



Metro

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CEO Roger Snoble

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La Opinion To Provide Spanish-Language News On Transit-TV Equipped Metro Buses

La Opinion and Transit TV announced that the Spanish language newspaper will become the exclusive provider of Spanish language news content on board Metro Buses throughout Los Angeles County. Transit TV screens will display 24 stories from La Opinion every day that consist of local, national, and international news, sports and entertainment stories. Since Metro announced its partnership with Transit TV in June of last year, approximately 1,500 buses have been outfitted, at no cost to Metro, with television monitors, with an average of 40 new buses outfitted with the TVs every week. Installation of the TVs on board Metro's entire bus fleet is scheduled to be complete this summer. More than half of Metro's Bus riders are Hispanic. City News is expected to run the story today.

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