



### Digisize – Floor price CPM 140 SEK

**Environments:** Street & Roadside, Shelter & Metro

**Spot length:** 5 seconds

**Dimensions:** 9:16 video and/or 1080x1920px still image/HTML

**File format:** mp4, jpg/png and HTML

**Video Frame rate:** Maximum 25-30 fps

**Video Bit rate:** Maximum 10 000kbs

### Metro Escalator – Floor price CPM 65 SEK

**Environments:** Street, Roadside, Shelter & Metro

**Spot length:** 5 seconds

**Dimensions:** 9:16 video and/or 1080x1920px still image/HTML

**File format:** mp4, jpg/png and HTML

**Video Frame rate:** Maximum 25-30 fps

**Video Bit rate:** Maximum 10 000kbs

### MetroVision – Floor price CPM 200 SEK

**Environments:** Street, Roadside, Shelter & Metro

**Spot length:** 10 seconds

**Dimensions:** 3:1 video and/or 2520x840px still image/HTML

**File format:** mp4, jpg/png and HTML

**Video Frame rate:** Maximum 25-30 fps

**Video Bit rate:** Maximum 10 000kbs

### Metro Impact – Floor price CPM 180 SEK

**Environments:** Street, Roadside, Shelter & Metro

**Spot length:** 10 seconds

**Dimensions:** 16:9 video and/or 1920x1080px still image/HTML

**File format:** mp4, jpg/png and HTML

**Video Frame rate:** Maximum 25-30 fps

**Video Bit rate:** Maximum 10 000kbs

### Metro Supersize – Floor price CPM 200 SEK

**Environments:** Street, Roadside, Shelter & Metro

**Spot length:** 10 seconds

**Dimensions Odenplan & T-centralen (Curved):** 40:9 video and/or 2880x648px still image/HTML

**Dimensions Östermalmstorg (Curved):** 124:27 video and/or 3968x864px still image/HTML

**File format:** mp4, jpg/png and HTML

**Video Frame rate:** Maximum 25-30 fps

**Video Bit rate:** Maximum 10 000kbs

### WHY PROGRAMMATIC?

Take your campaigns to the next level with JCDecaux. Achieve your marketing goals by reaching your target audience with precision, flexibility, and impact.

Just as Digisize and Metro formats delivers high reach through strategically placed digital frames, our programmatic solution enhances this power with data driven optimization and integration into your digital strategies.

### TECHNICAL INFO

#### SSP VIOOH

**DSPs** Adform, Arago, Blis, Bidtheatre, Displayce, DV360, Hawk, Outmoove, Perion, Splicky, StackAdapt, Talon, TTD, The Neuron, Vistar Media & Yahoo.

**Average CPM** from 65 to 200 SEK

**No. of frames** 1 500

**Minimum SoT %** 5 % to prDOOH

**Deal types** Non-guaranteed PMP (floor & fixed) and Programmatic Guaranteed.

Contact us for more information about programmatic DOOH.

[progswe@jcdecaux.com](mailto:progswe@jcdecaux.com)