

A SPACE

Revolutionizing outdoor and retail advertising with transparent realtime data insights.

The ARCH

Location

Nybrogatan / Linnégatan
Stockholm, Sweden

Screen size

45 sqm

The Arch is a one-of-a-kind digital installation shaped like an arch, creating a striking visual presence in Östermalm. As the only digital screen in this exclusive area, it offers unparalleled exposure to a distinct and influential audience.

Powered by ASpace Vision™ technology, The Arch provides real-time audience analytics, ensuring transparent, data-driven campaign performance. With high-impact visibility in a prime location, it's the perfect platform for brands looking to engage unique target groups in Stockholm's most prestigious neighborhood.



The Arch ARTWORK

SIZE & RESOLUTION

Resolution: 4736x2016px
Screen size: 45 sqm

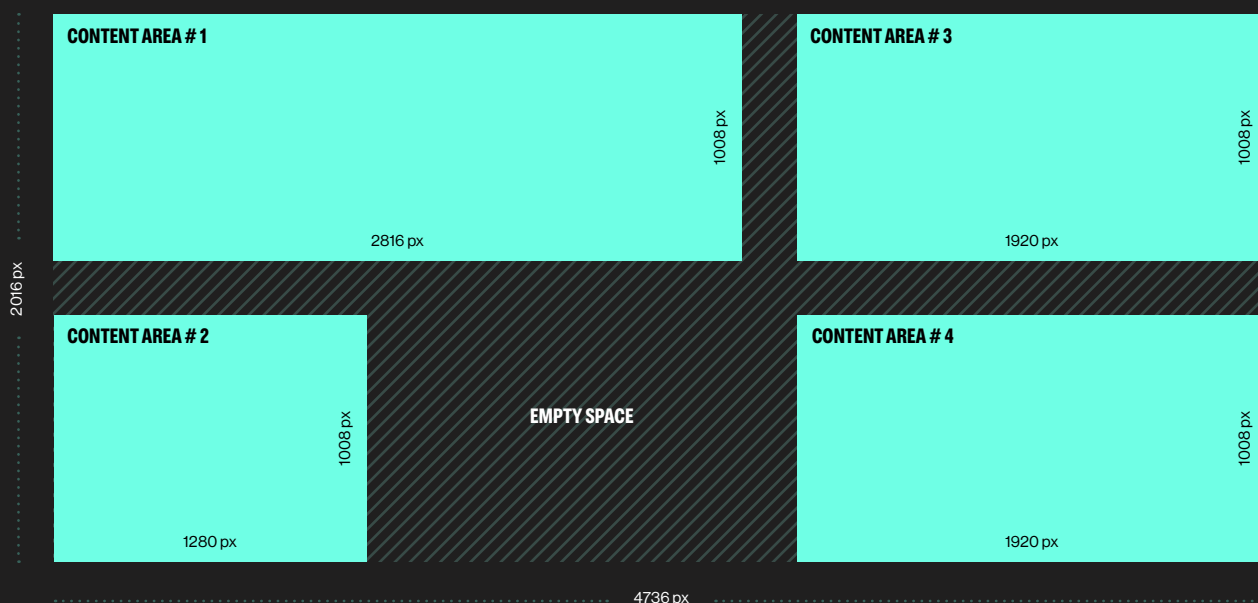
FORMAT

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

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

The Arch Blueprint

The blueprint below is a guide on how to stack the different content surfaces before rendering. The overall dimensions of the sketch are 4763 x 2016 pixels and that is the dimension we need to have the film at hand as one single film.



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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