



ike SMART  
CITY

Houston  
MARKET KIT



# HOUSTON, TX

## OOH Statistics

### DMA RANKING

6<sup>th</sup>

### MEDIAN AGE

34

### MEDIAN INCOME

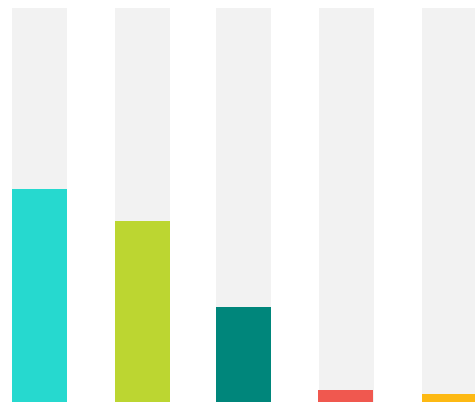
\$59.6K

### TRANSPORTATION



- ▶ DRIVE ALONE: 80%
- ▶ MASS TRANSIT: 2%
- ▶ CARPOOL: 11%
- ▶ WALK: 1%
- ▶ WORK FROM HOME: 3%
- ▶ BIKE: 0.3%

### RACE/ETHNICITY COMPOSITION



- WHITE: 57%
- HISPANIC OR LATINO: 45%
- BLACK/AFRICAN AMERICAN: 22.6%
- ASIAN: 6.8%
- TWO OR MORE RACES: 2.2%



### AVERAGE WEEKLY IMPRESSIONS

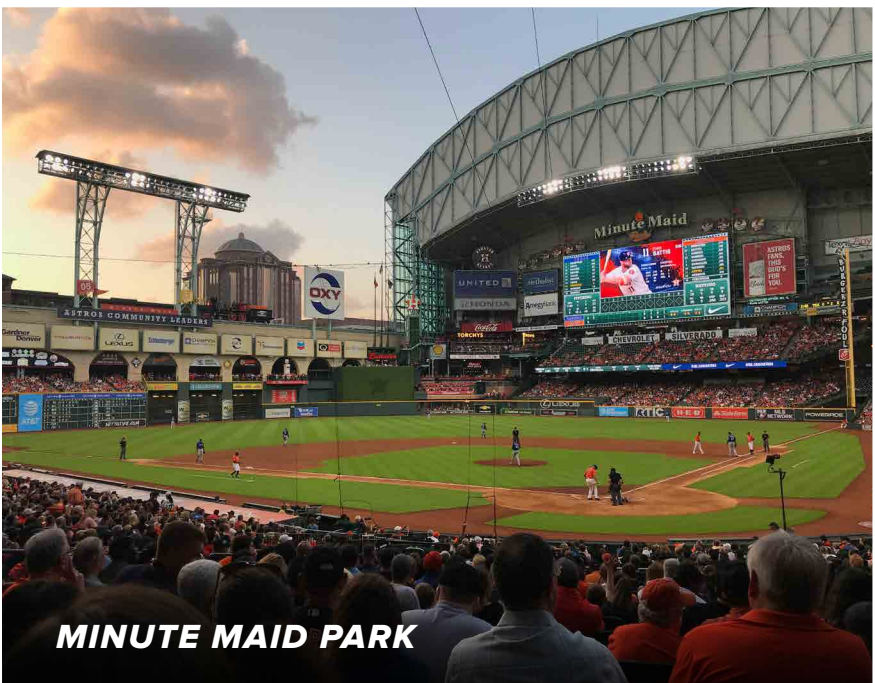
16K+  
(PER IKE)

- ▶ FULL MOTION DIGITAL
- ▶ 1080 / :10 SPOTS DAILY

Source: geopath.org, census.gov



DOWNTOWN



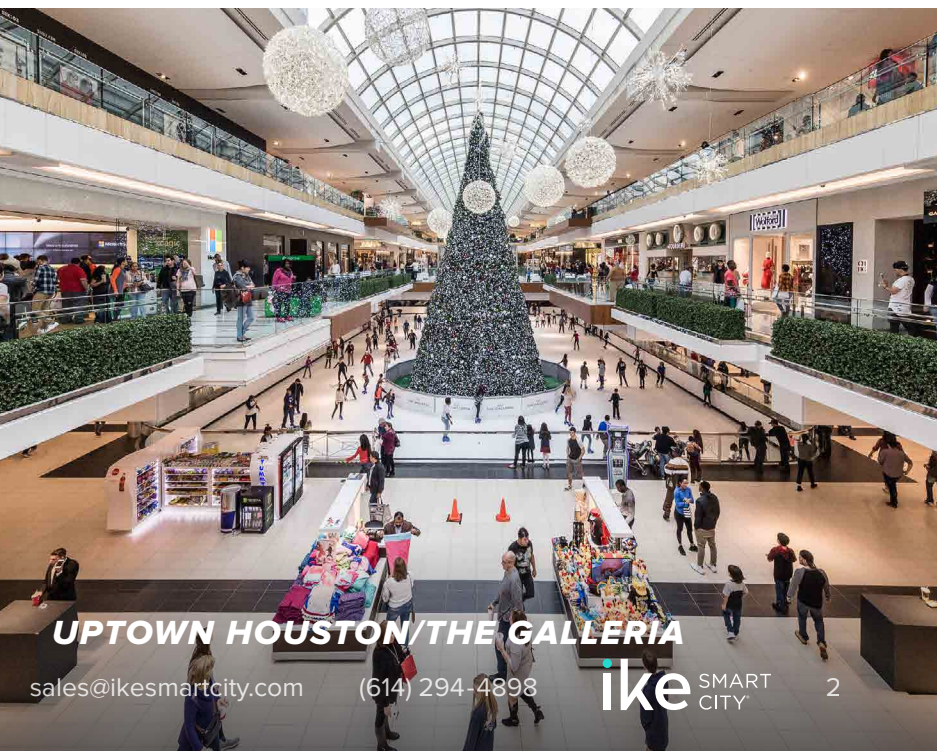
MINUTE MAID PARK



UNIVERSITY OF HOUSTON



BUFFALO BAYOU PARK



UPTOWN HOUSTON/THE GALLERIA

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ike SMART CITY

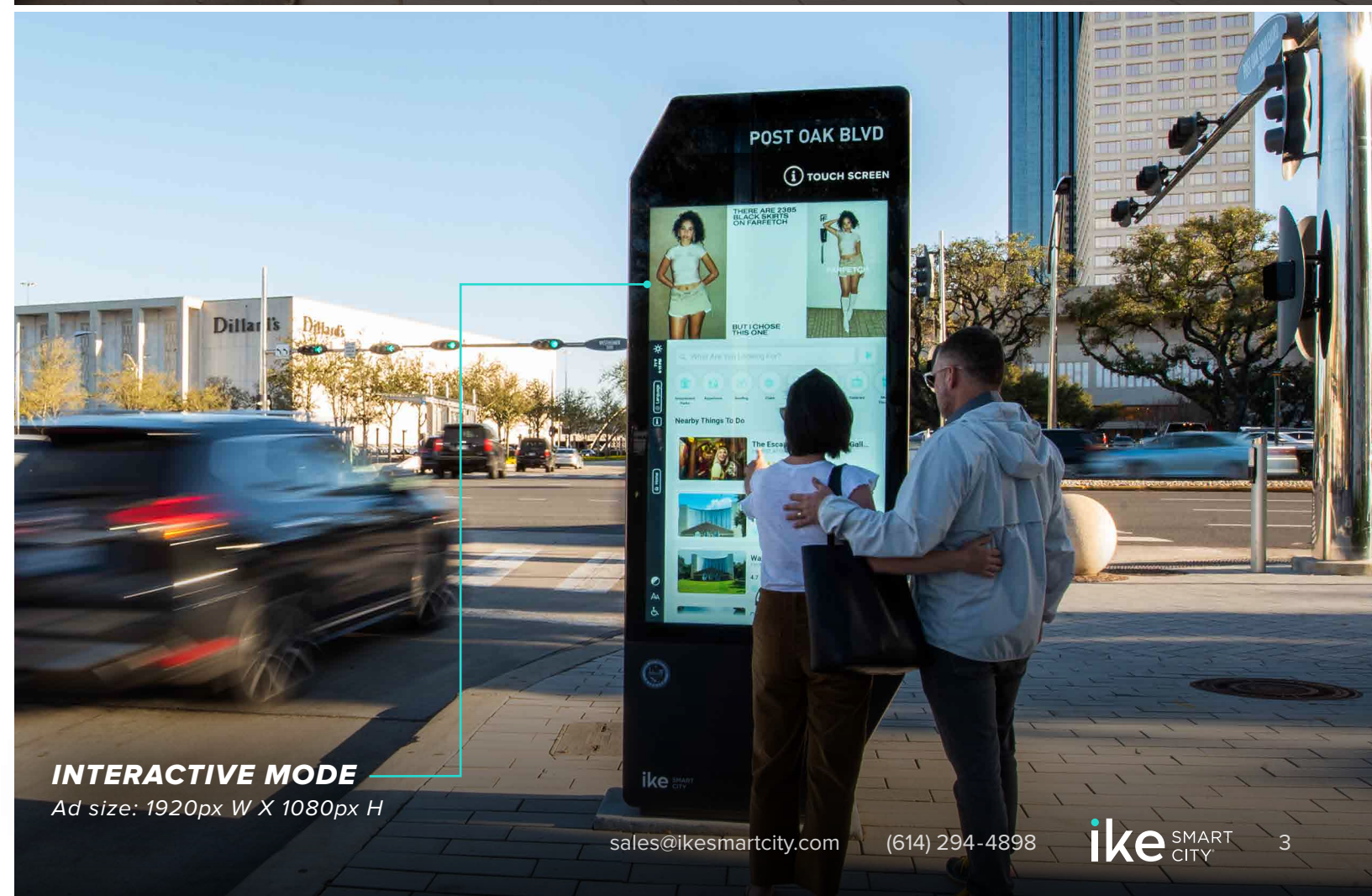


# MEET ike

## The Interactive Smart City Digital Kiosk

IKE delivers your message at street level in the dense urban core and **trendiest neighborhoods**. The network spans the city with key locations in **high traffic areas** providing the **best coverage in the market**.

- ▶ Eye-catching and sophisticated design
- ▶ Visually impactful at over 8' tall
- ▶ Two 65" full-motion digital screens
- ▶ Advanced technology and interactive features
- ▶ Drives engagement with dynamic digital content







# HOUSTON LOCATIONS

## Neighborhoods

### Downtown/EaDo

Downtown is a dynamic mix of commerce, culture, and civic districts, including a vibrant theater district. It is a vital transportation hub, connecting the City via public transit and highways to key destinations: **Minute Maid Park** (MLB's Astros), **Toyota Center** (NBA's Rockets), Discovery Green Park, and the convention center. EaDo, short for "East of Downtown," is the fastest growing area of the City, home to young professionals who want to live close to work as well as trendy bars, cool shops, and destinations including **PNC Stadium** (MLS Dynamos, TSU Football).

### Greater Heights

"The Heights" is a collection of pedestrian-friendly neighborhoods northwest of Downtown where families and young professionals fill local coffee shops, restaurants, specialty stores, antique shops, bars, and entertainment venues.

### Midtown/Montrose (Westmoreland)

Midtown is a trendy urban neighborhood among young professionals, popular for its vibrant nightlife, access to public transit, and endless coffee shops, parks, restaurants, shops, bars, theaters, and night clubs. The upscale communities of Montrose and Westmoreland mix urban and suburban, close to work and luxury boutiques, trendy eateries & coffee shops, and chic bars.

### Museum District (Old Braeswood, Rice Village, University Place)

The Museum District attracts over 6 million visitors to its 19 museums, close to restaurants, **Rice University**, the **Houston Zoo**, and **Texas Medical Center**, the world's largest medical complex with over 100,000 employees and 8 million patients per year. Residents of Old Braeswood, University Place, and Rice Village buzz about commercial corridors filled with eclectic boutiques and eateries.

### Uptown (Galleria, Afton Oaks)

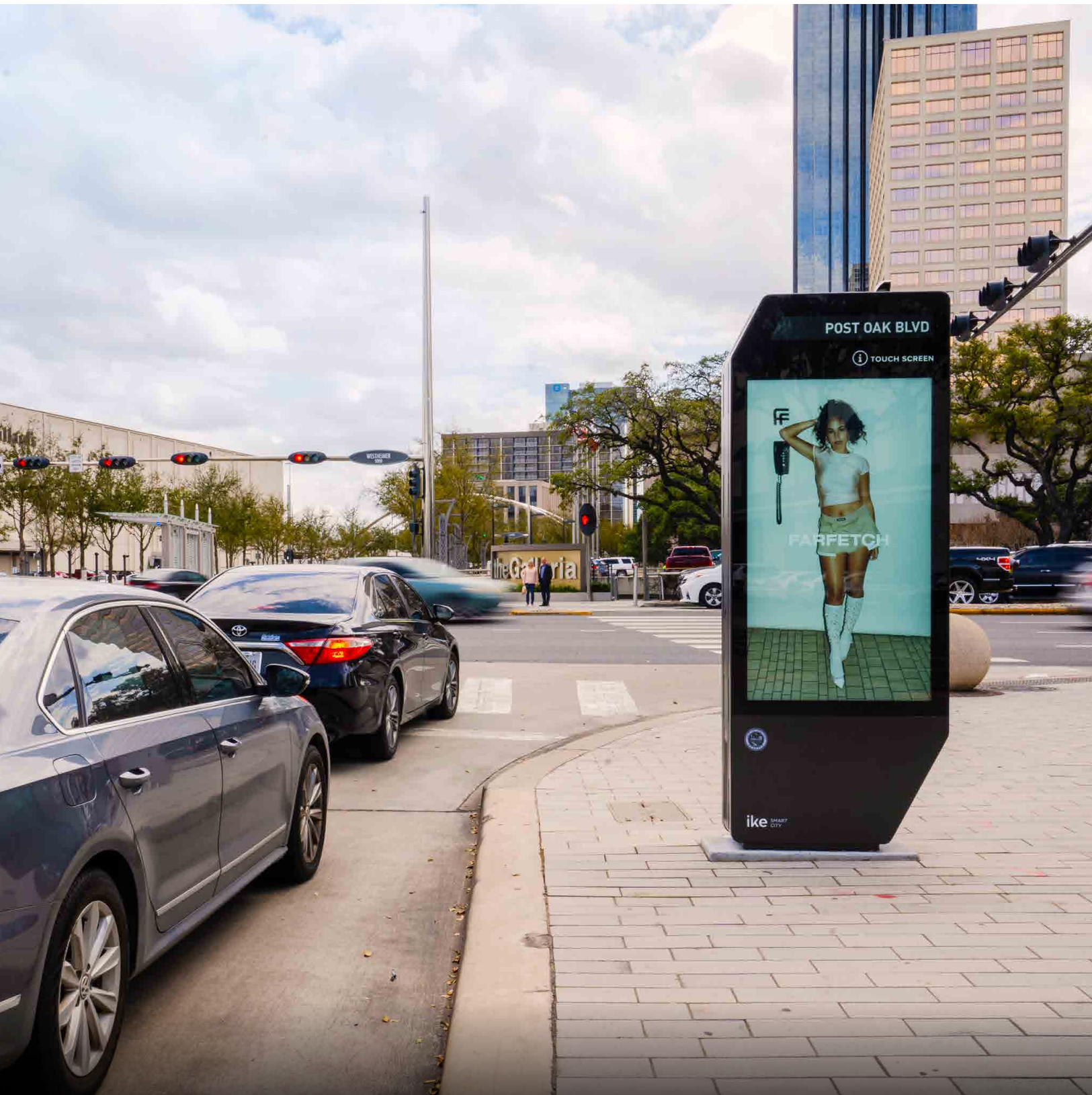
With 200,000 professionals working at around 2,000 companies, Uptown is one of the largest U.S. business districts sitting outside of a downtown area. The Galleria is a world-renowned shopping destination with more than 400 stores and over 30 million annual visitors. Afton Oaks is an exclusive neighborhood close to all the best that Uptown has to offer.

### Extending across Houston's Dynamic Neighborhoods

Acre Homes	Memorial Park
Alameda	Northside Village (Greater Northside)
Chinatown	NRG Stadium (NFL's Houston Texans)
Courtland Place	Rice University
Greater East End	Second Ward
Greater Fifth Ward	Southeast Houston
Greenway/Upper Kirby	Tanglewood
Houston Heights	University of Houston



# VISIBILITY. IMPACT. REACH.







# Thank you

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## GET IN TOUCH

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