Device for providing informational and advertising services in a vehicle includes a means for audio presentation of information and a means for visual presentation of information, installed in a location convenient for passengers to view; a central control unit based on a central microprocessor with an operating system and software; at least one database stored on the control unit's local storage medium containing informational and advertising content, as well as data on the geographic points along routes and their sequence depending on the vehicle's direction of travel, and a GPS-standard global positioning device connected to the control unit. Wherein the control unit is designed with capability to play back informational and advertising content according to a specified algorithm and is connected to the database with the capability to mutually receive and transmit signals, while the means for audio and visual presentation of information are connected to the control unit with the capability to receive signals. The device includes, connected to the control unit via at least one universal USB port, at least one wireless data transmission module, at least one device for monitoring conditions inside and outside the vehicle's passenger compartment, and at least one passenger counting device. Wherein the control unit is designed with capability to synchronize with at least one remote web node located on at least one remote server and to receive updated and additional data from it to update the database, processing it and entering it into the database with a corresponding change to the algorithm for content playback, processing, and transmission for storage on a storage medium specifically, the storage medium of at least one remote server of data regarding passenger numbers and the situation inside and outside the vehicle, as well as the automatic transmission of reports, namely reports and notifications regarding the information and advertising services provided and passenger traffic, to a storage medium on at least one remote server, on which at least one remote web node is hosted, where advertisers and transportation companies are registered, with the ability for the relevant advertisers and transportation companies to access the corresponding data regarding passenger numbers and the situation inside and outside the vehicle, as well as reports on the information and advertising services provided and passenger traffic.