DATA & FACTS

Passenger TV in the mcR&D network



BRIEF PROFILE OF PASSENGER TV
High reach, high advertising effect

The Passenger TV media with its numerous touchpoints throughout the customer's journey reaches its audience without any significant scattering loss.

The metropolitan channels Berliner Fenster (Window on Berlin), Münchner Fenster (Window on Munich) and Stuttgarter Fenster (Window on Stuttgart) show an infotainment program in local public transport 20 hours every day (4 am–12 midnight). This mixture of news, entertainment, city information, and advertising accompanies millions of passengers in their travels on a daily basis.

Certified data and time-flexible advertising opportunities provide the basis for a proper segmentation of target groups. This is the way to get your message across to your audience in a high-quality program with spot-on accuracy.

Media data Berliner Fenster

- 3070 screens in 858 subway cars
- Reach:
  2.31 million gross contacts/day*
  14.83 million gross contacts/week**

Media data Münchner Fenster

- 2664 screens in 666 subway cars
  1054 screens in 152 tramway cars
  1261 screens in 731 buses
- Reach:
  1.22 million gross contacts/day*
  7.89 million gross contacts/week**

Media data Stuttgarter Fenster

- 558 screens in 227 city railway cars
  270 screens in 270 buses
- Number of passengers:
  617,000 passengers per day***

* 8 playouts in 2-hour slots, 20 hours/day
** 8 playouts in 2-hour slots, 20 hours/day, for one week
Source: Digital Media Institute (DMI), updated: 10/2022, based on DMI reach measurement for DOOH Q4.2022
*** Source: SSB AG



© Alexander von Spreti, Courtesy National Gallery of Art, Washington; Gestaltung: Flo Wöhler (Screen)

CUSTOMER BENEFITS
Brand awareness for millions

- Brand profiling with millions of viewers in a highly relevant content environment
- Booking in two-hour slots (e.g. 8 am–10 am), with a choice of 8, 16, or 24 repetitions
- Data-aided selection of target groups by time of day: working people in the morning and afternoon, families and seniors at midday, and party people at night
- Freedom to design the media plan (spot length, duration, playout frequency, no minimum booking frequencies). Minimum booking: 2 hrs.
- Campaigns controllable on the fly, last-minute changes of motif possible
- Reliable built-up of reach by daily returning users
- Ongoing support in advertising design through our own TV studio
- Expert advice on media planning and booking, provided by the sales department
- Implementation of campaigns without lead time within a few days (offer, spot production, playout)

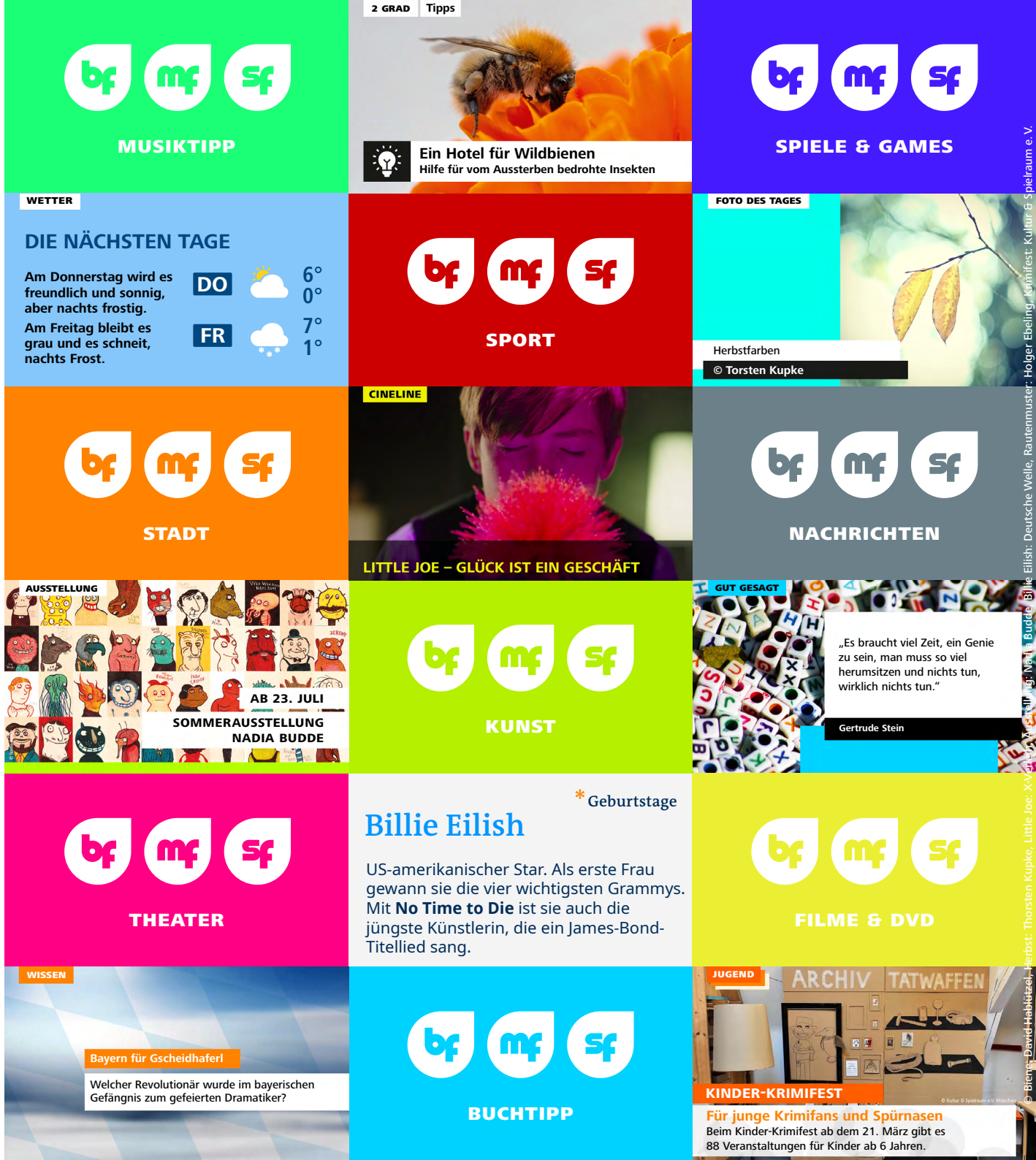


PROGRAM
Infotainment at its best

Politics, entertainment, culture, sports, city life, commercials – the periodically updated infotainment program of the metropolitan channels Berliner Fenster (Window on Berlin), Münchner Fenster (Window on Munich) and Stuttgarter Fenster (Window on Stuttgart) offers first-class entertainment.

Aside from the quality productions made in-house, program contents are supplied by prominent media partners such as Süddeutsche Zeitung, Tagesspiegel, Welt, Kicker, Bayerischer Rundfunk, Deutsche Welle, B.Z., SWR, and Stuttgarter Zeitung.

This reputable environment guarantees not only brand safety; it also enables advertising clients to place their messages specifically in certain environments (sports, news, entertainment) or take on sponsorships of formats.



FEES AND BOOKING
Simple planning online

Whether it is early in the morning, late at night, or rush-hour time – the metropolitan channels Berliner Fenster (Window on Berlin), Münchner Fenster (Window on Munich) and Stuttgarter Fenster (Window on Stuttgart) reach hundreds of thousands of passengers at any hour.

The Passenger TV media with its flexible booking system offers customers these choices:

- Location (Munich, Berlin, Stuttgart – as single or combination booking as well as the entire mcrud network including Leipzig, Dresden, Chemnitz, and Bremen)
- Duration (from one day unlimited)
- Playout frequency (spot repetition 8, 16, 24 times in a 2-hour time slot)
- Time of day (20 hours a day, 7 days a week)
- Spot length (from 10 seconds)
- Program environment (Cineline, book recommendations, ...)

Look here to find our media planner:
https://mcrud.de/mediaplaner



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PATRONAGE FORMATS AND SPONSORSHIPS
Platforms for brand messages

Patronages and sponsorships of the premium formats Berliner Fenster (Window on Berlin), Münchner Fenster (Window on Munich) and Stuttgarter Fenster (Window on Stuttgart) offer brand awareness for millions of viewers:

- **WETTER** (Weather) – the format featuring the current weather conditions and a preview for the upcoming days – enjoys the highest awareness among viewers. Graphically adapted to the audience's viewing habits and played out at a high frequency, this format transports a message that everyone is interested in.

- Have your photo presented to an audience of millions – this opportunity is made possible by the user-generated format **FOTO DES TAGES** (Photo of the Day). Every day the show surprises passengers with a new image. A real eye-catcher with high popularity ratings.

- Traveling, living, consuming – the burning issue of sustainability affects every aspect of our lives. The Eco magazine **2 GRAD** offers tips for a life that will still be worth living tomorrow – compact, easy to understand, suitable for daily use. *

You may combine your brand and products with a patronage and benefit from the formats' universal contents:

- Presentation of brand and products in the intro and outro of the patronages

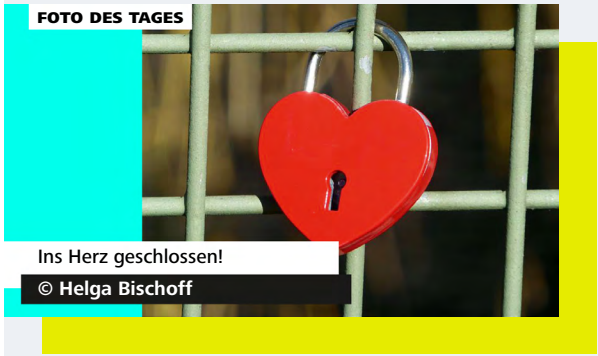
- Custom wording and corporate design

- Option to regularly update the advertising appearance and message (day, week, month)

- Freedom to choose duration (month, quarter, year), playout frequency, and spot length

- Automated update through CMS







* Available on demand from our distribution department, there is a detailed fact sheet for every patronage format, including information on reach, fees ...

© Herz: Helga Bischoff, Baum: pixabay/Felix Mittermeier

CONSULTING FROM DAY ONE
Expertise for high-value advertising

When designing an advertising campaign for Passenger TV, our customers receive extensive support from a qualified team of technicians, graphic designers, and media and sales experts right from the very start. Afterwards it will be played out, focusing on the respective target audience, by a TV studio in the heart of Berlin on the metropolitan channels Berliner Fenster (Window on Berlin), Münchner Fenster (Window on Munich) and Stuttgarter Fenster (Window on Stuttgart) via LTE on subway, tram, and bus – updated within minutes and in stunning high-definition (HD) quality.

- Spot production in all visual formats (video, still images, slideshows)
- Budget-priced production based on existing advertising materials (video, images, posters, leaflets, …)
- Ongoing consultation throughout the entire creative process
- Fast and straightforward production and release processes
- Implementation of advertising campaigns from material delivery, spot production, and launch without lead time within a few days.



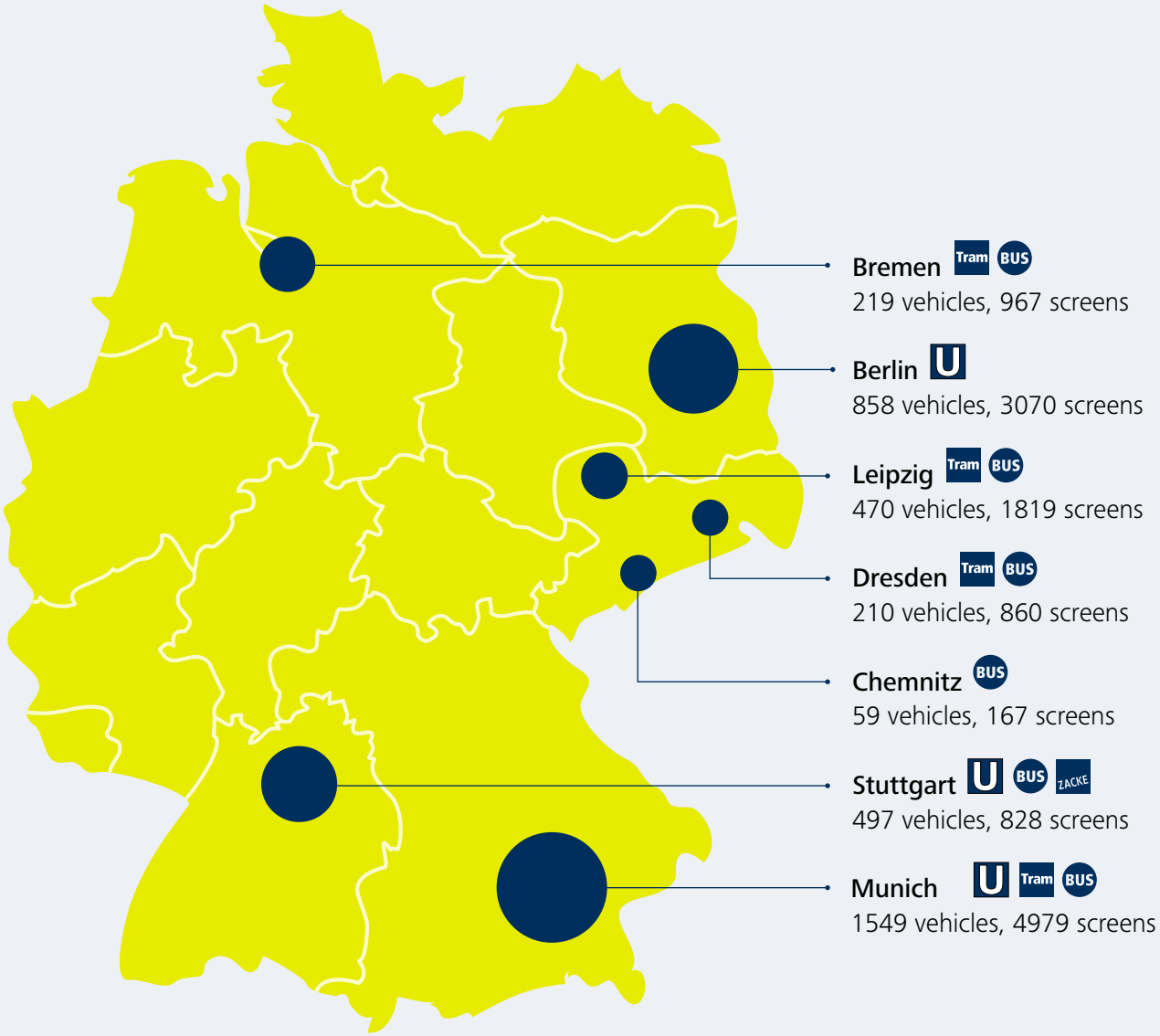
© Somer Abbass Yacoub

mcrud's OVERALL NETWORK
Seven cities, one booking

In addition to the metropolitan channels Berliner Fenster (Window on Berlin), Münchner Fenster (Window on Munich) and Stuttgarter Fenster (Window on Stuttgart), the network of mcrud GmbH, Germany's biggest marketer of Passenger TV, also covers the cities of Leipzig, Dresden, Chemnitz, and Bremen.

According to the One-Face-to-the-Customer principle, all cities can be booked in any combination via the sales departments in Berlin and Munich.

PASSENGER TV IN PUBLIC TRANSPORT
Number of vehicles and screens



mcrud REACH
The numbers at one glance

As a one-to-many medium, passenger TV generates very high reach and is viewed by hundreds of thousands of passengers at any time of day as they travel with the local public transport.

Thanks to a representative study conducted jointly with the renowned Digital Media Institute (DMI) in Munich, the high reach of mcrud GmbH's metropolitan channels is verified with corresponding contact data.
Every campaign played out in the metropolitan channels Berliner Fenster (Window on Berlin) and Münchner Fenster (Window on Munich) is backed up with demographic data of the respective target group. Based on that data and with the help of an intelligent media plan, scattering loss can be consistently avoided or minimized.

This combination of certified contact data and excellent program quality makes Passenger TV a medium with an advertising power that is unrivaled in Digital out-of-Home advertising (DOOH).

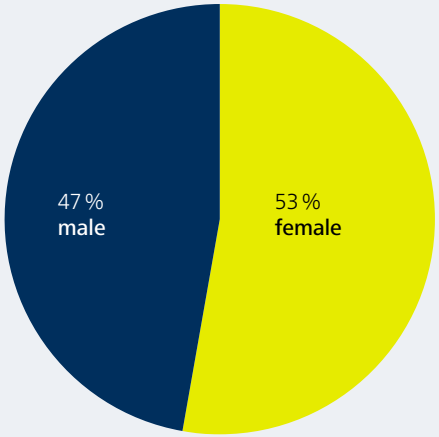
*** Source:**
Institute for Digital Out of Home (IDOOH), 2023

ADVERTISING MEDIA GROSS CONTACTS MON THROUGH SUN*
Qualified reach and demographic population data

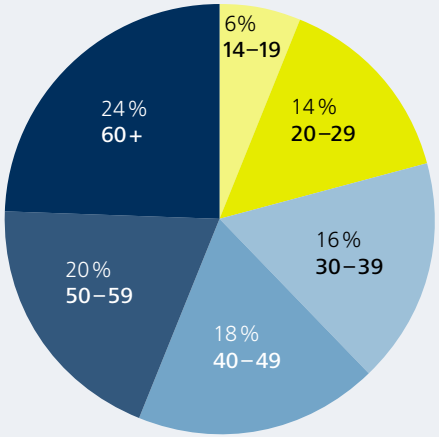
Gross contacts in the general population over 14 years:

34.2 million

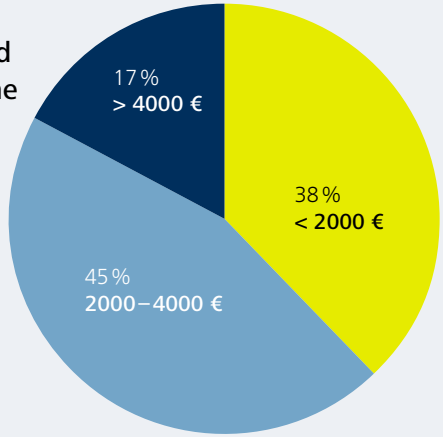
Gender



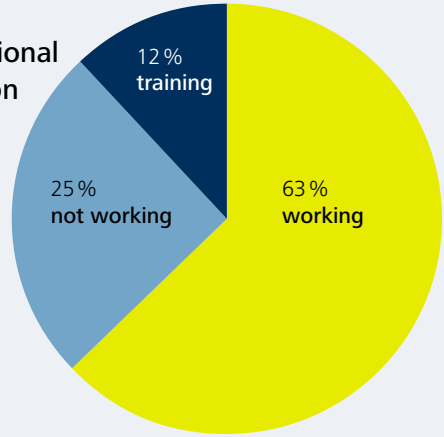
Age groups



Household net income



Professional Situation



PASSENGER TV RECEPTION
Study data

In representative surveys conducted by public transport operators, passenger TV consistently receives outstanding ratings. The success with passengers results from the precise adaptation of the infotainment program to the viewing situation in public transport. The program is tailored in terms of length and dramaturgy to a frequently changing audience. The program design, developed specially for passenger TV, as well as state-of-the-art transmission technology (WLAN, DAB, etc.) ensure excellent image quality and a consistently high level of updates.

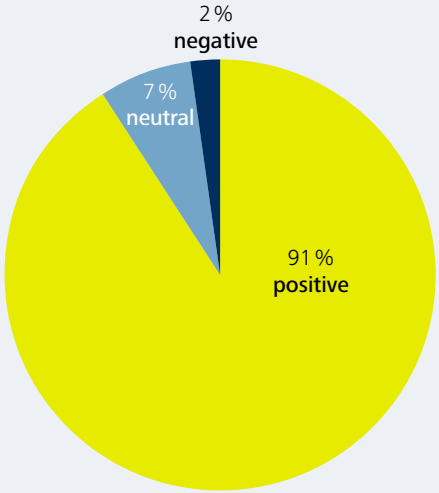
Especially during rush hour, a mainstream program suitable for a mass audience ensures that all parts of the public are reached. The content aligns with the daily rhythm and interests of the viewers throughout the 20 hours of program: more news and city information in the morning, more entertainment and lifestyle in the evening. Such a technically and editorially sophisticated, widely accepted program offers an ideal environment for advertisers.

*** Source:**
SWM/MVG Mehrthemenbefragung 2023, SINUS

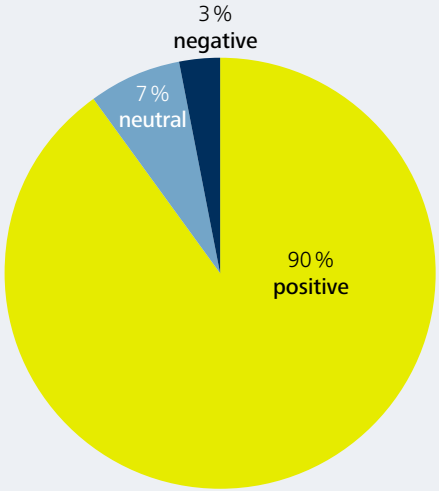
PASSENGERS LIKE PASSENGER TV*
Data from subways, buses, and trams

Assessment of screen availability

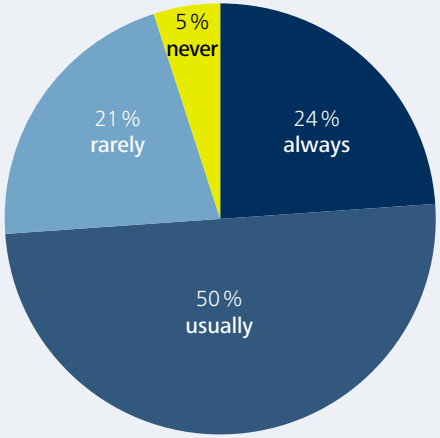
Subways

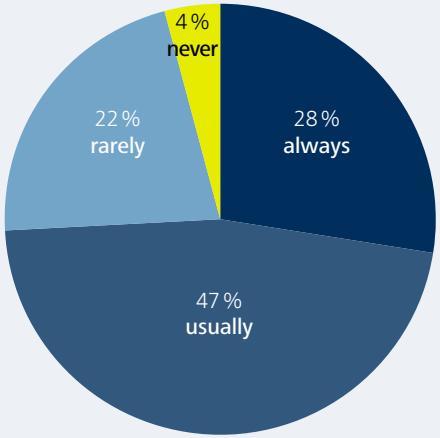


Buses and Trams



Viewing Passenger TV





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