

STRÖER



WARSAW METRO OFFER

LCD SCREENS IN METRO WAGONS

Table of contents

1 Warsaw Metro environment

2 Passengers

3 LCD screens in wagons



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WARSAW METRO ENVIRONMENT

Commuters love Warsaw Metro!



<https://www.youtube.com/watch?v=9dAV7cjinll>

**METRO
IS**



**COMMUTERS'
PREFERRED MEAN OF
TRANSPORT**



1 Warsaw Metro environment

Metro is Warsaw residents' favourite way of commuting

96%

of passengers
evaluates Warsaw Metro
as
at least „good”
mean of transport



Metro is Warsaw residents' favourite way of commuting



96% punctuality



95% velocity



93% safety



89% informing system



88% cleanliness

**Factors making the
Warsaw Metro a special
place for marketing
communication**



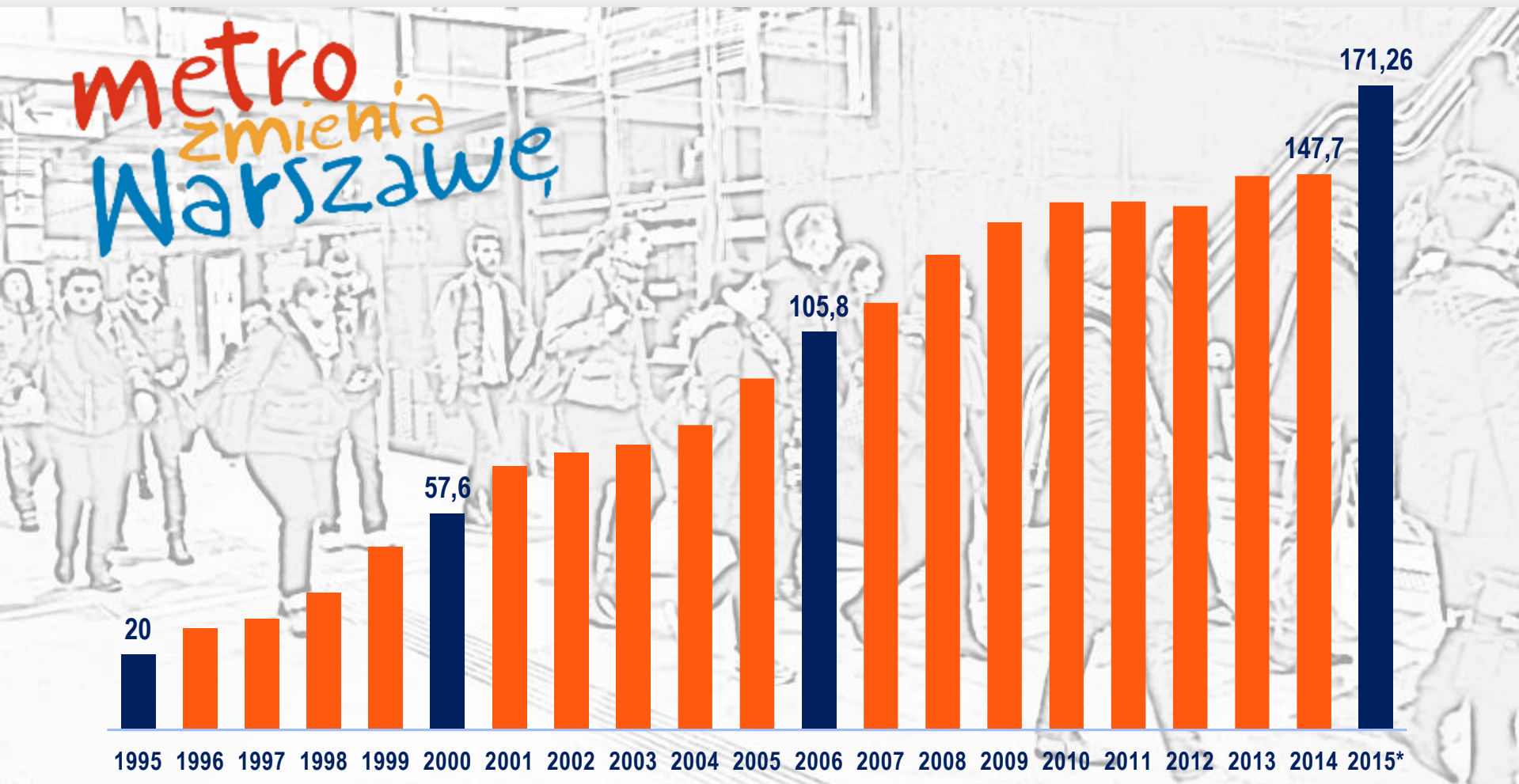
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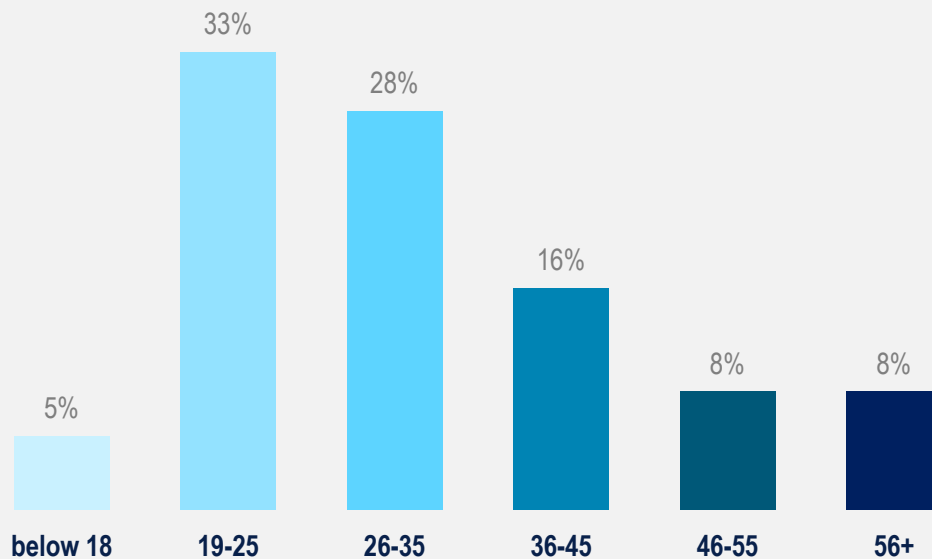
PASSENGERS

Attractive target audience

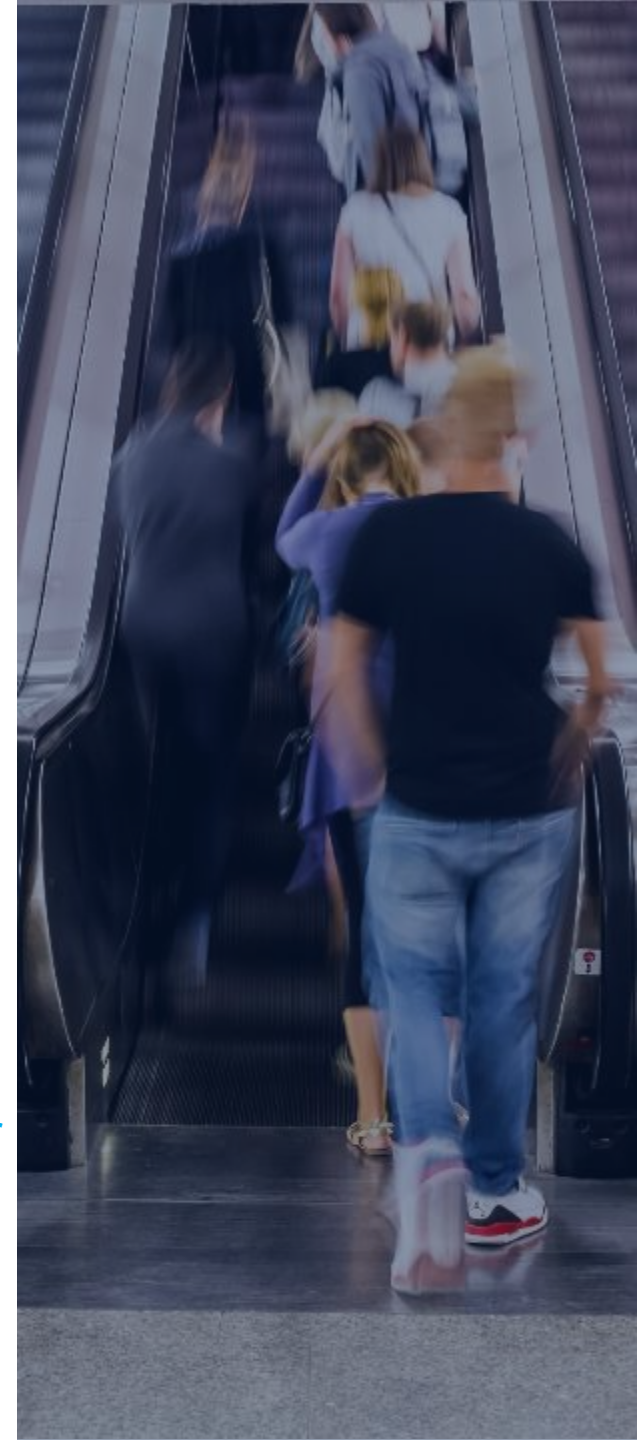
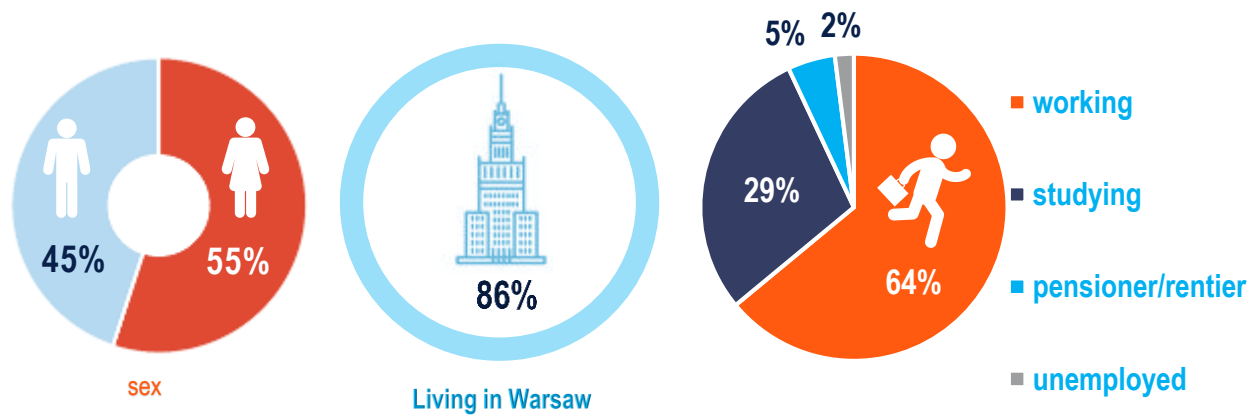
Warsaw Metro passengers – yearly figures



2 Passengers



Warsaw Metro passengers age structure



Get to know the potential of Warsaw Metro!



171 milions of passangers a year

680 k

passengers a day



64%

working passengers

29%

studying passengers



73%

in 19-45 age range



TRANSPORT INTENSITY

M1 LINE

uses Metro everyday or
couple Times a week

81%

M2 LINE

uses Metro everyday or
couple Times a week

79%

TRANSPORT DURATION

from
3 min

up to
39 min

Average travel time: **15 minutes**

171,26 mln

Passengers a year

680 tys.

Passengers a day



Low advertising clutter

Constant ad formats



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LCD W WAGONACH

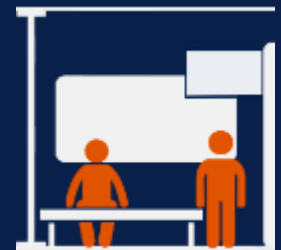
Warsaw Metro offer – LCD Screens



Resolution in each type of wagons: **Metropolis:** 1280x1024 px | **Series 81:** 1280x768 px | **Inspiro:** 1920x1080 px
Content: TV spot, cinematographic spot, animation, outdoor/ digital/ press advertisement adapted to Metro specificity

LCD screens

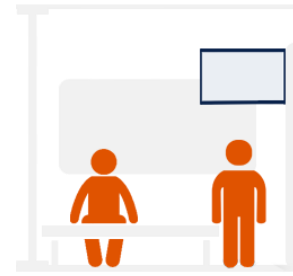
- Network of screens in Warsaw Metro wagons
- Commercial spots blended into news loop



Warsaw Metro offer – LCD Screens



LCD Screens in Warsaw Metro wagons are electronic vehicles emitting advertising spots. Available in Metro advertising offer by Ströer



1926 screens

Vast network of electronic screens located in each metro wagon

Quality

Emission of dynamic spots in HD quality, dedicated graphic team

Cost that pays off

Effective reach to vast audience (500 000 daily)

Big impact

Strategically allocated screens

Dedication

Creative, audience engaging campaigns with possibility of real-time content adjustments

Warsaw Metro offer – LCD Screens



INSPIRO

Trains	35
Wagons	210
Screens	840



METROPOLIS

Trains	18
Wagons	108
Screens	648



81 NEW TYPE

Trains	7
Wagons	42
Screens	168



81

Trains	15
Wagons	90
Screens	270

Warsaw Metro offer – LCD Screens



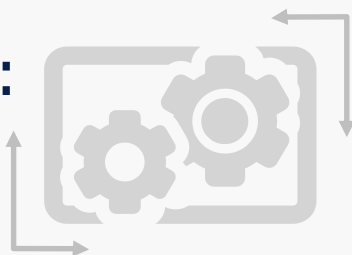
Technical specification

Resolution in each wagon type:

Metropolis: 1280x1024 px

Series 81: 1280x768 px

Inspiro: 1920x1080 px



Content formats:



Graphics

Formats: jpeg, png, bmp, psd, ai, eps, pdf

Fonts changed into curves



Video

Formats: Mp4 (h.264), wmv, avi, (divX, Xvid), mpeg 1/2, QuickTime (mov)

Screens do not emit sound! Add subtitles if necessary

Campaign will be emitted in all kinds of wagons



Graphic assistance

Ask us about our dedicated graphic team and consult, collaborate, create at preferential prices

Warsaw Metro offer – LCD Screens



15 minute-long loop in 1/3 consists of informational and entertainment-related content created by INFOSCREEN editorial team and external suppliers. Commercial spots are blended in with informational content taking 2/3 of whole length.

Why 15 minutes? That is exactly the amount of time that average commuter spends in metro wagon. Taking under consideration information about metro users lets us effectively use the potential of our infomercial carriers.

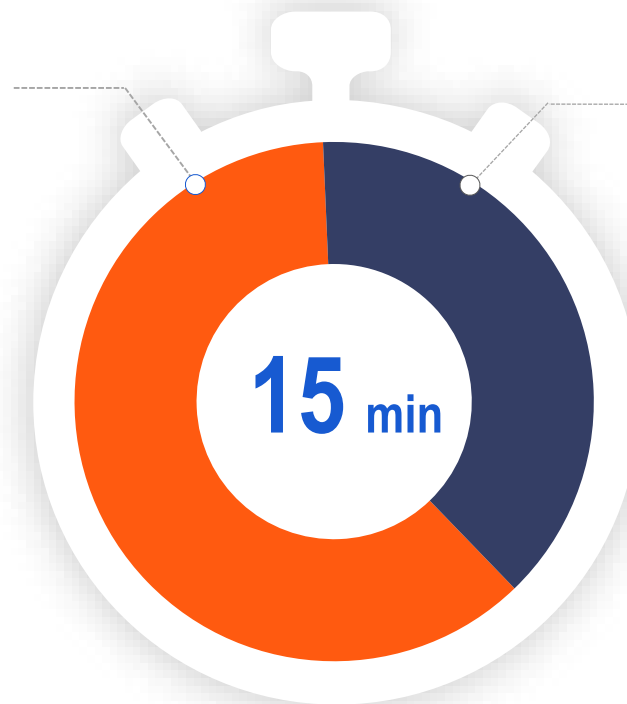
2/3

Commercial content



1/3

Informational content



Warsaw Metro offer – LCD Screens



1/6 screenings
of loop daily



Flexibility in choosing
days of spot emission



19 hours of
screening
(5:30-00:30)

Metro opening hours



UP TO 8
SCREENING
PER HOUR



EMMISSION 5-30 seconds
PRICE DEPENDS ON LENGTH

Warsaw Metro offer – LCD Screens



LCD SCREENS OFFER

Duration

Screenings
per hour

Amount of days

5"

1

8"

2

12"

3

15"

4

20"

5

25"

6

30"

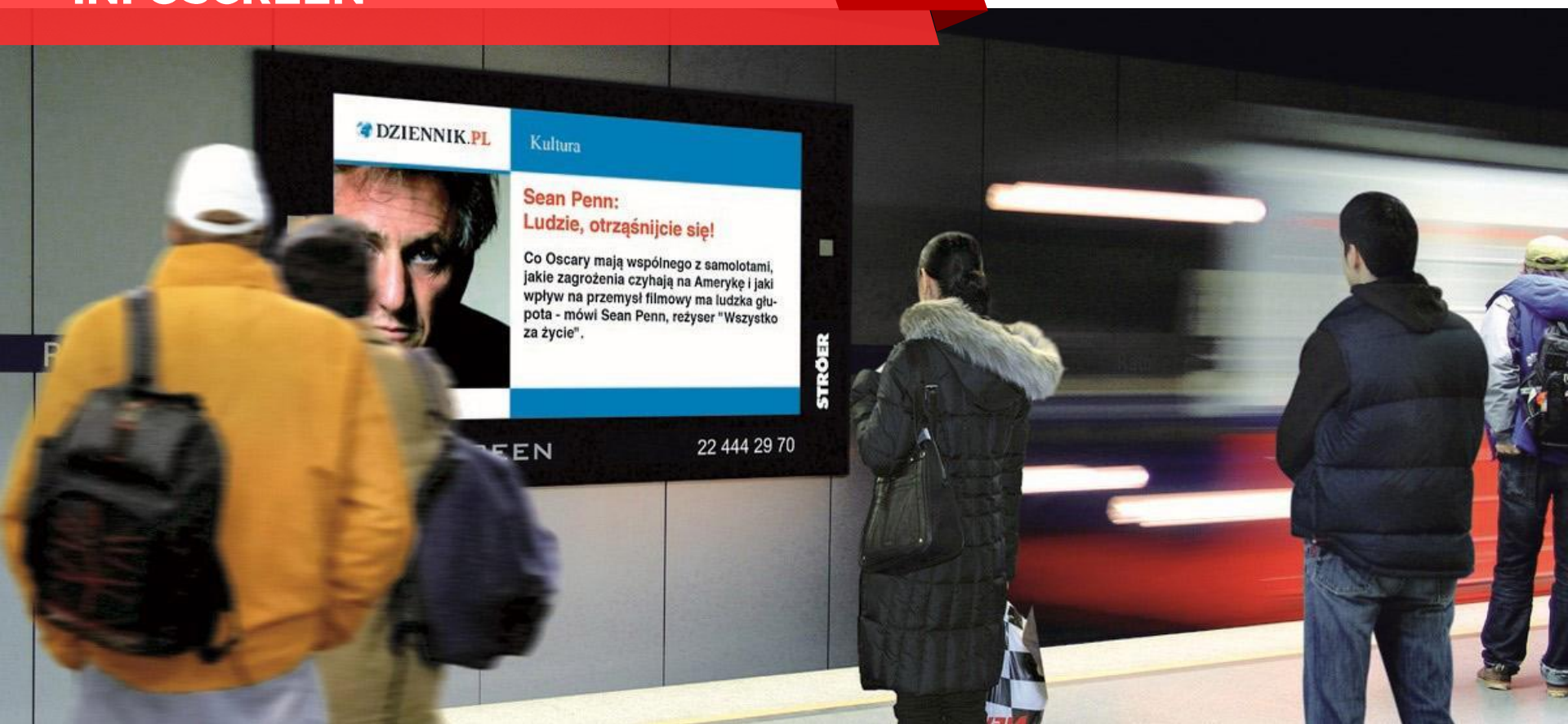
7

8

at will

Flexible offer allows for ex. using 5 seconds-long spot emitted 8 times per hour for 5 days

Warsaw Metro offer – INFOSCREEN



- Size: 3,0x1,7 m
- Surface: 5,1 m²
- Quality: HD 1280x720
- Format: 16:9
- Material: TV, cinema spot, static jpg
- Every day, it engages and grabs attention of as many as 85% out of approx. 500,000 underground users
- The programme is interspersed with advertising spots
- full support (both technical as well as creative) in the production and adaptation of materials such as: TV and cinema spots, films made using flash technology, outdoor layouts, press advertising, animations or photographs

STRÖER



The highest quality and engaging content!



Exemplary content

MojeGotowanie.pl INFOSCREEN



Jak powstała panna cotta
 Pewien kucharz z Piemontu zajęty swoją pracą pozostawił na dłuższą chwilę zapomniany garnuszek śmietany z cukrem na ogniu. Śmietanka zagotowała się i kucharz ogromnie się zdziwił, bo nabrała gęstej konsystencji i delikatnego, niebiańskiego smaku. Wylał ją na talerzyk, dodał mus z przetartych malin i pobiegł poczęstować nowym daniem swoją żonę.

MojeGotowanie.pl

A! AKTIVIST

Kelis w Warszawie

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

MIASTO JEST NIEZŁE

www.aktivist.pl

naszemiasto.pl

Przyjdź na Piknik Naukowy na Powiśle

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc faucibus nulla sit amet libero convallis ut tempor risus sodales. Sed portitor fringilla lorem, id placerat urna molestie rutrum. Aenean augue elit, consectetur nec volutpat non, eleifend vitae purus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Quisque faucibus blandit sapien, id porta leo pulvinar sed. Praesent ullamcorper mauris vitae mi varius.

MIASTO NAM ODPOWIADA

SPORTS.pl Oficjalny serwis Przeglądu Sportowego INFOSCREEN

Szykuje się bitwa Lecha z Peszką

Przed Lechem Poznań bardzo ważne rozmowy dotyczące nowych kontraktów z Bartoszem Bosackim i Sławomirem Peszko. Temu pierwszemu właśnie rozpoczęło się ostatnie półrocze obowiązywania dotychczasowej umowy. Kapitan zespołu chciałby zatem jak najszybciej wiedzieć, co czeka go po zakończeniu rozgrywek.

www.Sports.pl

InStyle® INFOSCREEN

zdjęcia w 505x h 415 px

Znajdź biżuteria dla siebie?
 Forarerei immorio nossupimis. Idem it, de mus morum adet Cas hocus et; hemo hora, iam prae iae, uropubl iissisiam fiae tusque concepo raess Ri inatra dienis Catia? Osto vitiliam fiae tusqueRis Catia?

Stylista gwiazd Twój stylista

InStyle

STROER INFOSCREEN

Konkurs!!!
Mamy dla was trzy egzemplarze książki Elizy Mórąwskiej "White Plate"!

Więcej: natemat.pl/konkurs

Żeby je otrzymać wystarczy opisać w komentarzu poniżej smak swojego ulubionego ciastka z dzieciństwa (do wtorku, godziny 24.00). Trzy najelegantsze opisy zostaną nagrodzone. O wynikach poinformujemy w czwartek, 1 listopada.

na temat WIECEJ -> naTemat.pl

Podróże INFOSCREEN

Chiny
Oczyszczająca moc Świętych Wód Gangesu
 Kumbh Mela jest wielką pielgrzymką wyznawców hinduizmu. Ponad 65 milionów wiernych przybywać będzie od 24 stycznia do 28 kwietnia do miejscowości Haridwar aby Świętą Rzece obmyć się ze swoich win. wiecej na Podroze.pl

INFOSCREEN **TMS Brokers**

Wykres przedstawiający flagi państw: Wielka Brytania, Szwajcaria, USA, Unia Europejska.

Uchodźcy. Czy trzeba się bać?

Komisja Europejska poinformowała, że przeznaczą dodatkowe 1,7 mld euro na złagodzenie kryzysu związanego z napływem uchodźców do państw unijnych. Część środków ma być przeznaczona na pomoc uchodźcom poza terytorium UE.

"Podjęliśmy dziś decyzję, aby zaproponować dodatkowe 1,7 mld euro. Dzięki tym pieniądzą podważamy środki na rozwiązywanie kryzysu migracyjnego".

POLSKA

Opinie z każdej strony www.polskatimes.pl

Why is it worth it?



TARGET

Reaching with your statement to potential buyers:
-64% passengers work
-29% of them study

Warsaw Metro gives transport to 680 000 passengers daily



EFFECTIVENES

Thanks to attractive news loop which creates interest among passengers, commercial content is a non-invasive advertisement



TIME

Our news loop is 15 minutes long which equates the average travel time

That's why passengers are exposed to content for long period of time without getting bored with same information.



PLACE

Uniqueness of Warsaw Metro environment transfers directly into high visibility of advertising and its later recall.

Ströer is the only administrator of advertising space in metro stations, platforms and wagons



Metro advertisement:



An effective way to create an image campaign that reaches to attractive target audience



Possibility of creating special offer consisting of different advertising formats



Strategically placed carriers maximize passengers' contact with marketing content



Effectiveness of campaigns validated by studies and tests

STRÖER



Ströer Group in Poland

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