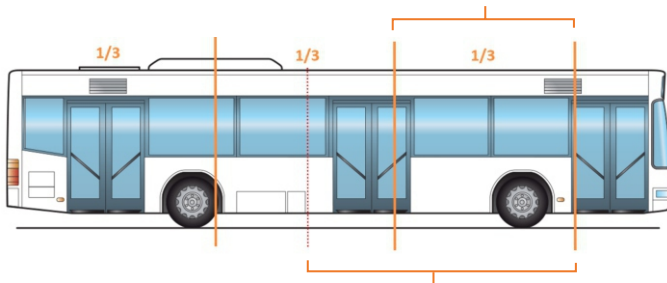


- The average total travelling time 20min/passenger
- A passenger travels on average 35min/day
- Multilanguage DOOH channel, similar to TV
- GPS-positioning and targeting functions available
- 7,5 million monthly validations
- Suitable for the channel:
  - job ads, sales campaigns, introducing products & services, point of sales locations promotion
  - social campaigns & messages, culture events promotions, consumer games etc.

### OFFICIALLY MEASURED AUDIENCE:

Unlike most of DOOH channels PublicTV campaign statistics entail realistic contacts ONLY, which amount to 1/3 of the travellers in a bus.



The **real minimum viewability** is 1/2 of the vehicles length.



### A TOTAL OF 232 SCREENS

Tallinn: 171 buses

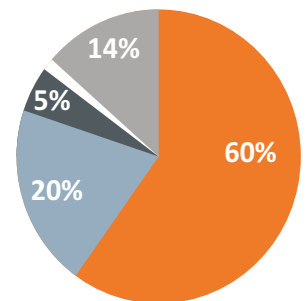
15 trolley-buses

16 trams\*

Narva: 15 buses

Pärnu: 15 buses

- every day
- few times a week
- few times a month
- once a month
- never uses

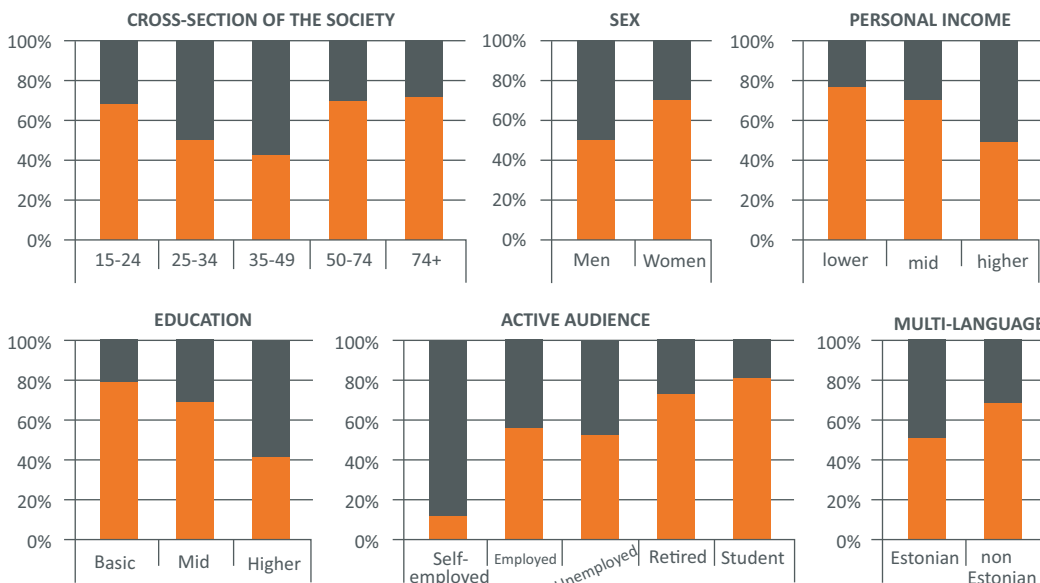


Tallinn & Harjumaa 15 - 74a.  
TNS Emor Omnibus Study 2017

Monthly users of public transport in Tallinn & Harjumaa: ~ 475 000 people.  
80% of them are **weekly** commuters.  
60% of them are **daily** commuters (that is ~308 000 people).

*Recent numbers derived from the growth reports of TLT.*

### PROFILE OF THE AUDIENCE



### CPM comparison (cost per 1000 contacts)

Print	6,0 €
OOH	2,8 €
Radio	2,6 €
TV	2,2 €
Internet	1,3 €
PublicTV	0,9 €