# Global launches unprecedented digital ad transformation on the London Underground



Global, the Media & Entertainment group, has initiated its new eight-year advertising contract with Transport for London (TfL) by unveiling the most extensive transformation of the London Underground's advertising infrastructure to date. The announcement took place during a high-profile launch event at London’s Outernet, where Global outlined an ambitious plan to revolutionise outdoor advertising across the TfL network.

Emma Strain, Customer Director at Transport for London, highlighted the creative energy surrounding the city’s transport system, stating, “To travel on the tube or Elizabeth line is to be surrounded by all the wonderful creativity, innovation and excitement that drives this global city. Today we’re marking a partnership that will see the most ambitious digital expansion our network has ever seen, combining groundbreaking creativity with cutting-edge technology and data." She added that the collaboration with Global aims to shape “the cultural heartbeat of the capital” and enhance the advertising experience for both customers and advertisers.

Central to the transformation, which Global dubs "The Greatest Show Under Earth," is the installation of over 1,000 new digital screens across all nine zones of the network, thereby tripling the current estate of small-format digital displays. These will be complemented by 150 high-definition, full-motion, 3D-enabled large format digital screens known as D12s, alongside nine new Digital Gateways and five new sets of Digital Escalator Panels.

Global is introducing groundbreaking innovations, including brand-new digital tunnel wraps on the Elizabeth line—the first of their kind worldwide. This feature will comprise four LED screens measuring ten metres each, curving across tunnel walls to immerse commuters in dynamic, full-motion advertising campaigns. Development of this concept is already underway in collaboration with TfL.

Another notable addition will be at Waterloo station, where the existing 160-metre-long travelator will be transformed into a multi-sensory experience. This upgrade will include eight large digital screens that incorporate sound, 3D visuals, scent, and motion, designed to engage passengers in a captivating manner. Sustainability is a key focus in this overhaul, with features such as solar-powered screen assemblies, carbon-neutral materials, and modular screens designed for easy repair.

Supporting these physical and technological enhancements is the launch of "Access All Audiences," an innovative audience planning and measurement tool. This tool integrates depersonalised TfL data with insights from leading industry sources such as TGI, IPA, TouchPoint, and YouGov. It aims to shift advertising strategy from panel-based to audience-based planning, allowing for more targeted and data-driven marketing, thereby improving campaign efficiency and effectiveness.

Mike Gordon, Chief Commercial Officer at Global, expressed enthusiasm for the changes, saying, “Today we revealed a bright vision for outdoor advertising on the London Underground, a long-term investment strategy, and a commitment to tech and data innovation that will deliver more efficient and effective outcomes for our advertising partners. Everything we’re doing is part of a commitment to make the Transport for London network The Greatest Show Under Earth and I think the Waterloo travelator and the digital tunnel wraps have the potential to be a huge attraction and people will visit just to experience them.”

Chris Forrester, Managing Director of Commercial Outdoor at Global, added, “Since the launch of the world’s very first underground railway in 1863 Londoners have always looked to the Tube to tell them what’s going on, what’s new, and where they need to be. The corridors and carriages of the London Underground aren’t just ad space – they’re a part of the very fabric of London life and a creative canvas for advertisers. Global’s vision is to transform the everyday commute into an extraordinary experience that immerses, informs and inspires.”

The enhancements represent a significant investment in both technology and creative advertising space on the London Underground, aligning with TfL's ambition to maintain its network as a globally recognised cultural and transport landmark. The innovation in audience measurement and sustainable installation methods reflects modern trends in advertising and environmental consideration. The new advertising estate will be phased in over the coming years as part of the eight-year contract, promising a dynamic visual and sensory experience for millions of London commuters.

Source: [Noah Wire Services](https://www.noahwire.com)

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