



ELEVISION

MEDIA KIT

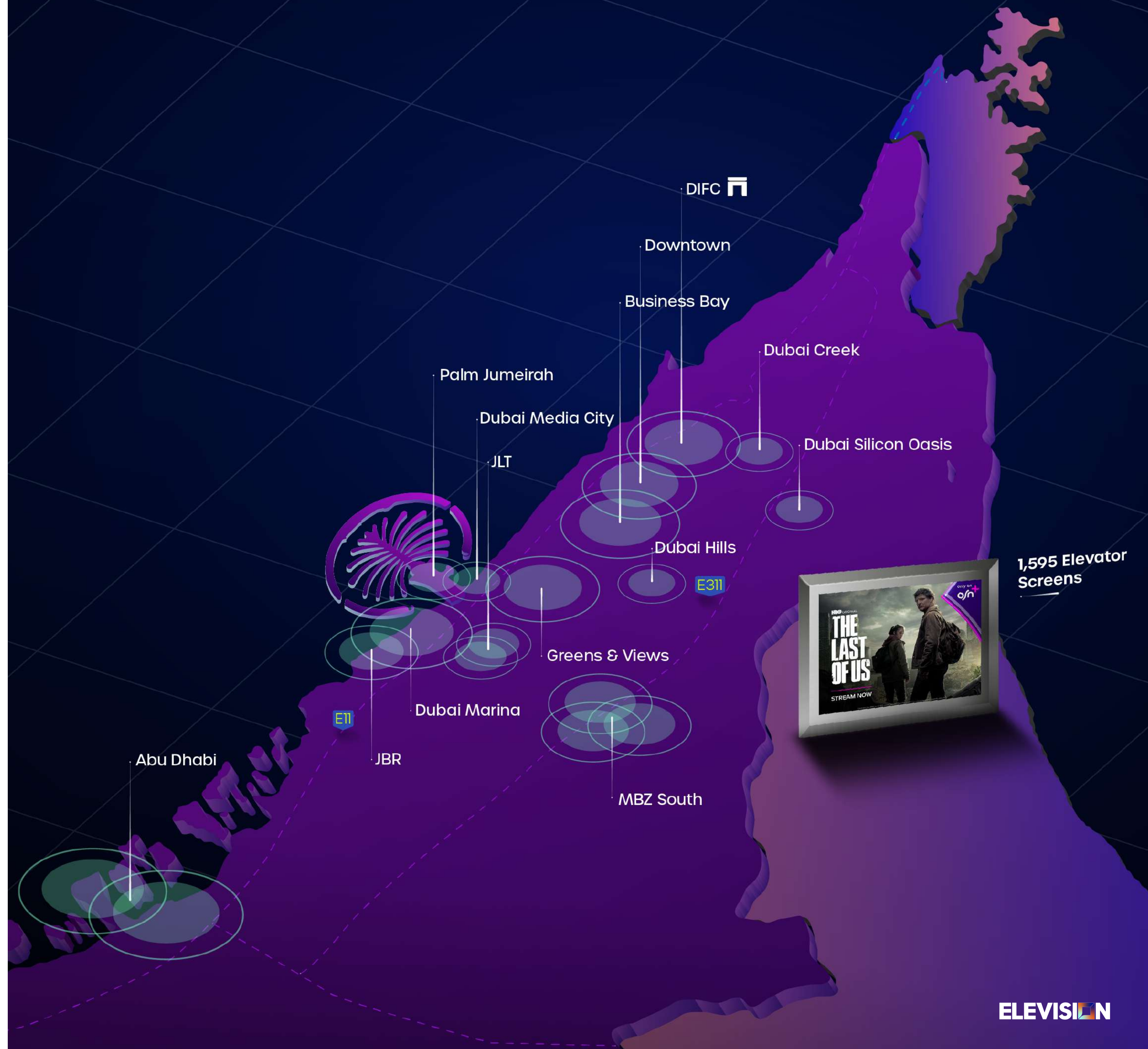


A network of
484 towers

With **1,551** screens
across the UAE

Reaching **482,285**
unique monthly viewers

Delivering **295M+**
monthly impressions



Our *Audience*

Reach **upscale audiences** within the UAE's most affluent communities.

Our **residential audience** skews strongly towards high-income individuals and includes a diverse mix of young professionals, families and socialites integral to Dubai's dynamic social and economic landscape.

Our **commercial elevator screens** help brands connect to a diverse group of professionals and decision-makers across industries. Positioned in prominent office towers, our network offers a platform for impactful advertising and communication.

1,175
Screens

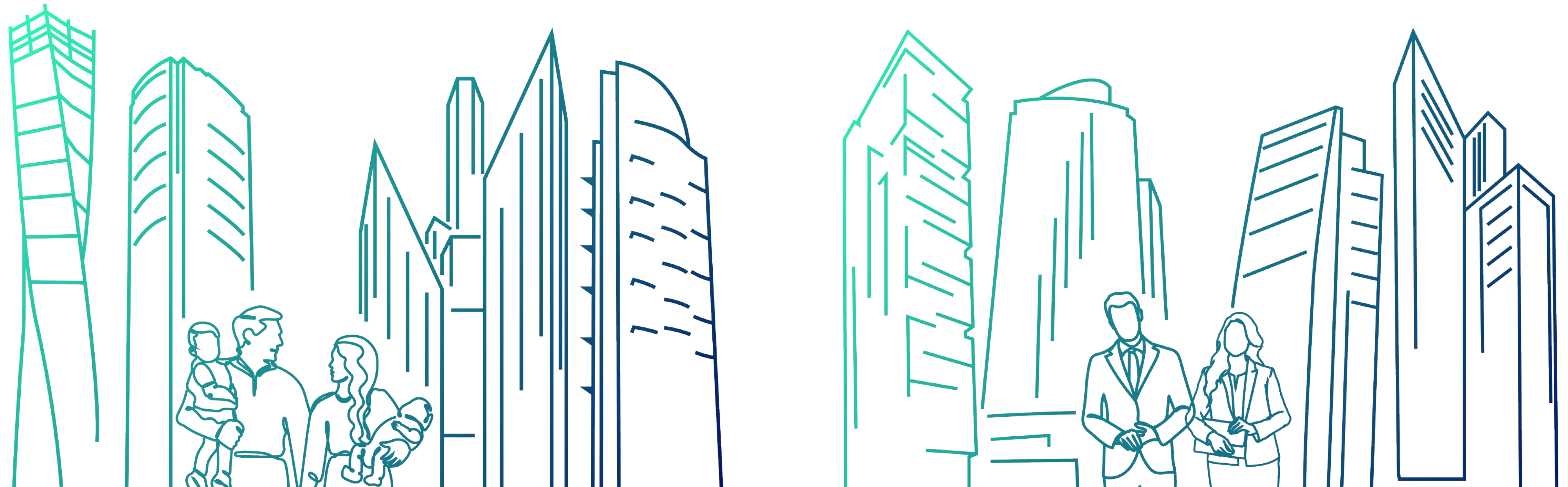
302,137
Unique Monthly reach

416
Towers

376
Screens

180,148
Unique Monthly reach

68
Towers



Audience *Data*

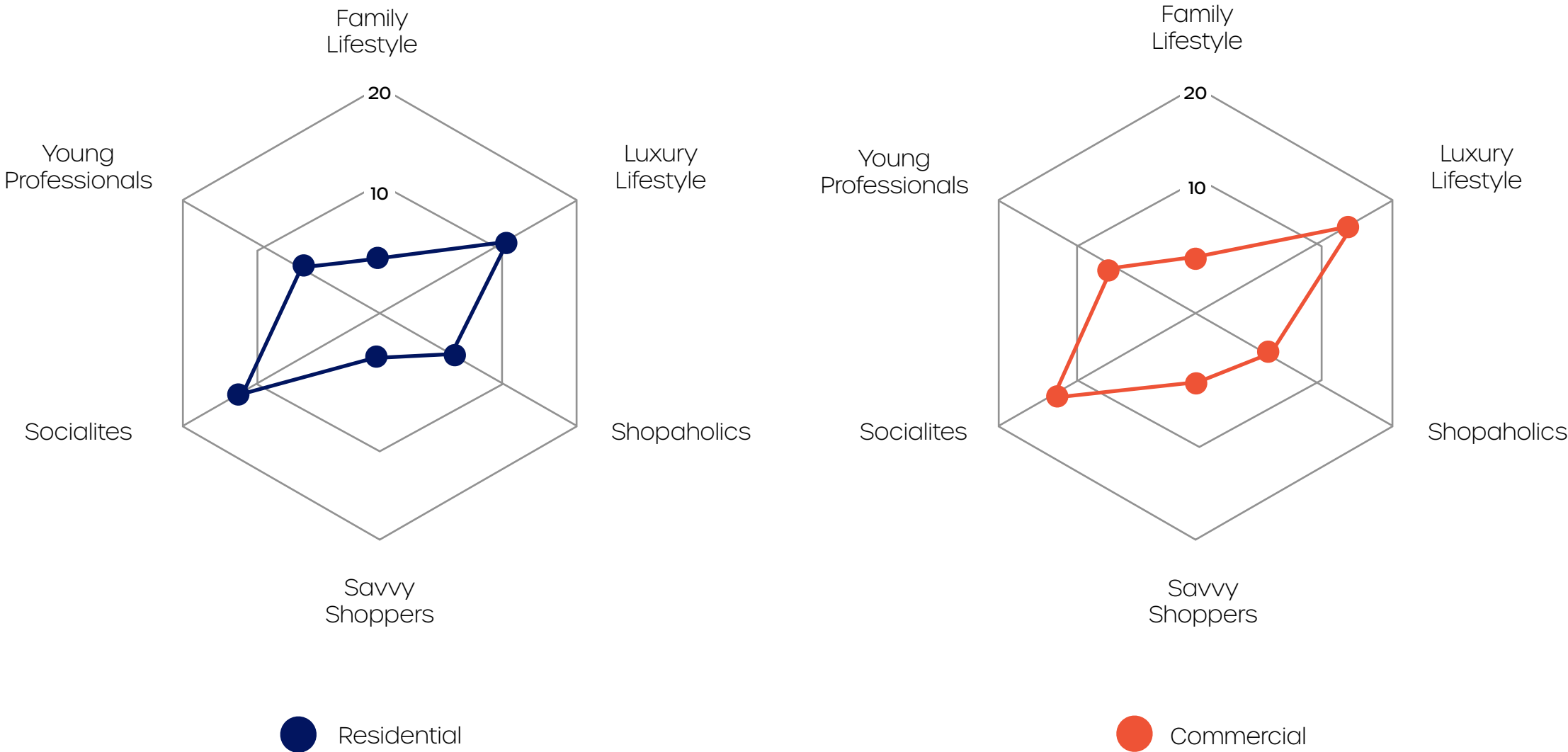
MONTHLY STATISTICS

**Based on a 4 minute loop*

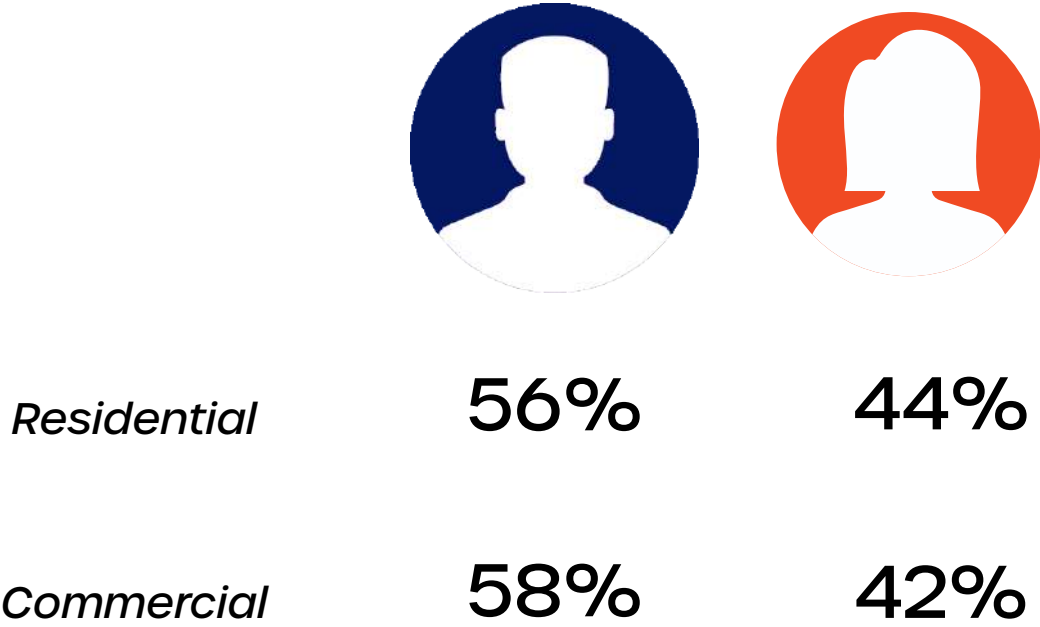
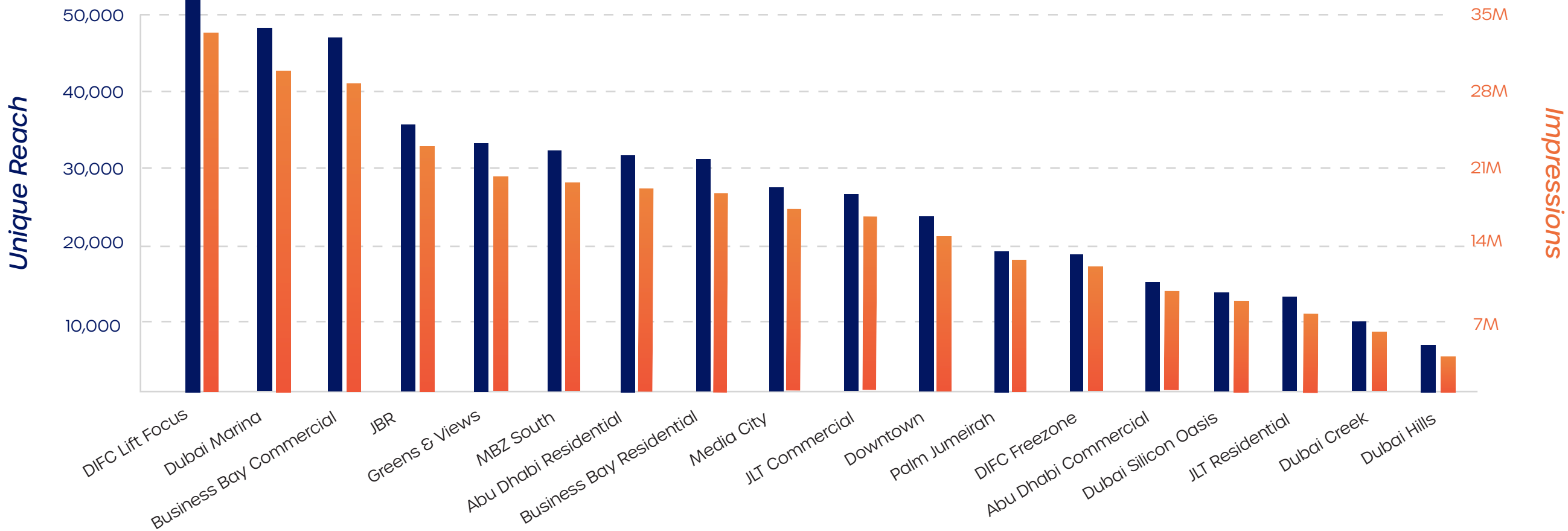


AUDIENCE AFFINITY

**Measures the propensity towards a particular lifestyle, interest or intent*



IMPRESSION & REACH PER CIRCUIT



Why *DOOH*?

Dynamic & Engaging Content

Targeted & Contextual Advertising

Amplified Reach

Greater Flexibility

Enhanced Creative Opportunities

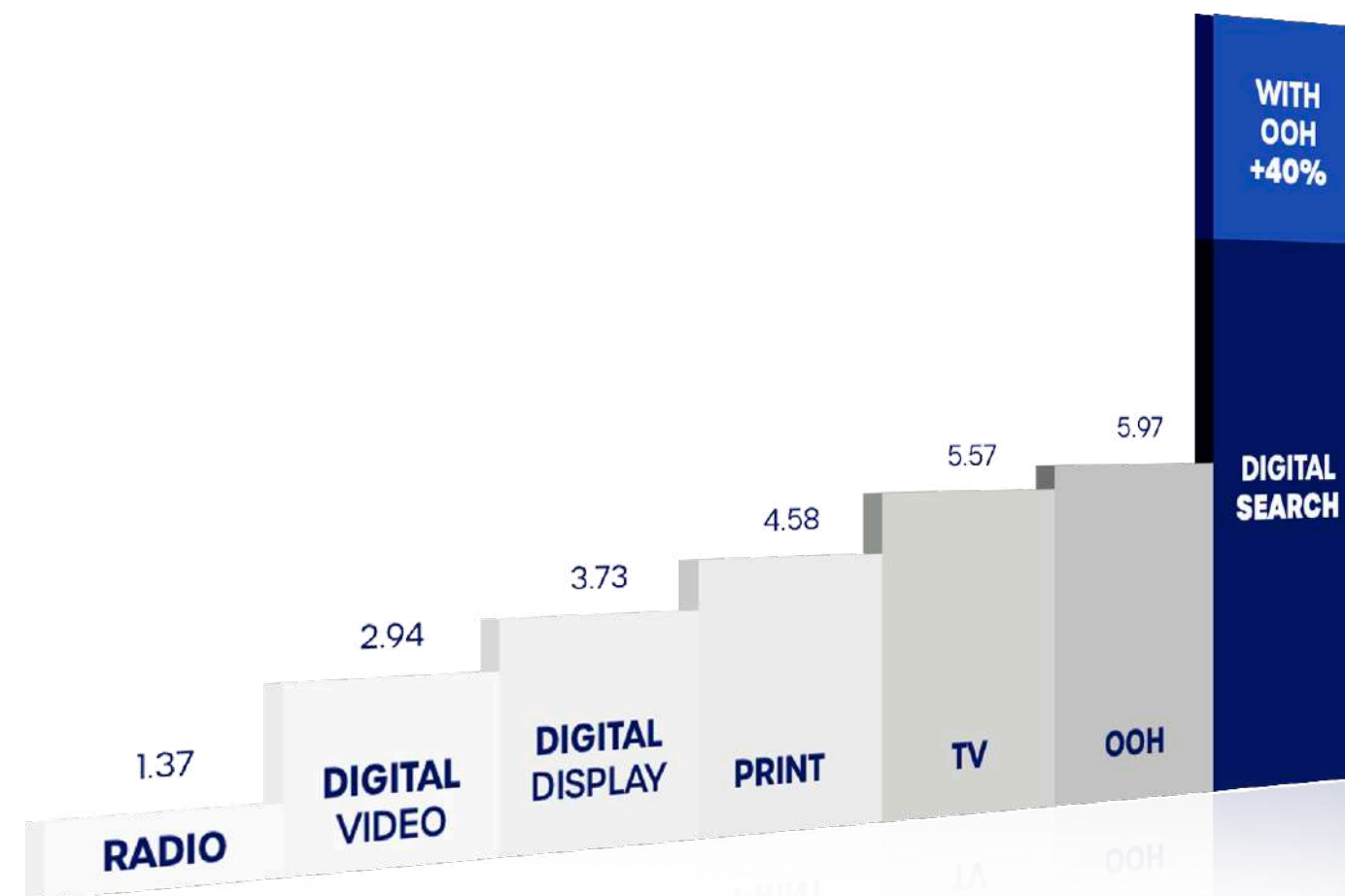
Measurable & Data-Driven Insights

Integration with Omni-Channel Campaigns

Real-time Updates

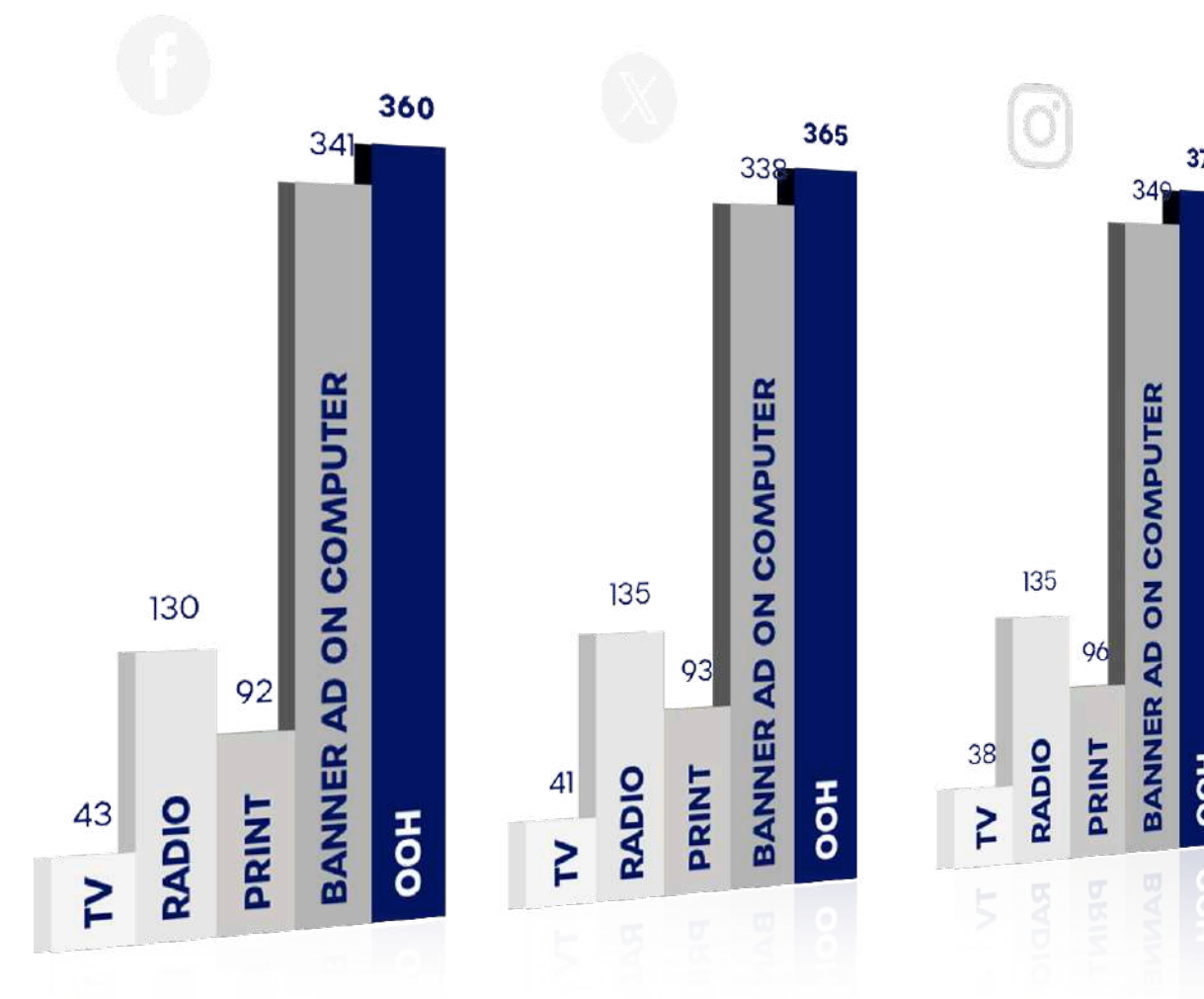
Amplified Brand Visibility

Amplification Matters



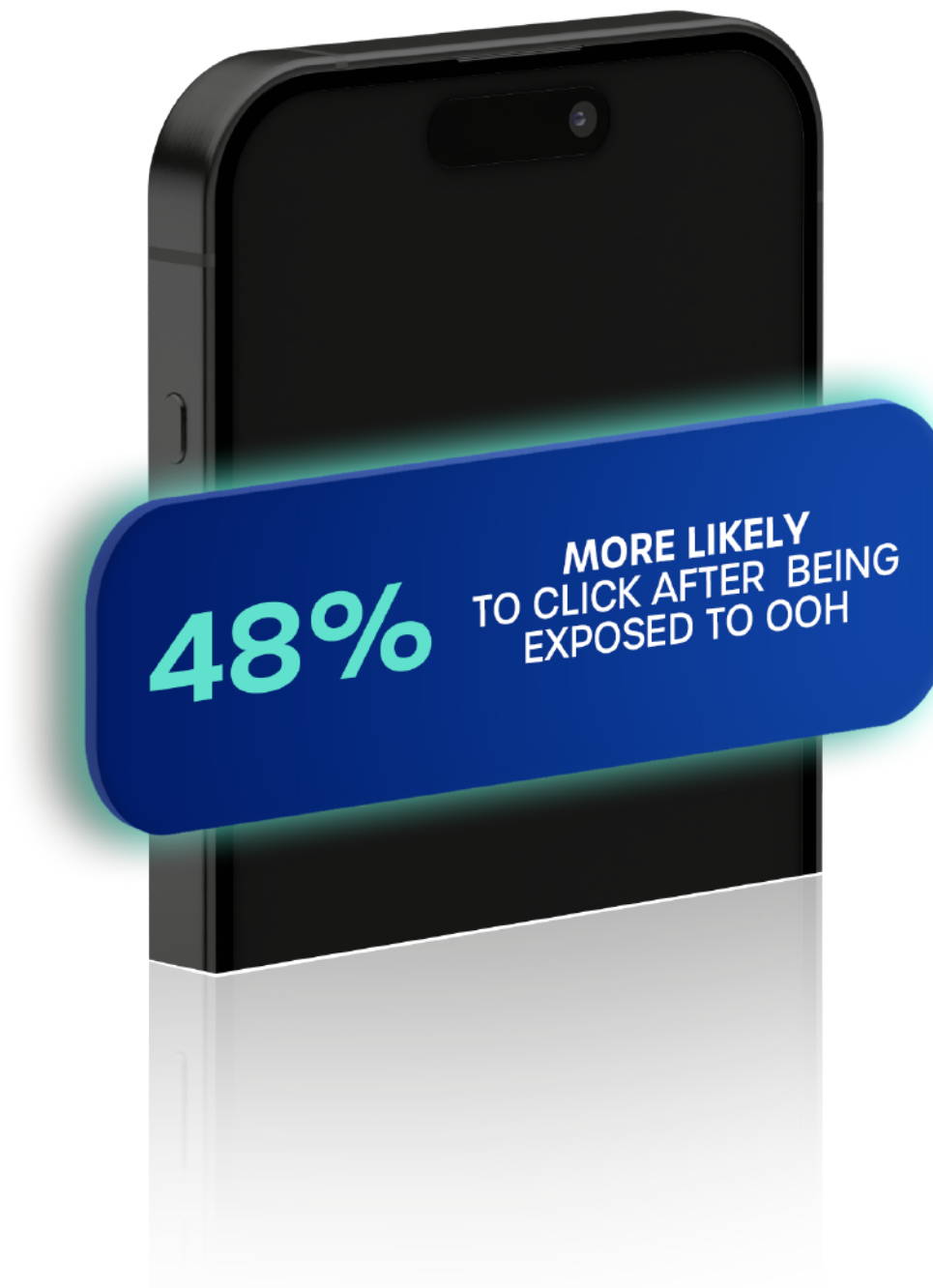
SEARCH

When OOH is added to the media mix, it **increases search's return on ad spend by 40%**.



SOCIAL

OOH drives nearly **4x more social/digital activations**, per ad dollar spent, than any other media.



MOBILE

Consumers are **48% more likely to engage** with a mobile ad after being exposed to the same ad on OOH first.

Source - Outfront Media

Our *Screens*

Within a captive and distraction-free environment, 12 seconds is all you need to capture the attention of potential customers—beautifully airing across our premium 15 and 19-inch LCD screens every 4 minutes, providing 360 daily exposures per screen.

Air time-specific content (morning/afternoon/evening), rotate multiple ad pieces at once or change your content as frequently as required with no upload fees.



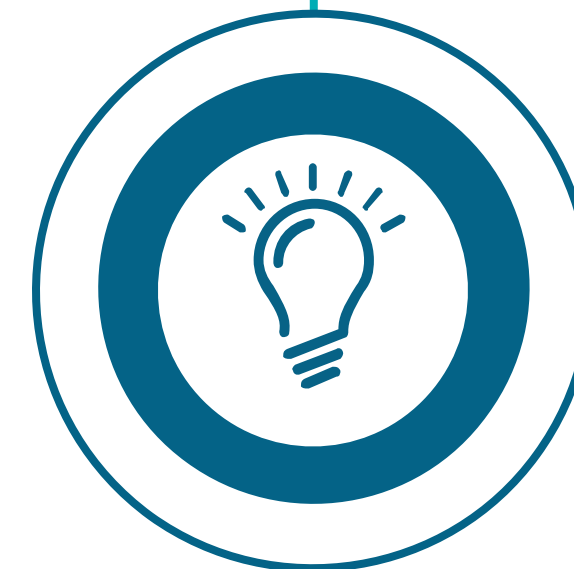
Additional *Content Products*

Elevision can provide an additional bespoke product to deliver real-time and dynamic content.

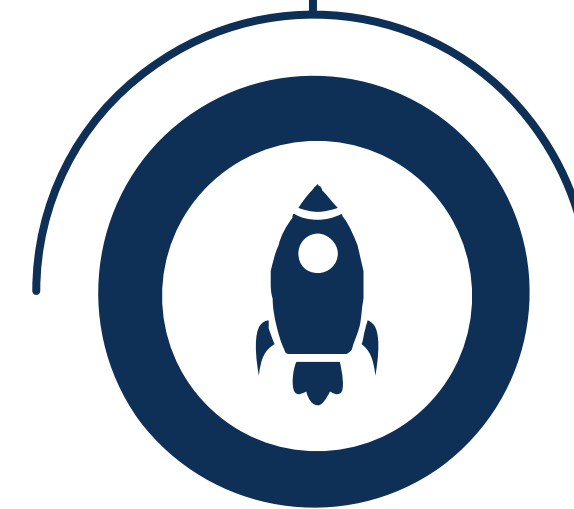
These features provide you with the opportunity for enhanced viewer engagement and the ability to deploy real-time content to achieve various tactical objectives.



NEWS2CONTENT



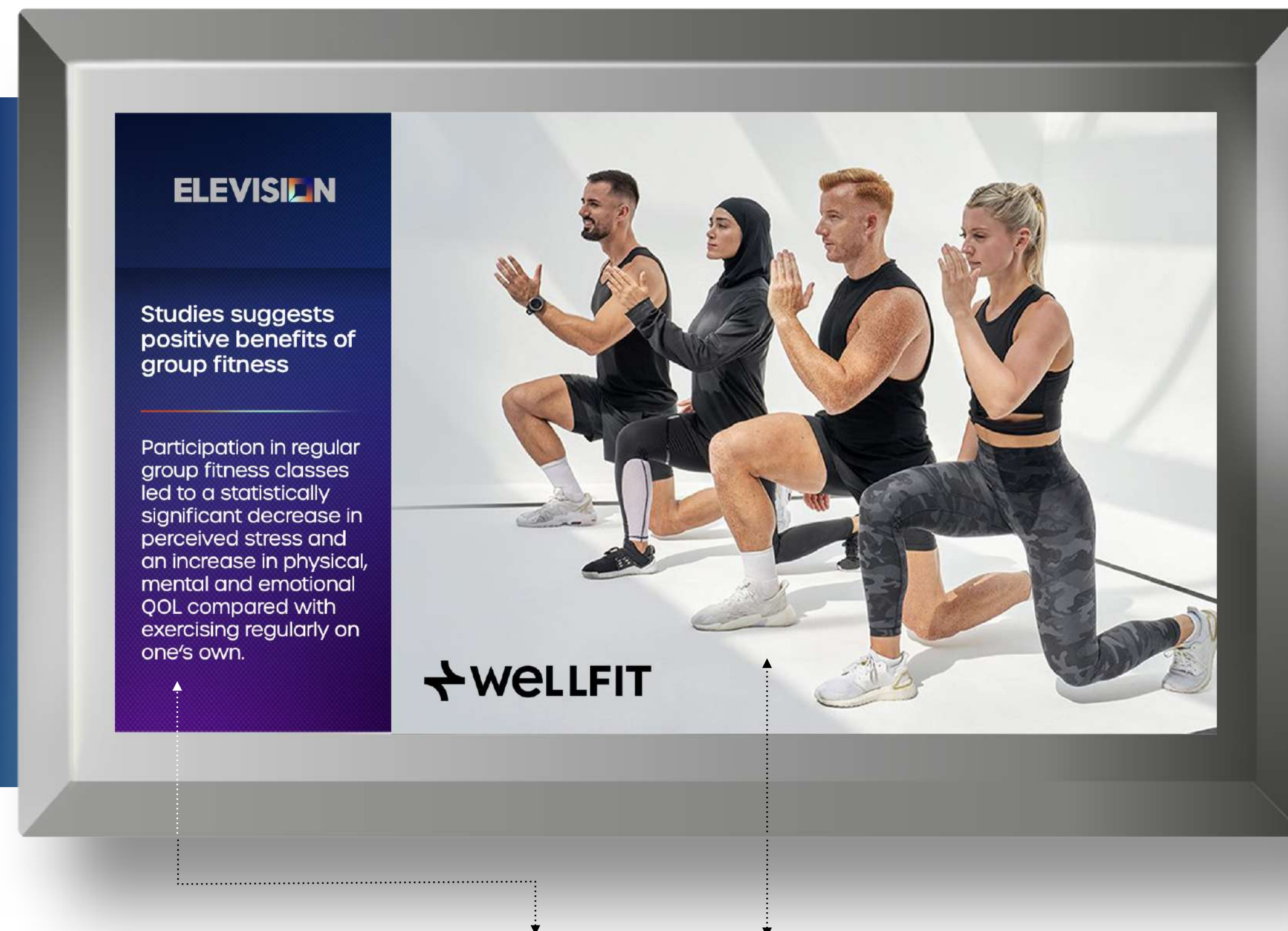
DYNAMIC HTML



**SCOREBOARD SPONSORSHIP
FOR MAJOR SPORTING EVENTS**

News2Content

News stories related to your industry will be curated to support your brand's ad content. Curated news items will run alongside brand content to enhance key messaging. The News2Content acts as a subconscious enforcement, association and engagement mechanism to your primary advertising content.

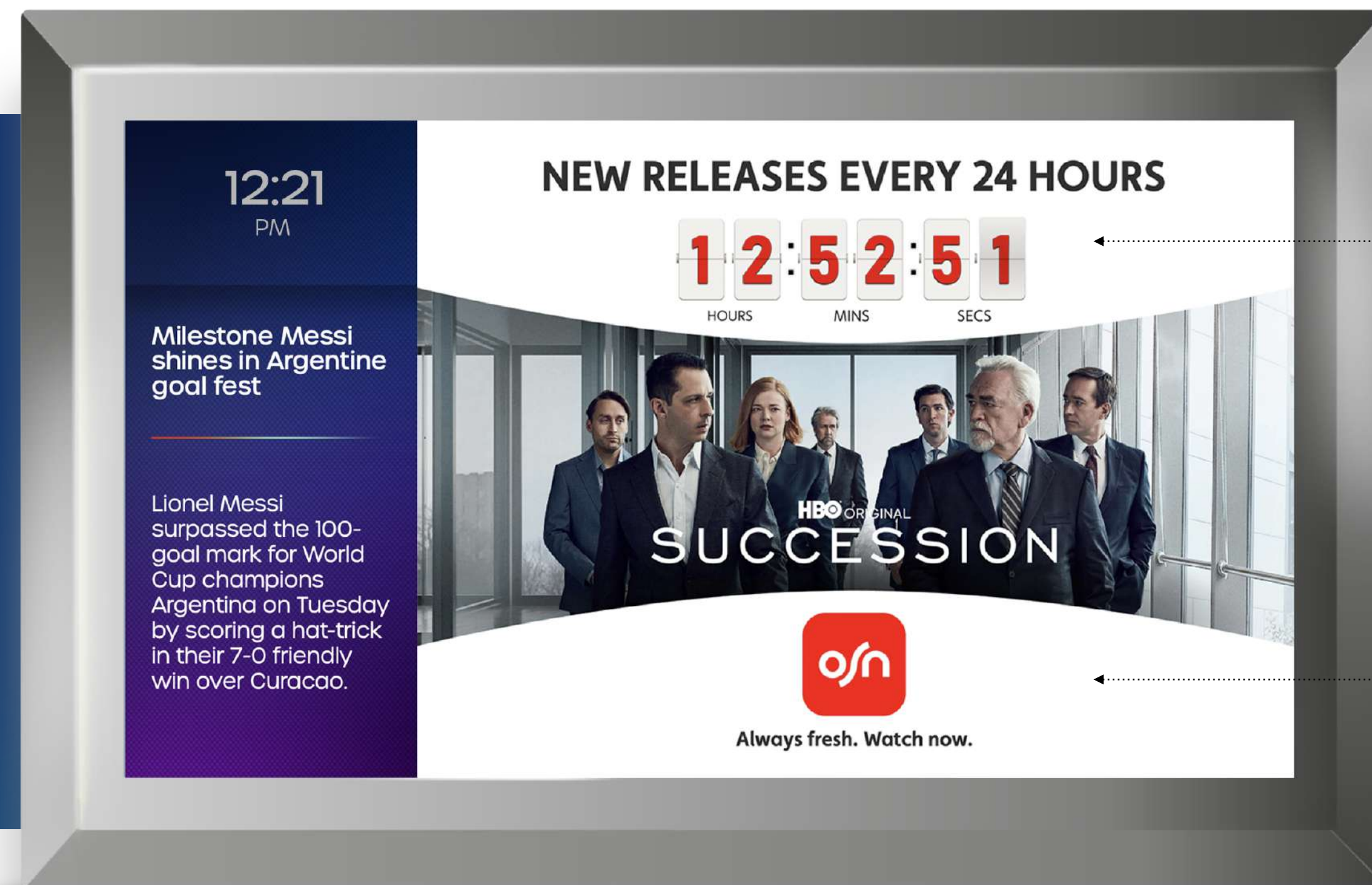


News story
and content on
screen for
12 seconds

Direct link between news story and content on split screen

Dynamic *HTML*

Elevision can create bespoke HTML content templates and provide you with access to a CMS portal. Upload key marketing images and messages for real-time deployment on all targeted screens. Multiple templates can be designed to support various content strategies.



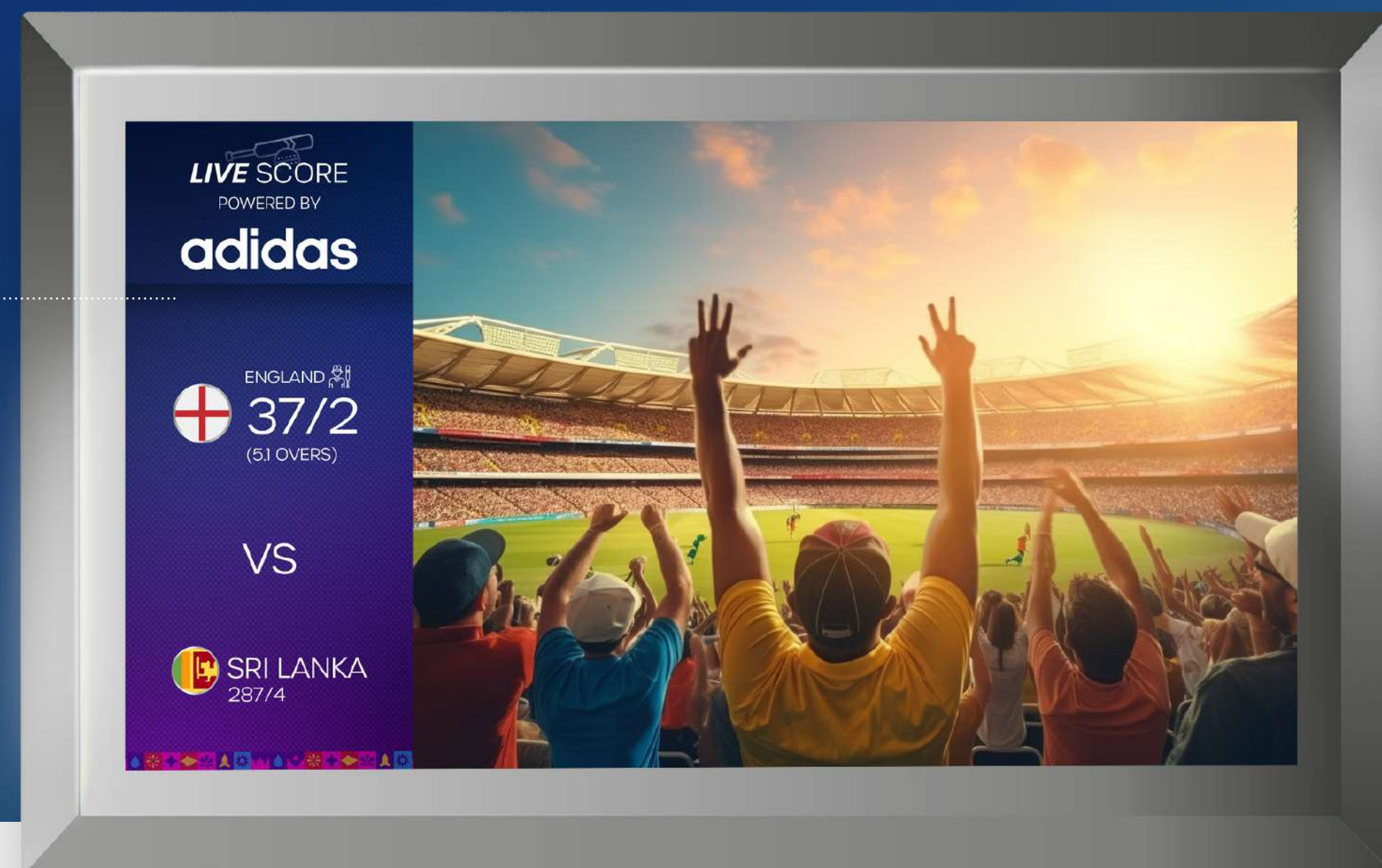
Dynamic HTML

Scoreboard Sponsorship

For Major Sporting Events

Boost your brand's profile and recognition by opting for logo sponsorship, positioning your brand prominently in front of a diverse audience. Feature your logo adjacent to Elevision's latest news stories or leverage it to enhance your News2Content positioning, further anchoring your brand's significance in a resonant and impactful manner.

Live Scoreboard Sponsorship



Residential *Network*

2 WEEK CAMPAIGN

360 daily ad plays per screen

Circuit	Screens	Towers	Unique Reach	Rate
Jumeirah Beach Residence	129	28	35,872	AED 17,500
Dubai Marina	150	50	48,522	AED 25,000
Jumeirah Lakes Towers	49	14	13,216	AED 12,500
The Palm	96	40	19,936	AED 20,000
The Greens & Views	118	56	33,576	AED 10,000
Dubai Hills	49	18	6,601	AED 12,500
Business Bay	101	24	30,228	AED 12,500
Downtown	37	10	25,312	AED 7,500
Dubai Silicon Oasis	95	40	13,954	AED 10,000
Dubai Creek	46	15	10,720	AED 3,000
MBZ South	154	65	32,960	AED 10,000
Abu Dhabi	151	56	31,240	AED 15,000
	1,175	416	302,137	AED 155,500

Rates exclusive of VAT.

Commercial *Network*

2 WEEK CAMPAIGN

360 daily ad plays per screen

Circuit	Screens	Towers	Unique Reach	Rate
DIFC Lift Focus	68	17	53,112	AED 27,500
DIFC Freezone	53	5	18,388	AED 12,500
Jumeirah Lakes Towers	73	10	18,716	AED 10,000
Media City	65	14	27,040	AED 10,000
Business Bay	84	19	47,680	AED 15,000
Abu Dhabi	33	3	15,212	AED 3,000
	376	68	180,148	AED 78,000

Rates exclusive of VAT.

Residential Network

SCREEN & TOWER DETAILS

JUMEIRAH BEACH RESIDENCE

TOWERS	SCREENS
Murjan 1	7
Murjan 2	3
Murjan 3	4
Murjan 4	3
Murjan 5	3
Murjan 6	3
Sadaf 1	3
Sadaf 2	4
Sadaf 4	3
Sadaf 5	3
Sadaf 6	5
Sadaf 7	6
Sadaf 8	7
Rimal 1	7
Rimal 2	3
Rimal 3	5
Rimal 4	7
Rimal 5	7
Rimal 6	3
Bahar 1	7
Bahar 2	3
Bahar 4	4
Bahar 5	3
Bahar 6	3
Amwaj 4	7
Shams 1	7
Shams 2	3
Shams 4	6

SCREENS 129
TOWERS 28

DUBAI MARINA

TOWERS	SCREENS	TOWERS	SCREENS
Al Bateen Residences	5	Marina Promenade Beauport	2
Bay Central Central	4	Marina Promenade Delphine	1
Bay Central West	3	Marina Promenade Paloma	2
Cayan Tower	6	Marina Promenade Attesa	2
Elite Residence	7	Marina Promenade Aurora	2
Emirates Crown	5	Marina Promenade Shemara	2
Ocean Heights	4	Al Majara 1	2
Mag 218	6	Al Majara 2	2
Marina Residence 1	2	Al Majara 3	1
Marina Residence 2	2	Al Majara 5	1
Princess Tower	8	Al Sahab 1	1
Skyview Tower	3	Al Sahab 2	2
Horizon Tower	4	Marina Quays West Tower	2
Trident Grand Residence	5	Marina Quays East Tower	2
Iris Blue	2	Marina Quays North Tower	2
Marina Tower	3	Botanica Marina	4
Fairooz Tower	2	LIV Residence	3
Murjan Tower	3	DEC Tower 1	3
Mass Tower	3	DEC Tower 2	3
Anbar Tower	2	Opal Tower	2
Yass Tower	3	No 9	5
Mesk Tower	3	Studio One	5
Park Island - Bonaire	2	Sparkle Tower 1	4
Park Island - Fairfield	2	Sparkle Tower 2	3
Park Island - Blakely	2		
Park Island - Sanibel	2		

SCREENS 150
TOWERS 50

JUMEIRAH LAKES TOWERS

TOWERS	SCREENS
Al Seef 3	4
Concorde Tower	3
Dubai Arch	6
Gold Crest Views 2	4
Icon 1	3
Icon 2	3
Jumeirah Bay XI	4
Lake Point Tower	3
Lake Shore Tower	3
Lake Terrace	3
Mag 214	3
O2 Tower	3
V3 Tower	4
Saba 3	3

SCREENS 49
TOWERS 14

Residential Network

SCREEN & TOWER DETAILS

THE PALM

TOWERS	SCREENS	TOWERS	SCREENS
Tiara Aquamarine	2	Shoreline Apartments Al Basri	2
Tiara Ruby	2	Shoreline Apartments Al Dabas	2
Tiara Diamond	2	Shoreline Apartments Al	2
Tiara Emerald	2	Sultana	2
Tiara Tanzanite	2	Shoreline Apartments Jash Falqa	2
Golden Mile Building 1	3	Shoreline Apartments Al Hatimi	2
Golden Mile Building 2	3	Shoreline Apartments Khudrawi	2
Golden Mile Building 3	3	Shoreline Apartments Al Msalli	2
Golden Mile Building 4	3	Shoreline Apartments Al Habool	2
Golden Mile Building 5	3	Shoreline Apartments Al Anbara	2
Golden Mile Building 6	3	Shoreline Apartments Al Sarood	2
Golden Mile Building 7	3	Shoreline Apartments Al Hallawi	2
Golden Mile Building 8	3	Shoreline Apartments Al Tamr	2
Golden Mile Building 9	3	Shoreline Apartments Al Shahla	2
Golden Mile Building 10	3	Shoreline Apartments Abu Keibal	2
Marina Residences Building 1	3	Shoreline Apartments Al Hamri	
Marina Residences Building 2	3	Shoreline Apartments Al Khushkar	
Marina Residences Building 3	3		
Marina Residences Building 4	3		
Marina Residences Building 5	3		
Marina Residences Building 6	3		
Palm Views East Wing	2		
Palm Views West Wing	2		
Azure Residences	2		

SCREENS
TOWERS

96
40

THE GREENS & VIEWS

TOWERS	SCREENS	TOWERS	SCREENS
Al Sidir 1	2	Al Ghozlan 1	2
Al Sidir 2	2	Al Ghozlan 2	2
Al Sidir 3	2	Al Ghozlan 3	2
Al Sidir 4	2	Al Ghozlan 4	2
Al Ghaf 1	2	Al Arta 1	2
Al Ghaf 2	2	Al Arta 2	2
Al Ghaf 3	2	Al Arta 3	2
Al Ghaf 4	2	Al Arta 4	2
Al Nakheel 1	2	Views 1	2
Al Nakheel 2	2	Views 2	2
Al Nakheel 3	2	Turia A	2
Al Nakheel 4	2	Turia B	2
Al Jaz 1	2	Arno A	2
Al Jaz 2	2	Arno B	2
Al Jaz 3	2	Golf Tower 1	2
Al Jaz 4	2	Golf Tower 2	2
Al Dhafrah 1	2	The Fairways North Tower	2
Al Dhafrah 2	2	The Fairways East Tower	2
Al Dhafrah 3	2	The Fairways West Tower	2
Al Dhafrah 4	2		
Al Samar 1	2	Panorama 1	2
Al Samar 2	2	Panorama 2	2
Al Samar 3	2	Panorama 3	2
Al Samar 4	2	Panorama 4	2
Al Thayyal 1	2	Tanaro	4
Al Thayyal 2	2	Mosela	4
Al Thayyal 3	2	Al Alka 3	2
Al Thayyal 4	2	Una	2
		The Onyx Tower 2	4

SCREENS
TOWERS

118
56

Residential Network

SCREEN & TOWER DETAILS

DUBAI HILLS	
TOWERS	SCREENS
Acacia A	3
Acacia B	4
Acacia C	3
Mulberry 1 A1	2
Mulberry 1 A2	4
Mulberry 1 B1	2
Mulberry 1 B2	2
Mulberry 2 A1	2
Mulberry 2 A2	4
Mulberry 2 B1	2
Mulberry 2 B2	2
Park Heights 1	4
Parks Heights 2 - Tower 1	4
Parks Heights 2 - Tower 2	4
Park Point A	1
Park Point B	2
Park Point C	2
Park Point D	2
SCREENS	49
TOWERS	18

BUSINESS BAY	
TOWERS	SCREENS
West Heights 1	7
West Heights 2	3
West Heights 3	5
West Heights 4	7
West Heights 5	7
West Heights 6	3
East Heights 1	4
East Heights 2	4
East Heights 3	4
East Heights 4	7
Fairview Residency	2
Hamilton Tower	3
Mayfair Tower	3
Mayfair Residence	3
Clayton Tower	3
RBC Tower	2
ENI Coral Tower	3
Scala Tower	2
Atria	3
Millennium Binghatti	4
Sobha Hartland 5	6
Sobha Hartland 6	6
Sobha Creek Vista A	5
Sobha Creek Vista A	5
SCREENS	101
TOWERS	24

DOWNTOWN	
TOWERS	SCREENS
Burj Views A	4
Burj Views B	4
Burj Views C	4
Burj Al Nujoom	4
Central Park	4
Liberty House	5
Sky Gardens	4
Al Fattan 2	3
Al Fattan 3	3
DTI Tower	2
SCREENS	37
TOWERS	10

DUBAI CREEK	
TOWERS	SCREENS
Al Badia Hillside Res. 1	2
Al Badia Hillside Res. 2	2
Al Badia Hillside Res. 3	2
Al Badia Hillside Res. 4	2
Al Badia Hillside Res. 5	2
Al Badia Hillside Res. 6	2
Al Badia Hillside Res. 7	2
D1 Tower	8
Binghatti Avenue	8
Binghatti Gateway	3
Al Badia 3	2
Al Badia 8	2
Al Badia 10	3
Al Badia 11	2
Marsa Plaza	4
SCREENS	46
TOWERS	15

Residential Network

SCREEN & TOWER DETAILS

MBZ SOUTH

TOWERS	SCREENS	TOWERS	SCREENS	TOWERS	SCREENS
Dubai Production City		Jumeirah Village Circle		Dubai South	
Midtown Afnan 1	2	Oxford Boulevard	2	The Pulse A1	2
Midtown Afnan 2	1	Oxford Residence	2	The Pulse A2	2
Midtown Afnan 3	1	Belgravia 1	5	The Pulse B1	2
Midtown Afnan 4	2	Belgravia 2	4	The Pulse B2	2
Midtown Afnan 5	1	Beverly Residence	3	The Pulse B3	2
Midtown Afnan 6	1	Signature Residence	2	The Pulse B4	2
Midtown Afnan 7	1	Hyati Residence	3	The Pulse B8	2
Midtown Dania 1	1	Hyati Avenue	3	The Pulse B9	2
Midtown Dania 2	2	Bloom Heights 1	3	The Pulse C1	2
Midtown Dania 3	2	Bloom Heights 2	3	The Pulse C2	2
Midtown Dania 4	1	Binghatti Gate	3	The Pulse C3	2
Midtown Dania 5	1	Fortunato	6	Mag 505	2
Midtown Dania 6	1	Plaza Residence 1	4	Mag 510	2
Oakwood Residence	3	Plaza Residence 2	6	Mag 515	2
OBS Tower	3			Mag 520	2
Dubai Sports City		Dubailand		Mag 525	2
The Bridge	5	Montrose A	2	Mag 530	2
The Diamond	2	Montrose B	2	Mag 535	2
The Spirit	4	Binghatti East	2	Mag 540	2
The Matrix	4	Binghatti West	2	Mag 545	2
The Medalist	3	Living Legends - Cleopatra	3	Mag 550	2
		Living Legends - Hercules	3	Mag 555	2
				Mag 560	2
				Mag 565	2
				Murano Residences	2

SCREENS
TOWERS

154
65

Residential Network

SCREEN & TOWER DETAILS

DUBAI SILICON OASIS

TOWERS	SCREENS	TOWERS	SCREENS
Jade Residence	3	Queue Point Mazaya 1	2
Coral Residence	3	Queue Point Mazaya 2	1
Ruby Residence	3	Queue Point Mazaya 5	4
Sapphire Residence	3	Queue Point Mazaya 6	3
Altia Residence	2	Queue Point Mazaya 7	3
		Queue Point Mazaya 8	2
University View	7	Queue Point Mazaya 9	1
Solitaire Cascades	1	Queue Point Mazaya 10A	3
		Queue Point Mazaya 10B	6
Queue Point Al Yarmouq	2	Queue Point Mazaya 11	2
Queue Point Farah 1	2	Queue Point Mazaya 12	2
Queue Point Farah 2	2	Queue Point Mazaya 13	2
Queue Point Farah 5	2	Queue Point Mazaya 15	2
Queue Point Ghanima	2	Queue Point Mazaya 17	2
Queue Point Shams R19	2	Queue Point Mazaya 19	2
Queue Point Tala 1	2	Queue Point Mazaya 21	2
Queue Point Tala 2	2	Queue Point Mazaya 22	2
		Queue Point Mazaya 23	2
		Queue Point Mazaya 24	2
		Queue Point Mazaya 25	2
		Queue Point Mazaya 27	2
		Queue Point Mazaya 28	2
		Queue Point Mazaya 29	2
		Queue Point Mazaya 30	2
		Queue Point Mazaya 31	2

SCREENS
TOWERS

95
40

ABU DHABI RESIDENTIAL

TOWERS	SCREENS	TOWERS	SCREENS
Ocean Terrace	5	Al Rayyana - Orchid 1	2
Tala Tower	5	Al Rayyana - Orchid 2	2
Bay View Tower	3	Al Rayyana - Orchid 3	2
Burooj Views	4	Al Rayyana - Orchid 4	2
Al Maha Tower	4	Al Rayyana - Orchid 5	2
Marina Heights 1	4		
Marina Heights 2	4	Al Rayyana - Tulip 1	2
Marina Blue	5	Al Rayyana - Tulip 2	2
One Marina Square	4	Al Rayyana - Tulip 3	2
Tower B1	4	Al Rayyana - Tulip 4	2
Rak Tower	4	Al Rayyana - Tulip 5	2
Tower A3A	1		
Tower A3B	1	Al Rayyana - Arjwan 1	2
Bloom Marina Residences (E)	3	Al Rayyana - Arjwan 2	2
Bloom Marina Residences (W)	6	Al Rayyana - Arjwan 3	2
Bloom Central	2	Al Rayyana - Arjwan 4	2
Marina Bay Tower 1	3	Al Rayyana - Arjwan 5	2
Marina Bay Tower 2	3		
Sigma 1	3	Al Rayyana - Lili 1	2
Sigma 2	3	Al Rayyana - Lili 2	2
Horizon Tower A	3	Al Rayyana - Lili 3	2
Horizon Tower B	6	Al Rayyana - Lili 4	2
ENI Burj Al Shams Tower	5	Al Rayyana - Lili 5	2
		Al Rayyana - Lili 6	2
Al Rayyana - Yasmine 1	2	Al Rayyana - Lili 7	2
Al Rayyana - Yasmine 1B	2		
Al Rayyana - Yasmine 2	2	Al Rayyana - Narjis 1	2
Al Rayyana - Yasmine 2B	2	Al Rayyana - Narjis 2	2
Al Rayyana - Yasmine 3	2		
Al Rayyana - Yasmine 4	2	Al Rayyana - Nardin 1	2
Al Rayyana - Yasmine 5	2	Al Rayyana - Nardin 2	2

SCREENS
TOWERS

151
56

Commercial Network

SCREEN & TOWER DETAILS

DIFC LIFT FOCUS	
TOWERS	SCREENS
Gate Village 1	2
Gate Village 2	2
Gate Village 3	2
Gate Village 4	2
Gate Village 5	3
Gate Village 6	2
Gate Village 7	3
Gate Village 8	2
Gate Village 10	3
Gate Building East	7
Gate Building West	7
Mall Parking	2
Precinct 2	6
Precinct 3	6
Precinct 4	6
Precinct 5	5
The Exchange (NASDAQ)	8
SCREENS	68
TOWERS	17

DIFC FREEZONE	
TOWERS	SCREENS
Central Park	18
Liberty House	5
Emirates Financial Tower (N)	7
Emirates Financial Tower (S)	7
Index Tower	16
SCREENS	53
TOWERS	5

JUMEIRAH LAKES TOWERS	
TOWERS	SCREENS
Almas Tower	15
1 Lake Plaza	5
AG Silver Tower	10
Gold Tower	10
HDS Tower	5
Indigo Icon	5
Jumeirah Bay X2	6
Jumeirah Bay X3	6
Swiss Tower	7
Saba 1	4
SCREENS	73
TOWERS	10

MEDIA CITY	
TOWERS	SCREENS
Al Thuraya 1	4
Aurora Tower	5
Media One	5
Tameem House	5
The Loft Offices 1	3
The Loft Offices 2	5
The Loft Offices 3	4
The Onyx Tower 1	5
The Onyx Tower 2	4
Marina Plaza	13
Office Park A	3
Office Park B	3
Office Park C	3
Office Park D	3
SCREENS	65
TOWERS	14

Commercial Network

SCREEN & TOWER DETAILS

BUSINESS BAY	
TOWERS	SCREENS
Bay Square - Building 1	4
Bay Square - Building 2	4
Bay Square - Building 3	3
Bay Square - Building 4	2
Bay Square - Building 6	3
Bay Square - Building 7	4
Bay Square - Building 10	3
Bay Square - Building 11	3
Bay Square - Building 12	4
Bay Square - Building 13	4
Burlington Tower	7
The Citadel Tower	7
Exchange Tower	7
The Regal Tower	7
Silver Tower	5
Fifty One Tower	4
Oxford Tower	3
Prime Tower	8
B2B Tower	2
SCREENS	84
TOWERS	19

ABU DHABI COMMERCIAL	
TOWERS	SCREENS
Tamouh Tower	10
Bloom Central	3
Addax Tower	20
SCREENS	33
TOWERS	3

**Clients
We Have
Worked
With**



Client *Testimonials*

Emmanuelle Favre-Felix

Head of Marketing, Southern Europe & MEA

Julius Bär

The Julius Baer campaign with Elevision had a serious impact on both people working in the DIFC or those coming for business reasons. It definitively matched with our 10-year presence in DIFC and its celebration. Furthermore, it built our brand awareness thanks to strategic positioning and visibility.

Diana Cheikh-Ali

Marketing & Communications Manager

ROGER DUBUIS

We booked our advertising campaign in DIFC for its ability to confer prestige to our brand with qualitative signage, and for its ability to go hyperlocal as we target potential customers in the right affluent location. With digital OOH, we had the flexibility to rotate or change the content at any given time. Thank you to the Elevision team who has been so flexible and supportive at all stages of the project.

Christina Sradj

VP, Associate Director, Marketing

FACTSET[®]

The UAE is an important growth market for us and we are excited to now supply one of the world's Top 10 Financial Centres with live data feeds for FX, commodities and news. Aligning the FactSet brand with Elevision and the DIFC is fantastic and I look forward to continuing our partnership for years to come.

ELEVISION

www.elevision.com