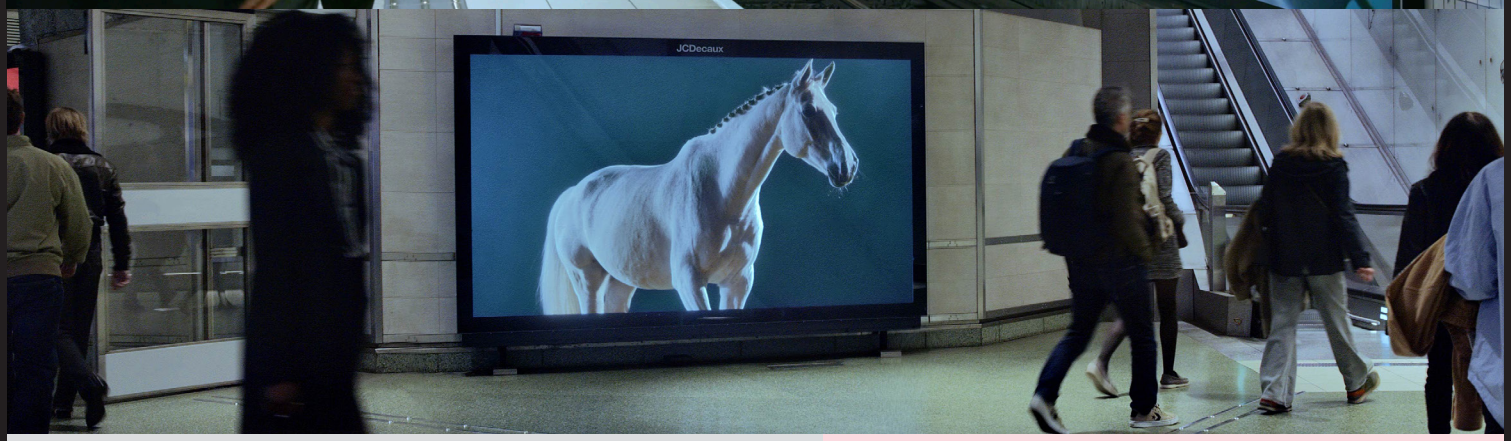




METROVISION

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.

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 44 (Including 13 Metro Impact screens)
SOT 8,33%
Frequency 5
Reach 20%
VAC 2 221 527
Gross rate 1 116 000 SEK
Carbon footprint n/a

Power of Metrovision

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