

A _ SPACE

Revolutionizing outdoor and retail advertising with transparent realtime data insights.

The QUEEN

Location

Drottninggatan 94
Stockholm, Sweden

Screen size

4 sqm

Located on Drottninggatan, one of Sweden's most crowded pedestrian streets, The Queen offers unmatched reach and exposure in the heart of Stockholm. Positioned in a high-footfall shopping and tourist hub, it connects brands with a massive and diverse audience every day.

Powered by ASPACE Vision™ technology, The Queen delivers real-time audience insights and ensures transparent, data-driven campaign performance. With high-impact visibility in a prime retail and urban setting, it's the ultimate platform for brands looking to make a statement where it matters most.



The Queen ARTWORK

SIZE & RESOLUTION

Resolution: 1080x1430px
Ratio: 4:5
Screen size: 25 sqm

FORMAT

Video format: .mp4
Codecs: H.264
Bitrate: 6 Mbps
Frame rate: 25 fps

Picture format: .jpg
Resolution: 72 dpi
Colorspace: RGB

DELIVERY

Submit artwork using: <https://aspace.wetransfer.com>
Recipient: delivery@aspace.tech

DELIVERY DATE

Broadcast-ready material no later than 3 working days prior to the campaign start, unless otherwise agreed.
If ASPACE is to assist with format adjustments the campaign assets needs to be delivered in layers no later than 10 working days prior to campaign start.

Please contact adops@aspace.tech if you have any questions.

RACTM & FACITTM



THE FUTURE OF TRANSPARENT AD MEASUREMENT

Traditional advertising metrics rely on estimates — we don't. With RACTM (Realtime Accurate Contacts), ASPACE introduces a new industry standard: a real-time, verifiable currency for measuring actual ad engagements.

WHAT IS RACTM ?

- **True Contact Measurement** – Every RACTM represents a real interaction, not just a theoretical impression.
- **Real-Time Insights** – No delays, no guesswork—advertisers see engagement as it happens.
- **Validated & Transparent** – Built on cutting-edge AI and perception technology, ensuring unmatched accuracy in outdoor and retail media.

WHAT IS FACITTM ?

- **Track campaign performance** in real-time.
- **Analyze engagement** trends based on location, viewing time, and frequency.
- **Make data-driven decisions** to optimize ad placements instantly.

With RACTM and FACITTM, advertisers gain full transparency and control — no more outdated estimates, only measurable reality. The future of transparent outdoor media starts here.

Ready to transform the world of outdoor media?

Feel free to contact us to know more.

OLLE OLSSON

CSO

+46 (0) 768 89 47 33

olle@aspace.tech

A MEDIA SPACE AB

Vallhallavägen 56, 114 27 Stockholm

www.aspace.tech

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