

MEDIA KIT 2025

Monaco's Finest.

Elevate Your Brand with our Digital Advertising



As the premier digital signage leader in the Principality, Monaco Video Media provides tailored solutions designed for your company, needs, targets, and communication strategy.

Our primary goal: Ensuring your brand or establishment achieves unparalleled visibility!

Unlock new communication frontiers with MONACO VIDEO MEDIA digital signage, connecting you clearly and effectively with your target audience.



Sales : pub@mvm.mc

management : mail@mvm.mc

administration : administration@mvm.mc

Head office and show-room

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Phone

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Warehouse

c/o SOMO S.A.M. – 6, impasse des Carrières – Monaco – 98000 – Principauté de Monaco Tel. : +377 9797 3050

Company data

Share company : Société Anonyme Monégasque (SAM) established on April 4th 1957 with a share capital of Euro 150.000 fully paid

INTRACOM VAT : FR 21 000 009 315 – RCI 57 S00479



Key figures (sources IMSEE 2019)

POPULATION

Highest density of billionaires, international residents with very high purchasing power

139 nationalities (1 French, 2 Monegasque, 3 Italian, 4 British...)

46.4 years old on average

57,867 employees

3,767 companies

TOURISM

Monaco aims to remain the world's leading destination for exceptional tourism

589,682 room nights / year

82.3% of rooms rated 4* & 5*

182 436 cruise passengers

TRAFFIC / TRANSPORT

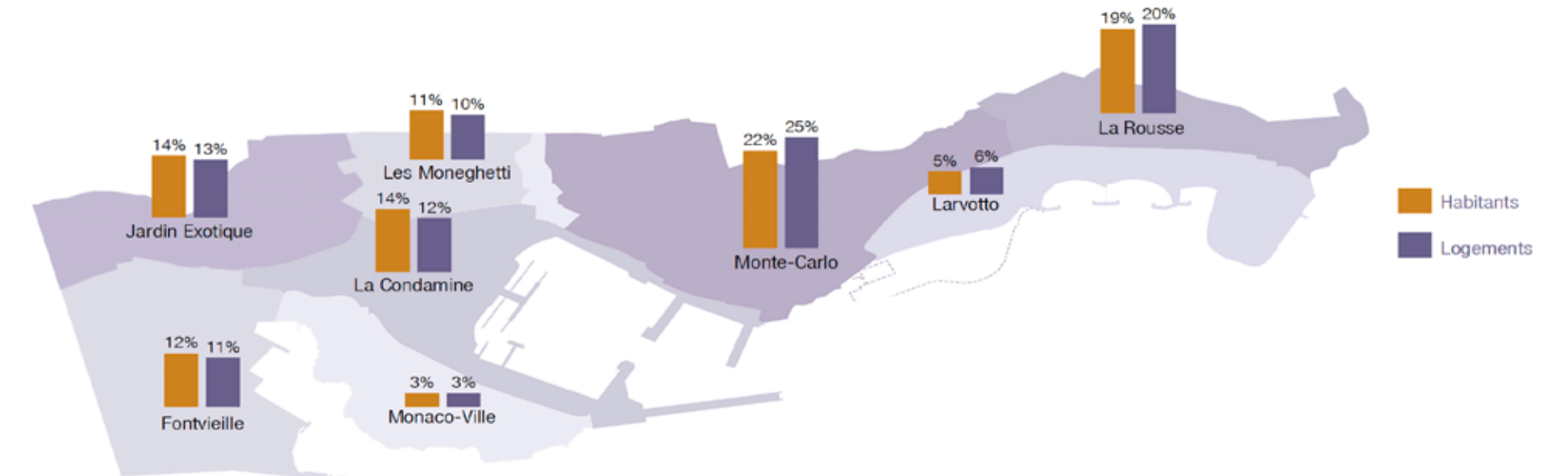
110,000 vehicles / day

7 bus lines & **7** million trips / year

110 daily trains & **7.5** million passengers / year

Monaco & Monte-Carlo: Where dreams and prestige meet

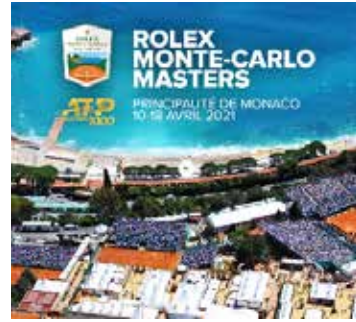
Set between the sea and mountains, enriched by parks and a vibrant social, sporting, and cultural scene, Monaco is the ideal destination for advertisers seeking to connect with a discerning, high-end audience.



Important events in Monaco



MARCH
The Aesthetic and Anti-Aging Medicine World Congress (AMWC) is the industry's leading event focusing on the continuing education of physicians and the fostering of new, meaningful professional connections. We thank all the 15,000 attendees, 350 exhibitors, and 300 speakers that attend the event annually, without whom AMWC would not be the pioneering congress that it is today!



APRIL
The Monte Carlo Rolex Masters is a worldwide sporting event broadcast on television in more than 60 countries. It is the No. 1 major European tournament in the prestigious ATP World Tour Masters 1000 category, held in the glamorous Principality of Monaco.
Monte Carlo Rolex Masters will take place in April at the one-of-a-kind Monte-Carlo Country Club. This unique location promises an unparalleled experience for attendees over several days, with the scenic Mediterranean backdrop enhancing the allure of the tennis spectacle. The tournament will feature the top 10 international tennis players.



APRIL / MAY
The historic Monaco Grand Prix, held biennially just weeks before the Formula 1 Grand Prix, showcases the world's most beautiful classic cars racing on the legendary circuit, drawing an ever-growing audience. Additionally, the ABB FIA Formula E World Championship introduces an exhilarating new event spanning the entire iconic circuit.



MAY Sport and glamour come together at the Monaco Grand Prix, the highlight of the year. In tune with the roar of the engines, a frenzy takes over the city of Monaco. Since 1929 by the Automobile Club de Monaco, the Formula 1 race in the Principality is one of the most prestigious in the world, both for its unique circuit, laid out in the streets of the city and reputed to be very demanding, and for the champions who have marked its history.



JUNE
TELEVISION FILM FESTIVAL
For 63 years, the Principality of Monaco has been hosting its own international television Festival. Major studios, broadcast networks, digital platforms and renowned talent gather together over several days in this idyllic setting, to promote their programs to the press and public and compete for the prestigious Golden Nymph Awards with 2,000 guests enjoying the music in the open air.



JULY During this month, the most prestigious international auction houses are organizing a week of sales featuring works of art, collectors' items, and jewelry. In addition to tourism, during this period, the Principality of Monaco is frequented by the world's most affluent collectors.



JULY
The Herculis has been voted the world's best meeting seven times (1998, 2008, 2011, 2014, 2015, 2018 and 2020), and has been a member of the prestigious elite Diamond League since 2010. It has seen countless world records set.
Since its creation 36 years ago, the Monegasque world athletics meeting has gone from strength to strength, attracting elite athletes and big crowds. Usain Bolt, Carl Lewis, have all made their mark on the track at the Louis-II.



JULY / AUGUST
The Jumping International of Monte Carlo is a grand decade of sporting and equestrian achievement, emotion, and exceptional entertainment boasting the best riders in the world and the breathtakingly princely setting of Monaco's waterfront.
Throughout these 17 years, thanks to the quality and technical sophistication of its arena and amenities, the Jumping International of Monte Carlo has become a hallmark of equestrian excellence for both riders and spectators. The competition has become the Principality's third most important sporting event.



SEPTEMBER
Celebrating its 33rd anniversary in 2024, the Monaco Yacht Show (MYS) is an essential event for super-yachting aficionados. Since 1991, Port Hercule in Monaco has transformed into a showcase of elegance and innovation, bringing together the latest and most expected collection of superyachts of the year. The MYS embodies the essence of super-yachting and stands as the premier global marketplace to support your yacht purchase or rental project. Each year, the world's elite shipbuilders and maritime brokers present over 120 super-yachts and around sixty luxury tenders at the MYS, all vying for sophistication and refinement. Among the major units on display, around forty new launches within the year reflect the latest market trends.



OCTOBER
For more than 30 years, SPORTEL continues to be the Home of the sports business industry. Connect with world-class experts in media rights, broadcast solutions, TV networks, OTT, media tech, sports marketing and communication...

STATION NETWORK

41 screens with Full HD definition located in the pedestrian access galleries of the SNCF station, the busiest site in Monaco!
 DOOH of traffic (mobile target)
 Guaranteed minimum message repetition per month: 1.201.880
 Spot length: 10 seconds
 Spot format: Video MPEG4, h264
 29 screens in 9/16 portrait format
 Resolution: 1080 x 1920 (width x height)
 12 screens in 16/9 landscape format
 Resolution: 1920 x 1080 (width x height)



PEDESTRIAN NETWORK			Week	1 month	3 month	6 month	Year
Total number of screens	St Devote	Prince Pierre					
Full network 41 SCREENS	9	32	3.200 €*	6.800 €*	14.250	22.500	37.800 €
HALF-NETWORK A 21 SCREENS	5	16	1.700 €*	3.600 €*	7.500 €	12.500 €	21.000 €
HALF NETWORK B 20 SCREENS	4	16	1.700 €*	3.600 €*	7.500 €	12.500 €	21.000 €

* Increase of +50% for a period including the F1 Grand Prix or the MONACO YACHT SHOW

MONACO STATION celebrates 20 years

H.S.H. the Sovereign Prince recalled in his inaugural speech that «the Monaco-Monte-Carlo station is the Principality's main 'gateway', due to its central location and its connection with other modes of transport», adding that «at the dawn of the 21st century, and after 20 years in operation, Monaco Station remains today the illustration of a new concept of modern station, technically and architecturally innovative. It includes all the necessary and indispensable facilities to offer users a remarkable quality of service at every level. (...) «The development of the train is part of a global and ambitious policy of my Government in favor of public transport, soft modes and shared mobility.»

Key figures:

- 7,500,000 SNCF passengers per year.
- 3rd most important station after MARSEILLE & NICE
- Passenger flow continues to grow.
- The PRINCE PIERRE and ST DEVOTE pedestrian galleries are the main access routes to the station.
- The average number of pedestrians (SNCF passengers and others) measured is: 14,000 per day for the Prince PIERRE gallery and 10,000 for the ST DEVOTE gallery
- More than 150,000 passengers expected for the Formula 1 Grand Prix.



12 SCREENS 32"



20 SCREENS 43"

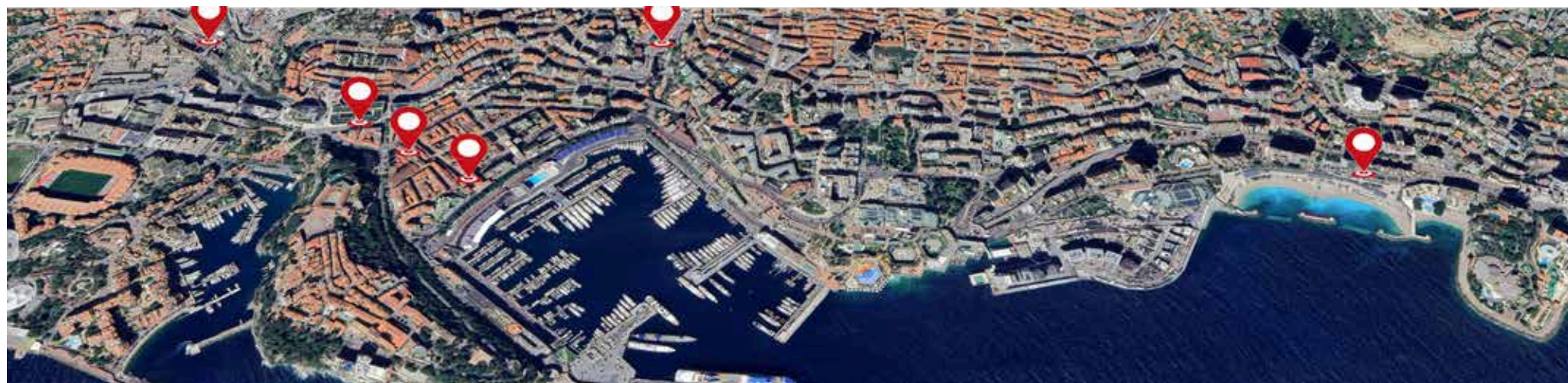


9 SCREENS 55"



COUVERTURE NETWORK

Mixed network for pedestrian coverage
 35 Full HD 1920 x 1080 pixel screens
 Portrait formats (25 screens) & Paysage formats (10 screens)
 Locations:
 Larvotto (2 screens) ,
 Rue piétonne Princesse Caroline (2 screens)
 Place d'arme (1 screen)
 Rue piétonne Honoré III (3 screens)
 Galerie piétonne des Salines (10 screens)
 Parking des Salines (16 screens)
 St Dévotte Sortie (1 screens)



COUVERTURE NETWORK	Week	Week Grand prix historique & Electrique	Week Grand prix F1 Tennis Yatch Show	6 month	Year
Total number of screens					
35 SCREENS	1787 €	2.233€	2.680 €	-	-
Ecran Led du Larvotto - 1 face - 2,81 m2	-	-	-	-	18.700 €



ROAD NETWORK

4 large LED screens located on high traffic roads
 Traffic DOOH (Moving Target)
 Guaranteed minimum message repetition per week: 25.200
 Spot length: 10 seconds
 Spot format: Video MPEG4, h264
 Format paysage 16/9
 Pitch 3.9
 Screen resolution 4,4m2: 720 x 400 pixels (width x height)
 Screen resolution 7m2: 896 x 512 pixels (width x height)
 Screen resolution 9m2: 1024 x 576 pixels (width x height)
 Screen resolution 11,25m2: 1152 x 640 pixels (width x height)



RESEAU ROUTE 1	Week	Week Grand prix historique & Electrique	Week Grand prix F1 Tennis Yatch Show	6 month	Year
Total number of screens					
N° 4 - St ROMAN SCREEN- 4,4 m2	1.100 €	1.375 €	1.650 €	-	18.700 €
N° 3 - STADIUM SCREEN - 9 m2	1.250 €	1.562 €	1.875 €	-	21.250 €
N° 2 - CANTON SCREEN - 7m2	1.250 €	1.562 €	1.875 €	-	21.250 €
N° 5 - PRINCE PIERRE - 11,25 m2	1.100 €	1.375 €	1.650 €	-	18.700 €



ROAD 2 NETWORK

4 LED screens located on high traffic roads
 Traffic DOOH (Moving Target)
 Guaranteed minimum message repetition per week: **16.800**
 Spot length: 10 seconds
 Spot format: Video MPEG4, h264
 Format portrait 9/16
 Pitch 3.9
 Screen resolution :
 2 screens 4.4m2: 400 x 720 pixels (width x height)
 2 screens 3,75m2: 384 x 640 pixels (width x height)



RESEAU ROUTE 2	Week	Week Grand prix historique & Electrique	Week Grand prix F1 Tennis Yatch Show	6 month	year
Total number of screens					
N° 6 - JARDIN EXOTIQUE - 4,4m2	1.100 €	1.375 €	1.650 €	-	18.700 €
N° 7 - Bd D'ITALIE - 4,4m2	1.100 €	1.375 €	1.650 €	-	18.700 €
N° 8 - PORT - 3,75m2	1.100 €	1.375 €	1.650 €	-	18.700 €
N° 9 - GRIMALDI FORUM - 3,75m2	1.100 €	1.375 €	1.650 €	-	18.700 €

* Prix longue conservation par écran



CASINO NETWORK

Network composed of 3 screens 55 inches (portrait) - 1 screen 85 inches (landscape) at the pedestrian accesses of the prestigious Parking of the CASINO square!

DOOH traffic (Mobile target)

Guaranteed minimum message repetition per month: 124.000

Spot length: 8 seconds

Spot format: Video MPEG4, h264


Definition FULL HD & 4K

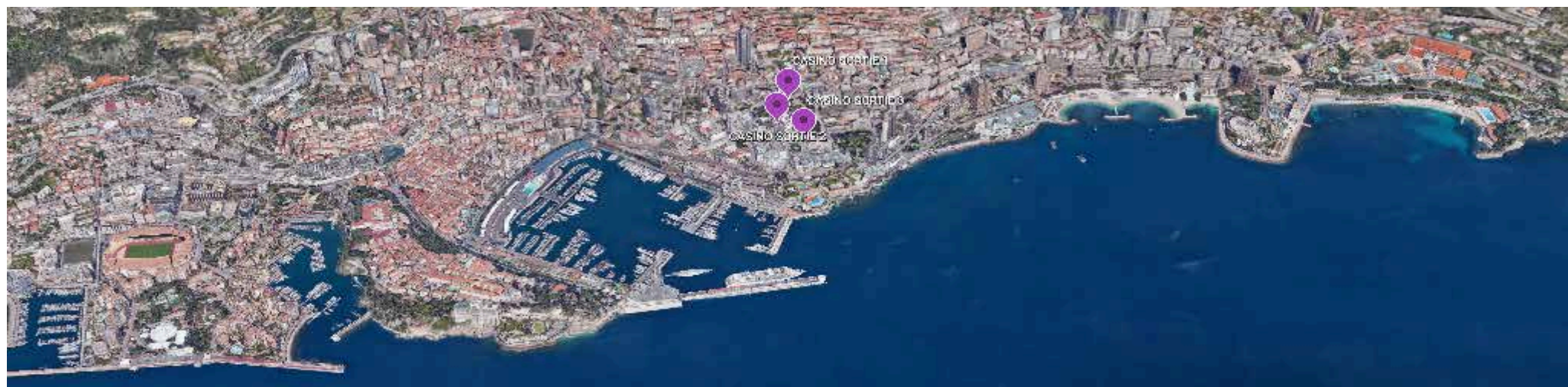
Landscape format 16/9 - Resolution: 3840 x 2160 pixels (width x height)

Portrait format 9/16 - Resolution: 1080 x 1920 pixels (width x height)

1 LED screen 3,75 m2 - Résolution 880 x528 pixels



RESEAU CASINO	
	1 Week
Total number of screens	
5 SCREENS	780 €



FONTVIELLE NETWORK

Network composed of 1 screens 55 inches (portrait) - 1 screen 85 inches and 65 inches (landscape) at the pedestrian galleries of the Shopping center and 1 screen 43 inches (portrait) at the Parking du Port

DOOH traffic (Mobile target) and wait-marketing

Guaranteed minimum message repetition per month: 93.000

Spot length: 8 seconds


Spot format: Video MPEG4, h264

Definition FULL HD & 4K

Landscape format 16/9 - Resolution: 3840 x 2160 pixels (width x height)

Portrait format 9/16 - Resolution: 1080 x 1920 pixels (width x height)



RESEAU FONTVIELLE	
	Week
Total number of screens	
4 SCREENS	570 €



TAILOR MADE SERVICES

Obviously we are also specialized by the organization of corporate events by creating original experiences, propelling technology and promoting team building.

Every detail is customized to reflect the unique essence of your business.

Our creative team is constantly innovating, infusing bold creativity into every business meeting, product launch or conference.



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