

**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



ICONIC

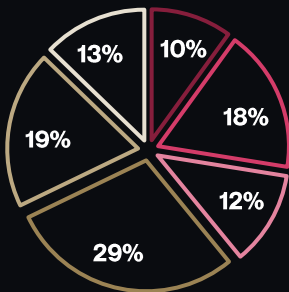
NUEVOS MINISTERIOS

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

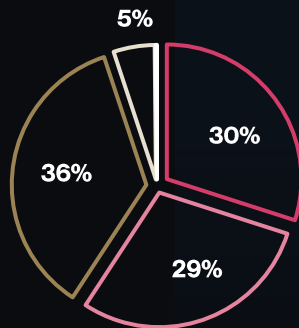
A station that concentrates work trips

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



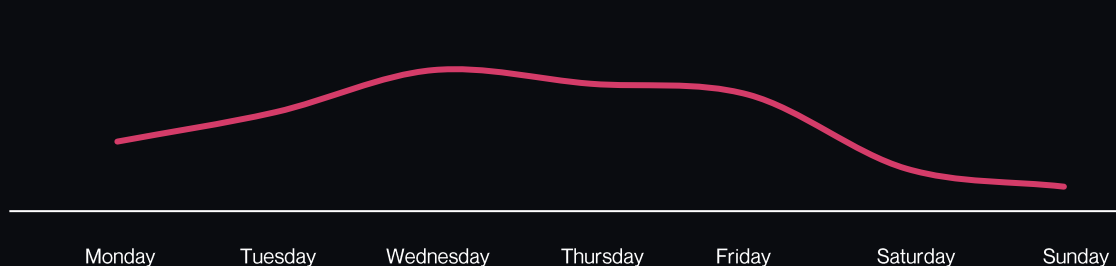
Nuevos Ministerios is the **4th station** in ranking of passengers

1

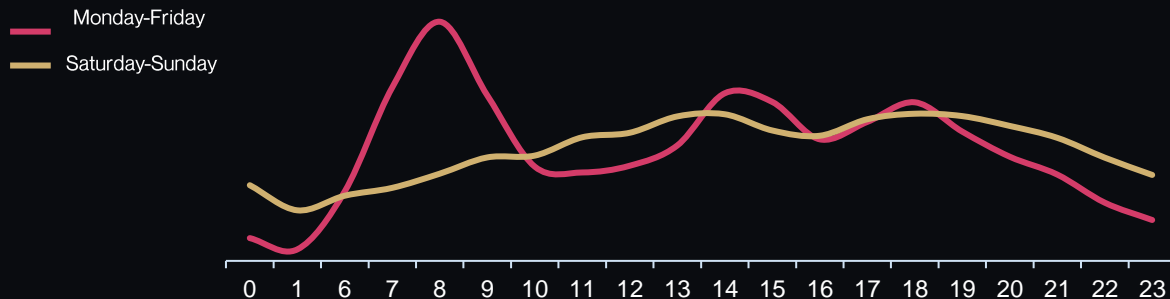
MILLION
TRAFFIC
PER WEEK

Source: Inspide, May 2023

TRAFFIC PER DAYS OF THE WEEK



TRAFFIC PER HOUR



El Metro
que viene.

ICONIC NUEVOS MINISTERIOS

JCDecaux



15.000 € / WEEK*

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

*18% Share of time (SOT)

**Thank
you.**

JCDecaux

