



METRO ESCALATOR DIGITAL 300

Put your brand in motion with Metro Escalator Digital. During the campaign period, around 300 of a total 550 digital escalator screens are active and available to book in the Stockholm metro – a curated network that delivers strong visibility where passenger flows are at their highest.

Each week, at least 1.1 million people travel by metro, and our 14 concept stations reach 92% of these passengers. The screens can also be paired to create a powerful, continuous visual experience along the escalators.

This makes Metro Escalator Digital an effective and contemporary channel for building awareness, driving traffic and launching products – right in the traveller's every day journey and at the right moment.

Stations: T-Centralen, Stockholm City/commuter rail, Östermalmstorg, Hötorget, Medborgarplatsen, Odenplan Citybanan, Rådmanstorg.

[Metro Escalator Product film](#) 



Premium locations



High Share of Time



Dynamic and flexible



High-spending areas



Full motion



IO / Programmatic

Screens 300

SOT 16,6%

Frequency n/a

Reach n/a

VAC n/a

Gross rate 450 000 SEK

Carbon footprint n/a

Power of Metro Escalator