



Amendment to TTC's Advertising Contract

Presentation to Board: April 14, 2022

Context for Action

Exercising option to extend the current contract ending December 31, 2023 while addressing:

- Annual non-fare revenue
- Optimal advertising asset mix in a rapidly evolving media landscape
- Evaluation of commercial potential and customer experience delivery
- Alignment to Digital Connectivity Strategy



Example: Digital Signage at Union

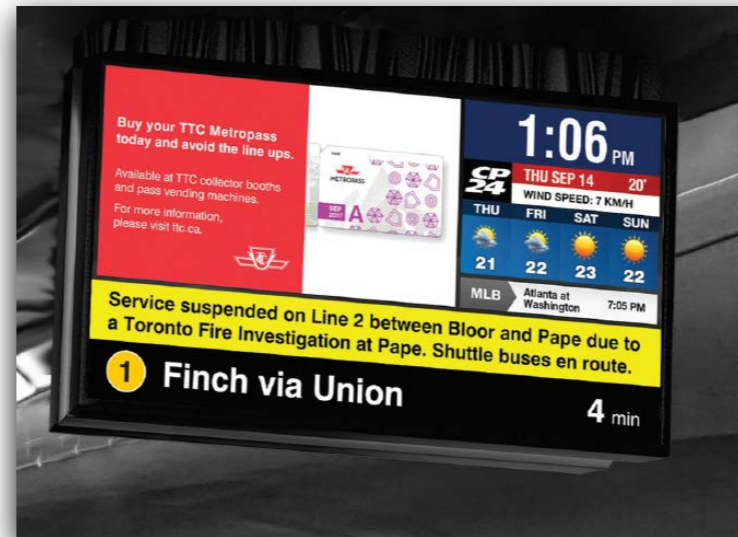
Expanding Digital Signage for Customers

Delivery of real-time alerts and information across:

- Station digital posters, Platform Video Screens (PVS), Next Vehicle Arrival Screens (NVAS)
- Station Information Screens (SIS), digital murals, video walls, digital bulkheads



Stairwell bulkheads



Station Information Screens

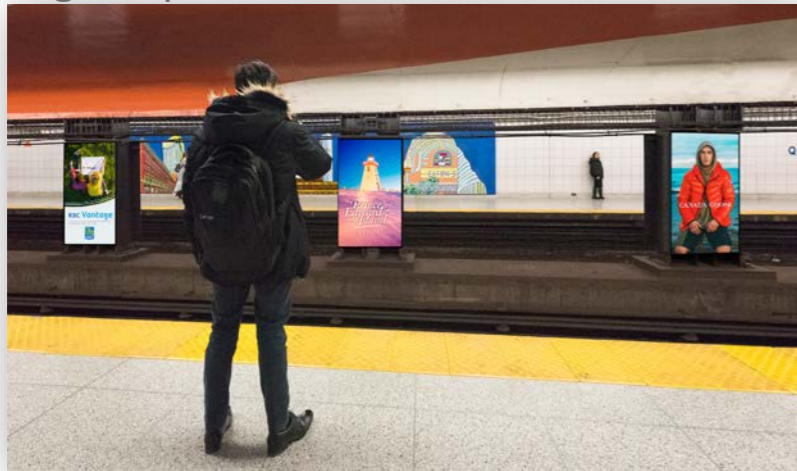


Station Platform Posters

Flexible, Cost-Effective, High-Impact Locations



High Impact Murals



Cross-Platform Screens

- **Key Locations:** Highest pedestrian traffic with highest commercial potential
- **Convenient and safe installation:** off-setting print costs to advertiser and cross-platform replacement

