

**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
FORMAT	MP4
CÓDEC	H264, H265
DURATION	10 seconds

FREQUENCY	25 fps
IMAGE	Progressive
MAXIMUM RECOMMENDED WEIGHT	35 Mb
FORMATS NOT ACCEPTED	MOV, GIF, PNG, PDF

# NETWORKS

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MUPI DS NETWORK

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



Premium format (from 5.6 m<sup>2</sup> to 8 m<sup>2</sup>) integrated into platforms.  
Maximum visibility in the waiting areas.  
Screen pixels: 1664x768

# ICONIC SCREENS

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ICONIC SOL

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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:

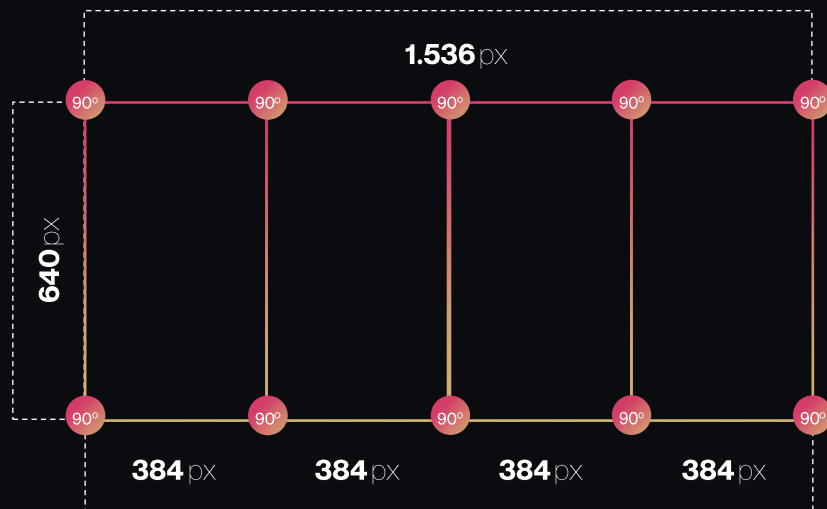
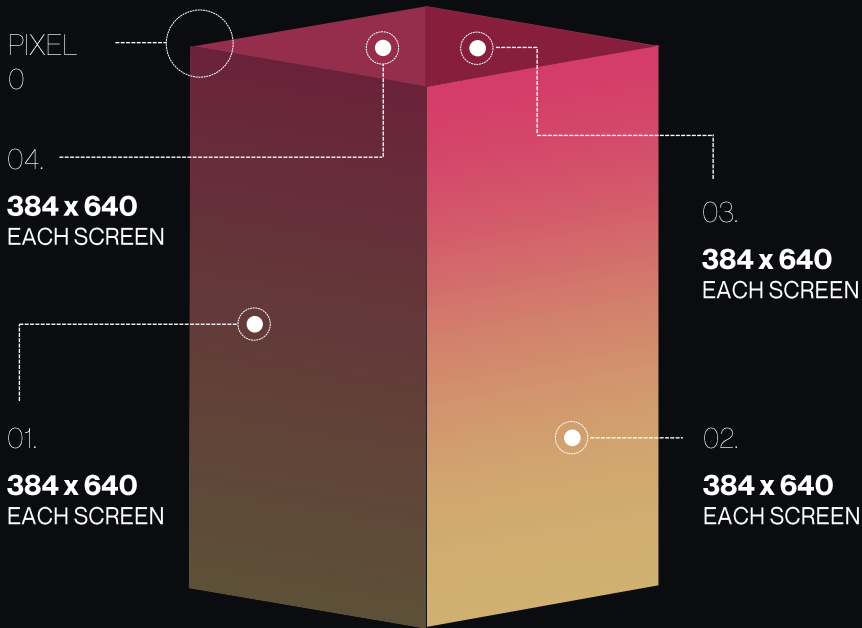
**2 SCREENS**

11.25 M<sup>2</sup> PER SCREEN  
Vertical: 2.5 x 4.5 m (640x1152 px)  
Horizontal: 4.5 x 2.5 m (1152x640 px)

**1 ELEVATED CUBE**

15 M<sup>2</sup> 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*

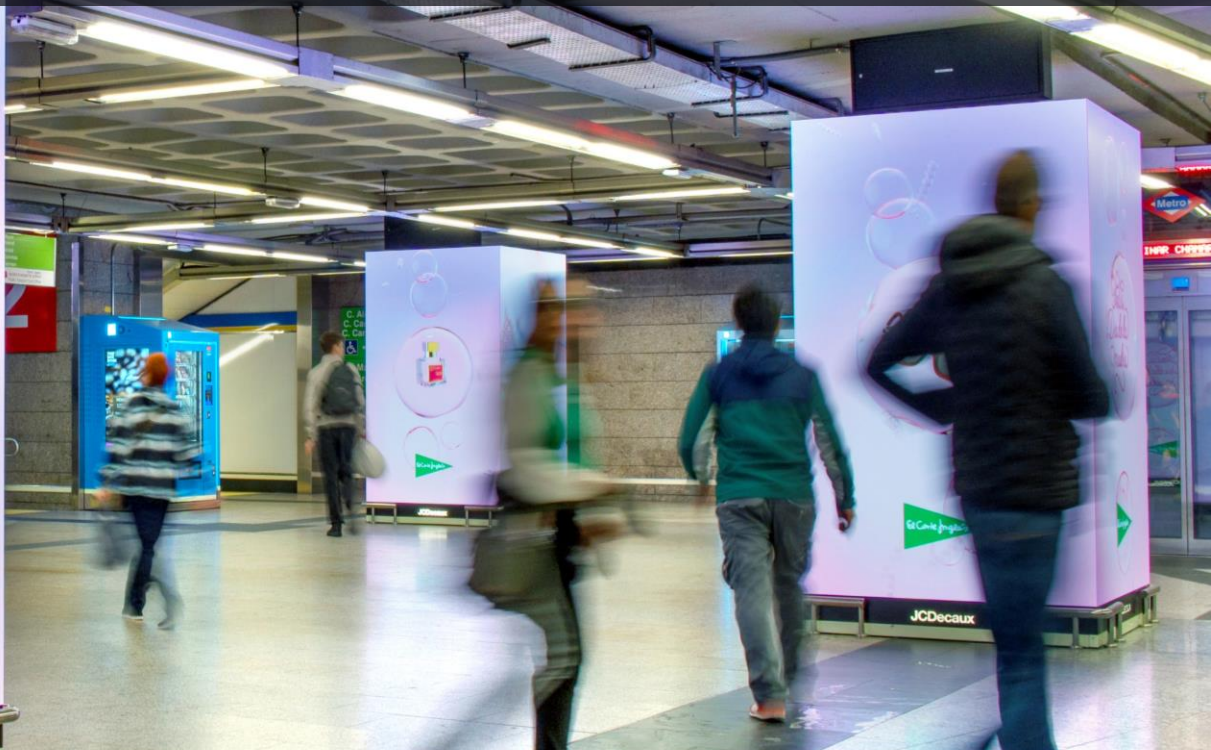
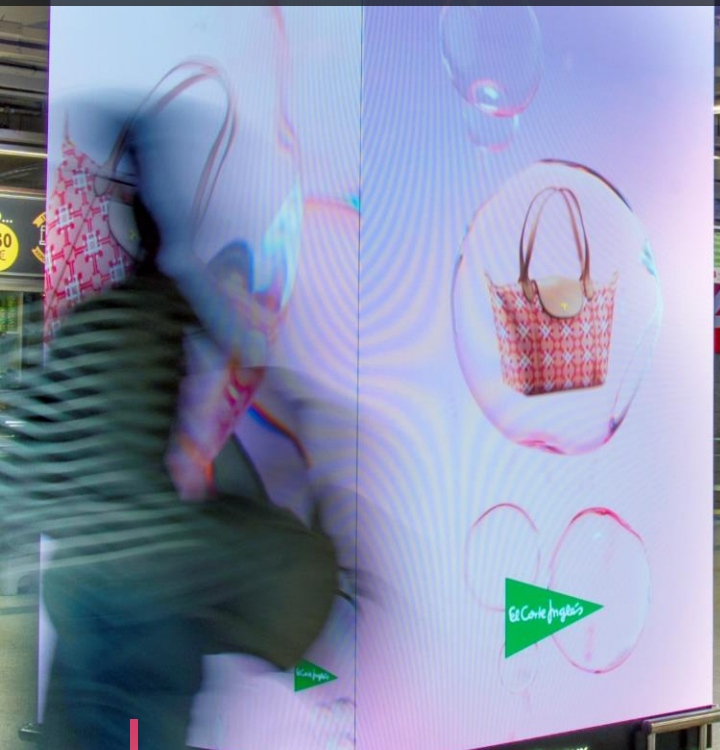




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ICONIC SOL

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Lobby connected to RENFE  
Ability to develop innovative and anamorphic media

SYNCHRONIZED SPACES  
COMPOSED OF:

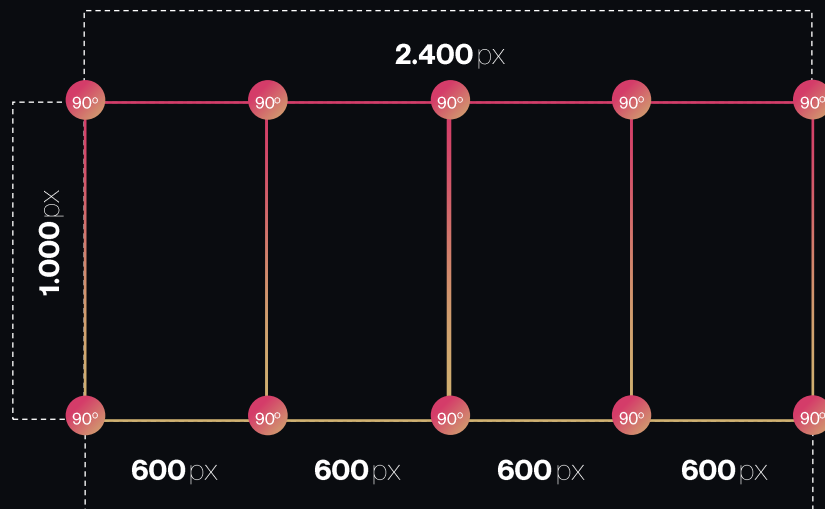
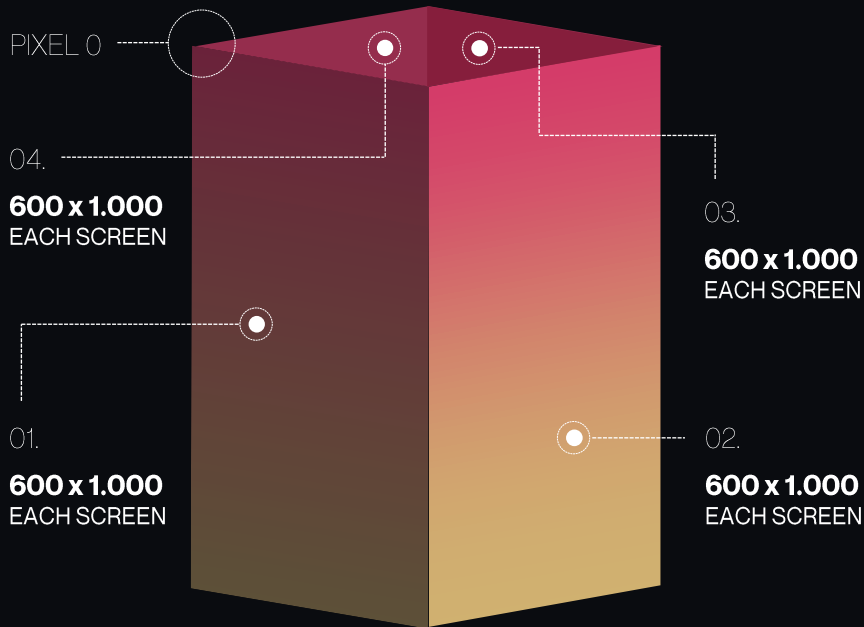
**45 m<sup>2</sup> in 12 SCREENS**

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)  
Pch: 2.5

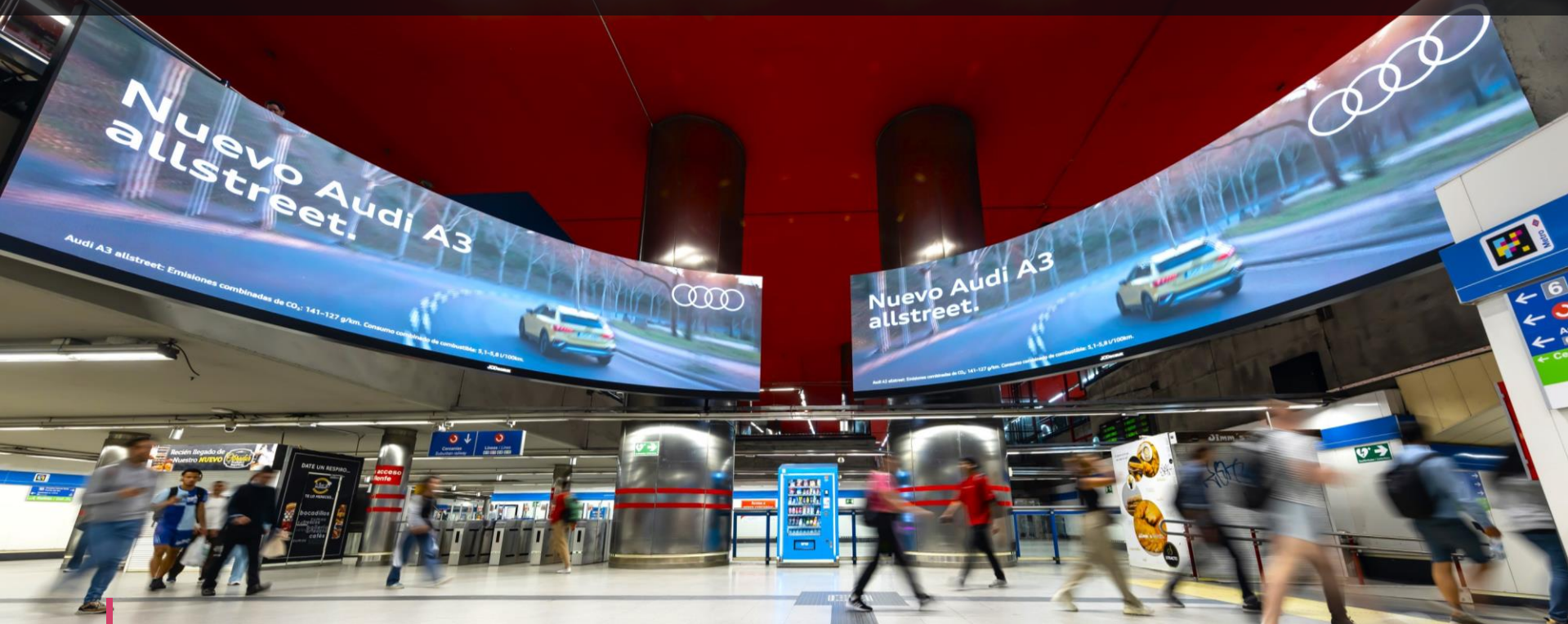
**2.400 x 1.000**  
TOTAL  
MEASUREMENTS  
LOBBY CUBE



El Metro  
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ICONIC NUEVOS MINISTERIOS

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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

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# MACRO DIGITAL

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

**MACRO DIGITAL  
SCREEN**  
8 m<sup>2</sup> in the main lobby

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

El Metro  
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MACRO DIGITAL GRAN VÍA

JCDecaux



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

**MACRO DIGITAL  
SCREEN**

34 m<sup>2</sup> for all brands

**SPECIFICATIONS**

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

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MACRO DIGITAL GREGORIO MARAÑÓN

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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 m<sup>2</sup> located in interior access

**SPECIFICATIONS**

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

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MACRO DIGITAL MONCLOA

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Moncloa station has an important transport interchange

**2 MACRO DIGITAL  
SCREENS**

50 m<sup>2</sup> located in the lobby

**SPECIFICATIONS**

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





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 m<sup>2</sup> located in access

**SPECIFICATIONS**

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

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MACRO DIGITAL PLAZA ESPAÑA

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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 m<sup>2</sup> staircase fown to Line 10

**SPECIFICATIONS**

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

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MACRO DIGITAL SOL

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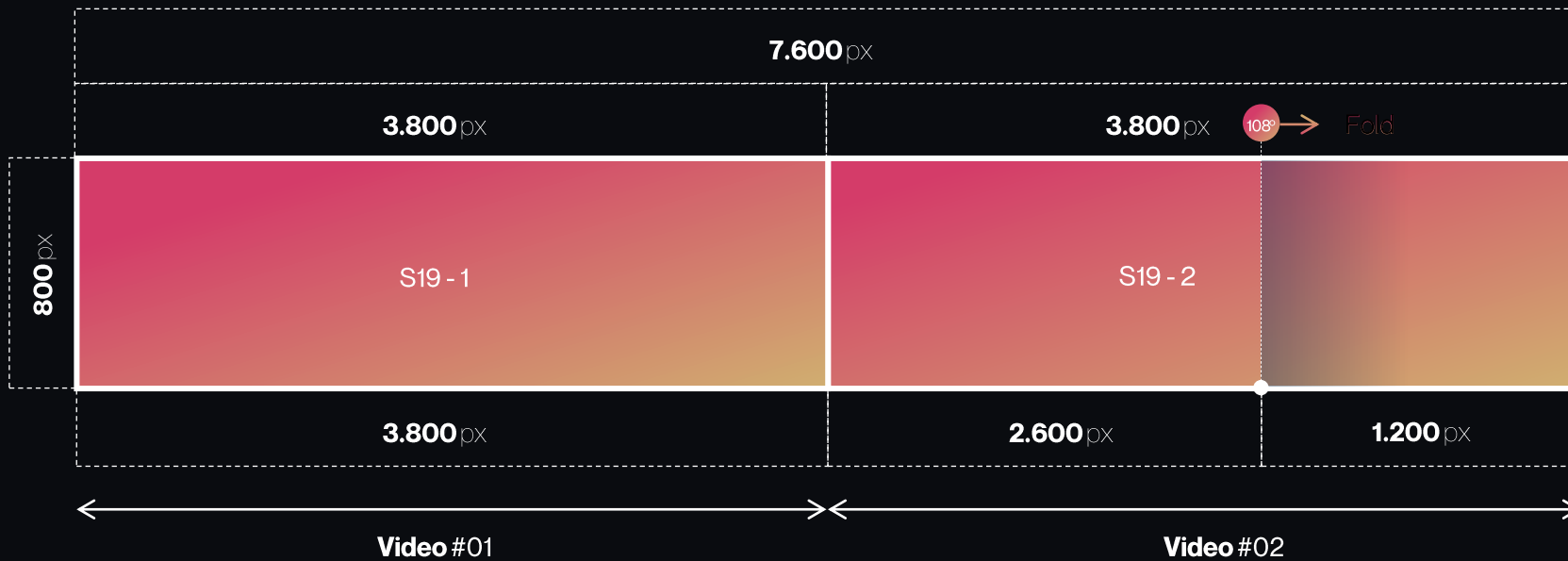


A perfect environment to create brand experiences in the heart of the city's shopping, tourist and leisure center.

**MACRO DIGITAL  
SCREEN**  
38 m<sup>2</sup> access to Line 1

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

**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

