



**1,087,602**  
Fortnightly Impacts

# PORTSMOUTH LIGHTS

 Portsmouth Lights, 104 Commercial Road c/o Station Street

32m2 of premium 6mm pixel HD coverage

Dynamic creative capabilities

Frame ID's  
2000348544

Site No.  
6061-01



# CARDFF LIGHTS



Portsmouth & Southsea Train Station – 1.73 million entries & exits per annum

Regular trains running to London Waterloo, Victoria, Brighton & Cardiff serviced by SWR, Southern & GWR



Gunwharf Quays – 15 minute walk  
Historic Dockyard – 20 minute walk  
Isle of Wight ferries – 10 minute walk



Cascades Shopping Centre annual footfall 8 million  
Gunwharf Quays 3rd best performing shopping outlet in UK – 7 million annual footfall  
Population 210,000  
Brittany Ferries, Wightlink & multiple cruise ships operate out of Portsmouth Port



# CARDFF LIGHTS



Return on Investment  
1 in 6 share of voice  
181,267 fortnightly impacts

ABC1

51%



Portsmouth is home to the Royal Navy employing over 13,000 people, O contributing £450 million to the local economy



7,600 businesses including IBM & BAE Systems

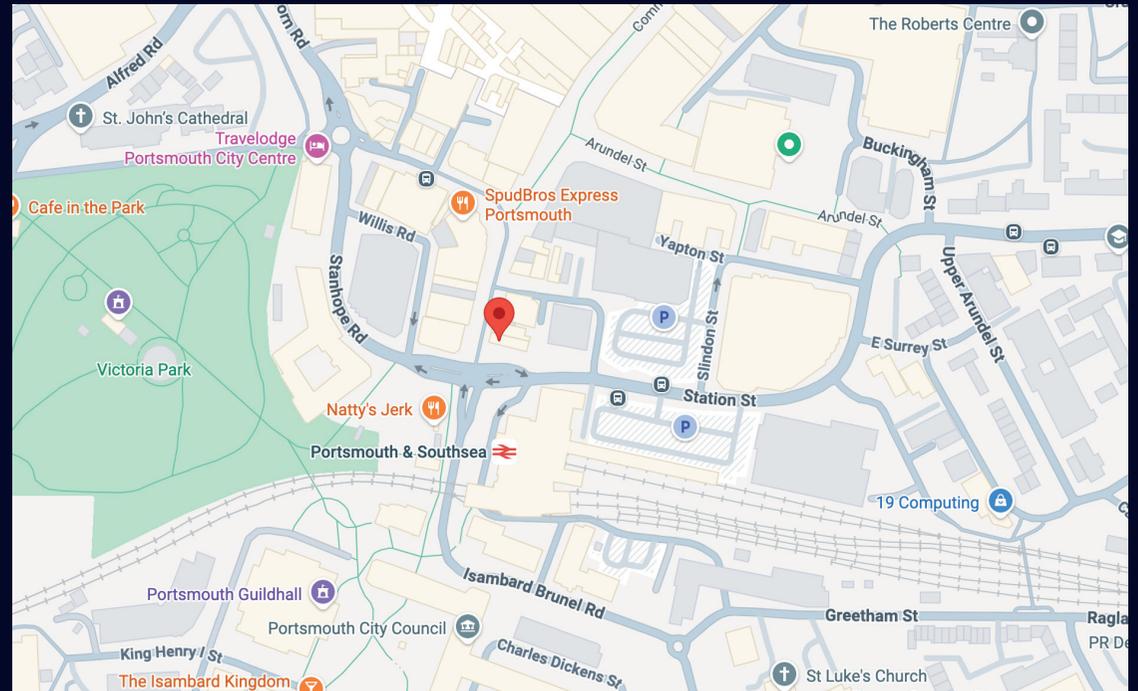


29,000 student population



# CARDFIF LIGHTS

## LOCATION & SCREEN MAPPING





# CARDIFF LIGHTS

The screens are fully integrated with dynamic platforms, allowing you to run the following campaigns:



- Weather & Traffic Activation



- Social Media Live Streams – Twitter or Instagram  
Web Interface – complete control on the text and copy which appears on the screens



- Dynamic Text – showing the latest sporting results, statistics or news updates



- Interruptive – creative can be changed based on sporting events or any set scenario



24 hour scheduling team



Multiple creative rotation

be on it. ®