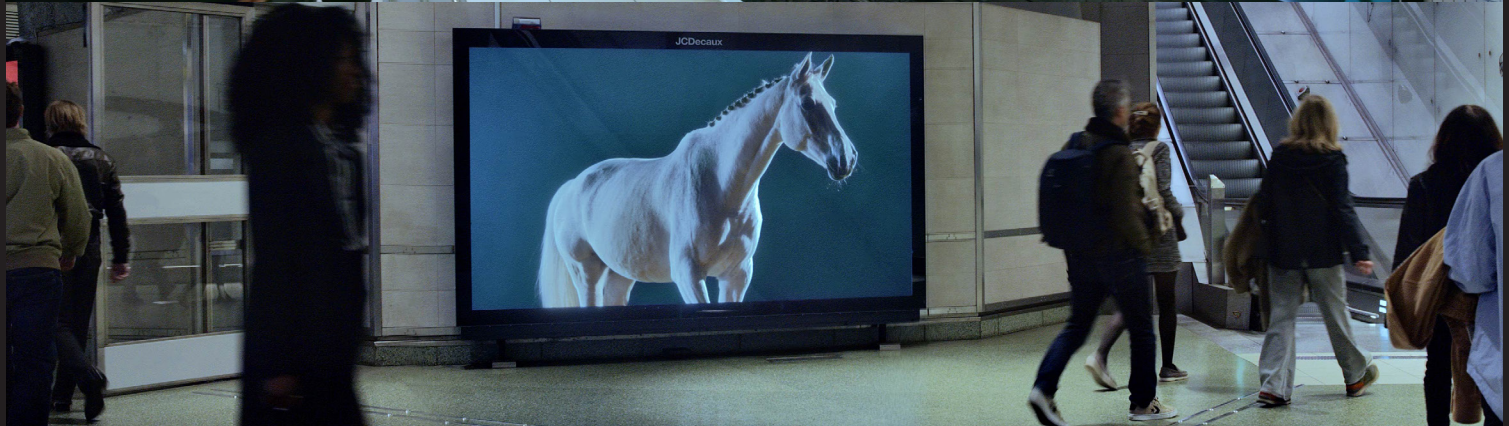




METROVISION

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.

The screens can be easily paired to create synchronized campaigns across multiple surfaces – perfect for enhancing brand experiences, launching new products, or creating wow effects in moving images. The technical quality guarantees crystal clear graphics and a premium feel.

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.

Information about our climate initiative and the calculated carbon footprint is available on jcdecaux.se.

[Metrovision Product Film](#)

[Metro Impact Product Film](#)



Premium locations



Impactful format



Multiple originals



High-spending areas



IO / Programmatic

Screens 70 (Including 11 Metro Impact screens)

SOT 8,33%

Frequency n/a

Reach n/a

VAC n/a

Gross rate 1 760 000 SEK

Carbon footprint n/a

Power of Metrovision