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[Home](#) > MTS to Offer Free Video-on-Demand Service on Trolleys

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Monday, August 24, 2015

***First U.S. public transportation system offering mobile-based multi-channel VOD***

**San Diego** – Starting on August 24, the San Diego Metropolitan Transit System (MTS) will be offering a free multichannel, video on demand (VOD) service for their passengers using FlashPoints Media Groups' latest ad supported entertainment system for transit operators. The service will be accessible to passengers on their mobile devices, including smart phones, tablets, and laptops.

There will be no cost or data usage fees for riders to access movies, television shows, cartoons and other entertainment. MTS-TV will initially be available on all Trolleys operating on the Green Line, with rollout on all Blue and Orange Line Trolleys to be completed by the end of August 2015. The MTS-TV service will be available in the major Trolley stations on all three Trolley lines by the end of September 2015.

"This first-of-its-kind offering is meant to enhance the experience of our Trolley passengers who rely on us daily to get to their destinations," said Paul Jablonski, chief executive officer at MTS. "Public transportation plays a vital role in the San Diego region and our goal is to offer new features as services grow."

Passengers will be able to access the free video programming by connecting to the MTS-TV WiFi on their mobile device and opening the MTS-TV home page on their Internet browser.

The system is provided to MTS by FlashPoints Media Group. (FlashPoints), the developer of the Mass Transit Media Streamer system (marketed as MTS-TV in San Diego). Revenue generated through limited advertising will be shared with MTS.

Cox Communications is participating with both MTS and FlashPoints in this first-to-market trial by donating much of its locally produced video content. "We're pleased to help enable an easy and convenient way for public transportation users to enjoy video entertainment," said Dave Bialis, senior vice president and regional manager for Cox California. "As mobile technology grows, we're continuing to provide innovative solutions for consumers."

"Our unique technology offering to transit operators provides passengers a free multichannel VOD system and provides the operator a share of the advertising revenue," said Bob Kulakowski, CEO of FlashPoints, based in San Diego. "With the growing number of people riding public transit and the explosive growth in the use of mobile devices we are delighted to offer a high performance Video on Demand system to the transit operators."

Content highlights include:

- Sam the Cooking Guy (Cox San Diego)
- TEDx Talks
- Kids Cartoons/Classic Cartoons
- Hollywood Movies (available in English and Spanish)
- Hollywood Gossip
- Coming to a Theater Near You (Movie Trailers)
- Action/Extreme Sports GoPro
- ON the Spot (History, Geography, and Animals)
- Unsealed: Alien Files (SciFi)
- Pioneers (SciFi)
- About San Diego: Destinations and Sights
- The Other Cooking Channel
- Music Scene
- Gone Fishing
- At the San Diego Zoo
- Geographic Discovery Science

Each one of the three MTS Trolley Lines services more than one million passengers a month. The Green Line runs between downtown San Diego and Santee, with stops in Old Town, Mission Valley and Fashion Valley, Qualcomm Stadium and more. The Blue Line goes from Downtown and stops in Chula Vista, National City and San Ysidro. The Orange Line runs from Downtown through Lemon Grove, and out to Le Mesa and El Cajon.

### **About San Diego MTS:**

MTS operates 95 bus routes and three Trolley lines on 53 miles of double-tracked railway. Every weekday more than 300,000 passenger trips are taken on MTS bus and Trolley services. MTS is expecting to set a new record this year with more than 97 million riders. For more information on how you can use public transportation and save money, go to [www.sdmts.com](http://www.sdmts.com).

### **About FlashPoints Media Group:**

FlashPoints provides a variety of high-definition, cross-platform TV/video solutions delivering both content and advertising. Our solutions include: Mass Transit Media Streamer, targeted advertising solutions, as well as a cloud-based incentive and fulfillment system for delivery of coupons, rewards, incentives, and loyalty points to mobile devices. FlashPoints' products unify cross-platform ad incentive delivery, management, and redemption on cable, satellite, IPTV, mobile, and Over-The-Top networks. The FlashPoints' iOS and Android mobile phone and tablet apps, Set Top Box apps, and web portals provide easy to use interfaces for managing and redeeming incentives on any screen, as well as sharing incentives on social media. A comprehensive campaign manager with real-time dashboard provides advertisers immediate insight into ad delivery metrics.

Contact: Randy Barakat Tel: 1-949-283-9691,

E-mail: [randy@MyFlashPoints.com](mailto:randy@MyFlashPoints.com)

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