



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.

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