



METRO SUPERSIZE DIGITAL

Metro Supersize Digital screens are located at the subway’s most trafficked stations, offering superior visibility. Every week, at least 1.1 million people travel through Stockholm’s subway, and our stations cover 92% of these passengers. This means they pass through or stop at one of our 14 concept stations. Metro Supersize screens are exactly as their name suggests — super-sized. These screens are positioned at Odenplan, T-Centralen at Klarabergsviadukten, the entrance at Östermalmstorg, and T-Centralen heading towards the City Line.

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

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

Metro Supersize Product film  T-Centralen (2), Odenplan, Östermalmstorg



Premium locations



Impactful format



Dynamic and flexible



High-spending areas



Full motion



IO / Programmatic

Screens 4
SOT 16,6%
Frequency 2,3
Reach 2,9%
VAC 169 800
Gross rate 99 000 SEK
Carbon footprint n/a