

**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

NETWORKS

JCDecaux



Discover our **CINEMA**
media: New **high-quality**
digital screens on platforms
that ensure notoriety and
coverage

CINEMA

43%
SUBWAY
TRAFFIC

34
STATIONS
LOCATED WITHIN
THE M-30

142
MACRO
DIGITAL LED
SCREENS

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MUPI DS NETWORK

JCDecaux



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74.682 € / WEEK*

Premium format (from 5.6 m² to 8 m²) integrated into platforms.
Maximum visibility in the waiting areas.
Screen pixels: 1664x768

*16% Share of time (SOT)

**Thank
you.**

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