

# Operations Budget Stability Committee Report to FMCB

## Own Source Revenue Strategy – Advertising YTD Update

2/22/2016

Reporting Period: YTD December FY16

# FMCB / MBTA Statutory Mandate to Maximize Own-Source Revenues



- Under Section 5 of Chapter 46 of the Acts of 2015, the FMCB is directed to:

*“Establish 1- and 5-year operating budgets under section 20 of chapter 161A, beginning in fiscal year 2017, which are balanced primarily through a combination of internal cost controls and increase in own-source revenues”*

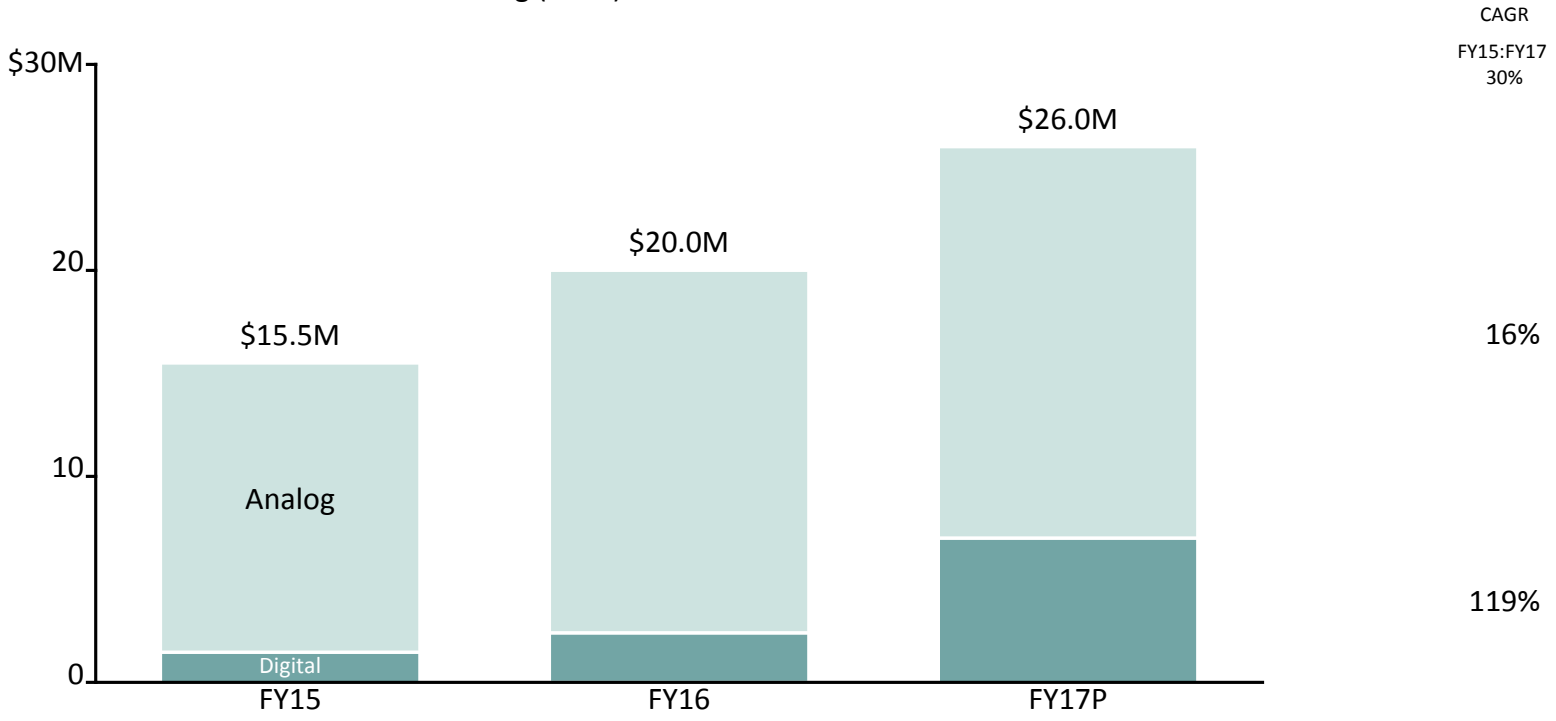
- Under Massachusetts General Laws Chapter 161A, Section 11 , the MBTA Board is directed to:

*“establish and implement policies that provide for the maximization of non-transportation revenues from all sources”*

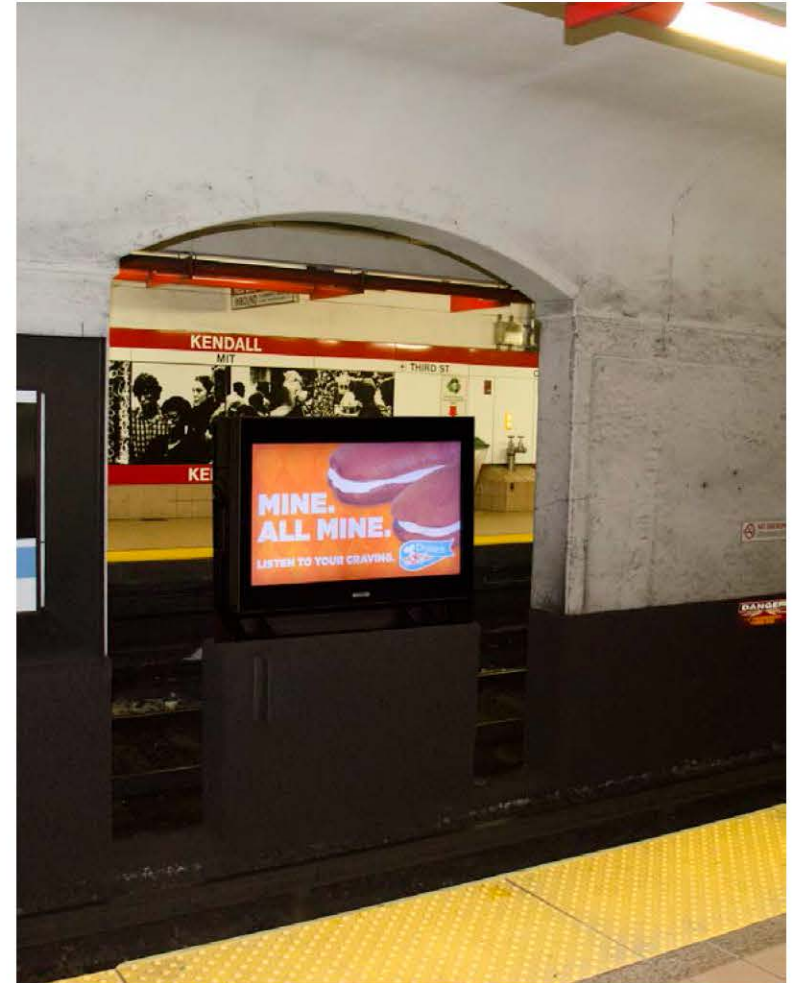
# We are targeting 30% advertising revenue growth in FY16 and FY17, driven by digital panels



Annual Systemwide Station and Vehicle Advertising (Titan)



# In-Station Urban Panel Examples



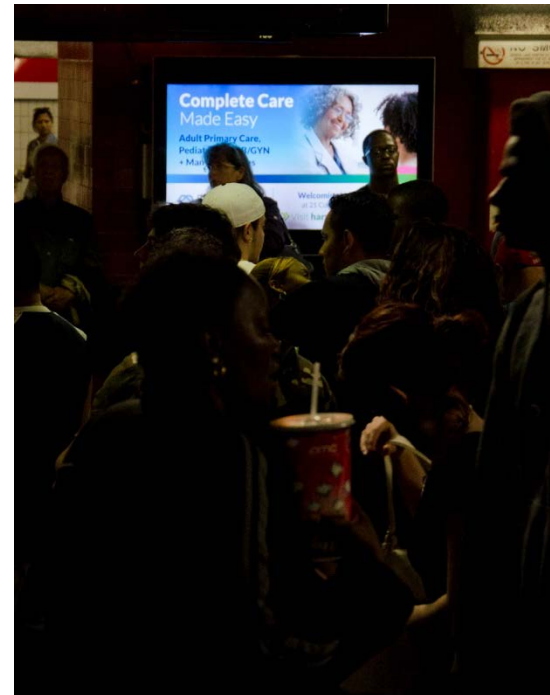
# Street-Level Digital Urban Panel Examples



# Drivers of Revenue Growth

•Growth is due to aggressive sales, increased demand for digital from advertisers and the practice of digital media being bundled with station dominations; along with large media buys from the following companies:

Capital One  
Webster Bank  
Yahoo  
DraftKings  
Microsoft  
Poland Springs  
Minuteman Health  
JetBlue  
Samsung Pay  
Delivery.com  
Coca Cola



# Station Digital Expansion Plan (In-Station)

- 80 Currently Installed
  - 52 FY 2017 Installations
  - 52 FY 2018 Installations
- 
- 184 Total



Current	
South Station	14
Back Bay	12
DTX	12
Kenmore	12
Park Street	12
North Station	10
Harvard	8

FY 2017	
Gov. Center	12
Airport	8
Charles	8
Copley	8
Kendall	8
State	8

FY 2018	
Arlington	8
Central	8
Haymarket	8
North Station	8
Back Bay	4
DTX	4
Hynes	4
Park Street	4
South Station	4

# Street Level Digital Expansion Plan (Urban Panels)

- 2 Currently Installed
  - 8 FY 2016 Installations
  - 40 FY 2017 Installations
  - 40 FY 2018 Installations
- 
- 90 Total**



Current	
Haymarket	2

FY 2016	
Back Bay	2
Broadway	2
Kenmore	2
Prudential	2

FY 2017	
Airport	2
Alewife	2
Aquarium	2
Arlington	2
Central	2
Charles	2
Courthouse	2
Davis	2
DTX	2
Forest Hills	2
Harvard	2
Hynes	2
JFK	2
Kendall	2
North Station	2
Park Street	2
Porter	2
South Station	2
Symphony	2
World Trade	2

FY 2018	
Arlington	4
South Station	4
Airport	2
Central	2
Charles	2
Courthouse	2
Coolidge Corner	2
DTX	2
Harvard	2
Kendall	2
Mass Ave	2
Maverick	2
North Station	2
Park Street	2
Ruggles	2
Symphony	2
Tufts	2
World Trade	2



## 184 In-Station

### 80 Current:

South Station, Back Bay, DTX,  
Kenmore, Park Street, North Station,  
Harvard

### 52 FY17 Installations

Gov Center, Airport, Charles, Copley,  
Kendall, State Street

### 52 FY18 Installations

Arlington, Central, Haymarket, North  
Station, Back Bay, DTX, Hynes, Park  
Street, South Station

## 90 Urban Panels

### 2 Current:

Haymarket

### 8 FY16 Installations

Back Bay, Broadway, Kenmore, Prudential

### 40 FY17 Installations

Airport, Alewife, Aquarium, Arlington, Central,  
Charles, Courthouse, Davis, DTX, Forest  
Hills, Harvard, Hynes, JFK, Kendall, North  
Station, Park Street, Porter, South Station,  
Symphony, World Trade

### 40 FY18 Installations

Arlington, South Station, Airport, Central,  
Charles, Coolidge Corner, Courthouse, DTX,  
Harvard, Kendall, Mass Ave, Maverick, North  
Station, Park Street, Ruggles, Symphony,  
Tufts, World Trade