

WELCOME TO THE WORLD OF  
**moving ideas**

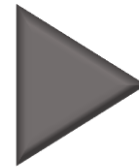
THE FREQUENCY OF SHARING YOUR BRAND  
COMMUNICATION HAS BECOME INCREASINGLY  
IMPORTANT TODAY

# THE MEDIUM DEFINES A BRAND'S REACH

**By leveraging the power of digital technology, Out of Home digital Media has redefined consumer impact and engagement opportunity**

# KEY EVALUATION PARAMETERS FOR OUT OF HOME MEDIA

- **Location**
- **Target Audience Profile**
- **Engagement Time**



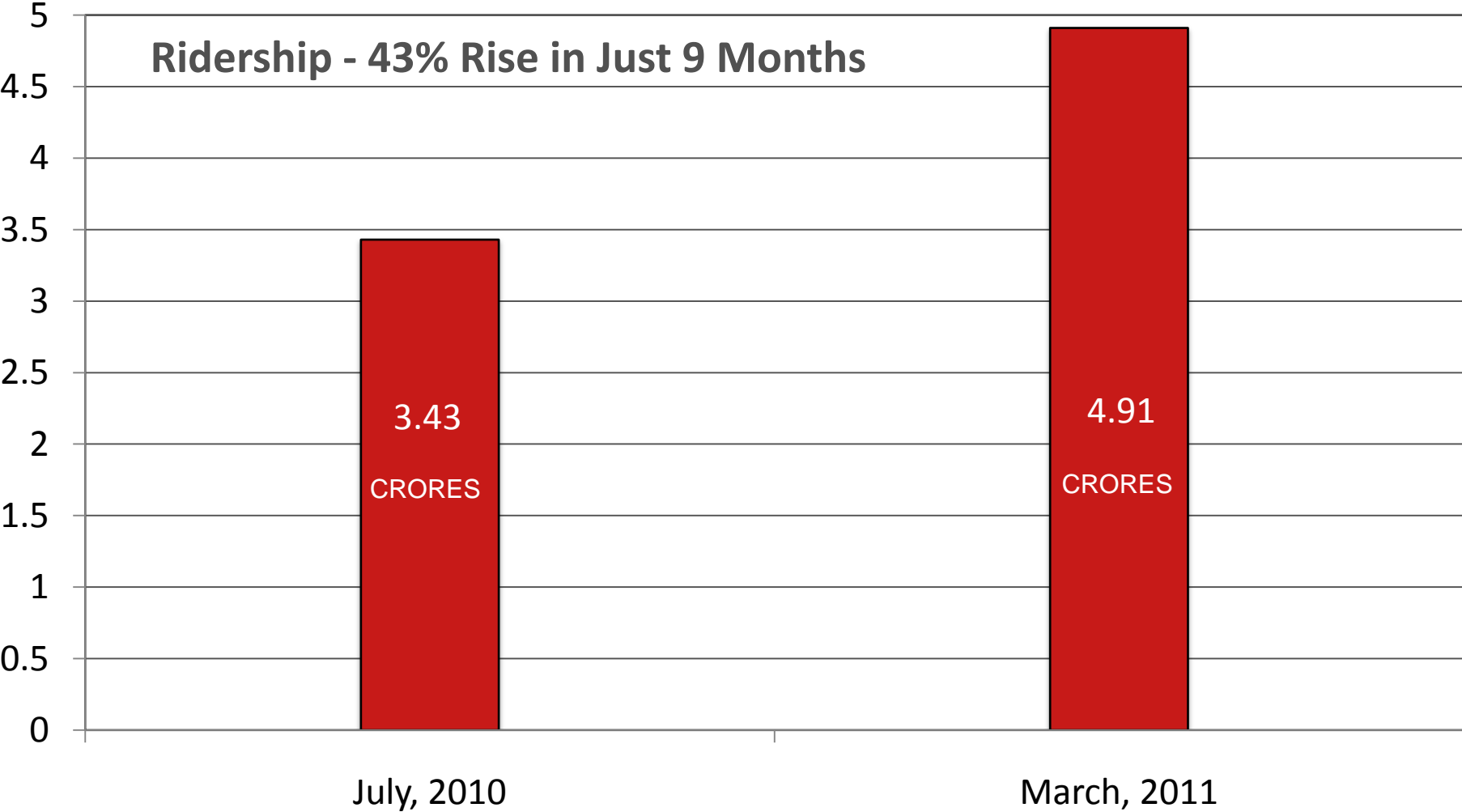
**Higher Impact if media is in  
an Uncluttered Environment  
with a High Attention Span**

## DIGITAL MEDIA DRIVES DELHI METRO

**Delhi Metro is one of the fastest growing transport system in the country. On an average 16.38 lac commuters use Delhi Metro everyday as their primary means of transportation.**



# TREND IN RIDERSHIP GROWTH



(Source DMRC, MARCH 2011)

## **WE ARE**

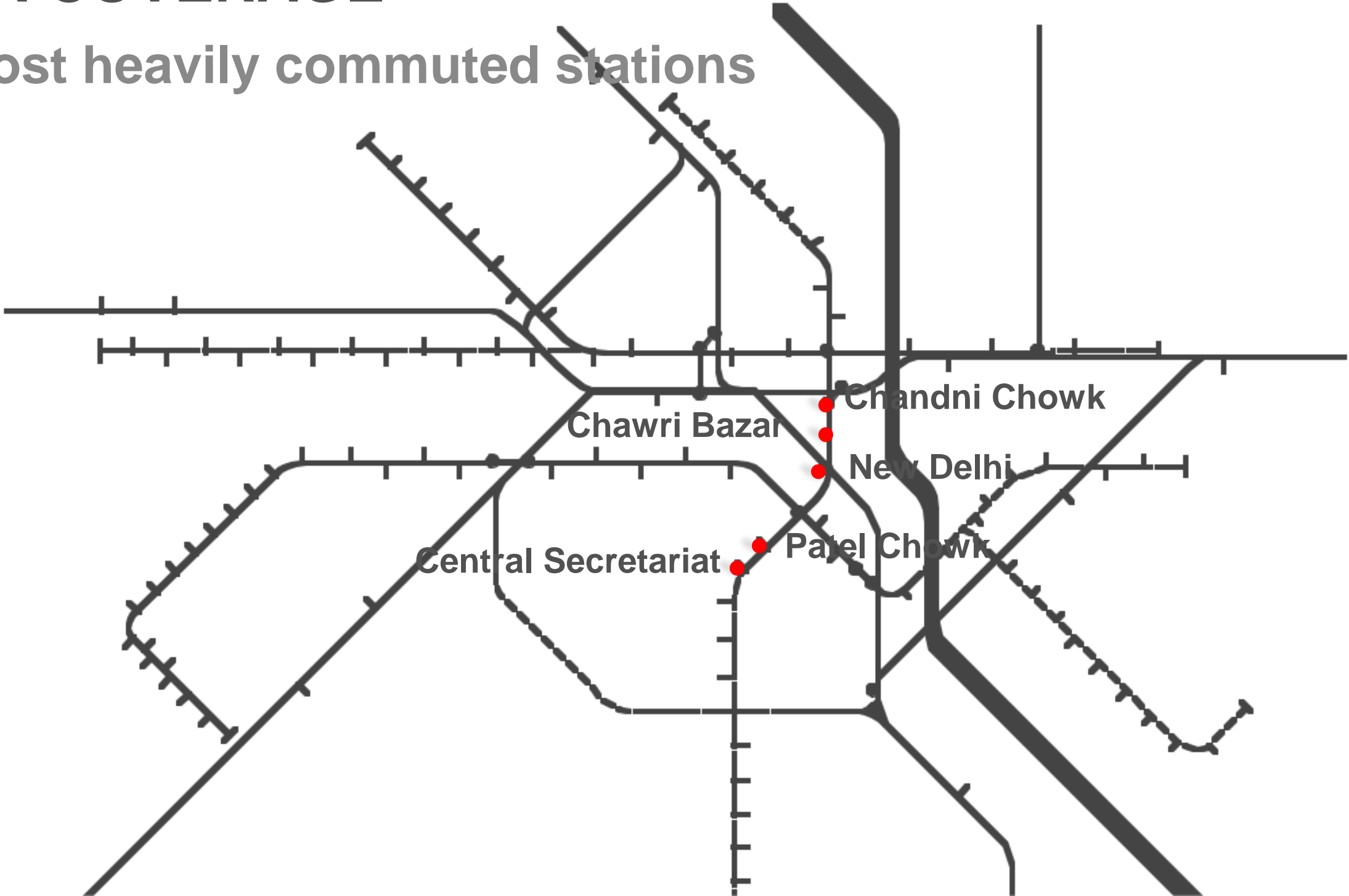
**Introducing RC&M with Tykod Media, a young, Out Of Home, narrowcasting unit to create dedicated Dynamic Digital Media Channels for effective communication without the usual wastage and high costs of traditional media.**

# OUR OFFERINGS

- **5 most heavily commuted stations**
- **50 Screens**
- **90 lac eyeballs per month**
- **HD content with real time feeds**
- **Uncluttered environment**
- **Captive attention span**

# OUR COVERAGE

## 5 most heavily commuted stations



# OUR AUDIENCE

- **90 lac commuters every month in 5 stations**
- **95% of the commuter belongs to SEC A & B**
- **72% are in the age group of 19 to 34 years**



# OUR SCREENS



(DEPICTION TO SCALE)

## **OUR ADVANTAGE**

**Reach out to your audience with our ever growing network of digital media**

# VALUE ADDITIONS

First ever 46" attention grabbing, larger than life displays

OURS



PROFESSIONAL DISPLAY

OTHERS



CONSUMER DISPLAY

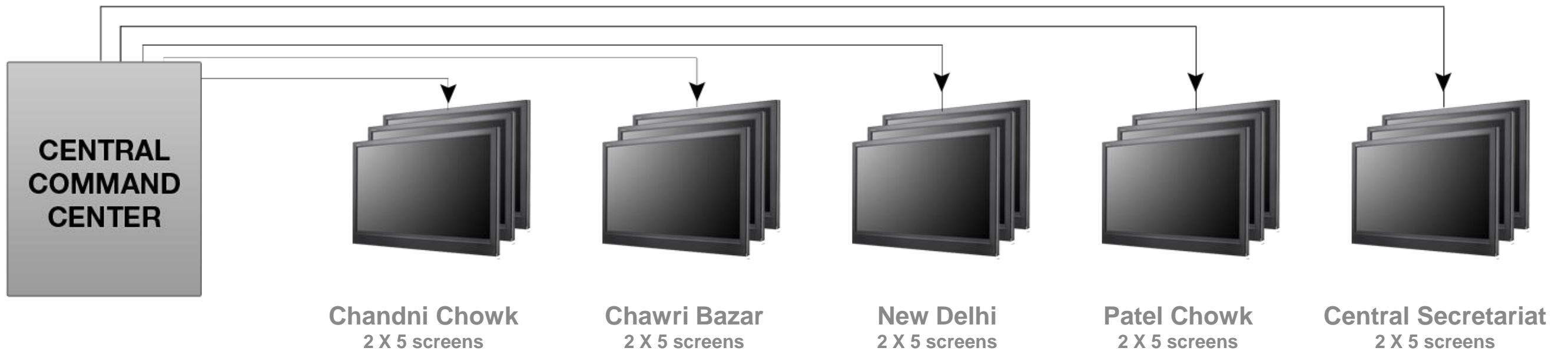
# VALUE ADDITIONS

## Additional content to increase viewership engagement

- Breaking news on the go
- Real time weather updates
- Your daily horoscope
- Discovering Delhi
- ...and more

# VALUE ADDITIONS

## Centrally Controlled Network



# VALUE ADDITIONS

**Proof of playback to ensure complete transparency of operations**

# OPERATIONAL ANALYSIS

Exposure of your brand	: Every 10 minutes.
Daily operations	: 17 hours
Average dwell time with consumers	: 6 minutes
No of stations for your brand	: 5 high footfall stations
No of screens for your brand	: 50 screens