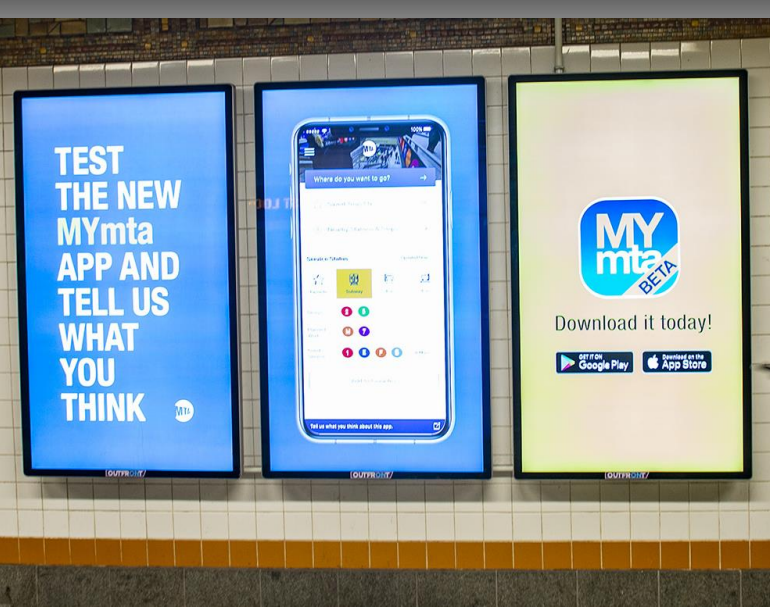
Delays

4 5 6

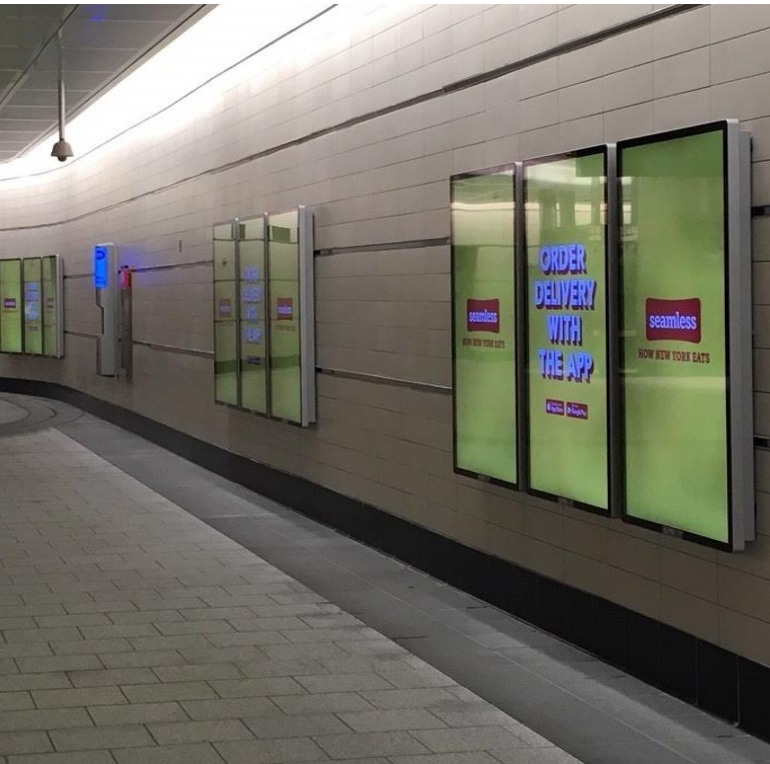
28 St Station Mosaic

Digital provides opportunity to try new formats





# Advertising Screens in NYCT stations



- Pays capital expenses, generates operating revenue
- MTA messages on 20% of ad screens

# Rolling Stock

37,000+ screens to be installed in  
5,100+ subway cars

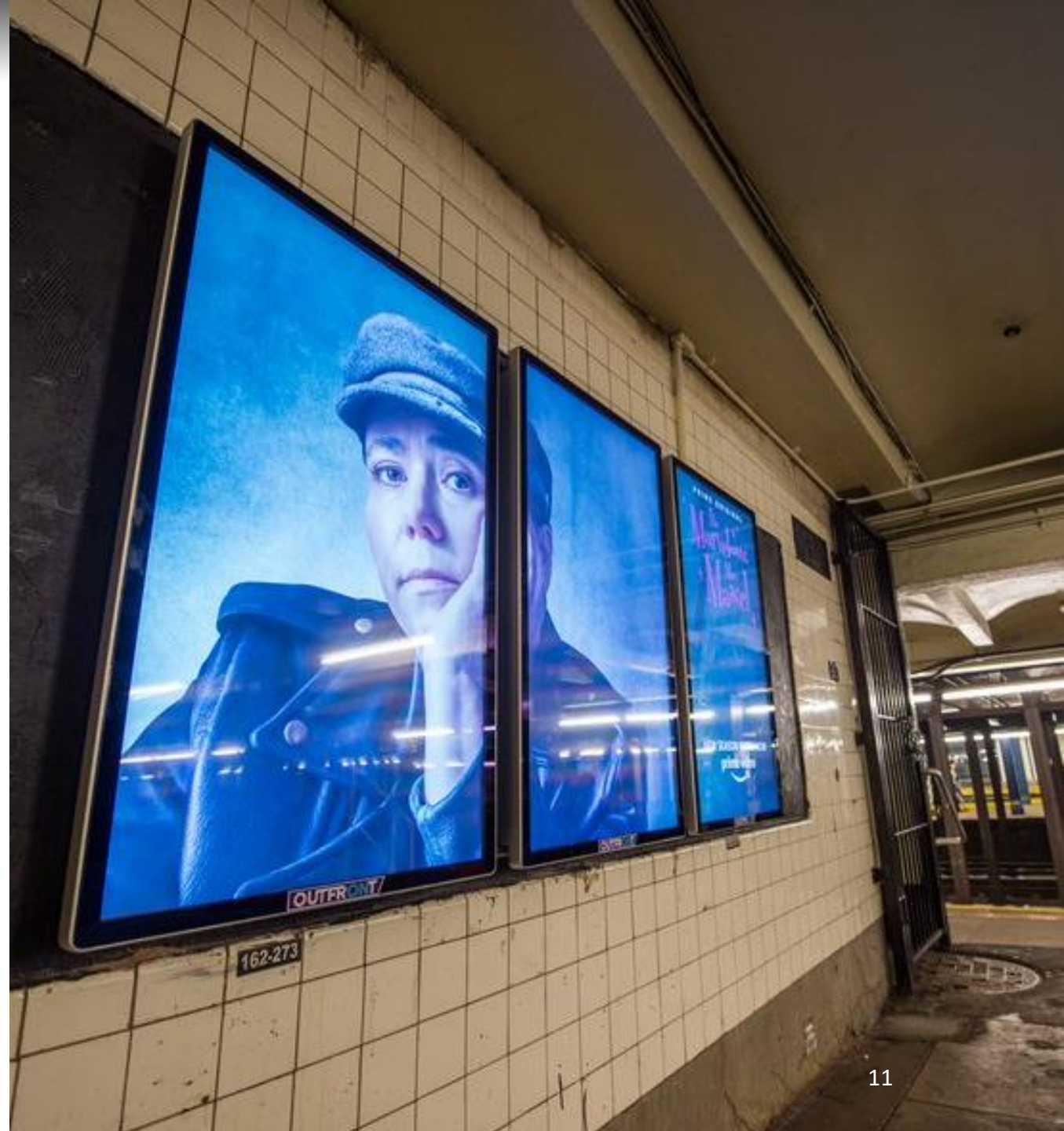
- Testing underway on 7 line
- Rollout begins 4Q2019
- Deployment coordinated with Fast Forward strategy





# Hitting our stride

- Surveyed more than 1/3 of transit stations
- Achieved NYCT 50 Stations Goal (+2)– DEC 2018
- Moved to quarterly (bigger, faster) construction packages
- Goal of 100 stations in 2019





Thank you