

TORONTO

DIGITAL TRANSIT NETWORK

The subway is one of the most common forms of urban transportation. Our exclusive partnership with the Toronto Transit Commission allows us to strategically place our digital screens in high-traffic locations within all TTC stations. Reach a large commuter audience with our comprehensive and informative digital interface that offers premium content that resonates with diverse audiences. Paired alongside vehicle arrival information, Onestop delivers entertainment news, local, national and international news, weather and sports. With full screen and split screen video capabilities, brands are able to bring their message to life through a high-resolution platform that keeps commuters engaged during dwell times.

Reach

Close to **1.3 million commuters** take the subway on an average week day.* With over **430 screens at 68 locations** and **99% coverage** along the Yonge-University, Bloor-Danforth and Sheppard lines, your message will reach Toronto's commuters multiple times per day.

Inform

With extended dwell times at subway platform level, the **real-time news content**, transit arrival information, service delays and entertainment programs help keep Toronto commuters informed and engaged.

Specs

- **Dimensions:**
1920 X 1080 pixels (width X height)
- **File format:**
Video (H264) and image (JPG or PNG)
- **File size**
Less than 50MB per 15 seconds
- **Quality**
Best possible, 12 mbps maximum
- **Audio**
No Audio

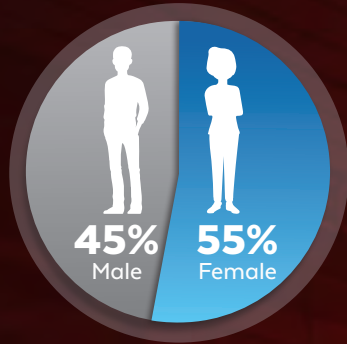
Media Details

- **40"** high resolution LCD Platform Vehicle Screens (PVS)
- 10, 15 or 30-second **full screen** graphic or video
- **5 minute** loop length
- **4,480** weekly spots
- Proximity to screen: **1-30 feet**
- Avg Dwell Time: **3-5 minutes**
- **6,411,308** weekly impressions

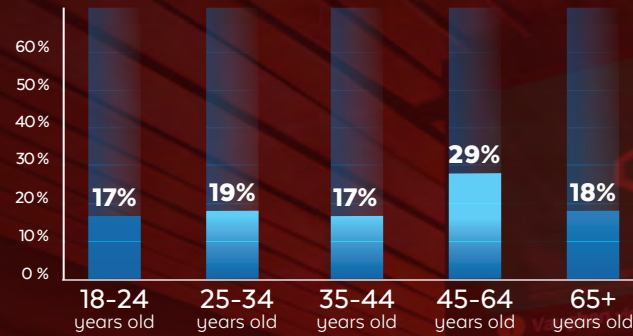


DIGITAL TRANSIT NETWORK AUDIENCE PROFILE*

GENDER



AGE DISTRIBUTION



HOUSEHOLD INCOME

AVERAGE
HHI
\$109,380

70%
\$50,000+

56%
\$75,000+

41%
\$100,000+

EDUCATION



17%

College
Diploma



33%

University
Undergrad



20%

Postgraduate
Degree



55%

more likely to currently
be enrolled in school

OCCUPATION



30%

MOPEs



10%

Administrative
Support



18%

Retired/
semi-retired

ATTITUDES & HABITS



20%

live in apartments
and high-rises



37%

prefer online
shopping



64%

have noticed more than one
form of Digital Out-Of-Home
in the last 7 days



24%

are impulse
shoppers



62%

like to try new
places to eat



54%

of commuters opt to take
public transit instead of driving
(Occasionally/Frequently)