



MICROMEDIA LOOK TO THE LIGHT



OUR UNIVERSE 2022

One of the fastest growing and largest
DOOH networks with 225+ screens nationwide

MICROMEDIA

OUR UNIVERSE 2021



We operate one of the largest and fastest growing DOOH networks in the country with over 240 screens nationwide through Dublin, Cork, Kilkenny & Belfast which include:

Urban

Our largest network situated in the heart of main cities

140+ screens

On-trade

Busy bars and the best music venues in the country

65+ Screens

Off-trade

Through popular independent and chain outlets

20+ Screens

Lifestyle

Ireland's largest and most popular gyms

55+ screens

Campus

All major universities and high-end student accommodation

35+ screens

Large Format

Camden Corner / Lir Docklands / Cork Video Wall

Total universe – 240 screens

We're looking to partner with specific brands on specific networks for longer term deals in 2022



URBAN NETWORK
140+ SCREENS



Georges Arcade



Camden Street



Grafton Street



Essex Street

IN-TRADE INTERNAL
65+ SCREENS



OFF TRADE NETWORK





- 24 screens
- Through independent & chain outlets
- Designed for busy retail environments
- High vibrancy & slim profile
- Enhances premiumization in-store
- Valuable Pos presence



A trend for some time &
set to continue as
'The Big Night In' has
produced myriad of
innovative ways to create
great moments at home

LIFESTYLE NETWORK

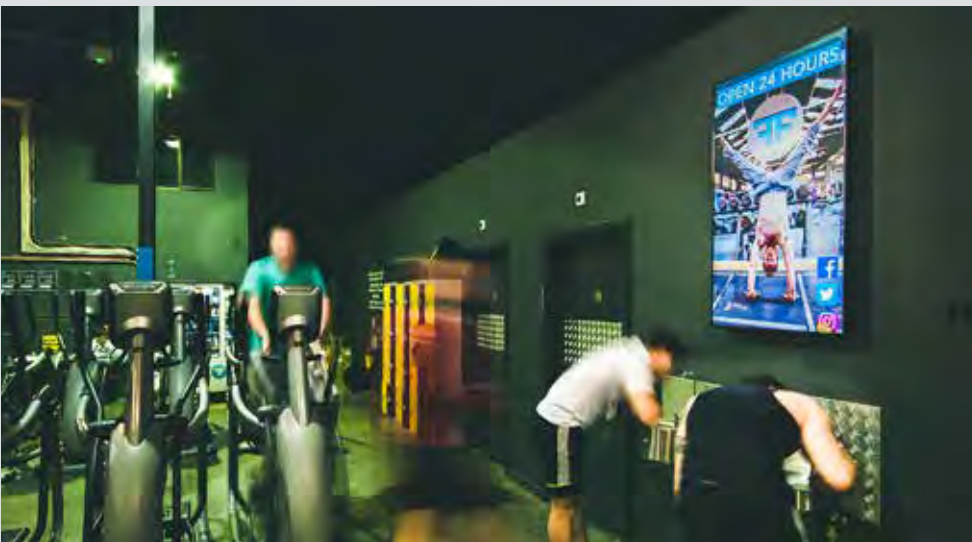


MICROMEDIA

FLYEFIT LIFESTYLE NETWORK



Baggot Street



Ranelagh

Lifestyle Network

46

Number of gyms

60

Number of screens

1982

Average membership of each gym

83240

Total combined membership

HIGH FOOTFALL
HIGH DWELL
LOW WASTAGE

CAMPUS NETWORK



CAMPUS NETWORK

35+ SCREENS



Maynooth College

Campus Network

38

Screens

146,000

Students

11+

High end student accommodations

18+

College campus nationwide

Exclusivity through all major universities & high-end student accommodations with a total reach of 146,000 students



Trinity College

MICROMEDIA
CAMPUS



DBS - Common Room



UCC



NCI

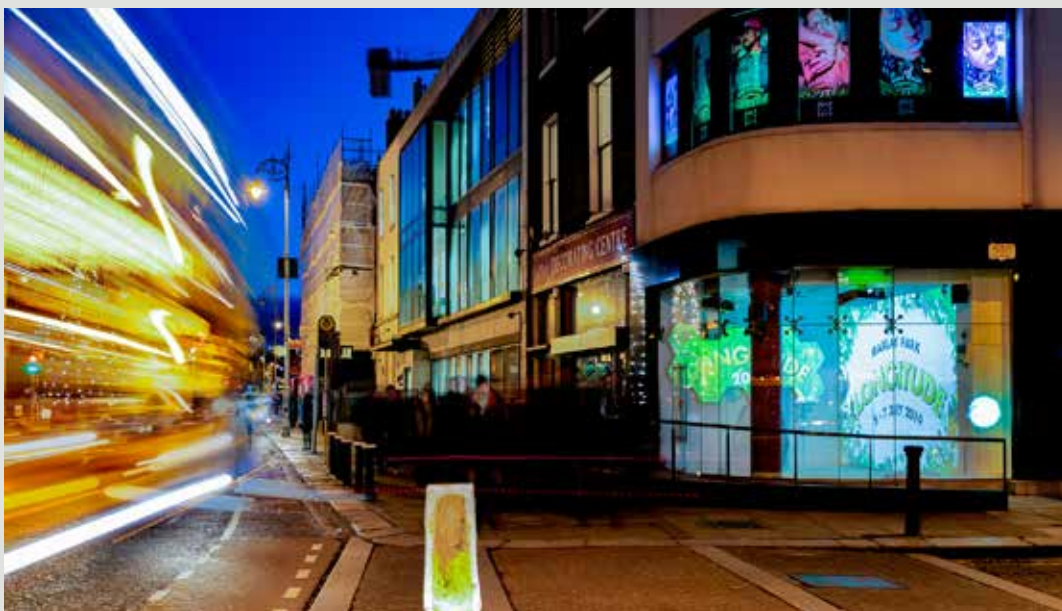


University of Limerick

LARGE FORMAT
CAMDEN CORNER (TAKEOVER)



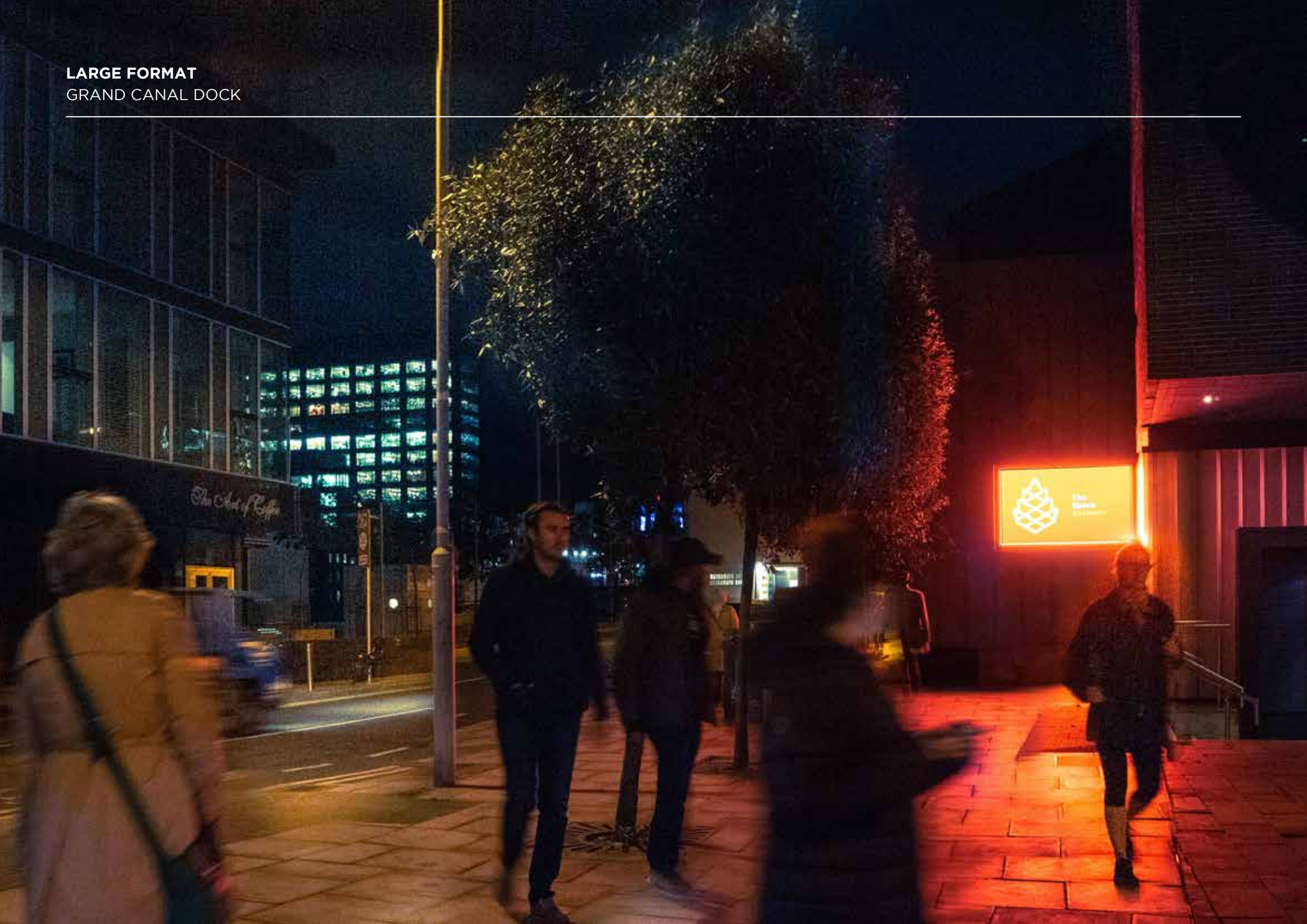
CAMDEN CORNER
FULL BUILDING TAKEOVER



LARGE FORMAT
CAMDEN CORNER



LARGE FORMAT
GRAND CANAL DOCK



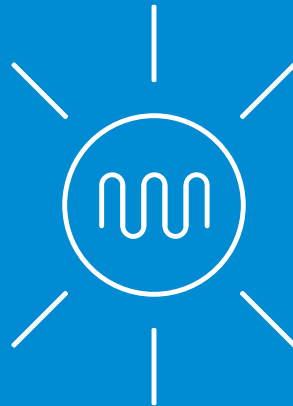
LARGE FORMAT
GRAND CANAL DOCK



LARGE FORMAT
VIDEO WALL CORK



SEE PORTFOLIO
VIDEO **CLICK HERE**



MICROMEDIA
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