

# The “Berliner Fenster” Passenger TV



# Main Facts of Passenger TV “Berliner Fenster”



- Start at June 17th in 2000
- Rollout until 2003
- Subway: 1106 cars
- 1.5 Million Passenger
- On air:
  - weekday 20 hours
  - weekend 24 hours
- Revenues from advertising and drive information
- Acceptance:  
82% good or very good

# Types of Content

news

- Daily information about politics, sports, local and weather

magazine

- Special interest like travel, cooking, health and “where to go”

advertising

- Brand marketing, commercials, promotions and sponsorship

passenger inform.

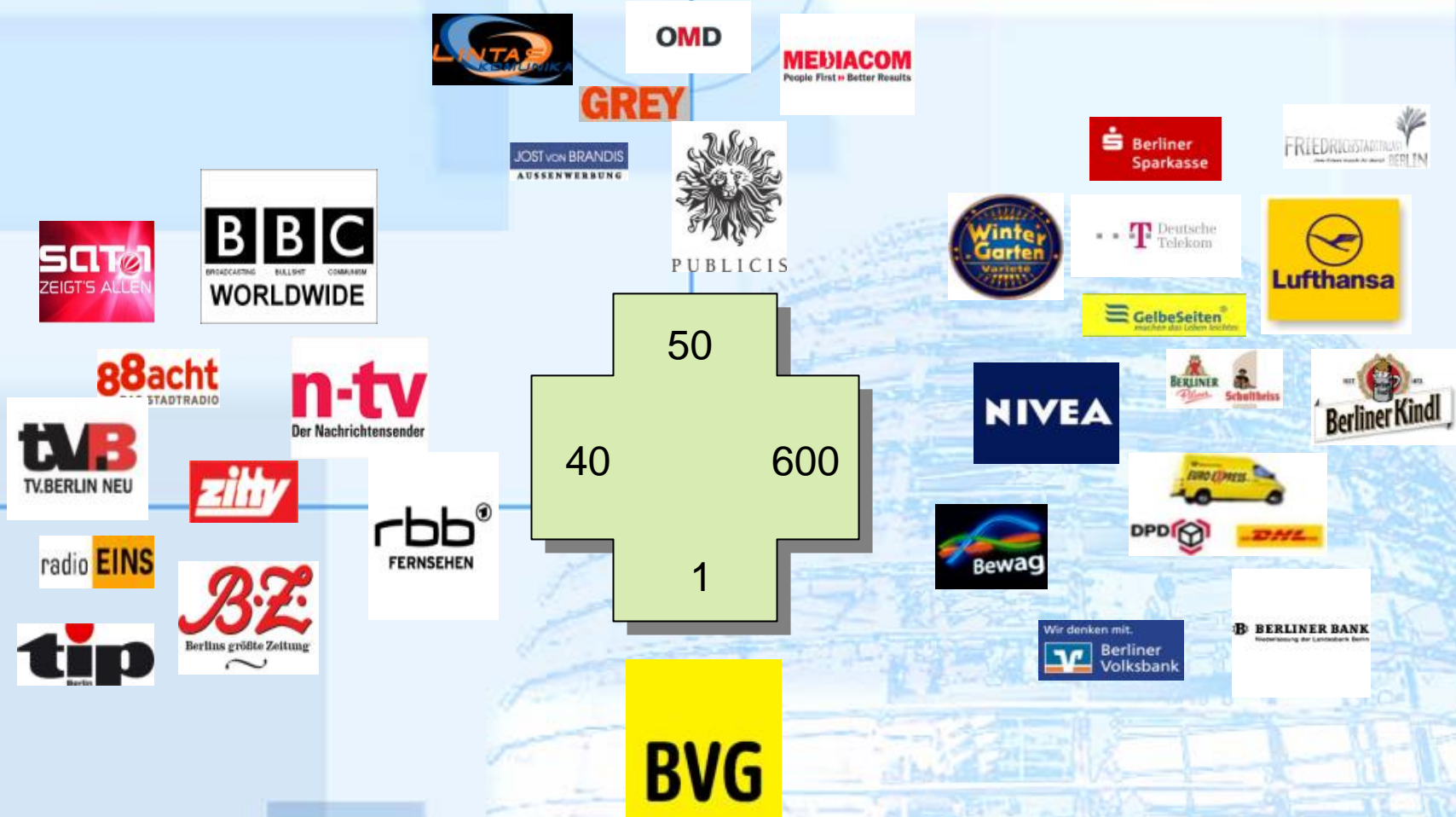
- Timetable, next stop, transfer or stop over and breaking information

# The Programme Loop

- 15 minutes loop
- Two different loops a day, switch at 2 p.m.
- News updated 40 times a day
- Content:
  - News 5 min.
  - Magazine 3 min.
  - Drive Inf. 2 min.
  - Advertising 5 min.



# Content Collection and Selling Advertising: Partners and Customers



# Results of an Image Campaign

