MONACO VIDEO MEDIA

ELEVATE YOUR BRAND WITH PREMIUM DIGITAL ADVERTISING IN MONACO.

MEDIA KIT 2027



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.

MONACO VIDEO MEDIA

Sales : pub@mvm.mc

management : mail@mvm.mc

administration : administration@mvm.mc

Head office and show-room 30, boulevard Princesse Charlotte, Monaco
98000 Principality of Monaco
Phone standard : +377 9797 5252 – Skype : mvm-sam

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



Monaco & Monte-Carlo: Where dreams and prestige meet

Combining prestige, innovation, and economic vitality, Monaco stands as a model of excellence at the heart of the Mediterranean. With its strong business environment, international appeal, and unique art of living, the Principality remains a global benchmark for prosperity and quality of life.

KEY FIGURES

« Chiffres clés – Monaco 2025 (Sources : IMSEE, MEB, Gouvernement Princier) »

145 NATIONALITIES

- Monegasque
- French
- Italian
- British
- Swiss

ÉCONOMIE & POUVOIR D'ACHAT

- PIB total (2023) 9,24 milliards €
  PIB / habitant ≈ 240 000 €
- Salaire moyen brut 4 841 €/mois

Tourisme

- Hôtels classés : 13,
  Chambres 4 & 5★: 80,8 %
- Arrivées : 348 259 personnes
- Croisiéristes : 70 527

STATE BUDGET

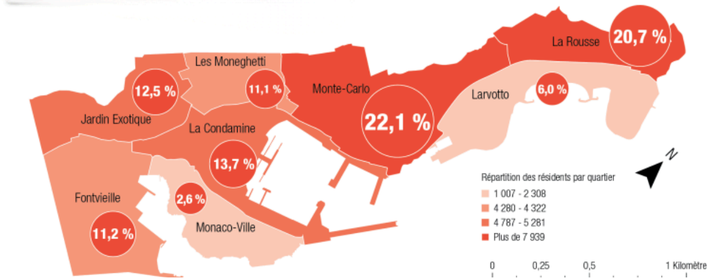
- 2024 Revenues: €2.32 billion
- of which VAT: €1.20 billion (51.5%)

Trafic & transport

- Gare ferroviaire
  9,3 millions de passagers/an
- Héliport : 50 080 passagers/an

Événements

- Visiteurs d'événements
  > 250 000/an
- Tourisme d'affaires ≈ 25 % du total
- Orientation stratégique Luxe, innovation, durabilité



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KEY FIGURES

Key Figures – Monaco 2025 (Sources: IMSEE, MEB, Princely Government)

145 NATIONALITIES

- Monegasque
- French
- Italian
- British
- Swiss

ECONOMY & PURCHASING POWER

- Total GDP (2023): €9.24 billion
- GDP per capita: ≈ €240,000
- Average gross salary: €4,841/month

TOURISM

- Classified hotels: 13
- 4 & 5★ rooms: 80.8%
- Visitor arrivals: 348,259
- Cruise passengers: 70,527

STATE BUDGET

- 2024 Revenues: €2.32 billion
- of which VAT: €1.20 billion (51.5%)

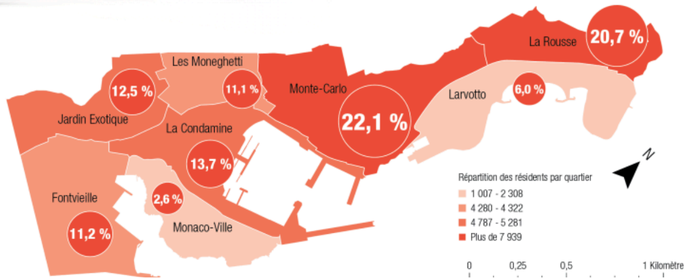
TRAFFIC & TRANSPORT

- Railway station: 9.3 million passengers/year
- Heliport: 50,080passengers/year

EVENTS

- Event visitors: over 250,000/year
- Business tourism: ≈ 25% of total

Strategic Focus: Luxury, innovation, and sustainability



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Important events in Monaco



01. MONTE-CARLO RALLY
21–24 JANUARY 2027

The legendary Monte-Carlo Rally opens the World Rally Championship season, attracting international motorsport enthusiasts, manufacturers and media. Its prestigious heritage creates valuable visibility opportunities for automotive and luxury brands.



02. ROLEX MONTE-CARLO MASTERS
3–11 APRIL 2027

One of the world's most prestigious clay-court tennis tournaments, welcoming elite ATP players, international spectators and VIP guests to the Monte-Carlo Country Club. An ideal opportunity for luxury, lifestyle and hospitality brands.



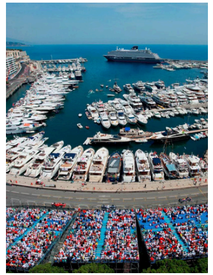
03. MONACO E-PRIX
1–2 MAY 2027

The ABB FIA Formula E World Championship brings electric racing to Monaco's iconic street circuit. Featuring the new GEN4 generation, the event attracts motorsport fans and audiences interested in technology, innovation and sustainable mobility.



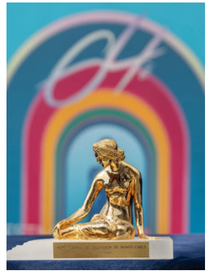
04. TOP MARQUES MONACO
5–9 MAY 2027

An exclusive luxury automotive exhibition at the Grimaldi Forum, showcasing supercars, classic vehicles, fine watches and technological innovations. The event attracts collectors, affluent buyers and luxury industry professionals.



05. FORMULA 1 MONACO GRAND PRIX
3–6 JUNE 2027

One of the most iconic events in international motorsport, combining world-class racing, luxury hospitality and global media attention. The 2027 edition introduces the Sprint format, creating additional excitement for VIP guests, international visitors and premium brands.



06. MONTE-CARLO TELEVISION FESTIVAL
11–15 JUNE 2027

The 66th edition brings together international television stars, producers, broadcasters and media professionals. Featuring premieres, industry meetings and the prestigious Golden Nymph Awards, the festival offers exposure to entertainment and media audiences.



07. HERCULIS EBS MONACO
9 JULY 2027

Celebrating its 40th anniversary, the prestigious Herculis athletics meeting welcomes world-class athletes to Stade Louis-II. A major international sporting event offering strong visibility for sports, wellness and lifestyle brands.



08. JUMPING INTERNATIONAL OF MONTE-CARLO

Expected: Early July 2027
The Jumping International of Monte-Carlo is one of the most prestigious stages of the Longines Global Champions Tour, bringing together the world's leading show jumping riders in the spectacular setting of Port Hercule.



09. MONACO YACHT SHOW
22–25 SEPTEMBER 2027

A leading international superyacht exhibition held at Port Hercule, bringing together yacht owners, prospective buyers, industry leaders and luxury service providers. A prime opportunity for premium brands targeting affluent international audiences.



10. SPORTEL MONACO
25–27 OCTOBER 2027

A leading international convention dedicated to sports media rights, broadcasting and technology. SPORTEL gathers industry executives, decision-makers and innovators, creating valuable networking and B2B advertising opportunities.

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PEDESTRIAN NETWORK — A Strategic Gateway in the Heart of Monaco

As Monaco's main pedestrian transit corridor, the Pedestrian Network connects the Prince Pierre and Sainte Dévote galleries — the two busiest walking routes linking the Monaco–Monte-Carlo train station to the city center.
Used by over **8 million passengers** per year and tens of thousands of pedestrians daily, these galleries offer exceptional exposure for brands targeting residents, commuters, and international visitors.
During major events such as the Formula 1 Grand Prix, Historic GP, Monaco E-Prix, Tennis Masters, and Yacht Show, footfall can increase by up to 60%, ensuring unmatched visibility in the Principality's **busiest** corridors.
The Pedestrian Network stands at the crossroads of Monaco's mobility, guaranteeing continuous year-round exposure and a high-impact presence in the very heart of the Principality.







12 SCREENS 32”



20 SCREENS 43”



9 SCREENS 55”



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PEDESTRIAN NETWORK

41 Full HD screens located in Monaco's two busiest pedestrian galleries.

DOOH of traffic (mobile target) Guaranteed minimum message repetition per month: **1.201.880**

Spot length: 10 seconds

Spot format: Video MPEG4, h264

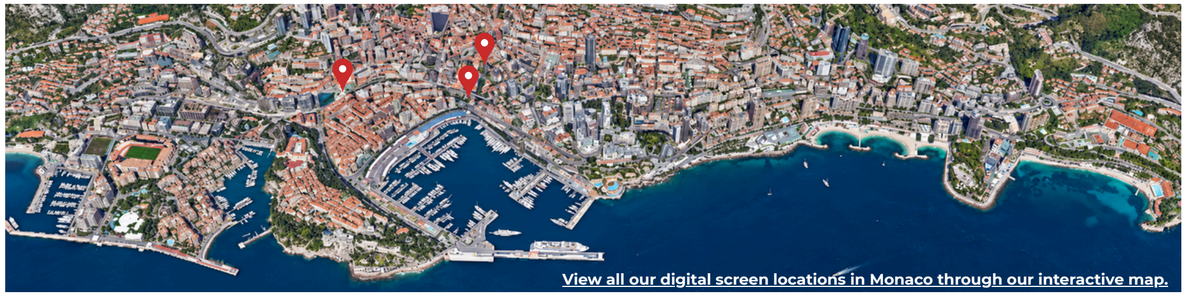
29 screens in 9/16 portrait format
Resolution: 1080 x 1920 (width x height)

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 Dévote	Prince Pierre					
Full network 41 SCREENS	9	32	3.295 €*	7.000 €*	14.675 €	23.175 €	38.800 €
HALF-NETWORK A 20 SCREENS	4	16	1.750 €*	3.705 €*	7.725 €	12.875 €	21.630 €
HALF NETWORK B 21 SCREENS	5	16	1.750 €*	3.705 €*	7.725 €	12.875 €	21.630 €

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

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COUVERTURE NETWORK

MIX NETWORK Mixed network for pedestrian coverage
35 Full HD 1920 x 1080 pixel screens

Portrait formats (25 screens) & Payasage formats (10 screens)
Locations: Larvotto (2 screens)
Rue pietonne Princesse Caroline (2 screens)
Place d'arme (1 screen)
Rue piétonne Honoré III (3 screens)
Galerie pietonne des Salines (10 screens)
Parking des Salines (16 screens)
St Dévote Sortie (1 screens)







COUVERTURE NETWORK	Week	Week Grand prix Electrique	Week Grand prix F1 Tennis Yatch Show	6 month	Year
35 SCREENS	1.890 €	2.362.50 €	2.835 €	-	-









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ROAD NETWORK

- Guaranteed exposure: minimum 25,200 message repetitions per week
- Spot format: 10-second video (MPEG4, H.264) in landscape 16:9
- Technology: High-brightness LED Pitch 3.9 mm for perfect visibility day and night
- Screen sizes and resolutions:
- 4.4 m²: 720 × 400 px
- 7 m²: 896 × 512 px
- 9 m²: 1024 × 576 px
- 11.25 m²: 1152 × 640 px







RESEAUROUTE 1	Week	Week Grand prix Electrique	Week Grand prix F1 Tennis Yatch Show	6 month	Year
N° 2 - CANTON SCREEN - 7m2	1.310 €	1.637,50 €	1.965 €	-	22.270€
N° 3 - STADIUM SCREEN - 9 m2	1.310 €	1.637,50 €	1.965 €	-	22.270 €
N° 4 - St ROMAN SCREEN- 4,4 m2	1.150 €	1.437,50 €	1.725 €	-	19.550 €
N° 5 - PRINCE PIERRE - 11,25 m2	1.310 €	1.637,50 €	1.965 €	-	22.270 €
N°11 - BOULEVARD D'ITALIE- 9 m²	1.310 €	1.637,50 €	1.965 €	-	22.270 €



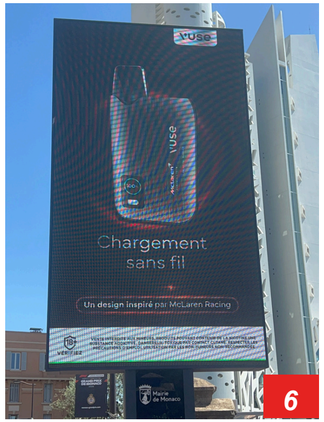




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ROAD 2 NETWORK

- Guaranteed exposure: minimum 25,200 message repetitions per week
- Spot format: 10-second video (MPEG4, H.264) in landscape 16:9
- Technology: High-brightness LED Pitch 3.9 mm for perfect visibility day and night
- Screen sizes and resolutions:
- 4.4 m²: 720 × 400 px
- 7 m²: 896 × 512 px
- 9 m²: 1024 × 576 px
- 11.25 m²: 1152 × 640 px



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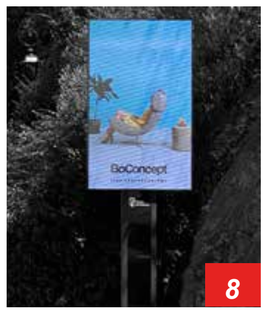


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RESEAUROUTE 2	Week	Week Grand prix Electrique	Week Grand prix F1 Tennis Yatch Show	6 month	Year
N° 6 - JARDIN EXOTIQUE - 4,4m2	1.150 €	1.437,50 €	1.725 €	-	19.550 €
N° 7 - TESTIMONIO ITALIE - 4,4m2	1.150 €	1.437,50 €	1.725 €	-	19.550 €
N° 8 - PORT - 3,75m2	1.150 €	1.437,50 €	1.725 €	-	19.550 €
N° 9 - GRIMALDI FORUM - 3,75m2	1.150 €	1.437,50 €	1.725 €	-	19.550 €
N° 10 - LARVOTTO - ISM	1.150 €	1.437,50 €	1.725 €	-	19.550 €
N° 12 - LARVOTTO - PLAGE - 2.81m2	1.150 €	1.437,50 €	1.725 €	-	19.550 €



View all our digital screen locations in Monaco through our interactive map.



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CASINO NETWORK

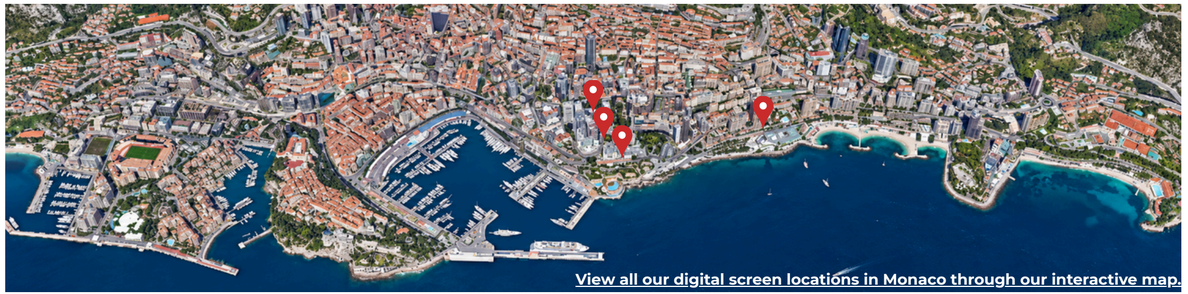
A high-impact digital network located at the pedestrian entrances of the iconic Casino Square parking area, offering exceptional visibility in the heart of Monte-Carlo's luxury district — where business, tourism, and prestige meet.

Guaranteed minimum message repetition per month: 124.000.

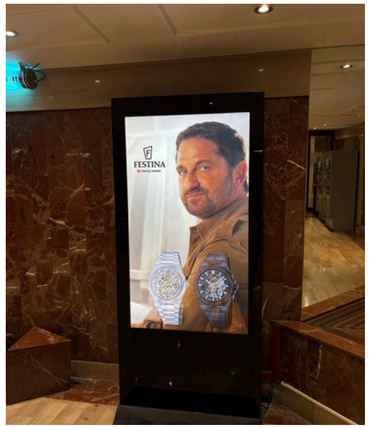
5 digital screens:

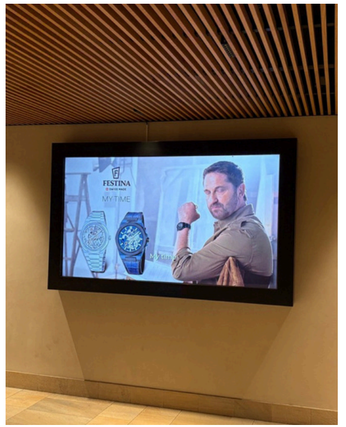
- 3 portrait 55" screens (Full HD – 1080 × 1920 px)
- 1 landscape 85" screen (4K – 3840 × 2160 px)
- 1 outdoor LED screen of 3.75 m² (resolution 880 × 528 px)





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







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FONTVIEILLE NETWORK

- 1 screen – 55 inches (portrait)
- 1 screen – 85 inches
- 1 screen – 65 inches (landscape), located in the pedestrian underground galleries of the shopping centre
- 1 screen – 43 inches (portrait), located at Parking du Port

DOOH traffic (mobile targeting) & wait-marketing environment

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 FONTVIEILLE 	Week
Total number of screens	
4 SCREENS	570 €







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TAILOR-MADE SERVICES – Bespoke Corporate Experiences in Monaco

Beyond digital communication, we also specialize in organizing exclusive corporate events that blend innovation, creativity, and technology to deliver unforgettable experiences.

From business meetings and product launches to team-building activities and corporate celebrations, every detail is custom-designed to embody the unique identity and values of your brand.

Our creative team continuously pushes the boundaries of imagination, combining cutting-edge technology with refined aesthetics to create memorable, meaningful, and high-impact events that inspire and connect people.









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1.Extended Presence

🎯 Strengthen your brand visibility across Monaco with a strategic mix of screens.

- 10 Pedestrian Network screens – Annual visibility to reach commuters and travelers in Monaco's two most frequented pedestrian galleries.
- 34 Network + 3 Premium Screens – 4 weeks of regular exposure across key city areas.
- 2 Premium screens (Canton & Larvotto ISM) – 4 weeks each in high-traffic, high-visibility locations.

🅐 Présence annuelle — Pedestrian Network

10 screens located in high-traffic pedestrian galleries (Prince Pierre and Sainte-Dévote).

Site	Emplacement stratégique	Nombre d'écrans	Période de diffusion	Fréquence de diffusion
Prince Pierre Gallery	Galerie piétonne principale de la Gare de Monaco – un passage incontournable reliant la ville et le quartier des affaires. Exposition idéale sur un **flux quotidien de résidents, visiteurs et professionnels.**	5	12 mois	52 semaines / an
Sainte-Dévote Gallery	Sortie stratégique vers le centre-ville et les parkings publics. Un **point de passage à fort trafic** lors des grands événements et des trajets domicile-travail.	5	12 mois	52 semaines / an

🅑 Regular Presence – 4 Weeks per Screen: 34 Network + 3 Premium Screens

Achieve consistent year-round visibility across Monaco with a quarterly presence on both pedestrian and high-traffic areas.

Each selected screen — the Coverage Network, Canton Screen, and Larvotto ISM — benefits from 4 regular weeks of exposure, ensuring your brand remains visible throughout the year to both residents and visitors in premium locations.

Screen	Location / Size	Number of Weeks
Coverage Network	34 Full HD 1920×1080 screens (Portrait & Landscape) – pedestrian & parking areas, **+ 1 Larvotto outdoor LED (large-format) 2.81 m² screen**	4
N°2 – Canton Screen	7 m²	4
N°10 – Larvotto ISM	4.4 m²	4
Total		**12 weeks**

Budget €29,040 excl. VAT

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2.Event Impact

🎯 Optimized for maximum coverage during Monaco's key events.

- 10 Pedestrian Network screens – Annual visibility in Monaco's busiest pedestrian galleries.
- 41 strategically located screens — including Coverage Network, Larvotto outdoor LED, Canton, and Casino displays — ensure broad, high-impact visibility over 5 key event weeks, combining prestige, reach, and exceptional cost efficiency.
- Best cost-to-reach ratio, delivering extensive visibility across Monaco during its most prestigious events.

🅐 Présence annuelle — Pedestrian Network

10 screens located in high-traffic pedestrian galleries (Prince Pierre and Sainte-Dévote).

Site	Strategic Location	Number of Screens	Broadcast Period	Frequency
Prince Pierre Gallery	Main pedestrian gallery inside Monaco Station – an essential transit point linking the city center and the business district. Perfect exposure to a **constant flow of residents, visitors, and professionals.**	5	12 months	52 weeks / year
Sainte-Dévote Gallery	Strategic exit leading directly to the city center and public parking areas. A **high-traffic zone** during major events and daily commuting hours.	5	12 months	52 weeks / year

🅑 Event Presence – 5 Weeks per Screen : 37 Full HD + 4 Premium Screens

A total of 41 strategically positioned screens across Monaco — combining 37 Full HD Coverage Network displays with 4 Premium large-format screens — ensures maximum visibility and impact during the Principality's most prestigious events, from the Historic Grand Prix and E-Prix to the Formula 1 Grand Prix, Tennis Masters, and Monaco Yacht Show.

Network / Location	Screen Type & Format	Event Periods	Duration
Coverage Network	**34 Full HD 1920×1080 screens (Portrait & Landscape)** – pedestrian & parking areas, + **1 Larvotto outdoor LED (large-format) 2.81 m² screen**	2 weeks – Historic GP & E-Prix 3 weeks – F1 GP, Tennis Masters, Yacht Show	5 weeks
Canton Screen	**Large-format LED 7 m²** – high-visibility location	2 weeks – Historic GP & E-Prix 3 weeks – F1 GP, Tennis Masters, Yacht Show	5 weeks
Casino Network	**5 screens total:** • 3 Portrait 55" • 1 Landscape 85" • 1 Outdoor 3.75 m²	2 weeks – Historic GP & E-Prix 3 weeks – F1 GP, Tennis Masters, Yacht Show	5 weeks

Budget €37,810 excl. VAT

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3.Optimal Visibility

🎯 Focused on simplicity and consistency.

- 10 Pedestrian Network screens – Annual visibility reaching over 9 million travelers per year.
- A powerful combination of 6 premium large-format LED screens located in Monaco's most iconic and high-traffic areas — ensuring maximum visibility and brand exposure during the Principality's top international events.

🅐 Annual Presence — Pedestrian Network

10 screens located in high-traffic pedestrian galleries (Prince Pierre and Sainte-Dévote).

Daily presence reaching over 9 million travelers per year, ensuring constant exposure to a mixed audience of residents, tourists, and professionals.

Site	Strategic Location	Number of Screens	Broadcast Period	Frequency
Prince Pierre Gallery	Main pedestrian gallery inside Monaco Station – an essential transit point linking the city center and the business district. Perfect exposure to a **constant flow of residents, visitors, and professionals.**	5	12 months	52 weeks / year
Sainte-Dévote Gallery	Strategic exit leading directly to the city center and public parking areas. A **high-traffic zone** during major events and daily commuting hours.	5	12 months	52 weeks / year

🅑 Event Presence – 5 Weeks : 6 Large-format LED Screens.

Screen Location	Format	Event Coverage	Duration
Stadium (N°3)	9 m^2	Historic GP & E-Prix / F1 GP, Tennis Masters, Yacht Show	5 weeks
St Roman (N°4)	4.4 m^2	Historic GP & E-Prix / F1 GP, Tennis Masters, Yacht Show	5 weeks
Prince Pierre	11.25 m^2	Historic GP & E-Prix / F1 GP, Tennis Masters, Yacht Show	5 weeks
Jardin Exotique (N°6)	4.4 m^2	Historic GP & E-Prix / F1 GP, Tennis Masters, Yacht Show	5 weeks
Port (N°8)	3.75 m^2	Historic GP & E-Prix / F1 GP, Tennis Masters, Yacht Show	5 weeks
Larvotto ISM (N°10)	Beachfront	Historic GP & E-Prix / F1 GP, Tennis Masters, Yacht Show	5 weeks

Budget €60,580 excl. VAT

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4. Premium Prestige

🎯Balanced between event impact and year-round reinforcement.

- Comprehensive, high-end package designed for maximum brand dominance.
- 10 Pedestrian Network screens – Annual visibility across Monaco's busiest pedestrian galleries.
- Event coverage: 35 Full HD screens across the Principality.
- Premium large-format impact: 4 strategic locations (Port, Grimaldi, Canton, Prince Pierre).
- Event duration: 10 weeks total (5 regular + 5 major event weeks).

The prestige choice for unrivaled visibility during Monaco's most exclusive and high-traffic periods.

🅐 Présence annuelle — Pedestrian Network

10 screens located in high-traffic pedestrian galleries (Prince Pierre and Sainte-Dévote).

🅑 10 Week Presence – 35 Full HD screens, including Larvotto premium LED

Screen	Location / Size	Event Type	Number of Weeks
Coverage Network	35 Full HD 1920×1080 screens – Portrait (25) / Landscape (10) Larvotto (2), Rue piétonne Princesse Caroline (2), Place d'Armes (1), Rue piétonne Honoré III (3), Galerie piétonne des Salines (10), Parking des Salines (16), St Dévote Exit (1)	Regular Weeks	5
		Historic / E-Prix Grand Prix	2
		F1 Grand Prix / Tennis / Yacht Show	3

🅒 10 Week of Premium Screens – Key Locations

Screen	Location	Size (m^2)	Regular Weeks	Historic / E-Prix Weeks	F1 / Tennis / Yacht Weeks
N°8	Port	3.75	5	2	3
N°9	Grimaldi Forum	3.75	5	2	3
N°2	Canton Screen	7.00	5	2	3
N°5	Prince Pierre	11.25	5	2	3

💡 Key Highlights / Selling Points:

- Continuous annual visibility via 10 Pedestrian Network screens.
- High-impact exposure with 35 Full HD Coverage Network screens, generating 3.6 million potential views during high-season events.
- Premium large-format screens (Port, Grimaldi Forum, Canton, Prince Pierre) in prime Monaco locations for maximum luxury visibility.
- Flexible schedule combining regular weeks and event weeks for optimized exposure.

Budget €90,240 excl. VAT

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COMPARATIVE OVERVIEW – MONACO DOOH PACKAGES

Option	Screen Composition	Duration	Event Coverage	Key Strengths	Ideal For
① **Extended Presence**	- **10 Pedestrian Network screens** – annual (52 weeks) - **34 Coverage Network + 3 Premium screens** (Canton & Larvotto + Larvotto ISM)	4 weeks per screen (Coverage & Premium)	Regular exposure (no specific events)	Steady year-round visibility across pedestrian and key city areas	Brands seeking **consistent presence** across Monaco
② **Event Impact**	- **10 Pedestrian Network screens** – annual (52 weeks) - **37 Full HD Coverage Network + 4 Premium large-format screens** (Larvotto, Canton, Casino, etc.)	5 weeks total (event period)	Historic GP, E-Prix, F1 GP, Tennis Masters, Yacht Show	**41 total screens** for wide event coverage and strong visibility	Brands seeking **high-impact exposure** during Monaco's top events
③ **Optimal Visibility**	- **10 Pedestrian Network screens** – annual (52 weeks) - **6 Large-format LED screens** (Stadium, St Roman, Prince Pierre, Jardin Exotique, Port, Larvotto ISM)	5 weeks total (event period)	Same 5 major events	Combines **prestige and reach** with strong large-format impact	Brands seeking **selective and elegant event visibility**
④ **Premium Prestige**	- **10 Pedestrian Network screens** – annual (52 weeks) - **35 Full HD Coverage Network + 4 Premium large-format screens** (Port, Grimaldi, Canton, Prince Pierre)	10 weeks total (5 regular + 5 event)	Full-year + all major events	**Complete, high-end package** combining constant and event exposure	Brands aiming for **maximum prestige and dominance** in Monaco

ROLEX MONTE-CARLO MASTERS
(APRIL 4 TO APRIL 12, 2026)



MONACO HISTORIC GRAND PRIX
APRIL 24–26, 2026)



MONACO E-PRIX (MAY 16 & 17, 2026)





FORMULA 1 GRAND PRIX DE MONACO
(JUNE 5–7, 2026)



MONACO YACHT SHOW (SEPT
23–25 SEPTEMBRE 2026)

5 PRESTIGIOUS EVENTS TO ELEVATE YOUR BRAND'S VISIBILITY IN MONACO

Monaco is a place of high visibility, and your brand deserves to be seen everywhere — by residents, tourists, and professionals alike. Our advertising solutions offer comprehensive coverage throughout Monaco, combining year-round presence in Monaco Train Station galleries with premium screens at key locations for events and targeted campaigns.

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