

A SPACE

Revolutionizing outdoor and retail advertising with transparent realtime data insights.

The ELITE

Location

Birger Jarlsgatan 29
Stockholm, Sweden

Screen size

65 sqm

Located at a key intersection at Birger Jarlsgatan, next to Stureplan, The Elite is ASPACE's top of the line, high-impact digital installation in one of Stockholm's busiest and most prestigious areas.

With real-time audience measurement powered by ASPACE Vision™ the site offers transparent and accurate campaign insights. This one of a kind, high-resolution and full-motion establishment ensures maximum visibility and impact, making it the ultimate platform for brands to stand out in the city's most exclusive location.



The Elite ARTWORK

SIZE & RESOLUTION (SCREEN RIGHT)

Resolution: 5940x924px
Ratio: 6.43:1
Screen size: 35 sqm

SIZE & RESOLUTION (SCREEN LEFT)

Resolution: 4572x924x
Ratio: 4.95:1
Screen size: 30 sqm

FORMAT

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

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With RACTM and FACITTM, advertisers gain full transparency and control — no more outdated estimates, only measurable reality.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.

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