

**ADVERTISING INTERNALLY WITHIN THE VEHICLE VIA TV
SCREENS (DIGITAL MEDIA TECHNOLOGY)**

Hackney carriage and private hire vehicles may install in-vehicle digital media technology to be used for advertising purposes and/or live feed material. To use this form of technology for advertising purposes and/or live feed material it must comply with the following conditions:

- a) All broadcast material must comply with the OFCOM Broadcasting Code.
- b) All films/video material must be classified by the BBFC as U or exempt from classification.
- c) The only live feed material that can be shown is national/local news and weather.
- d) All equipment must comply with any legislative requirements in respect of Construction and Use Regulations and other legislation.
- e) All equipment must be designed, constructed and installed in such a way and in such material as to present no danger to passengers or driver, including from impact with the equipment in the event of an accident or damage from the electrical integrity being breached through vandalism, misuse or wear and tear.
- f) The equipment must not interfere with any other safety, control, electrical, computer, navigation, satellite or radio system in the vehicle.
- g) The intensity of any screen should not be such as to be visually intrusive or dazzling. The position of the screen must not obstruct the passenger's view of the meter and the visibility of the screen to following vehicles should be minimal.
- h) Any screen shall be no larger than 15".
- i) All equipment must be installed in the driver's compartment and should not be visible from the driver position.

- j) The installation must not be such as to weaken the structure or any other component part of the vehicle or interfere with the integrity of the manufacturer's original equipment.
- k) The design must be discreet and complement the interior furnishing of the vehicle.
- l) The system must include safeguards to maintain the integrity of the system and prevent the display of unapproved material.
- m) Passengers must have control of the volume and picture (which should be both capable of being turned off) and the driver should be able to lower the sound level if it is causing him/her a distraction. The sound should be automatically muted when the intercom is operated.
- n) A notice should be displayed within prominent view and physical reach of all passenger seats giving instructions to passengers as to adjusting the volume. The notice shall be in a suitable format and design for visually impaired people and visible in low light conditions.
- o) The mute/volume control must be accessible from the nearside and offside passenger seats and from the flip seats.
- p) Once activated the mute should continue without further activation by the passenger until the passenger leaves the vehicle.
- q) All equipment must be protected from the elements, secure from tampering and located such as to have no impact on the seating and luggage carrying capacity of the vehicle.