2015 SUBWAY WI-FI RUNDOWN

RIDERS TOP SEARCHES

ENTERTAINMENT
NEWS
TRAVEL
TECHNOLOGY
SHOPPING

DEVICE USAGE

96.26%
3.06%
0.68%

TIME SPENT ON NETWORK

= 11 MINUTES/ CONNECTION

CLICK THROUGH RATE

0.38% NATIONAL AVERAGE

4% TWWIFI AVERAGE

GROWTH IN MONTHLY SESSIONS

700,000 JAN 2015

5 MILLION DEC 2015

OPERATING SYSTEM USAGE

59% IOS

39% ANDRIOD

2% OTHER

UNIQUE VISITORS

BY GENDER

52%

46%

BY AGE

18-24 32%
25-34 38%
35-44 17%
45-54 8%
55-64 4%
65+ 2%

Transit Wireless (www.transitwireless.com) is partnered with the Metropolitan Transportation Authority (MTA) on an ambitious project to bring both cellular and Wi-Fi to all 278 underground subway station in New York City.

Transit Wireless
a bai communications company