

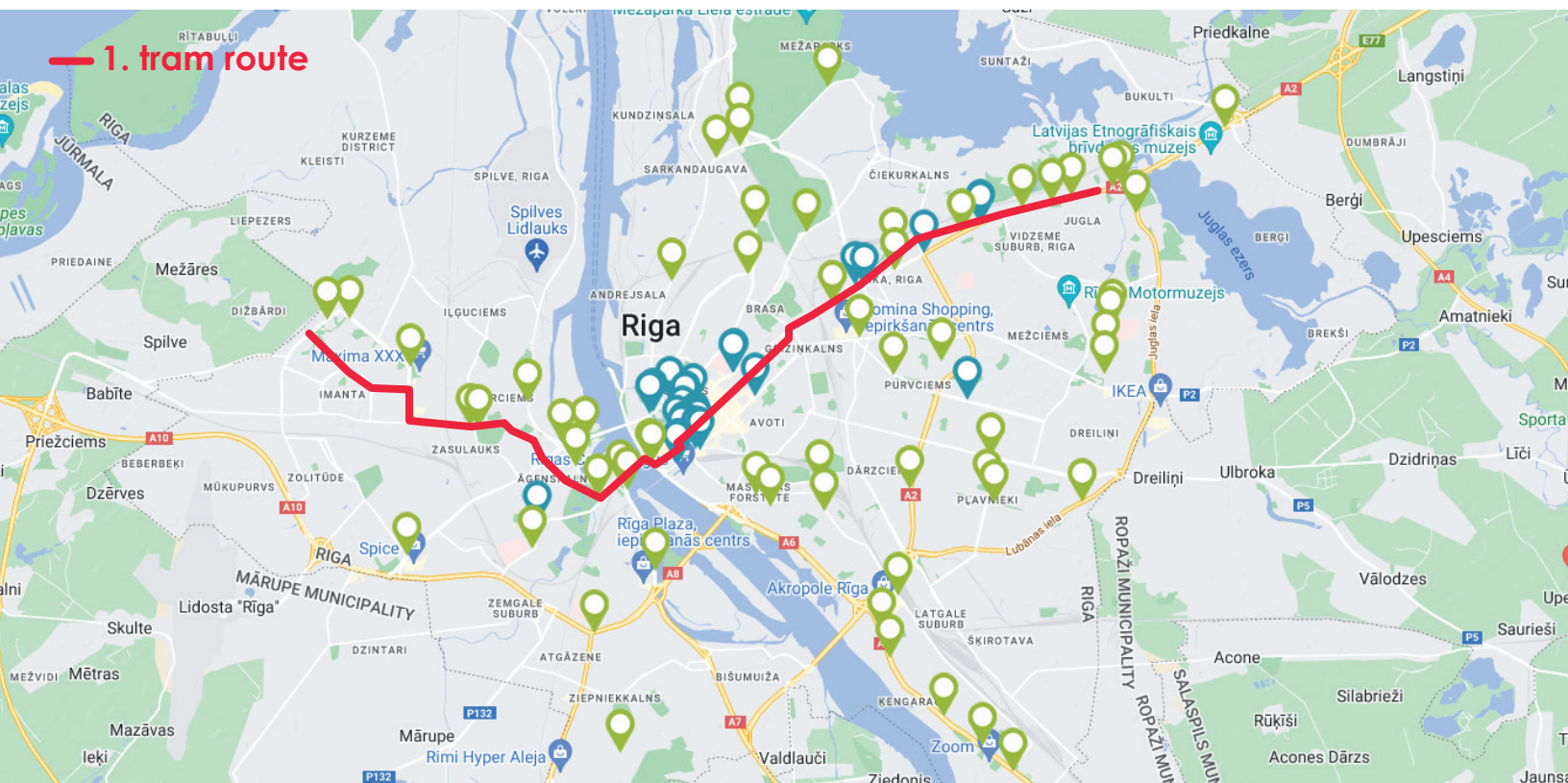
IS THERE LIFE AFTER TRAMS?



60 ES + 40 DOOH
(HALF)



Smart DOOH
+
Analog eurosize network



AUDIENCE

15+

N+3



62,7%
reach



Creates a wide reach in the city with static advertising



Will attract even more attention with digital content in the "hot spots" of the city