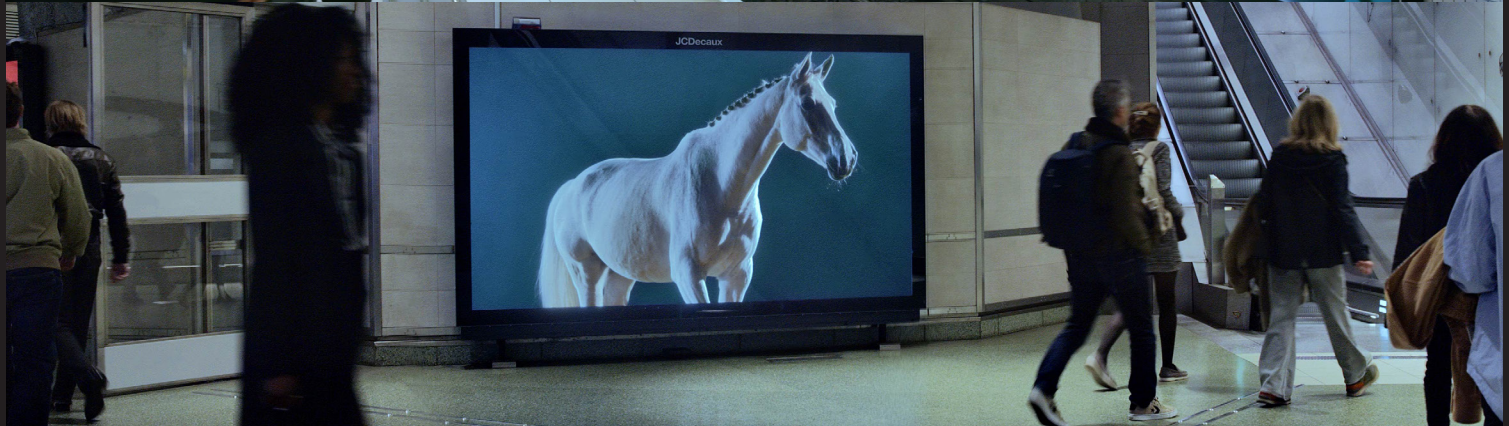




METROVISION 30

MetroVision consists of 19 m², high-resolution full-motion screens located at selected concept stations in the Stockholm metro, in the areas with the highest passenger movement. Each week, at least 1.1 million people travel by metro, and our 14 concept stations reach 92% of these travellers.

During the campaign period, 30 digital MetroVision faces plus Metro Impact are active and available to book in the Stockholm metro, giving you a powerful presence where passenger flows are at their highest.

Using motion assets on premium digital screens, your brand gains strong visibility and the ability to drive impact in one of Stockholm's busiest environments.

Sales period: weeks 40–53 (Full MetroVision network of 80 screens is planned to be available for booking from 2027.) Stations: T-Centralen, Östermalmstorg, Hötorget, Medborgarplatsen, Slussen, Odenplan.

[Metrovision Product Film](#)
[Metro Impact Product Film](#)



Premium locations



Impactful format



Multiple originals



High-spending areas



IO / Programmatic

Screens 30 (Including 11 Metro Impact screens)

SOT 8,33%

Frequency n/a

Reach n/a%

VAC n/a

Gross rate 600 000 SEK

Carbon footprint n/a

Power of Metrovision