



METRO ESCALATOR DIGITAL

Metro Escalator Digital puts your brand in motion at the right place and the right time.

This popular format has been upgraded to high-quality digital screens. Experience the entire journey with the traveler up and down through the Metro Escalator Digital screens. Every week, at least 1.1 million people travel through Stockholm’s subway, and our stations cover 92% of these travelers, meaning they board and/or disembark at one of our 14 concept stations. Deliver your message on our digital escalator screens, which can be paired for a cohesive and powerful visual experience. Tell your story in a creative and entertaining way.

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

The carbon footprint for our new products will be reportable starting in 2027.

[Metro Escalator Product film](#)  14 concept stations



Premium locations



High Share of Time



Dynamic and flexible



High-spending areas



Full motion



IO / Programmatic

Screens 550
SOT 16,6%
Frequency n/a
Reach 34%
VAC n/a
Gross rate 800 000 SEK
Carbon footprint n/a