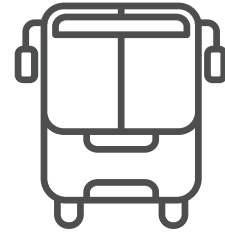
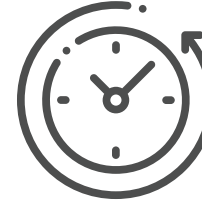


# COMMUTERS



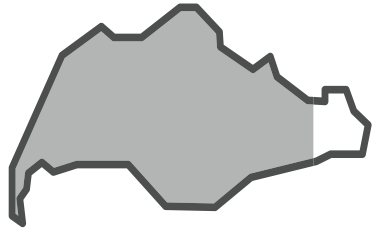
**7.54 million**  
trips made on buses  
and trains in 2018



**84 minutes**  
spent on public transport  
during weekdays<sup>1</sup>



**11%**  
increase in peak hour travel  
in January 2021<sup>1</sup>



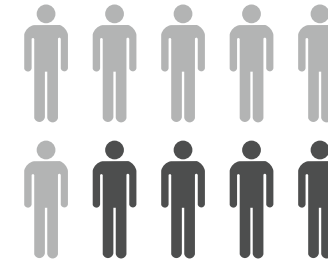
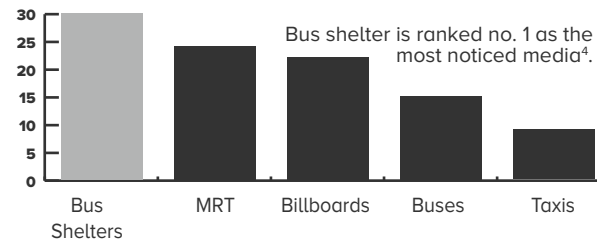
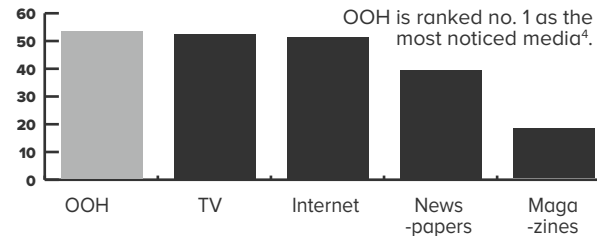
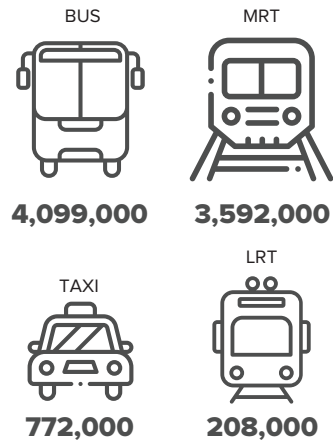
**80%**

of bus shelter coverage is  
owned by Clear Channel<sup>3</sup>.

**2990**

sites islandwide. Create overnight  
reach and impact path-to-purchase  
with scale<sup>3</sup>.

**Average Daily Ridership<sup>2</sup>**



**6 OUT OF 10**

respondents were keen to buy the  
product after seeing the ad<sup>4</sup>.



**83%**

of audience has returned  
to the Satellite environment  
as of Feb 2021<sup>6</sup>.

## Satellite

The **Satellite** pack is crafted with public transport users in mind by choosing sites that are located near the MRT and LRT stations, bus interchanges and terminals.

## Reach & Frequency<sup>5</sup>

**75.9%**  
1+ Reach      **13x**  
Average frequency

## LEXI<sup>6</sup>

**1,091,014**  
footfall  
**111,248**  
views

## OutSmart Pin<sup>7</sup>



**Audience Reach**  
Commuters on Bus, LRT, MRT, Train  
**Places of Interest**  
Bus Stations, LRT, MRT