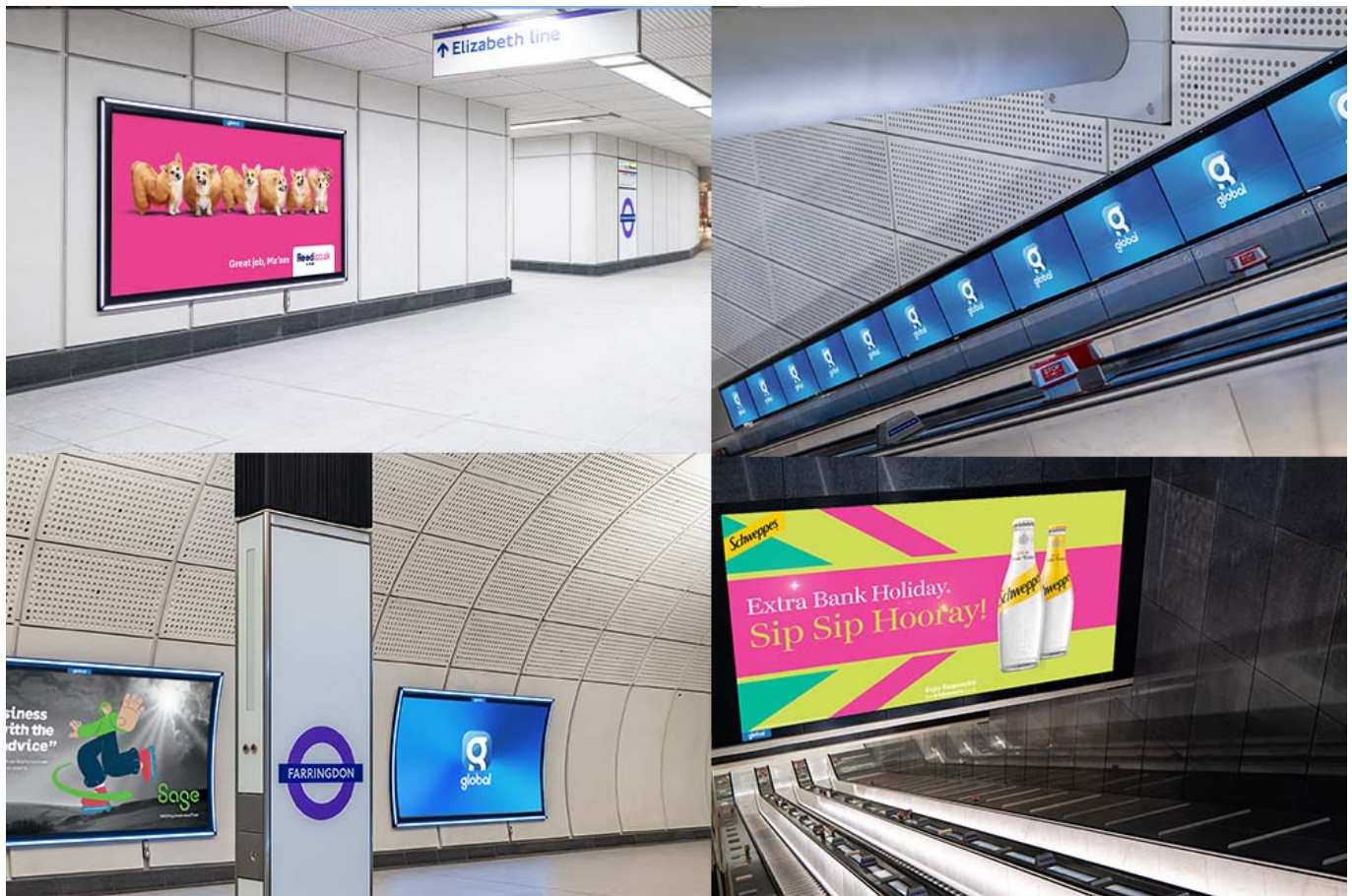


New advertising sites at landmark Elizabeth line stations revealed by Transport for London and Global

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As London prepares for the historic launch of the brand-new Elizabeth line on 24 May, [Transport for London](#) (TfL) and [Global, the media and entertainment group](#), today reveal 329 new state-of-the-art advertising sites along the line - the largest launch of digital advertising assets at one time on the TfL network.

The transformative Elizabeth line service, stretching from Reading and Heathrow in the West to Shenfield and Abbey Wood in the East, provides advertisers with new opportunities to present campaigns in impactful and unique ways, within bright, spacious and accessible environments unlike any others on the network.

Once open, the Elizabeth line will add ten per cent to central London's rail capacity and have an estimated 170m passengers a year by 2026.

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- **Metro stations to get more live motion advertising screens**
- **Transport for London's advertising revenue increases as innovative advertising platforms are introduced**

At the heart of the new line are the central stations – Paddington, Tottenham Court Road, Farringdon, Liverpool Street, Whitechapel, Canary Wharf, Custom House and Woolwich – all of which have been built with advertising embedded in their design.

Google, MoneySuperMarket, Reed.co.uk, Sage and Schweppes are the first brands to advertise on the new Elizabeth line.

With a focus on creating extensive digital opportunities for advertisers, the new stations feature seven pairs of unmissable, full motion enabled Digital Ribbons and 16 new-format Digital Runways – made up of 234 platform edge screens – which are exclusive to the Elizabeth line.

There are also four brand-new, high impact, ultra-HD Digital Gateway screens, including one that measures 28m² over the escalators at Tottenham Court Road, and 32 new digital billboards (D6s) which have been installed in high-visibility locations such as ticket halls and corridors.

Mike Gordon, Chief Commercial Officer at Global said: “We’re delighted to be part of this historic launch with TfL and all our advertising partners. The Elizabeth line will transform the future of London’s transport and connect millions of people to the heart of the city faster than ever before.

“For brands looking for a platform, the breath-taking, spacious, modern stations are unlike any other transport environment in the UK, providing an enormous digital canvas to truly stand out and reach vast audiences.”

Chris Reader, Head of Commercial Media at Transport for London, said: “This is the most significant addition to London’s transport network in a generation and we are thrilled to be offering brands yet another exciting opportunity to reach new and existing audiences on our transport network. With a range of impressive formats available, we are excited to see how advertisers will use our new assets to push the boundaries of creativity and innovation with their campaigns.”

Lis Blair, General Manager, Insurance, Marketing and Customer at MoneySuperMarket, comments: “As soon as we saw the unique and highly impactful digital opportunities the Elizabeth line offers, we knew it was the perfect environment to showcase our latest MoneySuperSeven campaign. We’re thrilled to be one of the very first brands to appear in this innovative space.”

Adam Faquirbhai, Marketing Director at Reed.co.uk said: “To be part of the launch of the brand new Elizabeth line was really a once-in-a-generation opportunity for us. The exciting new ad placements will help showcase our bold new Platinum Jubilee-inspired creative in a fun and innovative way, and allow us to help people across the capital Love Mondays.”

Kirsty Waller, VP Customer Marketing, Sage, said: “We’ve chosen to showcase our refreshed branding via a

sweeping digital campaign throughout the exciting new Elizabeth line stations in London. This will help bring to life our new brand, which shows the importance of removing friction so businesses can flow.”

Louise Maugest, Marketing Director at Coca-Cola Great Britain, added: “We’re thrilled to be celebrating the opening of the Elizabeth line by being one of the first brands to advertise in this space. Our Schweppes campaign will appear on the digital screens, encouraging people to raise a toast to celebrate this exciting cultural moment.”

The new digital billboards located at all Elizabeth line stations will be added to Global’s outdoor inventory available on its digital advertising platform, DAX, allowing advertisers to buy data-driven campaigns across digital outdoor and digital audio.