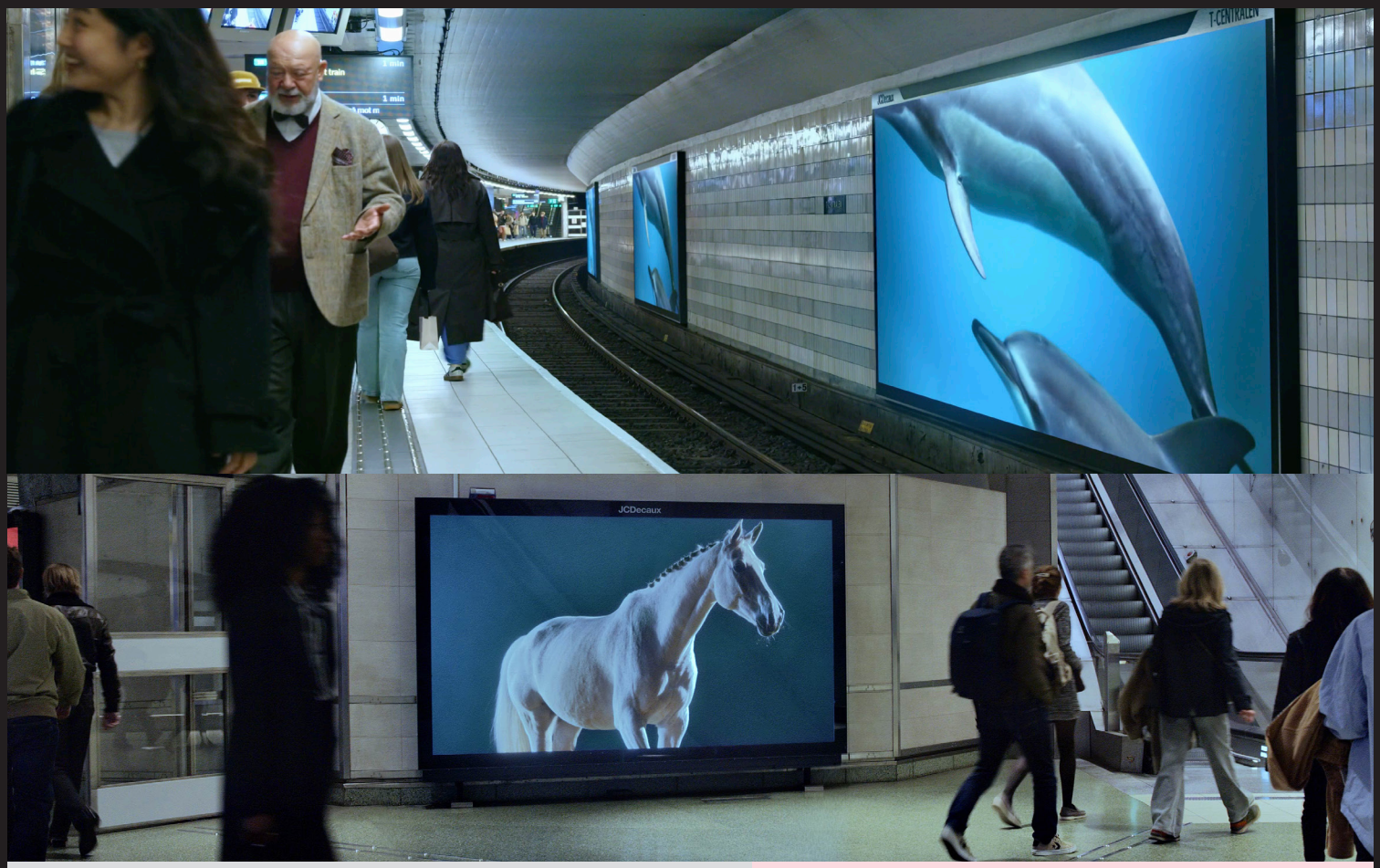
JCDecaux

PRODUCT – ENG
METROVISION 35



METROVISION 35

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, 35 digital MetroVision screens 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 46–53 (MetroVision network of 44 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 35 (Including 13 Metro Impact screens)
SOT 8,33%
Frequency 4
Reach 18%
VAC 1 814 652
Gross rate 700 000 SEK
Carbon footprint n/a

Power of Metrovision

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