




## METROVISION

We are now launching the next level of digital outdoor advertising: 19 square meter high-resolution digital screens, strategically placed in Stockholm's busiest subway stations.

Each week, at least 1.1 million people travel through Stockholm's subway, and our stations cover 92% of these travelers. That means people board and/or alight at one of our 14 concept stations. MetroVision is available on 11 of our 14 concept stations.

The screens can be easily paired to create synchronized campaigns across multiple surfaces – perfect for enhancing brand experiences, launching new products, or creating wow effects in moving images. The technical quality guarantees crystal clear graphics and a premium feel.

Whether you want to build brand awareness, drive traffic to a store, or launch a product, these screens offer an effective and modern channel to reach a broad and urban target audience – precisely at the right moment.

[Metrovision Product Film](#)   
14 concept stations



**Premium locations**



**Impactful format**



**Multiple originals**



**High-spending areas**



**IO / Programmatic**

**Screens 80**

**SOT 8,33%**

**Frequency n/a**

**Reach 34%**

**VAC n/a**

**Price 1 600 000 SEK**

**Carbon footprint 38 kg CO<sub>2</sub>**

Power of Metrovision