

**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

MACRO DIGITAL

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MACRO DIGITAL

CALLAO

One of the main
nerve centers of
Madrid

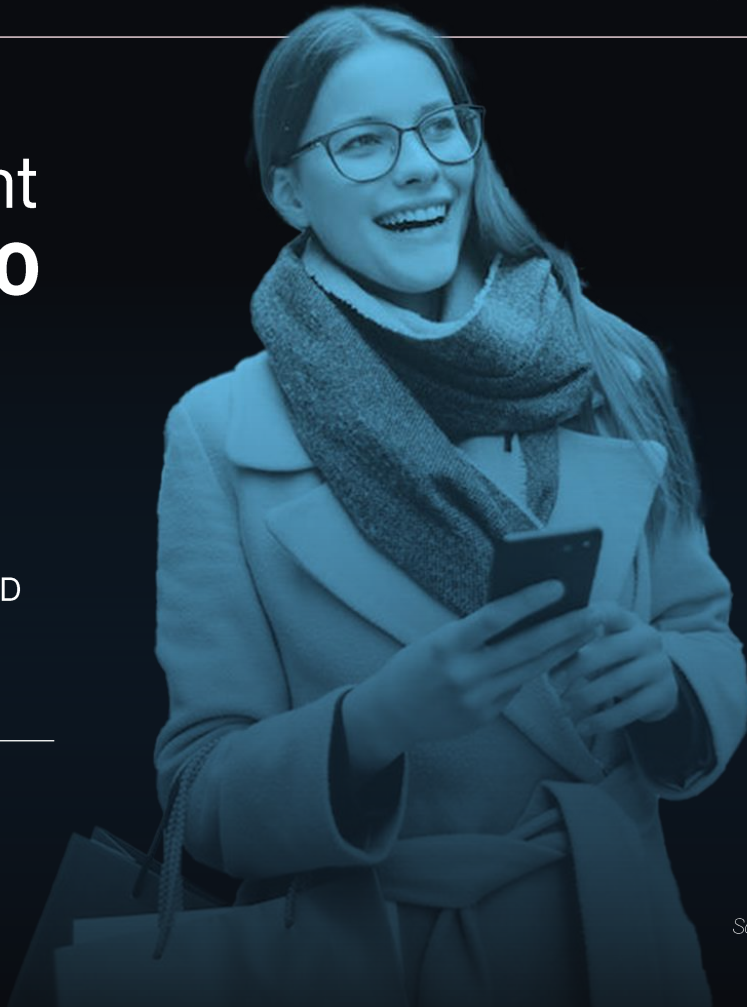
Constantly on movement
with more than **400.000**
trips per week

48%

AGES FROM
16 TO 34 YEARS OLD

40%

REASON FOR THE
TRIPS: LEISURE &
SHOPPING



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MACRO DIGITAL CALLAO

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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

Confidential

*18% Share of time (SOT)

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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



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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

*18% Share of time (SOT)



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

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



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MACRO DIGITAL GREGORIO MARAÑÓN

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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)

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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

*10% Share of time (SOT)

El Metro
que viene.

MACRO DIGITAL

NUEVOS MINISTERIOS

**The commercial
and financial
epicentre of Madrid**

JCDecaux



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

60%

REASON FOR THE TRIP:
WORK



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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

*16% 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
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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)

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MACRO DIGITAL

SOL

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

El Metro
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MACRO DIGITAL SOL

JCDecaux



10.000 € // WEEK*

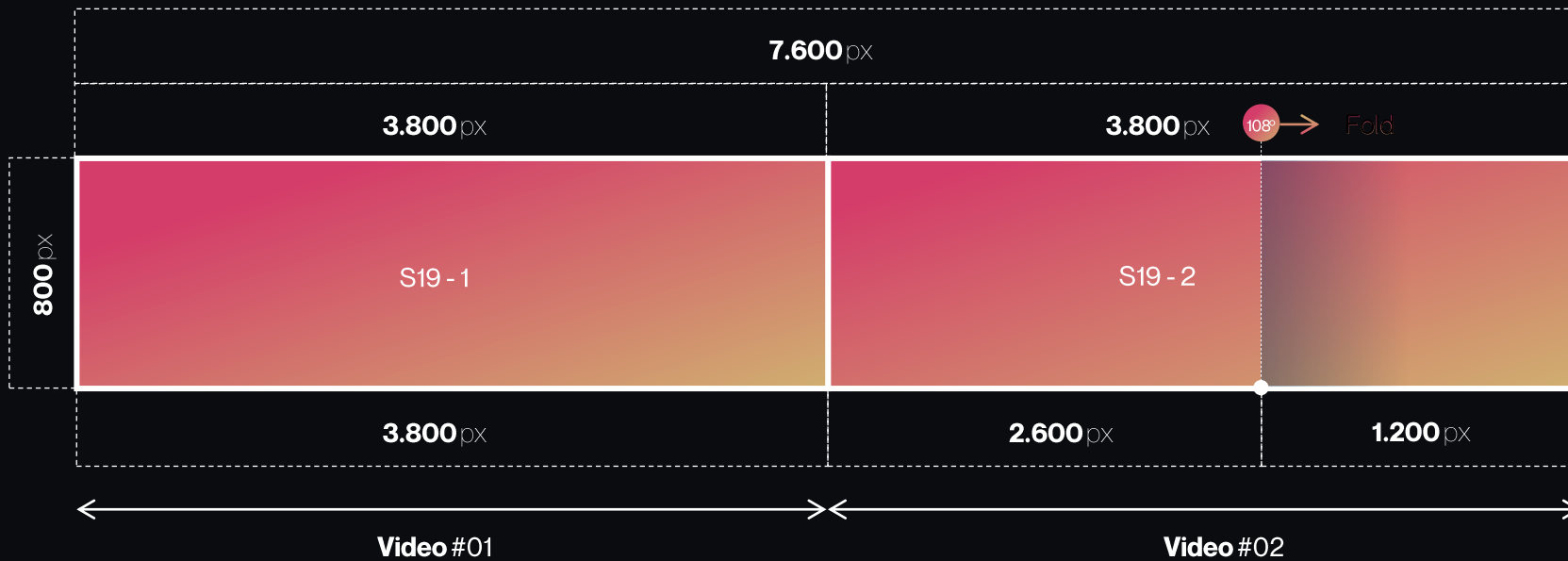
A perfect environment to create brand experiences in the heart of the city's shopping, tourist and leisure center.

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

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

*18% 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

