NYC Digital Taxi Tops Buyer’s Guide

Curb Taxi Media has been a pioneer in the smart digital taxi top space for nearly two decades, and we are committed to providing the best possible brand experience through the most premium LCD digital tops in the market today.

Interest in digital taxi tops has grown exponentially, and while the overall marketplace in New York City can be confusing, executing a campaign with Curb is fast and easy.

This guide will give you the best practices, standards, and protocols for buying digital taxi tops in a more transparent and accountable manner.

**LCD vs LED**
Whether large format or a screen fit for vehicle, LCD delivers a crisp HDTV experience. It shows off brand messaging in the best way possible and is the best choice for all situations. LED is pixelated and may not deliver the best brand experience for the customer.

**Targeting Capabilities**
Be sure your digital top vendor can support the following capabilities: Hyper local geo-targeting, day-parting, audience targeting, real-time data integrations, weather triggers, and full motion video.

**Programmatic**
Programmatic has continued to grow in importance across all forms of media. An experienced digital top network will have integrations with at least one SSP and more than a handful of DSPs.

**Proof of Performance**
The POP will depend on how the campaign is planned, but it should not only include the list of cars the campaign ran on, but also plays/impressions vs the guarantee. Ensure market photos are authentic and timely.

**Hardware Quality & Experience**
The road can be punishing and unforgiving, and putting digital tech on top of a moving vehicle requires a lot of experience and knowhow to provide the most reliable experience possible. There are many low-cost hardware solutions offered, but they are low-cost for a reason. Make certain your vendor has road tested the hardware.

**Taxis vs Rideshare**
Rideshare ads are illegal in NYC. There is a difference between taxi and rideshare vehicles. Taxis are dedicated, full-time professional drivers, whereas 80% of rideshare drivers are part-time. Taxis make twice as many trips as a rideshare vehicle and spend more time on the road. Digital media on top of a taxi guarantees maximum reach & exposure. Rideshare media needs to be specially selected and curated.

**Data & Measurement**
At a minimum, your vendor should provide file play timestamp, as well as latitude & longitude. Other measurements may include audience insights based on exposure, foot traffic analysis, or website lift analysis. Inquire if your vendor has a portal, or dashboard for fast, near real-time insights.

**Creative Specifications**
Creative specs can vary by vendor. Due to the nature and shape of a digital top, the creative specs tend to be custom, non-IAB units. IAB standard units are not mandatory, but it helps to know your vendor can support both custom and standard.

**Programmatic**
Programmatic has continued to grow in importance across all forms of media. An experienced digital top network will have integrations with at least one SSP and more than a handful of DSPs.

**Creative Specifications**
Creative specs can vary by vendor. Due to the nature and shape of a digital top, the creative specs tend to be custom, non-IAB units. IAB standard units are not mandatory, but it helps to know your vendor can support both custom and standard.

**Proof of Performance**
The POP will depend on how the campaign is planned, but it should not only include the list of cars the campaign ran on, but also plays/impressions vs the guarantee. Ensure market photos are authentic and timely.

**Field Support & Skills**
As mentioned, putting digital media on top of moving vehicles takes dedication and special skills both operationally and on the sales side. It’s critical that your vendor has full-time personnel with experience who live and breathe the business.

A Brief History of NYC Digital Tops

2003: First ever digital taxi top launched by Clear Channel Outdoor in New York City
2005: Adapt Media & Astra launch their own versions of a digital taxi top
2008: Clear Channel launches first ever LCD digital taxi top
2014: Verifone launches first ever Smart LCD digital taxi top network
2019: Curb releases its 3rd generation, Smart LCD digital taxi top network

Visit www.curbtaximedia.com for more information.