

Metro stations to get more live motion advertising screens

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The Tyne and Wear Metro is getting 30 new digital display screens that are able to show live motion adverts at its stations.

The new screens are being installed at the busier city centre stations on the Metro system.

Live motion screens for showcasing major brands and entertainments are now used at main railway stations throughout the UK.

Global, the Media and Entertainment Group, has signed a major advertising deal with Nexus, operator of the Tyne and Wear Metro, following a competitive tender pitch.

The new agreement sees Global appointed as the exclusive outdoor advertising partner across Metro's 60 stations – including four of the major city centre stations in Newcastle, Central, Monument, St James and Haymarket – which attract an annual footfall of over 36 million passengers.

With a significant capital investment, Global will add 30 new premium digital displays at the largest Metro stations. The new deal will also see Global work with Nexus to help advertisers understand audience behaviours on the Metro network.

Stations getting new screens: Monument 5; Haymarket 5; Central Station 5; South Shields 2 (already installed); South Gosforth 1; West Jesmond 1; Pelaw 1; Heworth 1.

Metro Services Director, Chris Carson, said: "I'm delighted that we are working together with Global on our outdoor advertising contract. The new digital display screens will be an exciting development to our stations and they will really add to the Metro customer experience.

"The Tyne and Wear Metro carries more than 36 million passengers a year, so our stations provide hugely attractive environments for brands to execute their advertising campaigns.

"Full motion screens give our key stations a modern look and feel, creating world class station environments that surprise and delight customers. Effective advertising also generates vital revenue that we invest back into our services. I am looking forward to seeing some really exciting outdoor campaigns using this new technology on Metro."

Mike Gordon, Chief Commercial Officer at Global, said: "This is a fantastic result enhancing our ever-expanding digital estate and transport portfolio. This partnership with Nexus promises to create new and innovative opportunities for advertisers. We're looking forward to working alongside our partner Nexus and advertisers to launch dynamic outdoor campaigns across one of the UK's most creative cities."

The new deal continues Global's recent success in winning prestigious contracts. Recently Global launched its digital Gateway product at Manchester Victoria station in July. Two full-motion HD screens are now strategically situated at the major termini and interchange station, which has over 8.2m annual commuters.

The contract also extends to include 21 large format roadside sites previously managed by JCDecaux.

Photo credit: Nexus/Global