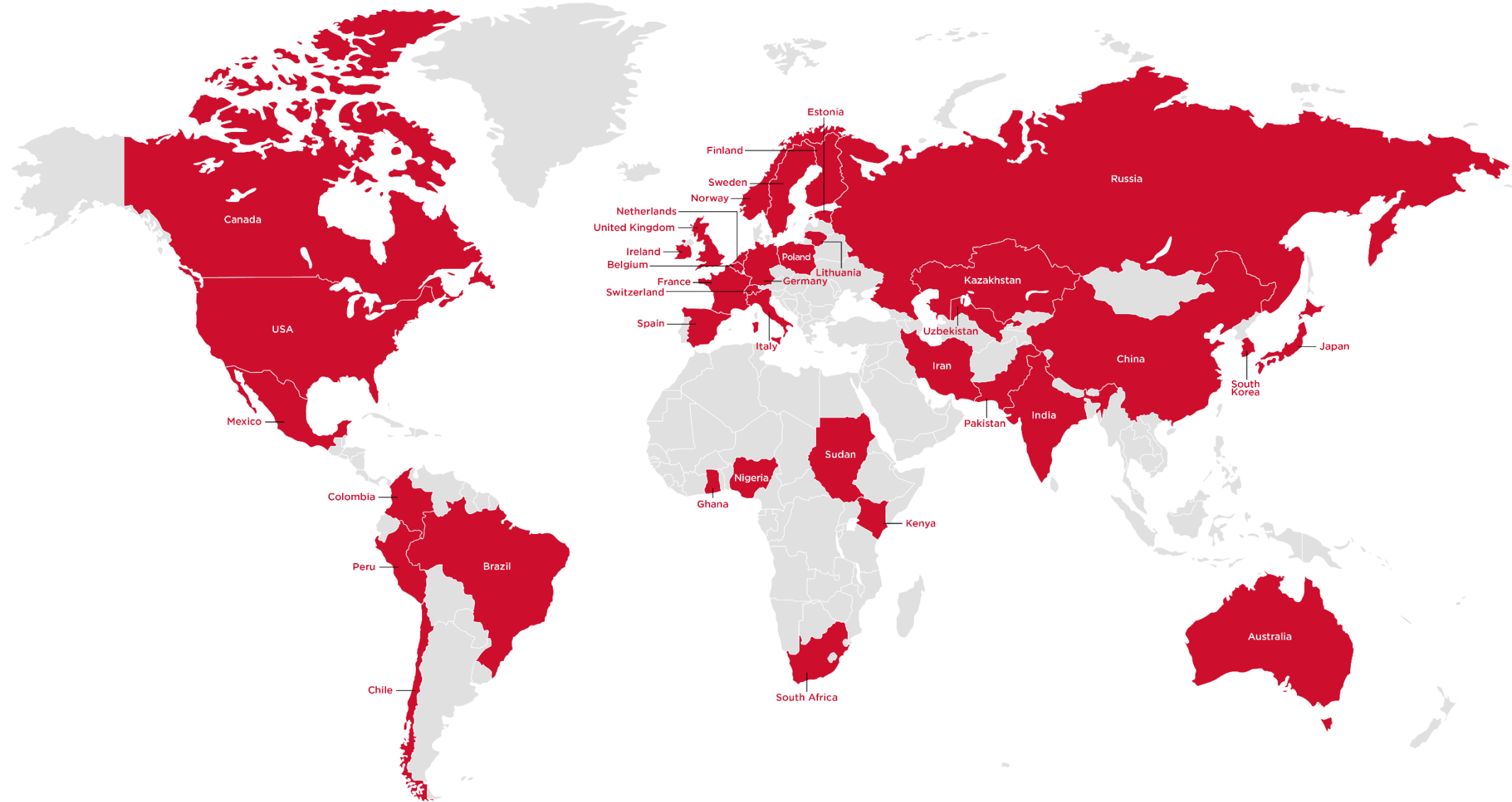




GLOBAL OOH COVERAGE



Taking the Middle East Global





OUR REACH IN

THE BIGGEST MARKETS

UNITED KINGDOM



United Kingdom

Coverage overview

Premium digital



Billboards



Retail & POS



Taxis and buses



Street furniture



Key cities:

- London
- Manchester
- Birmingham
- Glasgow
- Leeds
- Newcastle
- Liverpool

United Kingdom

Key site



Name

Piccadilly Lights

City

London

Size

783.5 sq. m
Sold in multiple

Format

Digital

Impact count

7,895,833/week

Screening hours per day

On Rotation + 30 Secs
Take Over

United Kingdom

Key site



Name

London Cromination

City

London

Size

1600px x 400px

72 meters long (entire canvas)

Format

Digital

Location

M4/A4 route connecting central London to Heathrow

Traffic Count

8m impacts every 2 weeks

United Kingdom

Key site



Name

Chiswick Towers

City

London

Size

448px x 576px

Portrait

Format

Digital

Location

M4 flyover. Between
Heathrow and Central
London

Impact count

868,000/week

Screening info

4 screens X 25% SOV

United Kingdom

Key site



Name

Canary Wharf Curve

City

London

Size

1200px X 280px
Landscape

Format

Digital

Location

East of London

Impact count

1,284,034/week

Screening info

10 secs in 50 secs loop

United Kingdom

Transit: Bus



Name
London Vinyl Bus

City
London

Through its scale, London Vinyl Bus can amplify your message and ensure noticeability & instant brand recognition.

This gives advertisers the opportunity to stand alone in a cluttered environment, while making their message mobile in the heart of London.

United Kingdom

Transit: Taxi



Name

London taxi

City

London

The Cabs provide advertisers with a unique opportunity to reach every nook and corner of the city.

USA



USA

Coverage overview

Digital billboards



Wallscapes



US airports



Transit- rail and bus



Street furniture



Times square billboards



Key cities:

- New York
- Los Angeles
- San Francisco
- San Diego
- Washington
- Boston
- Las Vegas
- Chicago
- Denver
- Atlantic City

USA

Key sites



Name
Times Square Tower

City
New York

Size
200' X 36'
Portrait

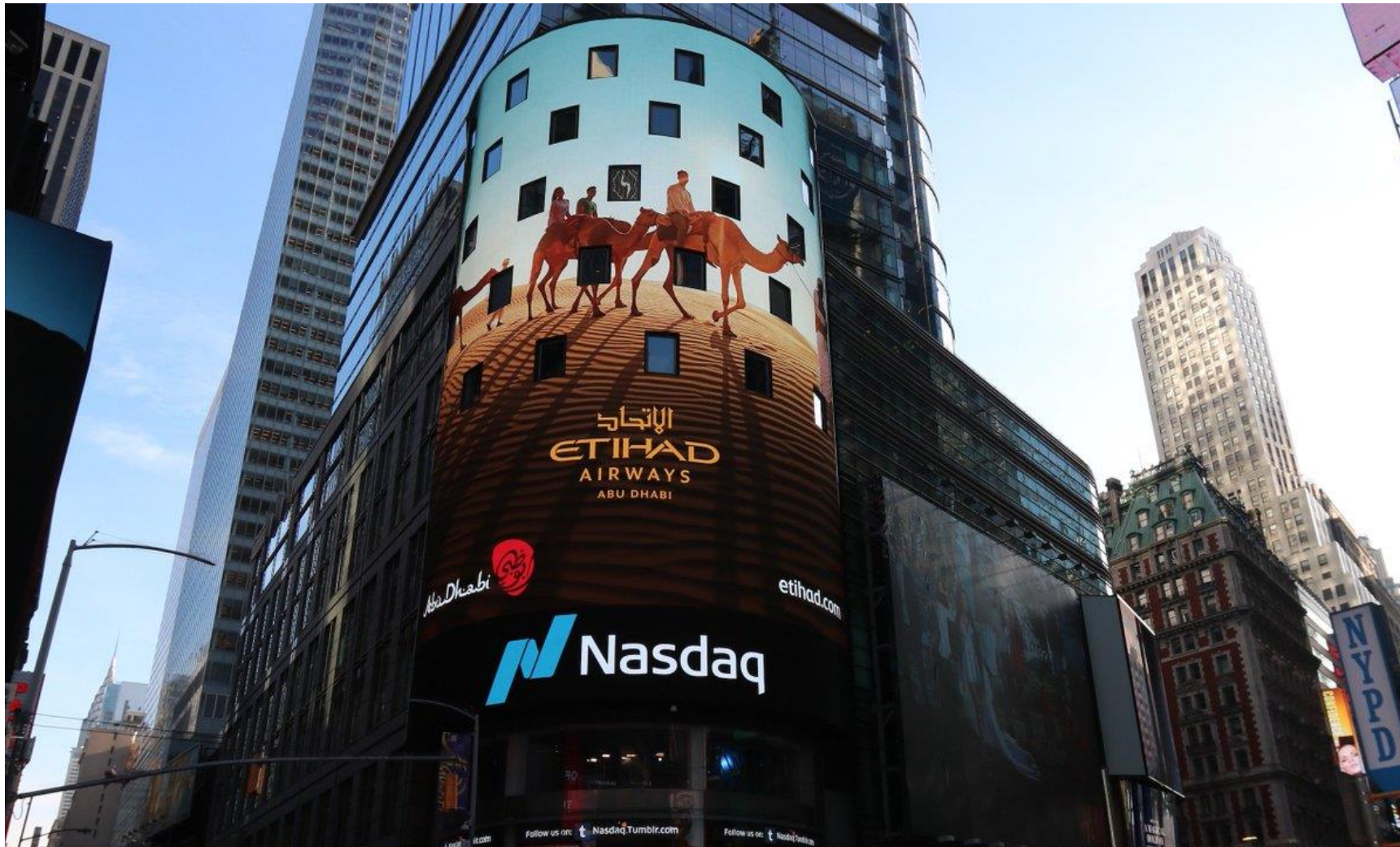
Format
Digital

Location
Manhattan, New York
Between Broadway and
7th Avenue

Impact count
330,000/week

USA

Key sites



Name

Nasdaq

City

New York

Size

10,000 sq. ft
Portrait

Format

Digital

Location

Times Square, Manhattan,
New York

Impact count

330,000/week

Screening info

5 mins/hour

USA

Key sites



Name
Sunset Millennium

City
Los Angeles

Size
A stretch of 12 exclusive displays

Format
Digital

Location
Sunset Strip

Impact count
1,000,000 impressions/month

USA

Major airports across the United States



Formats



Digital



Experiential



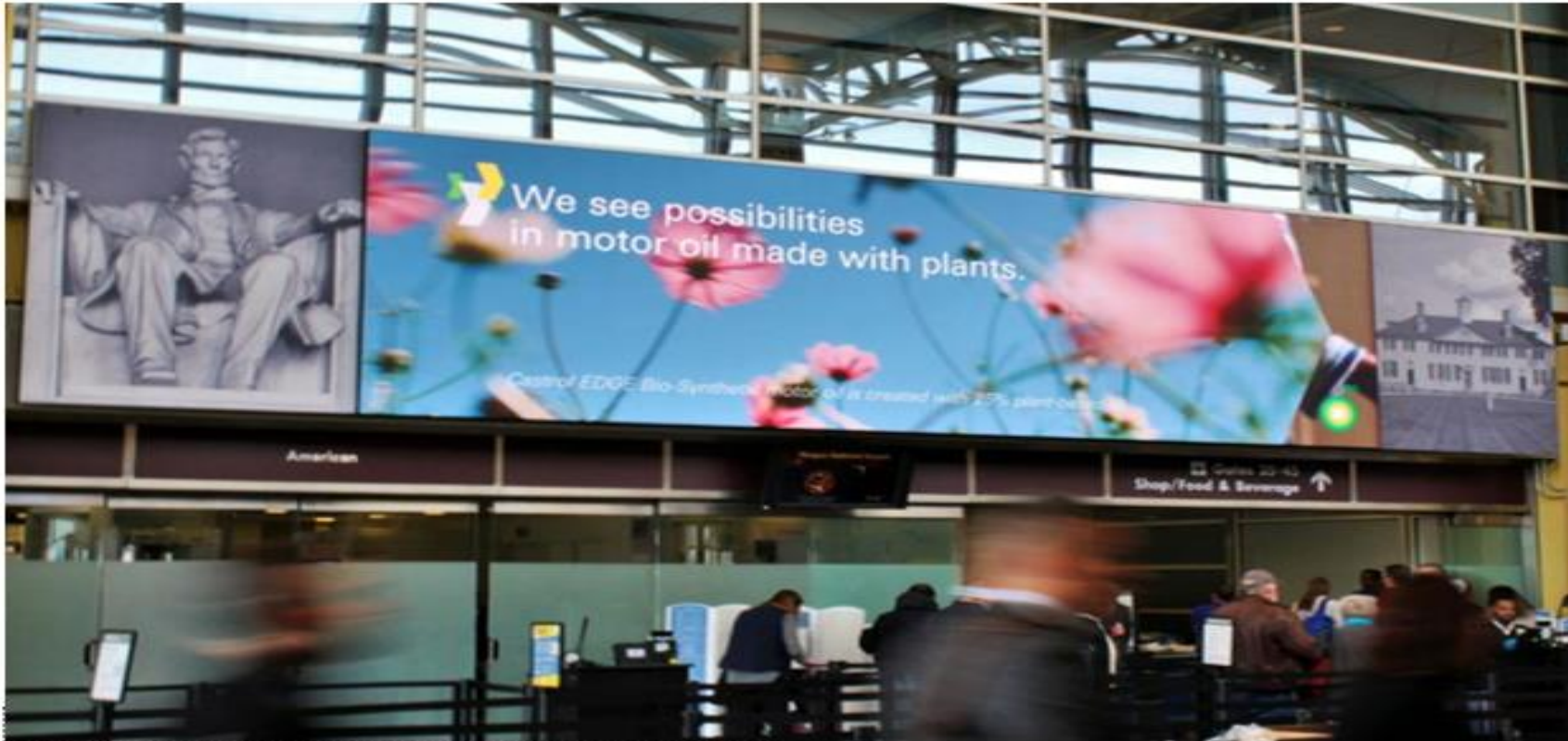
Print



Exterior

USA

Airport sites

**Name**

Ronald Reagan
Washington National
Airport

City

Washington

Format

Video wall

Impact count

1,952,547/month

USA

Airport sites



Name

Washington Dulles
International Airport

City

Washington

Format

LCD screen

Impact count

1,992,107/month

USA

Transit: Bus and Rail



Buses

This medium penetrates every part of a community, including the heaviest trafficked areas of major metropolitan cities.



Rail

This is effective in reaching upscale, suburban commuters in the busiest areas of major markets. By providing a face-to-face impact, it provides impressions in a visually stimulating environment.

USA

Key transit site



Name

Boston South Station

City

Boston, Massachusetts

Location

Atlantic Avenue,
Downtown Boston.
Walking distance from the
Financial District and the
Innovation District.

Impact count

205,000 riders/week

The Amtrak moves more
people between NY and
Boston than all domestic
airlines combined.

INDIA



India

Coverage Overview

Airports



Highway billboards



Retail & POS



Digital Screens



Wallscapes

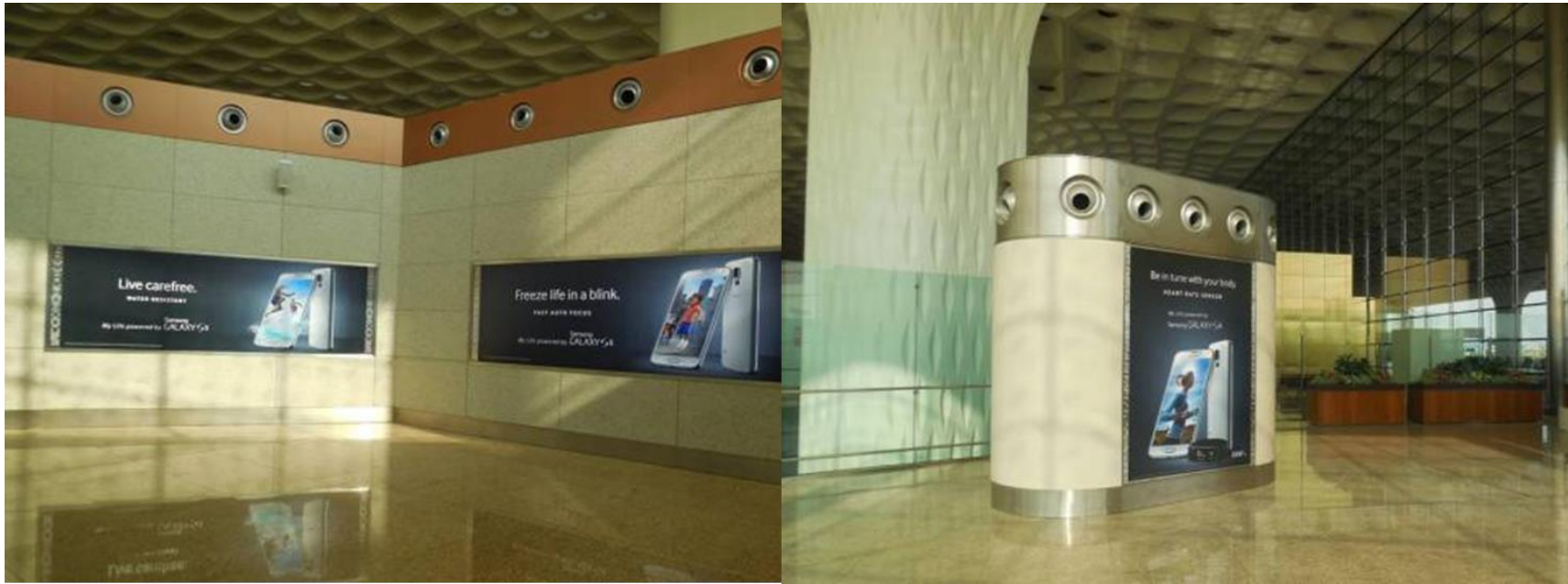


Key cities:

- New Delhi
- Mumbai
- Bengaluru
- Pune
- Ludhiana
- Chandigarh
- Surat
- Ahmedabad
- Mangalore
- Jaipur
- Kochi

India

Airport site: Mumbai



Name

Chhatrapati Shivaji
International Airport:
Red Carpet Package

City

Mumbai

Size

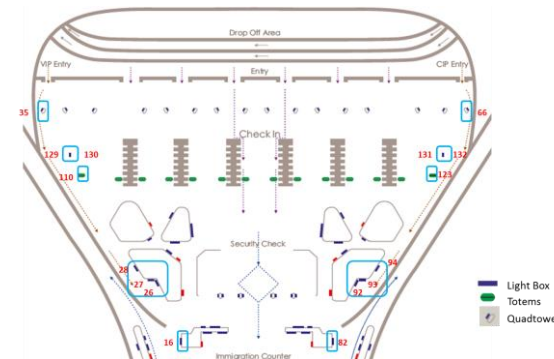
5'5"x7'5" / 13'7" x 4'4" /
5'5" x 7'5" / 3'8" x 9"

Format

Quad tower/ Lightbox/
Totems

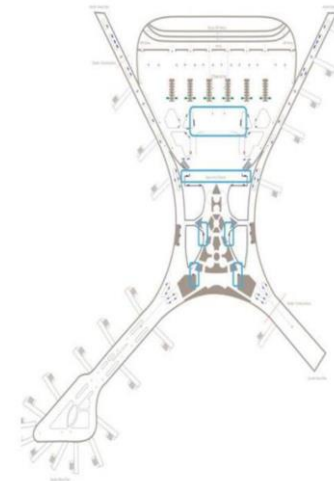
Faces

8



India

Airport site: Mumbai



Name

Chhatrapati Shivaji
International Airport:
Stellar site 1

City

Mumbai

Size

28' 1" x 9' 5"

Format

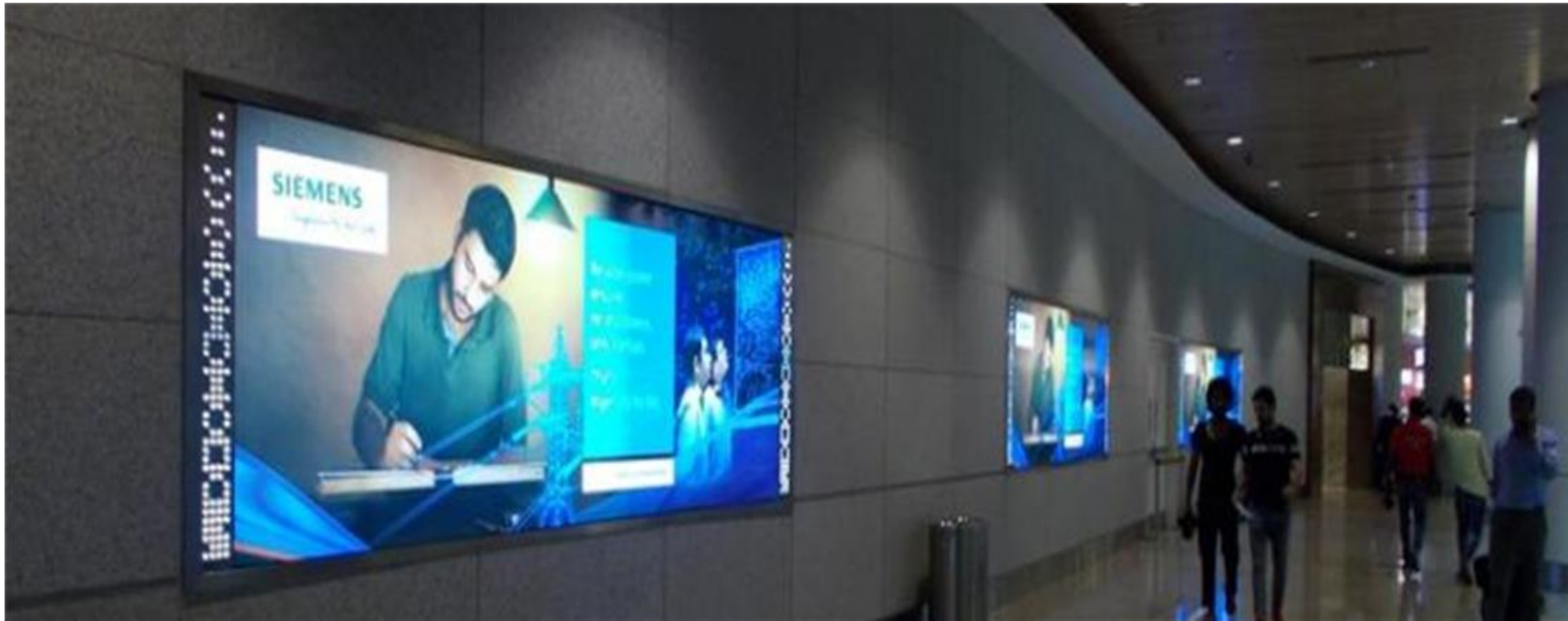
Lightbox

Faces

1

India

Airport site: Mumbai



Name

Chhatrapati Shivaji
International Airport

City

Mumbai

Size

13' 4" x 4' 4"

Format

Lightbox

Faces

6

India

Airport site: New Delhi



Name

Indira Gandhi
International Airport

City

Delhi

Size

60' x 16'14"

Format

Ambient lit

Location

T3 international departure
check in Hhall

Faces

1

India

Airport site: New Delhi



Name
Indira Gandhi
International Airport

City
Delhi

Format
Kiosk

India

Key sites: Mumbai



Name

Largest site in Bandra

City

Mumbai

Size

13' 4" x 4' 4"

Format

Billboard- front lit

Location

Bandra Rob Mt

Faces

1

India

Key site: Mumbai



City
Mumbai

Format
Billboard- front lit

Size
45 X 45

Location
Bandra Rob ET

Faces
1

India

Key site: Mumbai



City
Mumbai

Size
40 X 40

Format
Billboard- front lit

Location
Santacruz Airport Flyover
MT

Faces
1

India

Key site: Mumbai



City
Mumbai

Size
40 X 40

Format
Billboard- front lit

Location
Vile Parle Airport Colony
MT

Faces
1

India

Key site: Mumbai



City
Mumbai

Size
30 X 40

Format
Billboard- front lit

Location
Juhu Tara Road

Faces
1

India

Key site: Mumbai



City

Mumbai

Size

80 X 40

Format

Billboard- front lit

Location

Sion Chunabhatti

Faces

1

India

Key site: Mumbai



City
Mumbai

Size
20 X 20

Format
Billboard- front lit

Location
Marine drive (Set of 5)

Faces
1

India

Key site: Delhi



City

Delhi

Size

20 X 10

Format

Uni pole- front lit

Location

Munirka outer ring road

Faces

1

India

Key site: Delhi



City
Delhi

Size
16 X 8

Format
Utility

Location
Connaught Place

Faces
2

India

Key site: Delhi



City
Delhi

Size
55' x 30'

Format
Billboard

Location
NH10

Faces
1

India

Key site: Pune



City

Pune

Size

1600 sq. ft

Format

Billboard

Location

Sancheti towards RTO

Faces

1

Traffic Count

3,481,920

India

Key site: Pune



City

Pune

Size

40 x 20

Format

Billboard

Location

Camp SGS Mall

Faces

1

Traffic Count

4,219,792

India

Key site: Coimbatore



City

Coimbatore

Format

Billboard

Location

Avinashi Rd Nr KMCH

Traffic Count

5,425,145

Faces

1

India

Key site: Coimbatore



City

Coimbatore

Format

Billboard

Location

Towards Saibaba colony

Traffic Count

5,207,854

Faces

1

India

Key site: Bangalore



City
Bangalore

Size
40 x 20

Format
Billboard

Location
Koramangala near Forum
mall

Traffic Count
5,187,650

Faces
1

India

Key site: Bangalore



City
Bangalore

Size
70 x 40

Format
Billboard

Location
Hosur Rd opposite Infosys
FTT City

Traffic Count
4,362,276

Faces
1

India

Key site: Mangalore



City
Mangalore

Size
20 x 40

Format
Billboard

Location
Hampankatta Signal Jn

Traffic Count
418,471

Faces
1

India

Key site: Jaipur



City
Jaipur

Size
40 x 30

Format
Unipole

Location
Airport Rd Jawahar Circle
Corner Marriot

Traffic Count
1,437,680

Faces
1

CHINA



China

Coverage overview

Billboards



City sites



Retail and POS



Street furniture



Airports



Key cities:

- Beijing
- Shanghai
- Guangzhou
- Chengdu
- Xiamen
- Nanjing
- Shenzhen
- Nanjing
- Wuhan

China

Key site



Name
Jingxin Building Screen

City
Beijing

Format
Static

Location
Beijing Central Business District

Impact count
26,222,000/week

Screening info
15 sec X 60 times

China

Key site



Name

Xidan Galeries Lafayette screen

City

Beijing

Size

39 X 14 Landscape

Format

Rich

Location

Beijing Xi Dan District

Impact count

Traffic: 4,060,000/week;

Pedestrian:

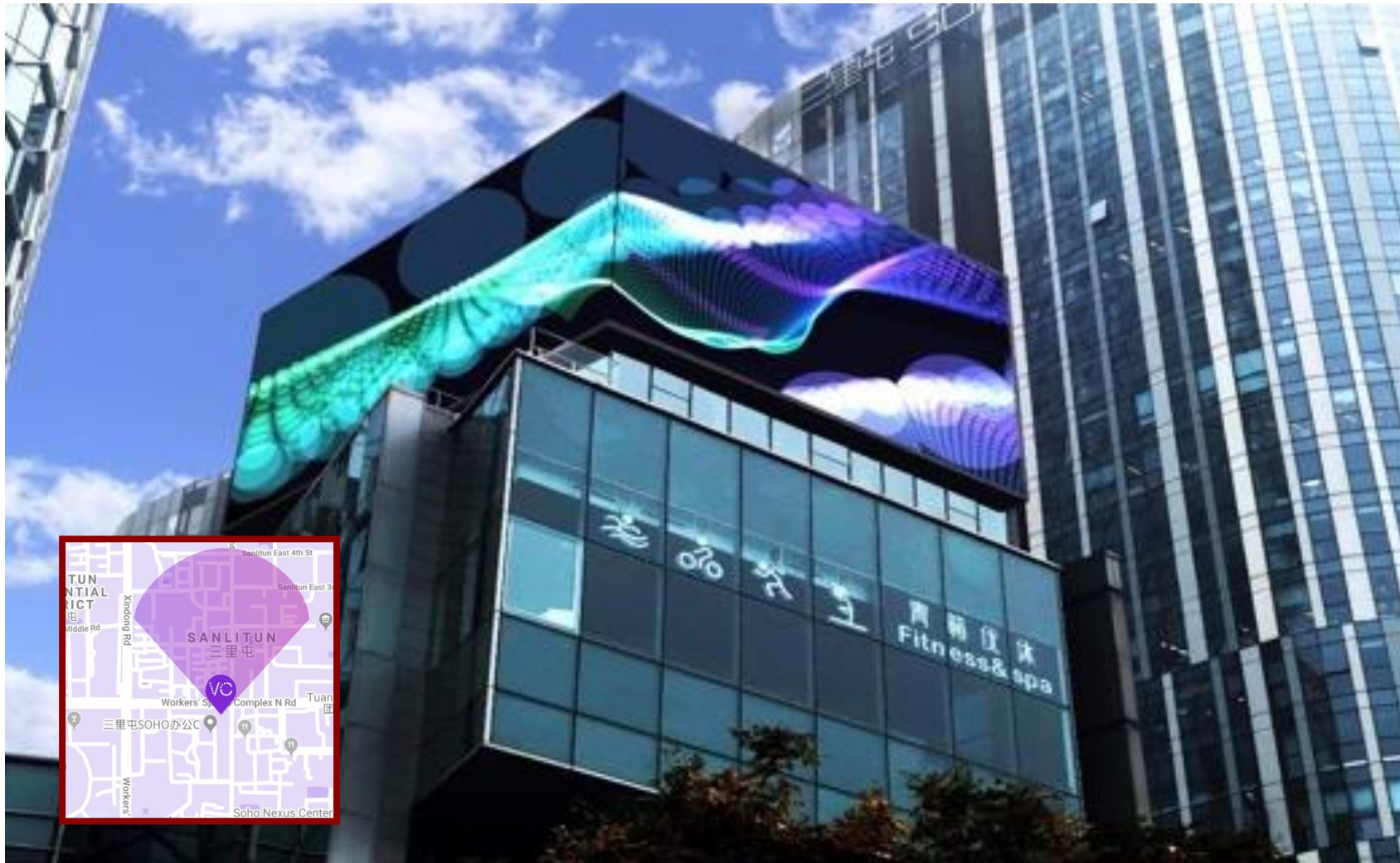
4,900,000/week

Screening info

15 Sec x 120 times

China

Key site

**Name**

Sanlitun Topwin Center
Screen

City

Beijing

Size

2 screens

Format

Rich

Location

Beijing Sanlitun District

Impact count

3,500,000/week

Screening info

15 Sec x 60 times

China

Key site



Name

Blue Island Tower Screen

City

Beijing

Size

31.6 x 12.7
Landscape

Format

Rich

Location

Beijing Central Business
District

Impact count

15,400,000/week

China

Key site



Name

Shanghai Xujiahui Metro City

City

Shanghai

Size

17.92 x 42.34
Portrait

Format

Hemisphere LED

Impact count

2,430,000/month

Screening info

15 sec X 60 times

China

Airport site: Beijing



Name

Beijing airport

City

Beijing

Format

Digital

Location

Beijing Capital
International Airport
Terminal 2, Level 2

Faces

1

Reaching close to 100% of
the Domestic Departing
Air Travelers

China

Airport site: Beijing



Name

Beijing airport

City

Beijing

Format

Digital

Location

Beijing Capital
International Airport
Terminal 2, Level 2 and 1

Faces

1

China

Airport site: Beijing



Name

Beijing airport

City

Beijing

Format

Digital

Location

Beijing Capital
International Airport
Terminal 3, Levels 3 & 1,
Area C

Faces

1

Sited next to each
boarding gate entry/
doorway

China

Airport site: Shanghai



Name

Shanghai Pudong Airport

City

Shanghai

Format

Digital

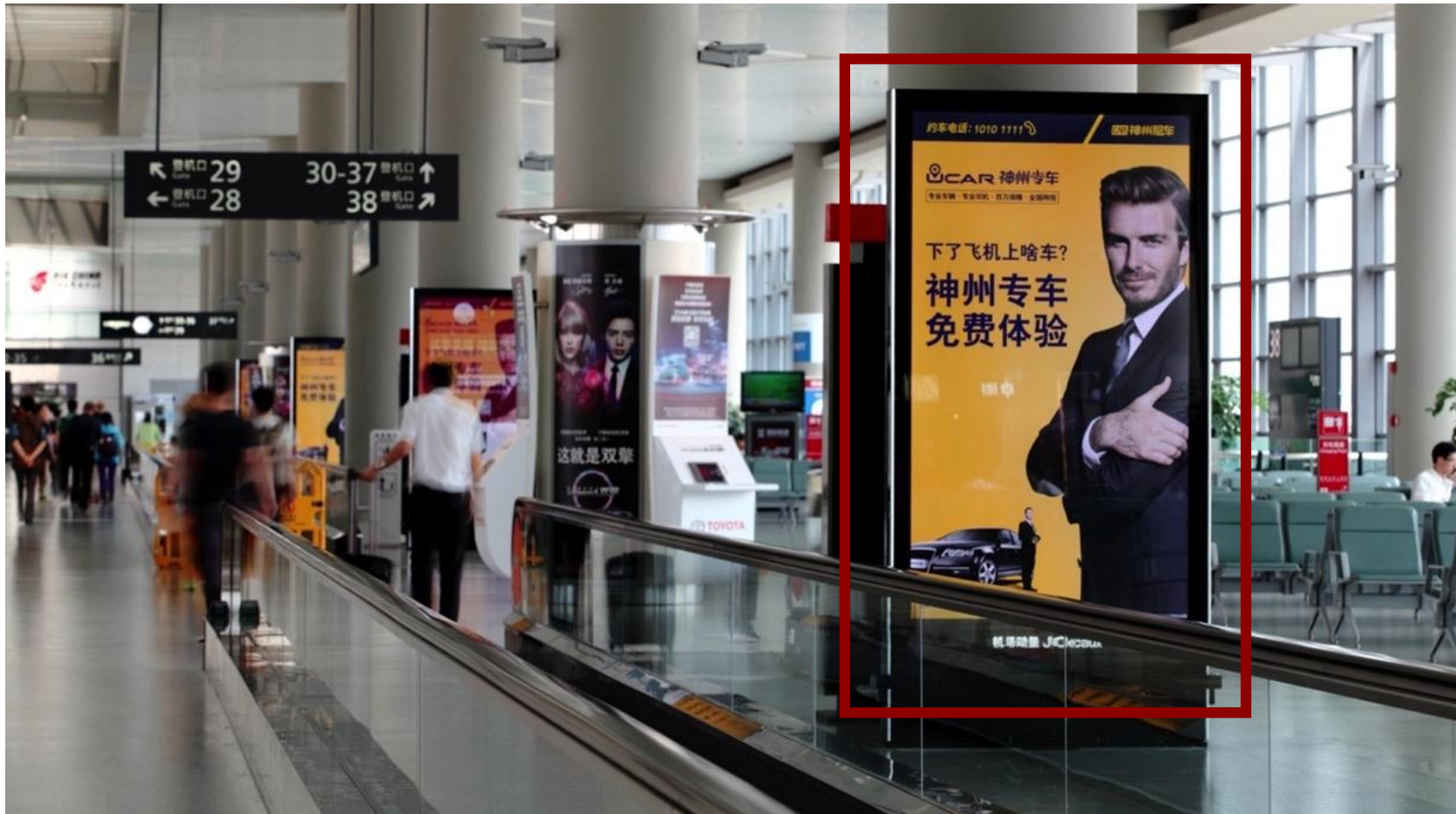
Location

Shanghai Pudong
International Airport
Terminal 1, Level 3

Sited at Departure
Boarding Gates Inducing
Maximum Eyeballs

China

Airport site: Shanghai



Name

Shanghai Hongqiao Airport

City

Shanghai **Format**
Digital

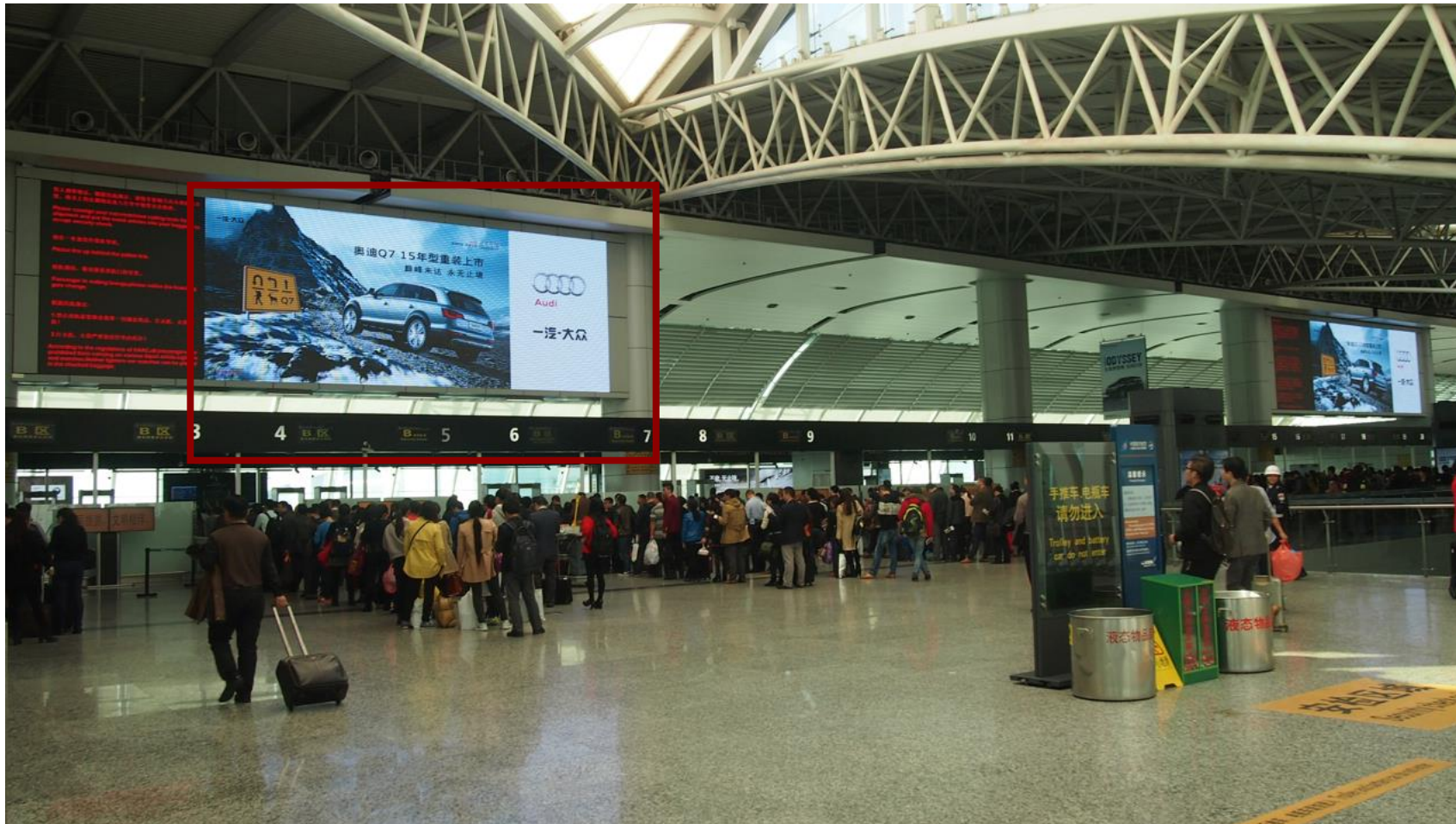
Location

Shanghai Hongqiao International Airport
Terminal 2, Level M

Sited Along mandatory transit routes towards boarding gates

China

Airport site: Guangzhou



Name

Guangzhou Baiyun
Airport

City

Guangzhou

Format

Digital

Location

Guangzhou Baiyun
International Airport,
Level 3, Area B

Sited above the Departure
Security Check Points

China

Airport site: Chengdu



Name
Chengdu Shuangliu
Airport

City
Chengdu

Format
Digital

Location
Chengdu Shuangliu
International Airport
Terminal 1, Level 2

Sited above the departure
security check points

GERMANY

DEM DEUTSCHEN VOLKE



Germany

Coverage overview

Digital billboards



City sites



Airport Exit



Transit- Underground



Street furniture



Highway billboards



Key cities:

- Berlin
- Munich
- Hamburg
- Frankfurt
- Düsseldorf
- Nürnberg

Germany

Transit: Underground stations & Berlin central station



Berlin Central Station

Big banner. 3000,000 passengers everyday.

Friedrichstraße underground station:

12 digital light boards

Frankfurt underground: 36 screens

Hamburg underground: 38 screens

Nurnberg underground: 70 screens

Digital City Light Posters: In 25 underground station spanning 74 locations across Berlin

Düsseldorf underground: 70 screens

FRANCE



France

Coverage overview

Digital billboards



City sites



Retail & POS



Transit



Street furniture



Airports



Key cities:

- Paris
- Lyon
- Marseille
- Bordeaux
- Lille
- Nice
- Nantes
- Toulon
- Orleans
- Toulouse
- Strasbourg
- Brest
- Montpellier
- Dijon

France

Key site



Name

Louvre

City

Paris

Format

Static

France

Key site



Name

Champs Élysées

City

Paris

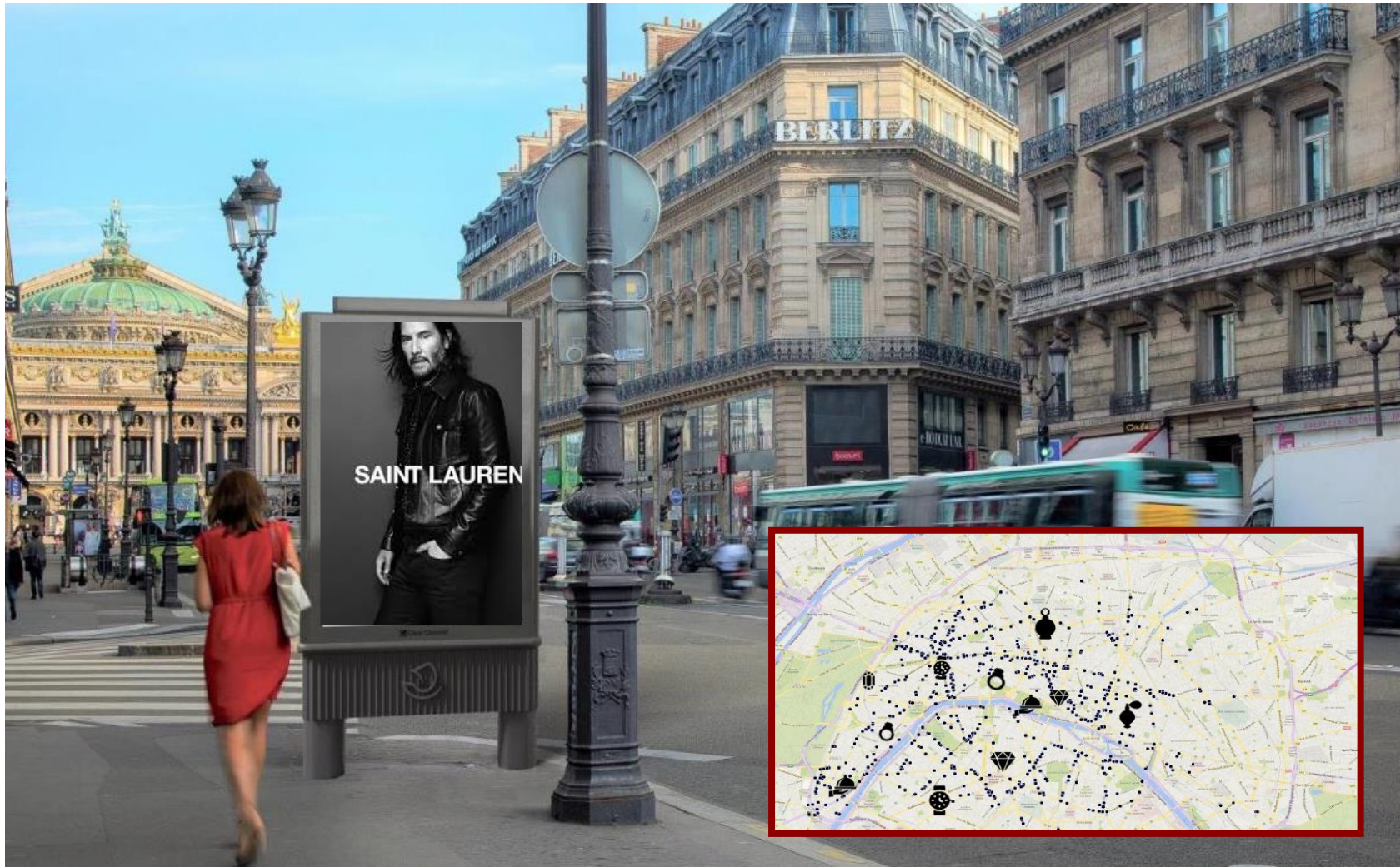
Format

Static

Selection of 30 panels along the Champs Élysées for a prestigious visibility on one of the most beautiful avenues in the world.

France

Key site



Name

Luxe

City

Paris

Format

Static

Selection of 700 panels near luxury Parisian stores.

France

Transit



Name

Paris Metro

City

Paris

Format

Digital

RUSSIA



Russia

Coverage overview

Highway billboards



City sites



Retail & POS



Digital screens



Key cities:

- Paris
- Lyon
- Marseille
- Bordeaux
- Lille
- Nice
- Nantes
- Toulon
- Orleans
- Toulouse
- Strasbourg
- Brest
- Montpellier
- Dijon

Russia

Key site



City

Moscow

Size

30 secs x 60 Times &
above

Format

Digital

Location

New Arbat 2

Russia

Key site



City

Moscow

Format

Digital

Impact

170,240

Location

Volokolamskoye sh., 3, p.
1, TC "Caramel"

Russia

Key site



City

Moscow

Format

Digital

Impact

169,340

Location

Leninsky Prospect, 158

Russia

Key site



City

Moscow

Format

Digital

Impact

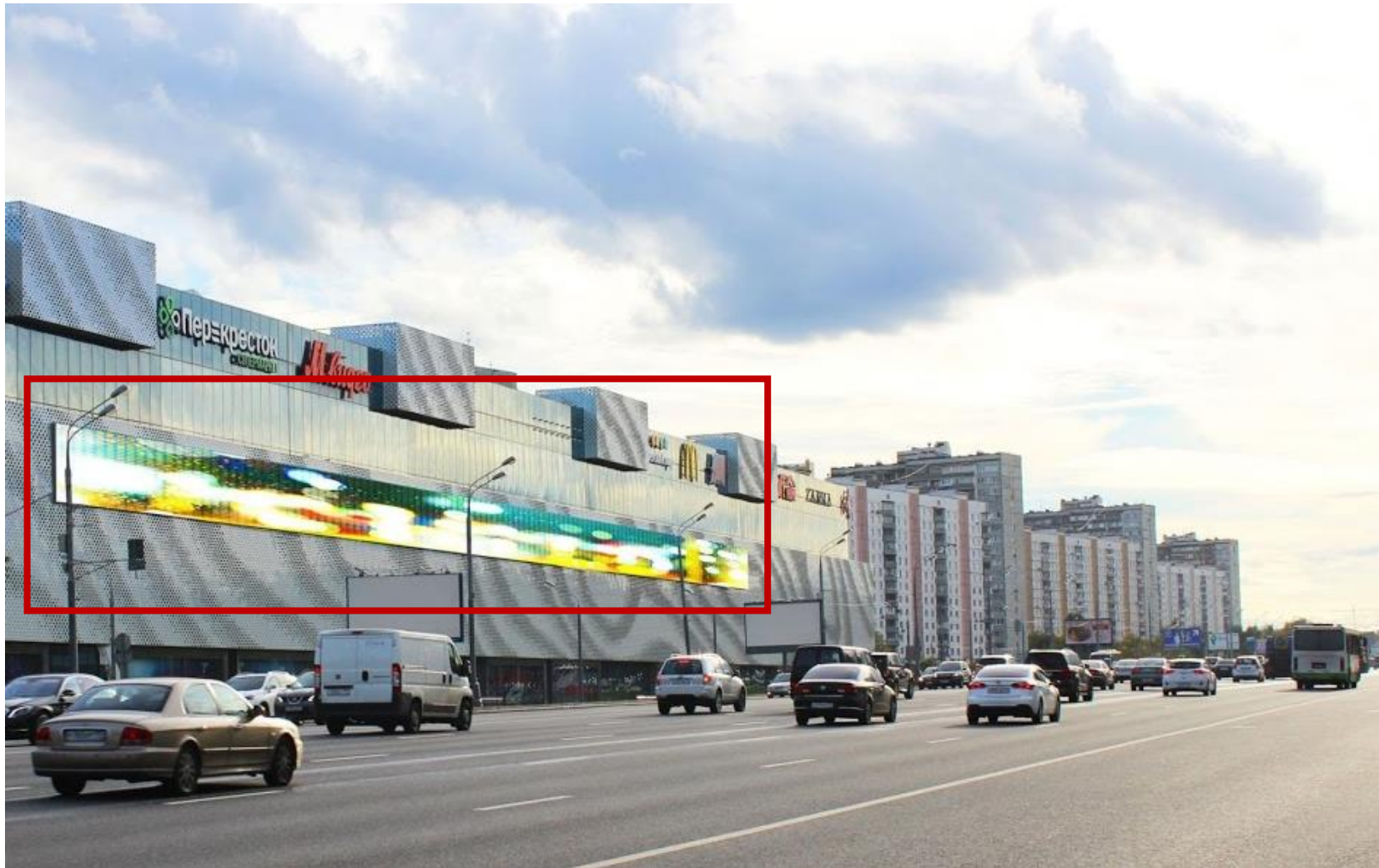
76,800

Location

Warsaw highway, 118,
Bldg. one

Russia

Key site



City

Moscow

Format

Digital

Location

Shopping Centre Oceania

JAPAN



Japan

Coverage overview

City sites



Retail & POS



Key cities:

- Tokyo

Japan

Key Sites



Name

Shibuya Crossing

City

Tokyo

Format

4 LEDs

Screening info

15 sec X 8 times

Japan

Key Sites



Name

Yurakucho Mullion

City

Tokyo

Format

Static

Japan

Key Sites



Name

Kotsukaikan Visual Street

City

Tokyo

Format

Static

Japan

Key Sites



Name

Marunouchi Vision.
One of Tokyo's most
important business
districts.

City

Tokyo

Format

Static

ITALY



Italy

Coverage overview

City sites



Street furniture



Airports



Transit- bikes



Retail & POS



Billboards



Key cities:

- Milano
- Rome
- Napoli
- Venezia
- Torino
- Bologna
- Venice
- Verona
- Firenze
- Catania



AUSTRALIA

Australia

Coverage overview

Digital billboards



Street furniture



Street posters



Transit- bus



Key cities:

- Sydney
- Melbourne

FINLAND



Finland

Coverage overview

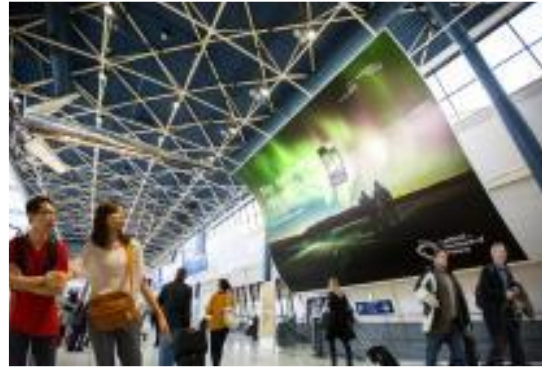
Highway billboards



Street furniture



Helsinki airports



City sites



Retail & POS



Key cities:

- Helsinki
- Espoo
- Vantaa
- Turku
- Tampere
- Oulu
- Jyväskylä

SOUTH AFRICA

CAPE OF GOOD HOPE
THE MOST SOUTH—WESTERN POINT
OF THE AFRICAN CONTINENT

South Africa

Coverage overview

Highway billboards



Airports



Key cities:

- Johannesburg
- Cape Town
- Durban
- Lanseria

South Africa

Airport site



Name

King Shaka Airport

City

La Mercy, Durban

Format

Externally illuminated

Location

King Shaka Airport, La Mercy, Durban.

South Africa

Airport site



Name

Cape Town International Airport

City

Matroosfontein, Cape Town

Format

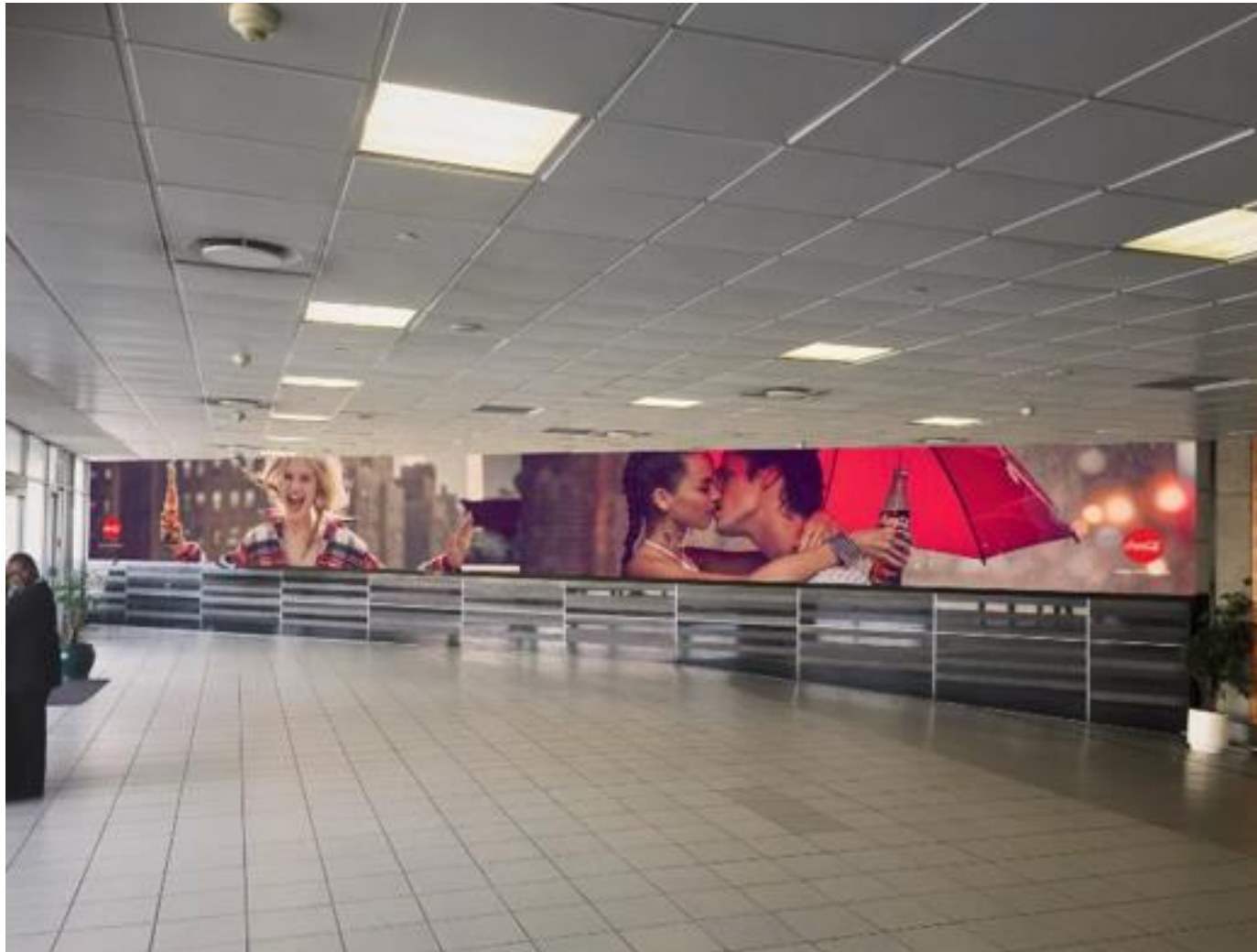
Non illuminated

Location

On the left-hand side of the exit from multi-storey parkade 2, Cape Town International Airport, Matroosfontein, Bellville.

South Africa

Airport site

**Name**

O.R. Tambo International
Airport

City

Kempton Park, Gauteng

Size

1680mm x 16000mm

Traffic

Average of 404,064
passengers per month

Location

Domestic arrivals bussing
gate entrance- airside

South Africa

Airport site



Name

O.R. Tambo International Airport

City

Kempton Park, Gauteng

Traffic

Average of 896,516 passengers per month

Location

Domestic arrivals & departures– Landside

PAKISTAN



Pakistan

Coverage overview

Airports



Highway billboards



Retail & POS

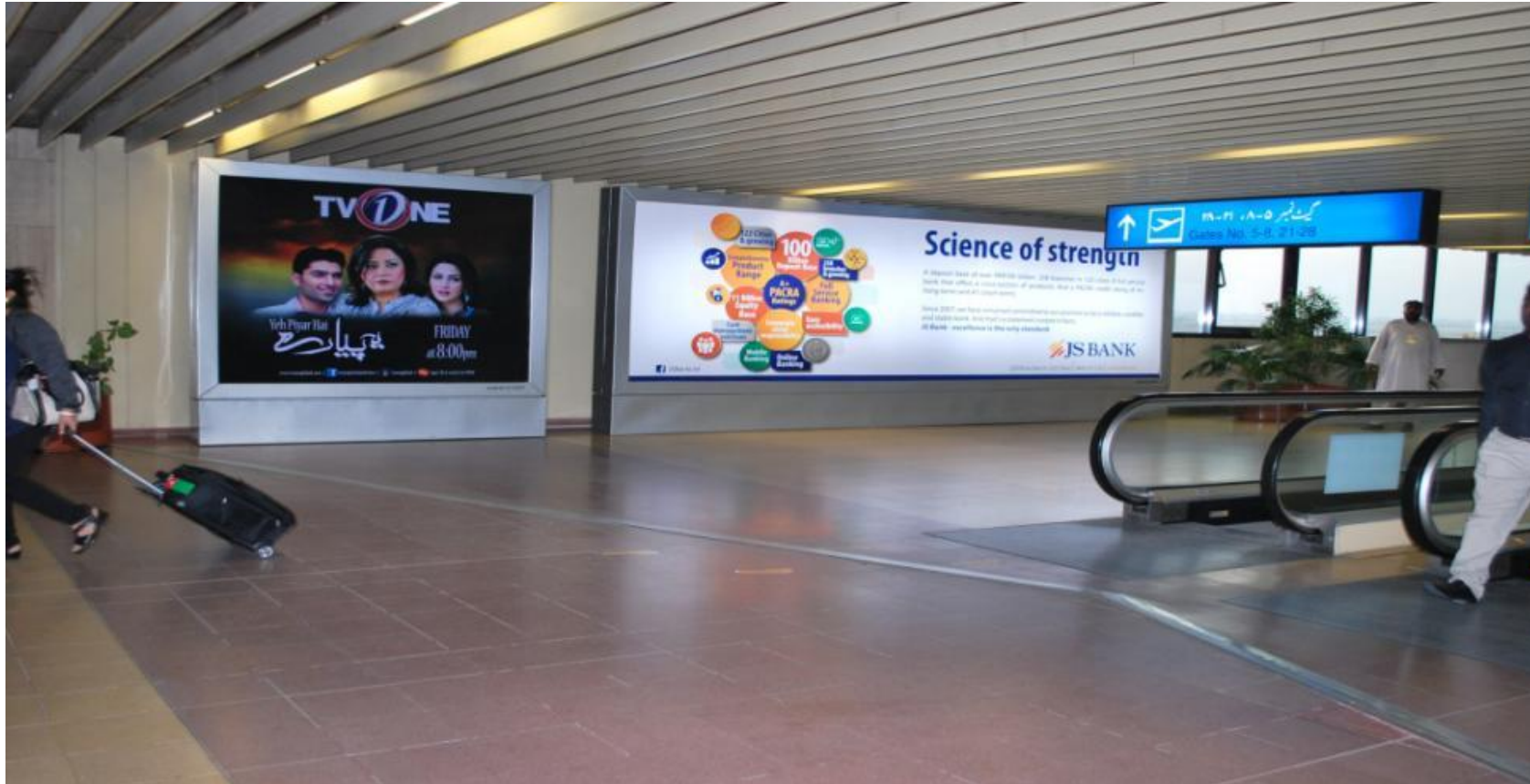


Key cities:

- Karachi
- Lahore
- Islamabad
- Peshawar
- Faisalabad

Pakistan

Airport site: Karachi



Name

Jinnah International
Airport

City

Karachi

Format

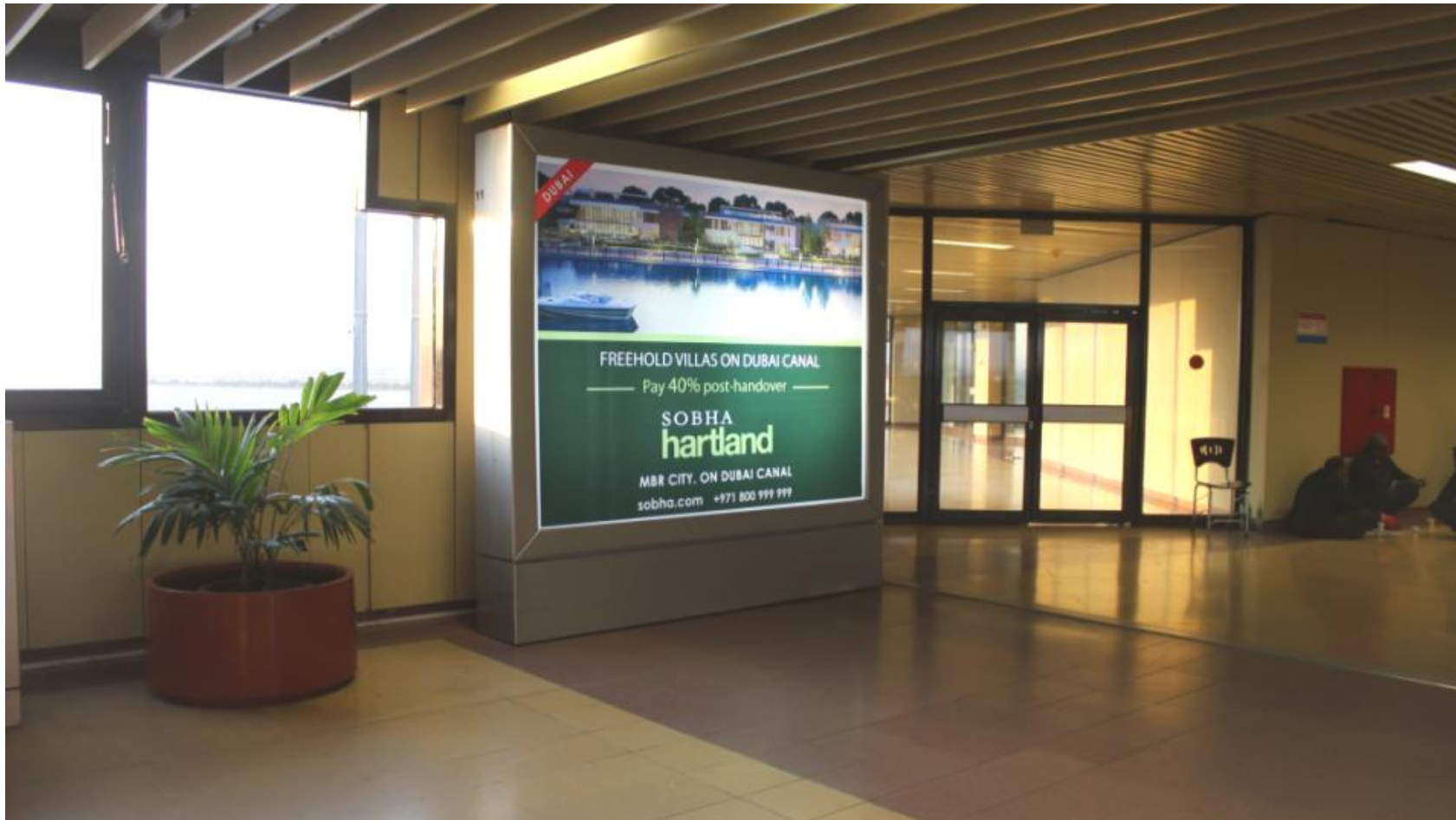
Back-lit Unit

Location

International walkway
area

Pakistan

Airport site: Karachi



Name

Jinnah International
Airport

City

Karachi

Format

Back-lit Unit

Location

International walkway
area

Pakistan

Airport site: Lahore



Name

Allama Iqbal International
Airport

City

Lahore

Format

Back-lit unit

Location

International departure
hall

Pakistan

Key site



City

Lahore

Format

Static

Location

Fortress Stadium, Mian
Mir Bridge

Pakistan

City site



City

Islamabad

Format

Static

Reach

350,263

Location

New Islamabad Int'l
Airport: after exit

Pakistan

City site



City

Lahore

Format

Static

Reach

849,789

Location

Jinnah flyover

LET'S DISCUSS

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