



Interior Advertising Provider Report

New York City Taxi and Limousine Commission

March 2026

Pursuant to Local Laws 33 and 56 of 2024, the Taxi and Limousine Commission (TLC) submits this report examining the compensation received by for-hire vehicle drivers from Interior Advertising Providers.

I. Background

On January 29, 2025, TLC adopted rules to create a new class of license for Interior Advertising Providers (IAPs). IAPs are businesses that provide approved electronic tablets and software capable of broadcasting electronic media to passengers in for-hire vehicles. The adopted rules, which took effect on March 6, 2025, implemented Local Law 33 and Local Law 56 of 2024. These local laws instructed the agency to establish a procedure for the licensing of IAPs and required that IAPs provide drivers of for-hire vehicles with interior advertising systems a portion of the proceeds generated by broadcasting media to passengers. Through the revenue sharing provisions in the law, drivers with interior advertising systems in their vehicles must receive a minimum of 25 percent of the gross revenue generated by the tablet in their vehicle each month. The law tasked TLC with studying drivers' compensation from IAPs after one year to determine whether the compensation standard should be adjusted.

In addition to outlining technical specifications for the systems used to deliver interior advertisements, TLC rules created a framework to collect data on the revenue generated by advertising devices and compensation provided to drivers. This report analyzes the compensation received by drivers through IAPs since the new license class was created.

II. Licensing Overview

As of February 2026, one business has applied for and received IAP licensure from TLC. The sole TLC-approved IAP, T-Mobile USA, Inc. (Octopus Interactive), received its license on April 22, 2025.

T-Mobile's first full month as an IAP licensee was May 2025. The number of unique, TLC-licensed drivers of vehicles with approved T-Mobile interior advertising systems has remained relatively flat since T-Mobile was licensed, fluctuating between 4,700 and 4,900 drivers.

<u>Report Month</u>	<u>Number of drivers with approved tablet</u>
May 2025	4,764
June 2025	4,739
July 2025	4,770
August 2025	4,765
September 2025	4,844
October 2025	4,816
November 2025	4,787
December 2025	4,774
January 2026	4,712

III. Summary of Driver Compensation

During the first nine full months in operation (i.e., May 2025 to January 2026), the sole licensed IAP reported average gross revenues of \$214,855 per month. Total compensation received by all drivers of vehicles with approved advertising systems over that period averaged \$134,767 per month, or about 63 percent of average gross revenue. Compensation per driver of a vehicle with an approved interior advertising system averaged about \$33 per month.

<u>Report Month</u>	<u>Average monthly compensation per driver</u>	<u>Median monthly compensation per driver</u>
May 2025	\$34.29	\$34.00
June 2025	\$33.07	\$33.55
July 2025	\$29.94	\$29.50
August 2025	\$30.88	\$30.20
September 2025	\$34.61	\$34.60
October 2025	\$30.95	\$30.60
November 2025	\$35.45	\$34.10
December 2025	\$32.02	\$31.40
January 2026	\$18.87	\$15.10

The minimum reported share of gross revenues paid to drivers was 25 percent, consistent with the standard established by local law. Many records (in some months nearly half) showed driver compensation exceeding gross revenue. This may reflect the IAP licensee providing bonuses or other payments in excess of gross revenue to attract drivers to the platform. Further analysis is

needed longer term to track this phenomenon moving forward.

IV. Conclusion

As more licensed providers enter the market, and the existing provider is in operation for a longer duration, TLC will continue to monitor revenue and compensation to ensure compliance with local law and TLC rules and to identify any emerging trends in revenue or compensation. At this time, TLC does not recommend adjusting the 25 percent minimum compensation standard established by local law.