

**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



Networks designed in
detail to ensure the
maximum coverage

MUPI DS

72%
SUBWAY
TRAFFIC

100
STATIONS,
LOCATED WITHIN
THE M-30

291
SCREENS
65" / 75"
ULTRA HD

El Metro
que viene.

MUPI DS NETWORK

JCDecaux



76.940 € / WEEK*

Media located in lobbies, platforms, halls and stairways to impact the 100% of users
Screen pixels: 1080 x 1920

*16% Share of time (SOT)

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

**El Metro
que viene.**

MUPI DS NETWORK

JCDecaux



**El Metro
que viene.**

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)

ICONIC SCREENS

JCDecaux



El Metro
que viene.

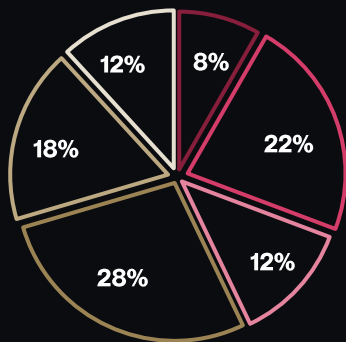
ICONIC
SOL

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

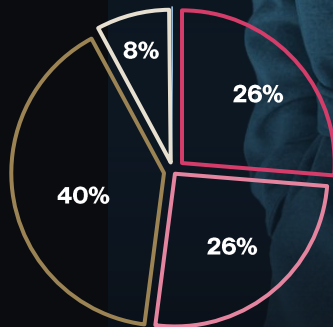
Young people choose *Metro de Madrid*

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

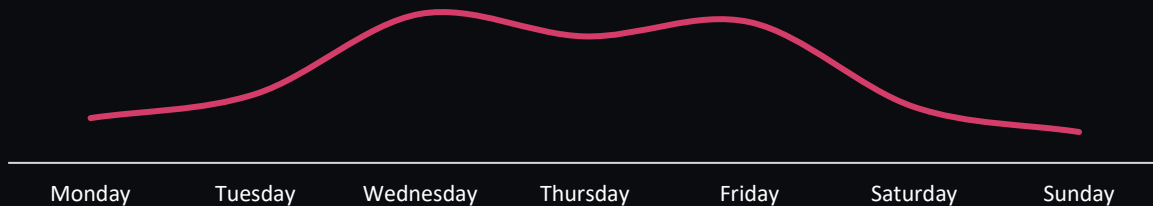


- High
- Medium-High
- Medium-Medium
- Medium-Low

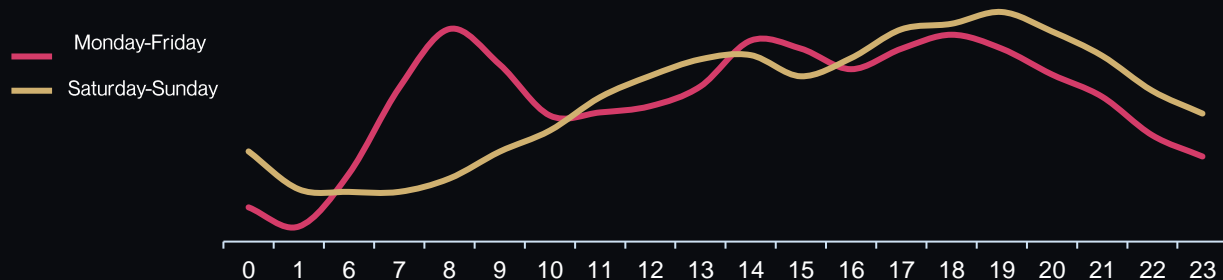


Sol station
receives more
than **1.3 million**
trips a week

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

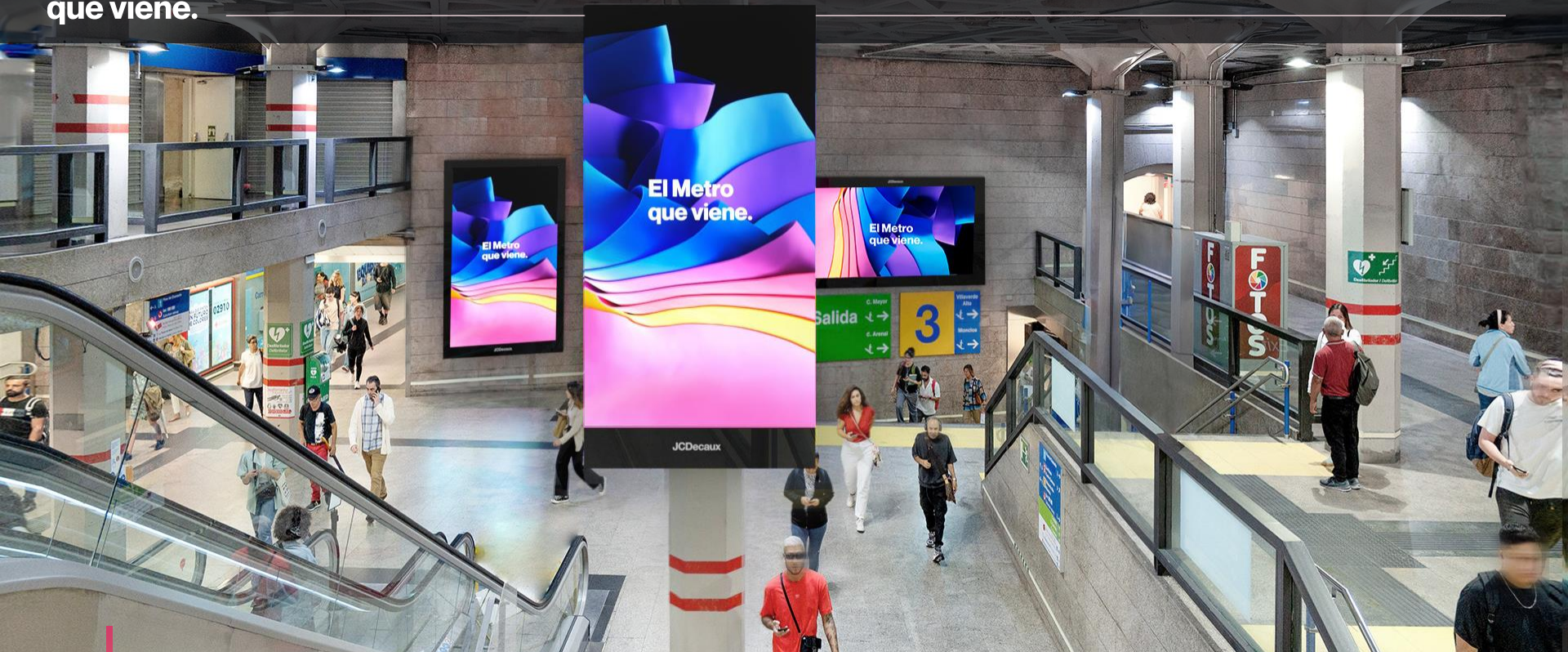
2
ENVELOPING
SPACES

83
M² THAT GUARANTEE
MAXIMUM NOTORIETY

El Metro que viene.

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:

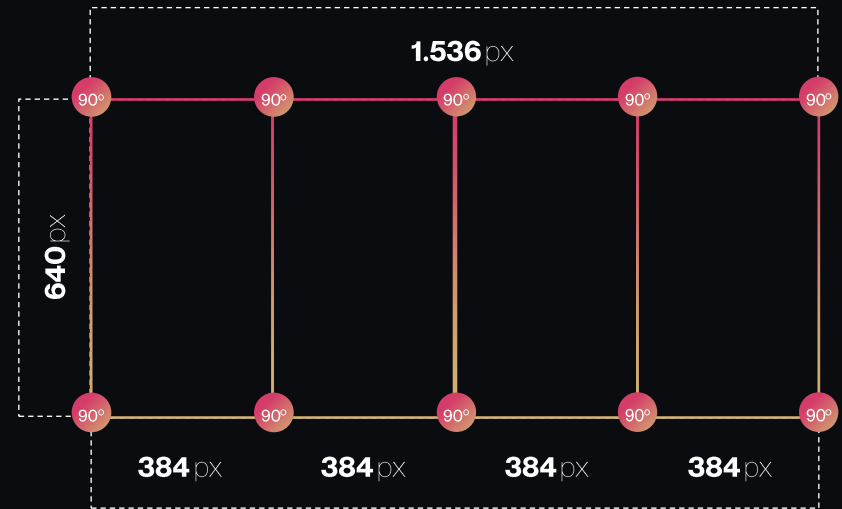
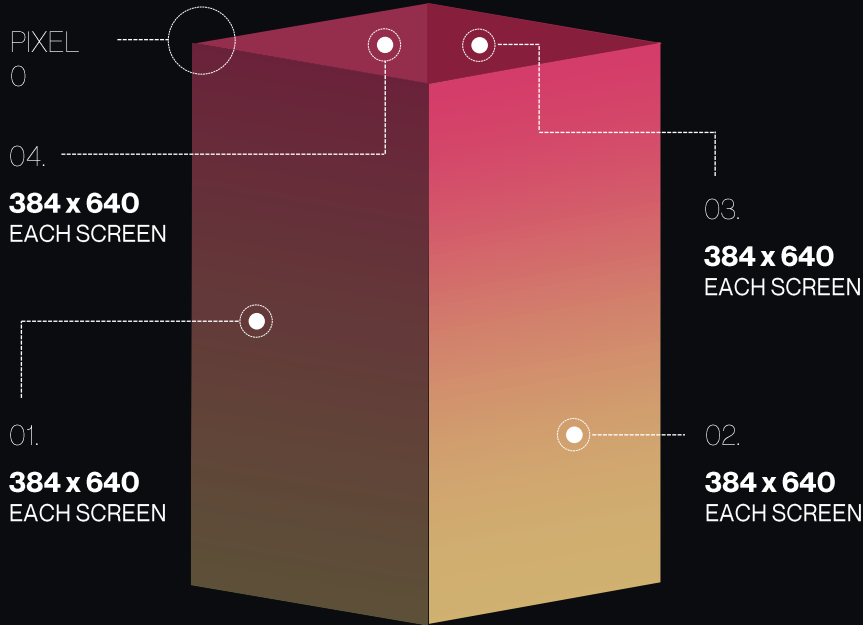
2 SCREENS

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



El Metro
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ICONIC SOL

JCDecaux



Lobby connected to RENFE
Ability to develop innovative and anamorphic media

SYNCHRONIZED SPACES
COMPOSED OF:

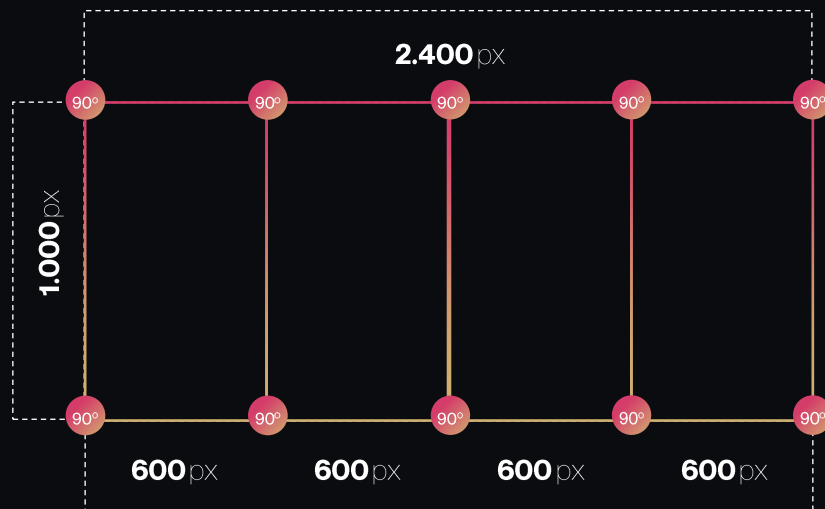
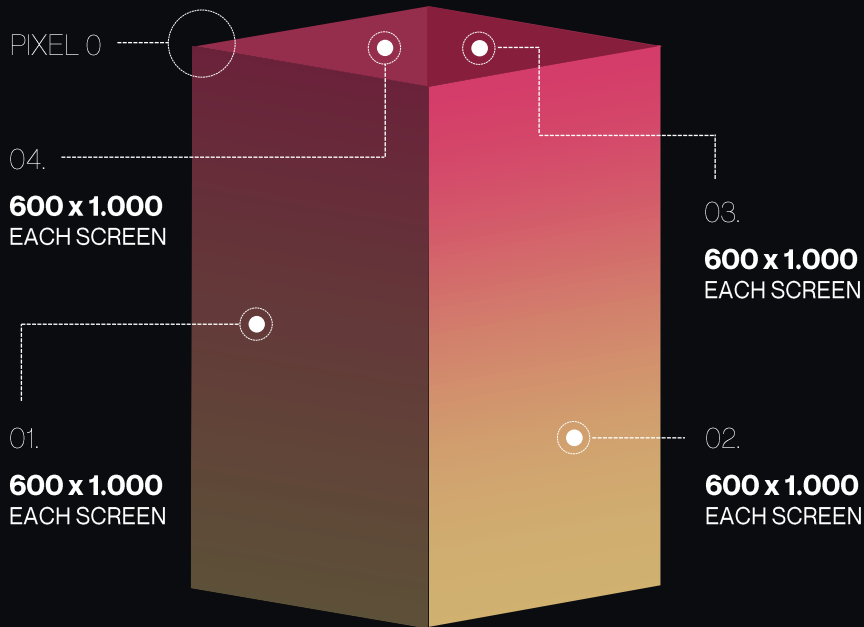
45 m² in 12 SCREENS

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



ICONIC

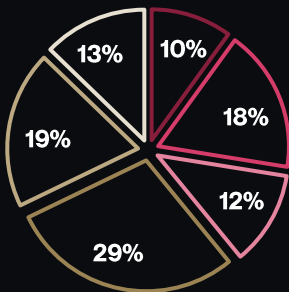
NUEVOS MINISTERIOS

The **soul** of the
commercial and
financial activity in
Madrid

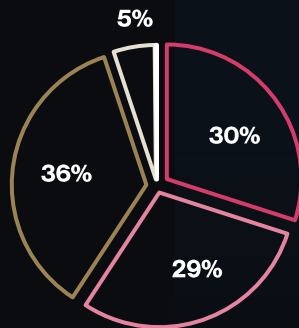
A station that concentrates work trips

40%

AGES
FROM 20 TO 50 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



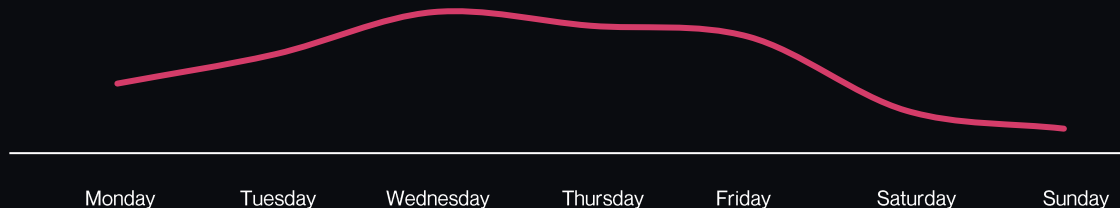
Nuevos Ministerios is the **4th station** in ranking of passengers

1

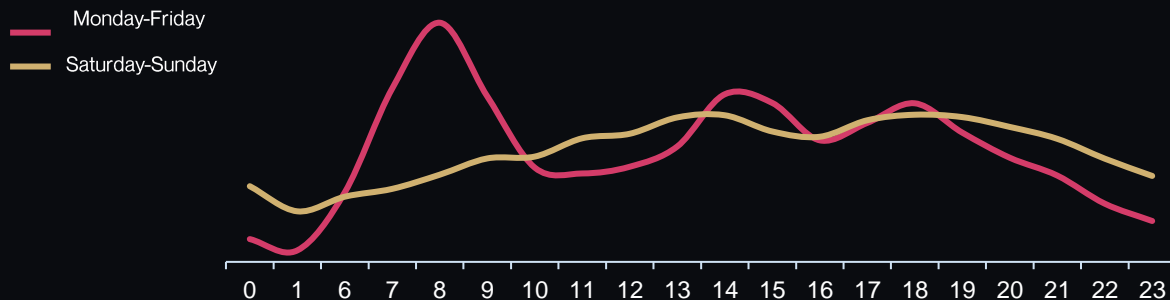
MILLION
TRAFFIC
PER WEEK

Source: Inspide, May 2023

TRAFFIC PER DAYS OF THE WEEK



TRAFFIC PER HOUR



El Metro
que viene.

ICONIC NUEVOS MINISTERIOS

JCDecaux



Main Lobby
Spectacular and innovative format on the market

SYNCHRONIZED
SPACES COMPOSED
OF:

**2 CURVED
SCREENS**

SPECIFICATIONS
Screen size: 9 x 2.5 m
Pixels: 2.304 x 640
Ptch: 3.9

15.000 € / WEEK*

Confidential

*18% Share of time (SOT)

El Metro
que viene.

MACRO DIGITAL

JCDecaux



El Metro
que viene.

MACRO DIGITAL

CALLAO

One of the main
nerve centers of
Madrid

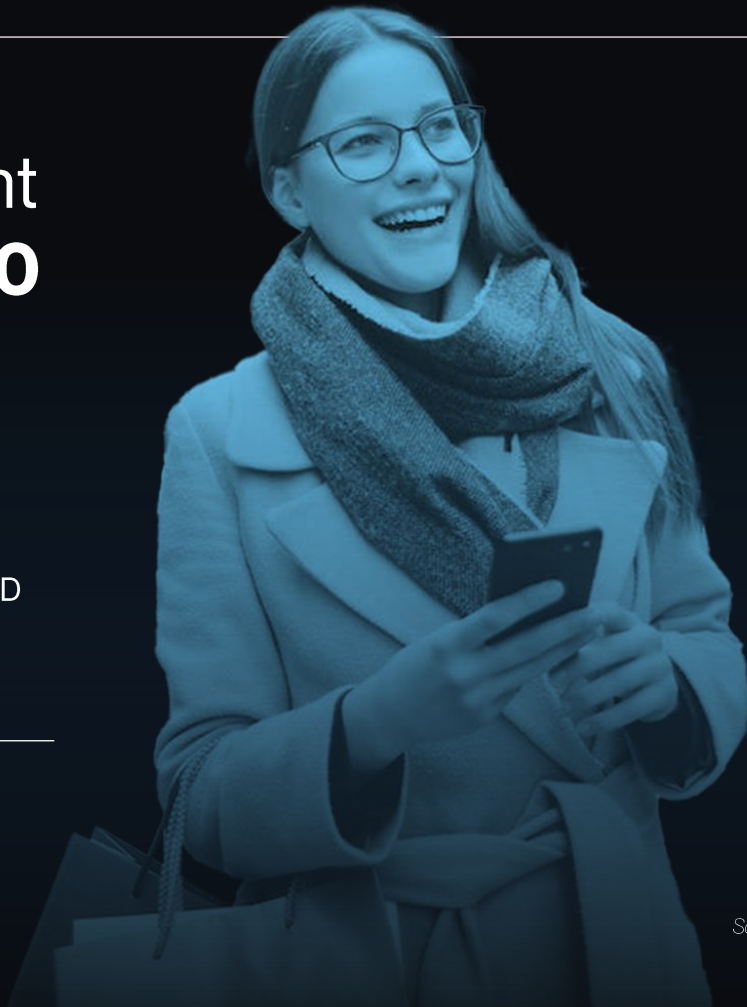
Constantly on movement
with more than **400.000**
trips per week

48%

AGES FROM
16 TO 34 YEARS OLD

40%

REASON FOR THE
TRIPS: LEISURE &
SHOPPING



El Metro
que viene.

MACRO DIGITAL CALLAO

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El Metro
que viene.

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5.000 € / WEEK*

This station connects with the Madrid's hot spots. Leisure, tourism, gastronomy, culture, consumption... The city comes alive in Callao.

**MACRO DIGITAL
SCREEN**
8 m² in the main lobby

SPECIFICATIONS
Size: 4 x 2 m
Pixels: 1600 x 800
Ptch: 2.5

*18% Share of time (SOT)

El Metro
que viene.

MACRO DIGITAL

GRAN VÍA

The leisure, tourist
and commercial **center**
of Madrid

Gran Vía is already a **Station 4.0** and has more than 440 thousand weekly trips

46%

AGES FROM
22 TO 44 YEARS OLD

40%

REASON FOR THE
TRIP: LEISURE &
SHOPPING



El Metro
que viene.

MACRO DIGITAL GRAN VÍA

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5.000 € / WEEK*

A high-quality screen in one of the most central stations of Madrid

**MACRO DIGITAL
SCREEN**

34 m² for all brands

SPECIFICATIONS

Size: 7.7x 4.5 m
Pixels: 1920 x 1120
Ptch: 4

*16% Share of time (SOT)

El Metro
que viene.

MACRO DIGITAL GRAN VÍA

JCDecaux



Gran Vía

JCDecaux

El Metro
que viene.

5.000 € / WEEK*

An immersive space that ensures advertising impact. It allows you to play with innovation by creating a dialogue between screens with graphic elements that jump from one to another.

**2 MACRO DIGITAL
SCREENS**

24 m²

SPECIFICATIONS

Screen size: 8 x 1.5 m

Pixels: 3200 x 600

Ptch: 2.5

*18% Share of time (SOT)

MACRO DIGITAL

GREGORIO
MARAÑÓN

High standing in an
enclave dominated by
an executive profile

More than **half a
million trips** per week

47%

AGES FROM
22 TO 44 YEARS OLD

61%

REASON FOR THE TRIP:
WORK



El Metro
que viene.

MACRO DIGITAL GREGORIO MARAÑÓN

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El Metro
que viene.

JCDecaux

3.000 € / WEEK*

Gregorio Marañón station connects with the neighborhoods where luxury, haute cuisine, fashion and the latest technological trends converge:

Milla de Oro de Madrid

**MACRO DIGITAL
SCREEN**

12 m² located in interior access

SPECIFICATIONS

Size: 5.5 x 2.5 m
Pixels: 1408 x 576
Ptch: 3.9

*16% Share of time (SOT)

El Metro
que viene.

MACRO DIGITAL

MONCLOA

An enclave to
connect with the
university target

More than **800.000**
weekly trips to University
by Metro de Madrid

55%

AGES FROM
16 TO 34 YEARS OLD

29%

REASON FOR THE
TRIP:
STUDIES



El Metro
que viene.

MACRO DIGITAL MONCLOA

JCDecaux



10.000 € / WEEK*

Moncloa station has an important transport interchange

**2 MACRO DIGITAL
SCREENS**

50 m² located in the lobby

SPECIFICATIONS

Size: 10 x 2.5 m
Pixels: 4000 x 1000
Ptch: 2.5

*18% Share of time (SOT)

El Metro
que viene.

MACRO DIGITAL

NUEVOS MINISTERIOS

**The commercial
and financial
epicentre of Madrid**

**Direct connection with
some of the most important
companies in Madrid**

60%

REASON FOR THE TRIP:
WORK



**El Metro
que viene.**

MACRO DIGITAL NUEVOS MINISTERIOS

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6.000 € / WEEK*

Nuevos Ministerios is the main business station of Metro de Madrid. It connects with some of the most important companies in the city, as well as with the largest Corte Inglés in Madrid.

**MACRO DIGITAL
SCREEN**

22 m² located in access

SPECIFICATIONS

Size: 6.3 x 3.5 m
Pixels: 2112 x 1152
Ptch: 3

*18% Share of time (SOT)

El Metro
que viene.

MACRO DIGITAL

PLAZA ESPAÑA

A completely
renovated space in
the heart of Madrid

Around **600.000 trips**
per week

45%

AGES FROM
25 TO 44 YEARS OLD

51%

REASON FOR THE TRIP
WORK

20%

REASON FOR THE TRIP
LEISURE



El Metro
que viene.

MACRO DIGITAL PLAZA ESPAÑA

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5.000 € / WEEK*

An optimal enclave to reach some of the main tourist attractions of the city, being also an important point of influx of jobs.

**MACRO DIGITAL
SCREEN**

19,5 m² staircase fown to Line 10

SPECIFICATIONS

Size: 6.3 x 3.2 m
Pixels: 2400 x 1300
Ptch: 2.5

*10% Share of time (SOT)

El Metro
que viene.

MACRO DIGITAL

SOL

**An avant-garde and
enveloping** space that
collects the entire influx of
passengers on Line 1

El Metro
que viene.

MACRO DIGITAL SOL

JCDecaux



10.000 € // WEEK*

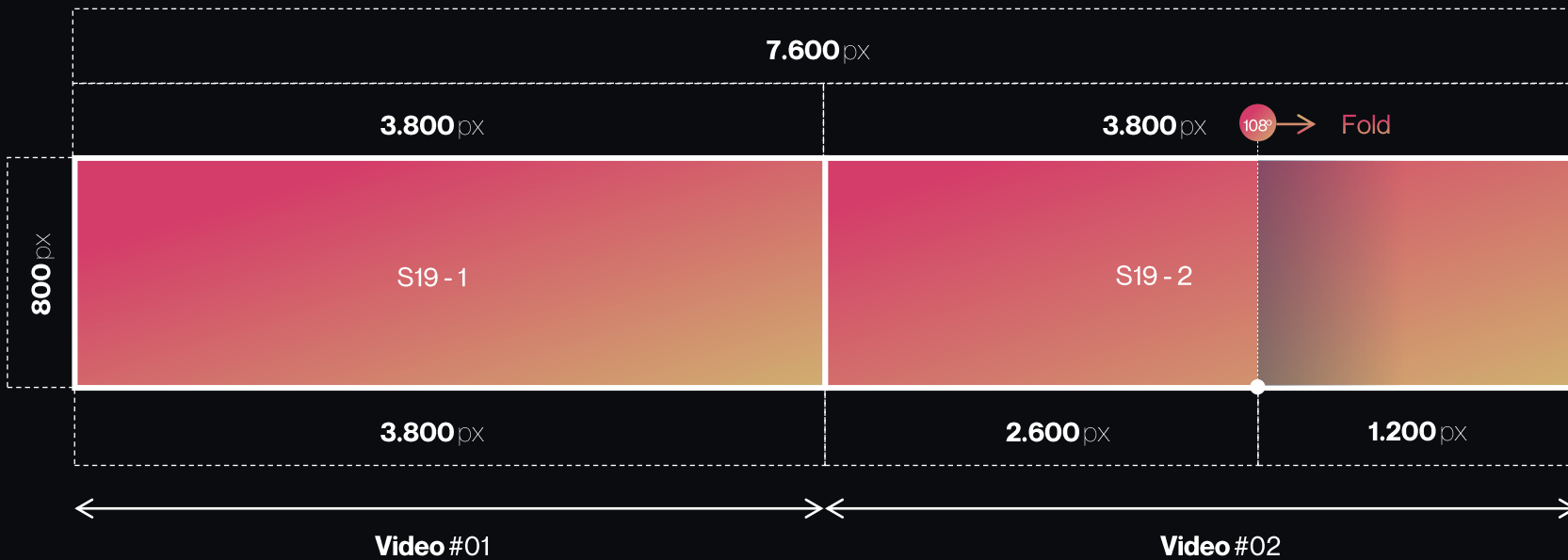
A perfect environment to create brand experiences in the heart of the city's shopping, tourist and leisure center.

**MACRO DIGITAL
SCREEN**
38 m² access to Line 1

SPECS
Size: 19 x 2 m
Pixels: 7600 x 800
Ptch: 2.5

*10% Share of time (SOT)

7600 x 800
TOTAL MEASUREMENTS
MACRO DIGITAL SOL



The screen is made up of two consecutive video pieces, each of them 3.800 x 800 px.
The second features, in addition, a fold that bends the screen (giving it the shape of an L) to adapt it to the architecture of the corridor

**Thank
you.**

JCDecaux

