

**El Metro
que viene.**

JCDecaux





- We don't adapt creativities, because we cut off creativity.
- We don't export videos in .mp4 format, the material must only be sent by the client in the correct format.
- We do not accept .gif / .mov / .pdf parts...

AUDIO

No

FREQUENCY

25 fps

FORMAT

MP4

IMAGE

Progressive

CÓDEC

H264, H265

MAXIMUM RECOMMENDED WEIGHT

35 Mb

DURATION

10 seconds

FORMATS NOT ACCEPTED

MOV, GIF, PNG, PDF

ICONIC SCREENS

JCDecaux



El Metro
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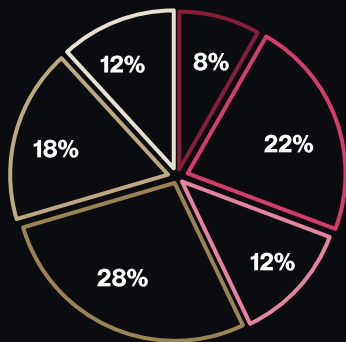
ICONIC
SOL

We transform the heart of
Metro de Madrid into **two**
immersive spaces to create
unique brand experiences

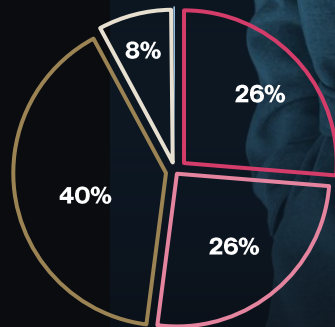
Young people choose *Metro de Madrid*

30%

AGES FROM 14
TO 25 YEARS OLD



- 14-18 years old
- 18-25 years old
- 25-30 years old
- 30-50 years old
- 50-70 years old
- 70-90 years old

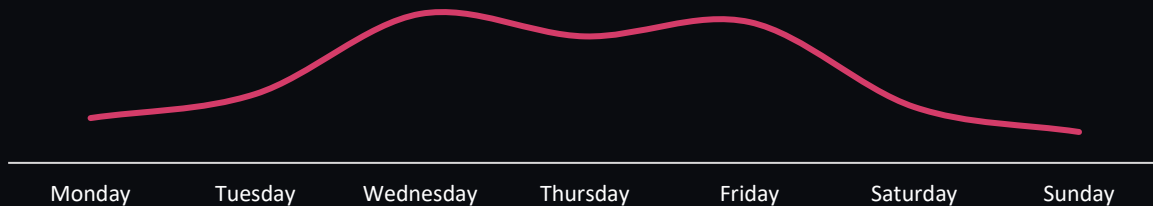


- High
- Medium-High
- Medium-Medium
- Medium-Low

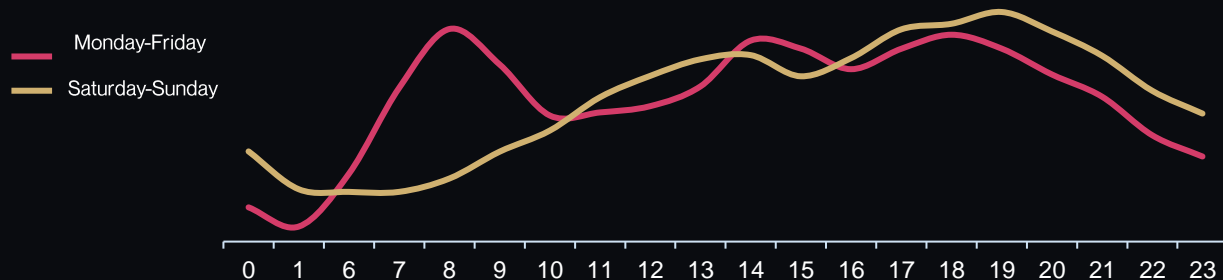


Sol station
receives more
than **1.3 million**
trips a week

TRAFFIC PER DAYS OF THE WEEK



TRAFFIC PER HOURS



Source: Inspide, May 2023

We create the perfect environment to **connect with the audience** in an **innovative** space, so as to ensure **relevant** brand experiences

18
SCREENS

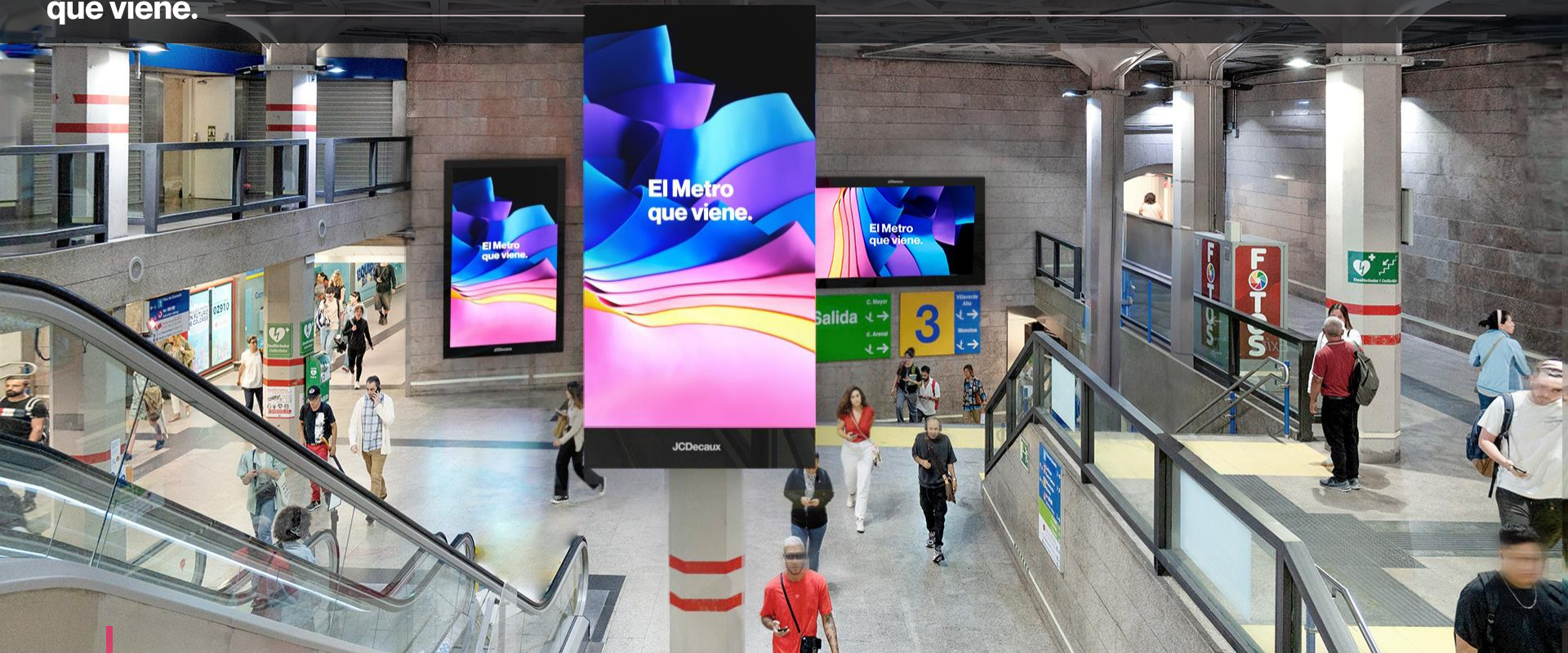
2
ENVELOPING
SPACES

83
M² THAT GUARANTEE
MAXIMUM NOTORIETY

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ICONIC SOL

JCDecaux



Main Lobby
Visibility from all the transit zones
Ability to develop innovative and anamorphic media
Highest image quality. Pitch 3.9

SYNCHRONIZED
SPACES COMPOSED
OF:

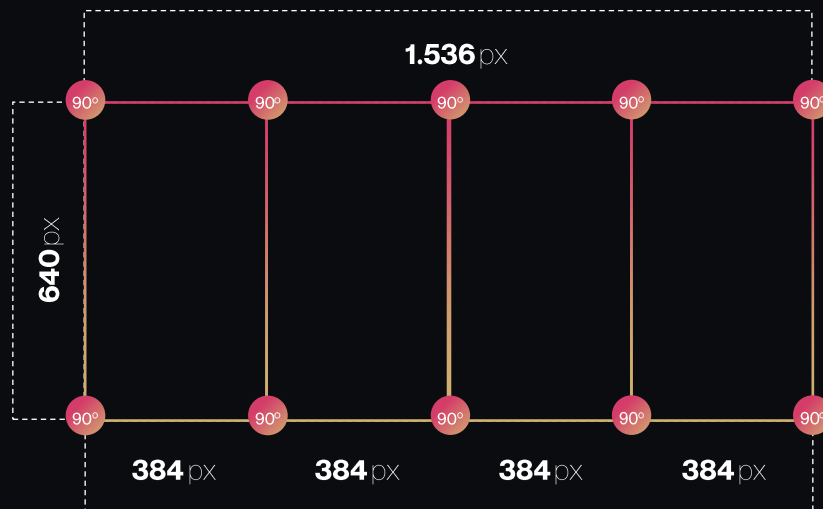
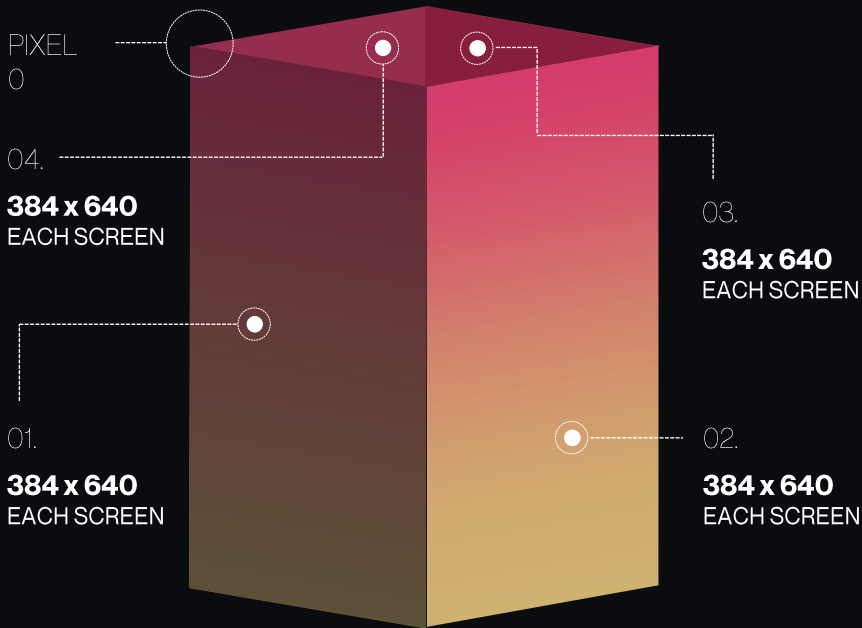
2 SCREENS

11.25 M² PER SCREEN
Vertical: 2.5 x 4.5 m (640x1152 px)
Horizontal: 4.5 x 2.5 m (1152x640 px)

1 ELEVATED CUBE

15 M² on 4 screens
Size cube: 6 x 2.5 m (1536x640 px)
Size per face: 1.5 x 2.5 m (348x640 px)

1.536 x 640
TOTAL
MEASUREMENTS
ELEVATED CUBE



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Lobby connected to RENFE
Ability to develop innovative and anamorphic media

SYNCHRONIZED SPACES
COMPOSED OF:

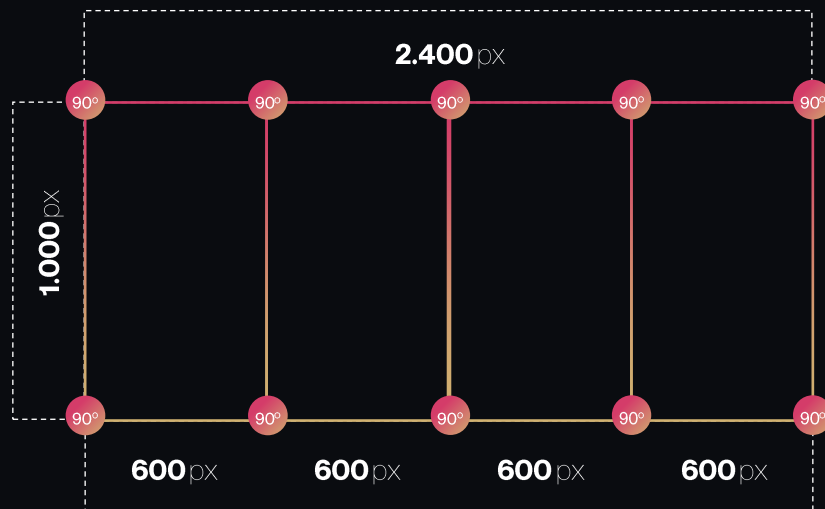
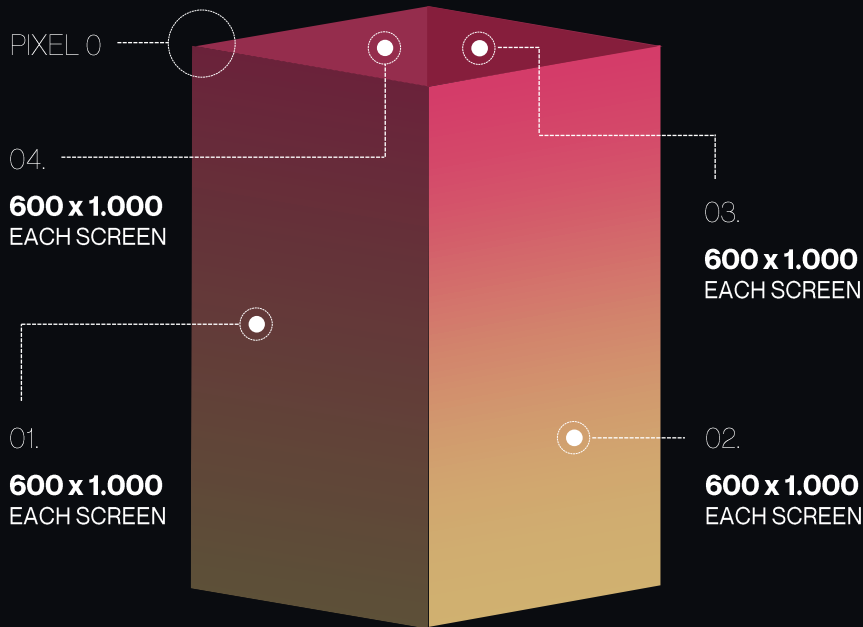
45 m² in 12 SCREENS

3 columns with 4 synchronized
screens

SPECIFICATIONS

Column size: 6 x 2.5 m (2400x1000 px)
Screen size: 1.5 x 2.5 m (600x1000 px)
Ptch: 2.5

2.400 x 1.000
TOTAL
MEASUREMENTS
LOBBY CUBE



**Thank
you.**

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