

JCD MBT Metro Digital

2024



JCDcaux

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Reach a **YOUNG & ACTIVE** TARGET GROUP



The metro is the **most widely used and popular form** of public transport in Brussels*



Homogeneous repartition in **17** stations in strategic eye-catching places

*Source: STIB/MIVB



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Get the attention of 95% of daily metro commuters

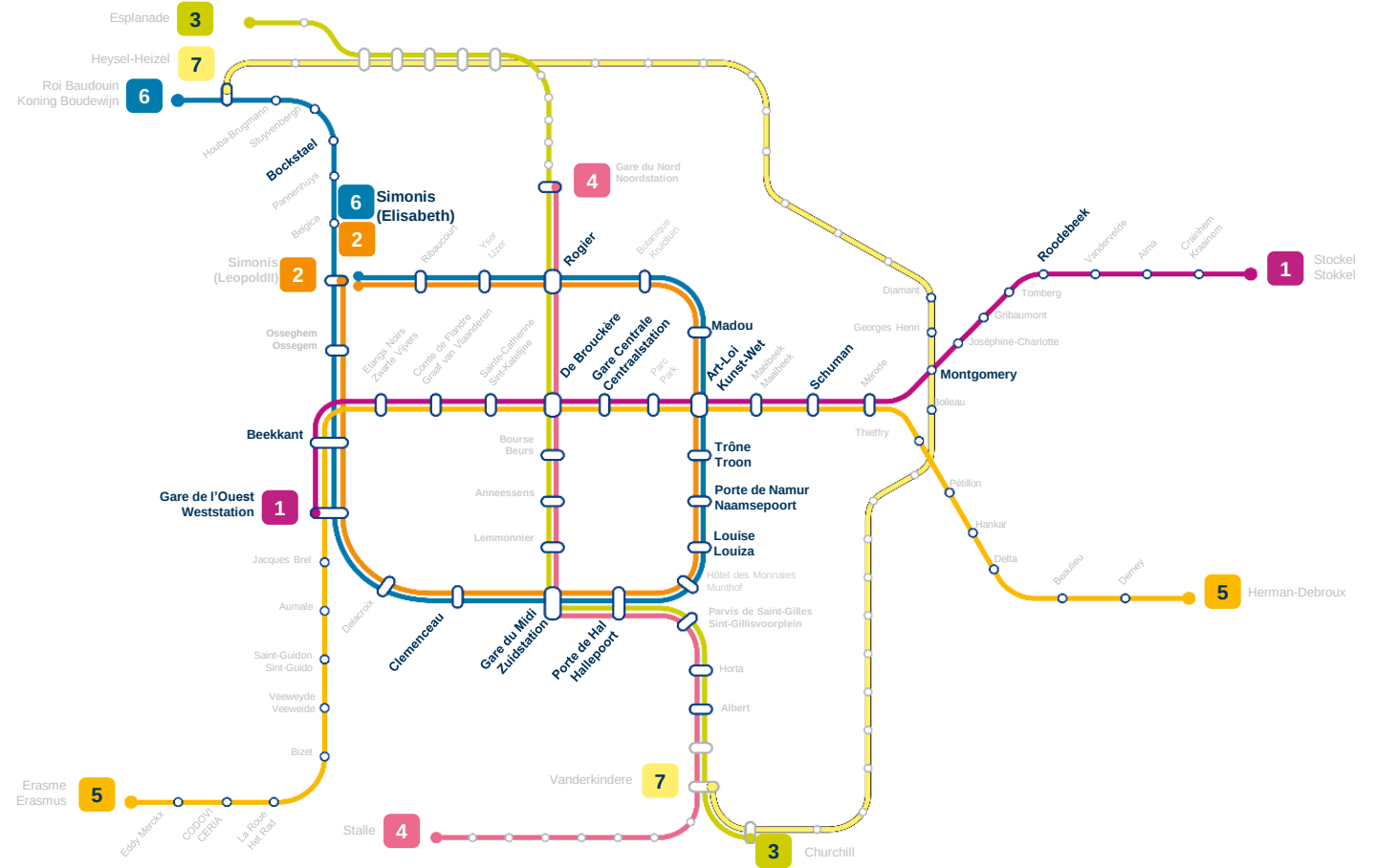
- Unmissable messages
- Dynamic and contextualized communication
- Flexibility
 - ✓ Geotargeting
 - ✓ Time of day selection
 - ✓ Weather targeting, etc,
- **13** Twins screens available in 160 screens network
- Spontaneous recall x2 in comparison with paper
- High number of contacts and repetition
- Same format as outside JCD Digital screens
- Easy combination with other JCD Digital product



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1 Twin = 2 screens

Metro Station	160 Sides*	Twin Screens*
Arts-Loi/Kunst-Wet	12	1
Beekant	6	
Bockstael	7	
Clemenceau	1	
De Brouckère	14	
Gare Centrale/Centraalstation	9	
Gare de l'Ouest/Weststation	7	
Gare du midi/Zuidstation	11	
Louise/Louiza	12	5
Madou	8	
Montgomery	7	
Porte de Hal/Hallepoort	4	
Porte de Namur/Naamsepoort	12	1
Rogier	16	5
Roodebeek	7	1
Schuman	9	
Simonis	10	
Trone	8	



* number of sides is indicative