

AOT.media

Advertising of Things



Network of screens for programmatic advertising



Make an impact on your audience in the real world

Take advantage of our global network of Digital Out of Home (DOOH) screens to project your 10-second Full-HD video ads. Use your existing YouTube creatives or television campaigns, eliminating additional production costs.

Our campaigns run programmatically and are billed per impression, offering you the same transparency and efficiency as online advertising. Target precisely by postcode and strategically choose between corporate environments such as offices or leisure spaces such as restaurants and hotels, ensuring your message reaches the right audience at the right time.

Our network is dynamic and growing every day, guaranteeing exceptional flexibility and reach in Spain.



Elevator Screens Circuit in Spain

High Impact

- **145.962.000** Monthly Plays
- **4.823.346** Monthly Impressions

Interactive Dynamics

Quizzes, news and branded content.

Complementary Advertising Formats

RSS with positive news and branded messages.

Carousel

- 1/3 de news
- 1/3 de games/trivial challenges
- 1/3 de pure ads (normal video ads)

555
screens



4.8 MM Monthly Impacts

*Sound available in 10% of the screens. Subtitling recommended.

Elevator Screens Circuit in Spain

Entertainment Hotels 261	Residential Apartment Buildings 230
Point Care Doctor Offices 36	Office Buildings 132
Education Schools 10	Retail Malls 16
Entertainment Recreational 5	Education Colleges 6
Outdoor Billboards - Spectacular 2	Entertainment Hotels - Lobby 3
Education Colleges - Common 2	Entertainment - Theme Parks 2
Transit Train Stations - Platform 1	Transit Train Stations 1
Entertainment Sports - Arena 1	Retail Parking Garages 1
Transit Subway train 4	Financial Banks 1

Multiple Venues Available



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Offices Elevator Screens Circuit in Spain

High impact

- **44.271.360** Monthly Plays
- **1.082.505** Monthly Impressions

Interactive Dynamics

Quizzes, news and branded content.

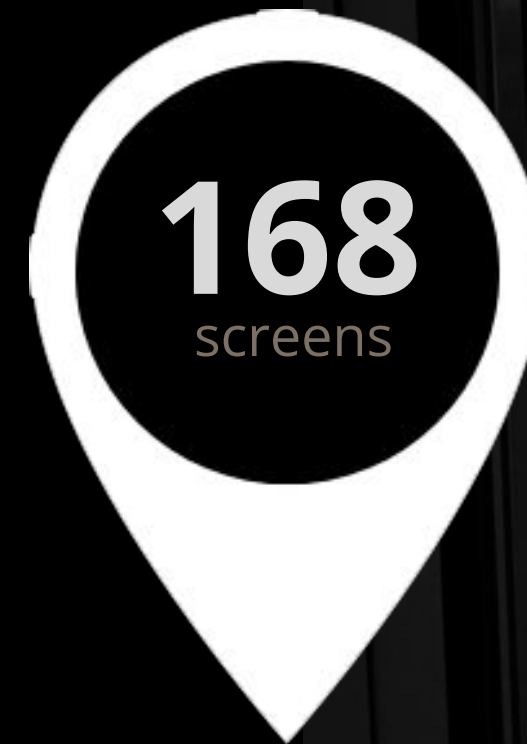
Complementary Advertising Formats

RSS with positive news and branded messages.

Carousel

- 1/3 de news
- 1/3 de games/trivial challenges
- 1/3 de pure ads (normal video ads)

1 MM Monthly Impacts



Hotel Elevator Screens Circuit in Spain

High impact

- **40.055.040** Monthly Plays
- **2.320.486** Monthly Impressions

Interactive Dynamics

Quizzes, news and branded content.

Complementary Advertising Formats

RSS with positive news and branded messages.

Carousel

- 1/3 de news
- 1/3 de games/trivial challenges
- 1/3 de pure ads (normal video ads)

2.3 MM Monthly Impacts

152
screens



Residential Elevator Screens Circuit in Spain

High impact

- **60.346.080** Monthly Plays
- **1.222.273** Monthly Impressions

Interactive Dynamics

Quizzes, news and branded content.

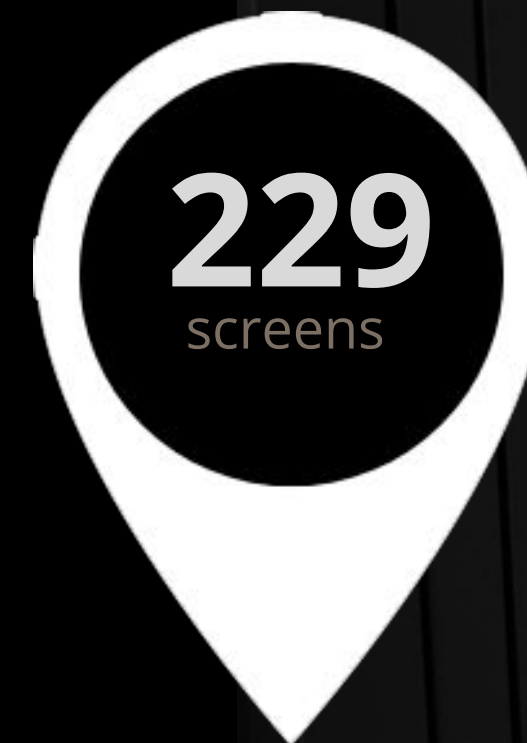
Complementary Advertising Formats

RSS with positive news and branded messages.

Carrousel

- 1/3 de news
- 1/3 de games/trivial challenges
- 1/3 de pure ads (normal video ads)

1.2 MM Monthly Impacts

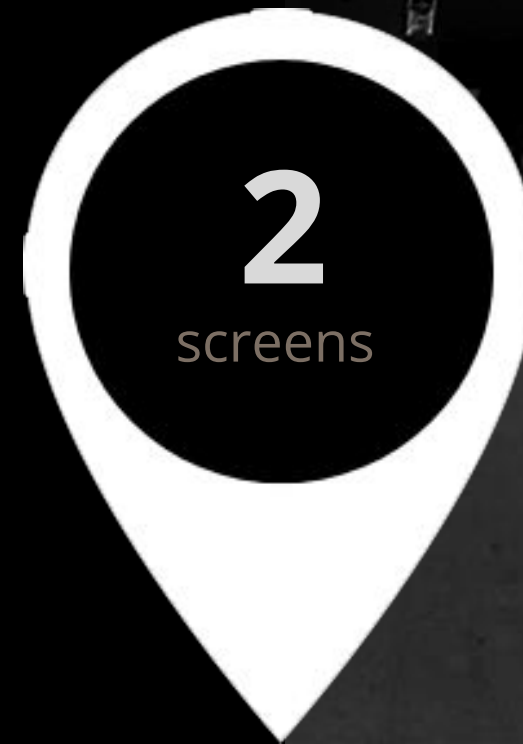


Spectacular Outdoor Billboards

Huge screens in Madrid City Center - Gran Vía Circuit

- Madrid Giant Ultra-Panoramic Screen in Plaza Pedro Zerolo (Madrid)
- Madrid Arc Display in Gran Vía 43 (Madrid)
- Interactive ads as sending messages to the real time
- High impact: **527.040** monthly plays and **5.065.371** monthly impressions

5 MM Monthly Impacts



Hotel Rooms & Common Areas

- 125 screens with 55-80 inches diagonal in a 16:9 format.
- 10" format compatibility with .mp4 and .jpg files
- Qualified impact: **26.879.040** monthly plays and **493.414** monthly impressions.

102
screens

493 M Qualified Monthly Impacts



Billboards Screens Circuit in Spain

- 10 Mupies
- 10" format compatibility with .mp4 and .jpg files
- Qualified impact: **2.635.200** monthly plays and **29.460.308** monthly impressions

**29 MM Qualified Monthly
Impacts**

10
screens



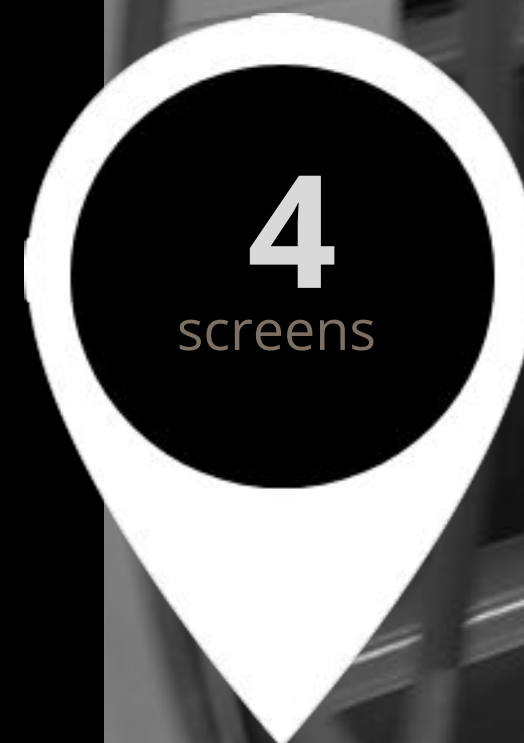
Adtrack Screens Circuit in Spain

- Spectacular Screens inside Metro Tunnel
- Four very popular metro lines in Madrid and Barcelona
- LED columns that show videos in full motion to passengers as they move around
- Qualified impact: **1.054.080** monthly plays and **9.196.667** monthly impressions

9MM Qualified Monthly Impacts

[View sample video 1](#)

[View sample video 2](#)



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