

# VeriFone signs taxi ad deal with NBC

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(AP) -- Cab riders in New York and other big cities may soon be able to buy movie tickets and other items while in taxis, paying with the same system that charges credit cards for cab fare.

Electronic payments company VeriFone Systems Inc. said Monday that it has signed a multi-year deal with [Comcast Corp.](#)'s NBCUniversal to deliver entertainment programming in taxi cabs and some gas stations and other, unnamed platforms. New York taxis with VeriFone systems currently show ABC programming. They will switch to NBC on Jan. 1, the company said.

Financial terms were not disclosed.

Not all New York cabs operate VeriFone. Cabs that run the systems of another company, Creative Mobile Technologies LLC, will show ABC programming beginning Jan. 1. Of the roughly 13,000 yellow medallion taxis in the city, 6,600 will run ABC content through CMT, the company said earlier this month.

ABC is owned by [Walt Disney](#) Co.

VeriFone said its partnership will first launch in cabs in New York, Chicago, Boston, Las Vegas, San Francisco, Washington, D.C. and Miami, as well as in some gas stations. The screens will show [interactive ads](#) as well as NBC programming. Advertisers will be able to let people make purchases directly from the screens, either using their credit card or compatible mobile phones to pay.

Passengers can turn off the screens if they want, unless the cab operator decides to restrict that option.

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