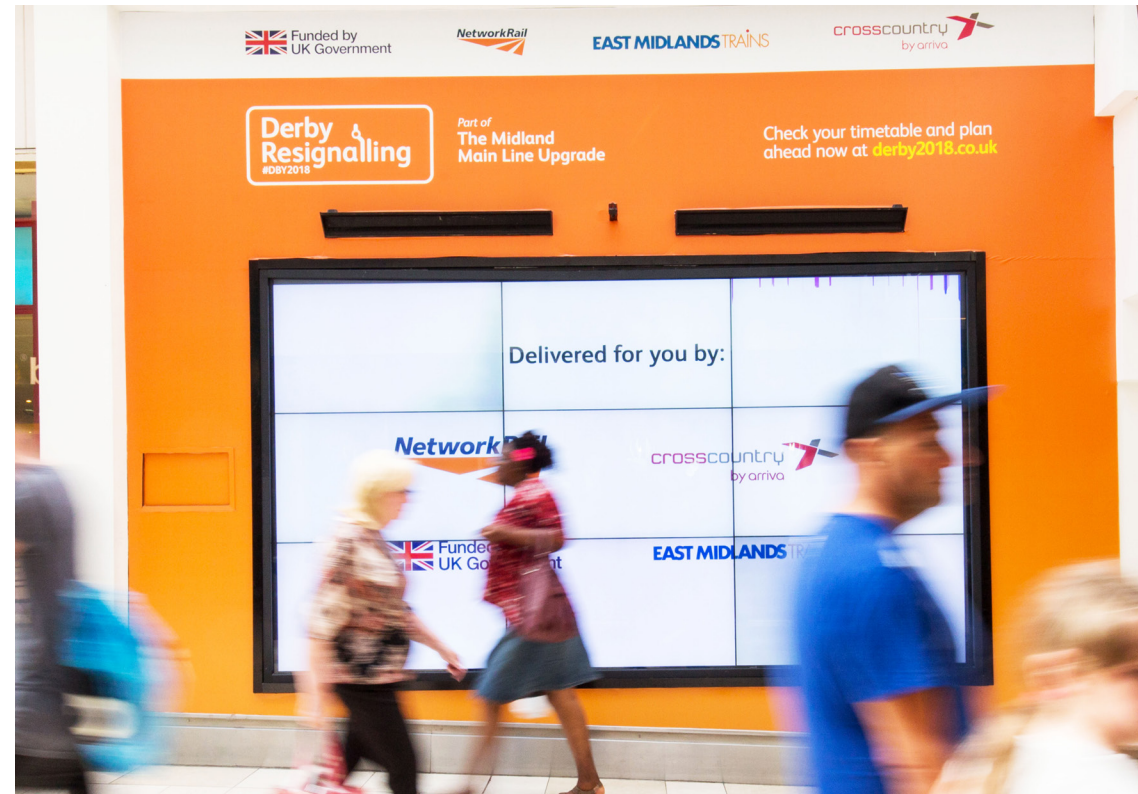


# Orbit Ownership

Orbit Ownership offers a unique proposition by allowing advertisers to create a complete branding experience. This digital advertising network includes our large format landscape screens, zonal sound and a complete static screen surround. Capable of gesture-recognition and touch sensitivity, it's ideal for advertisers wanting a more immersive activation.

## KEY STATISTICS

- 3.3 million impacts each fortnight (source: Route 28.01)
- 1.8 million ABC1 impacts every two weeks (source: Route 28.01)
- 1.3 million 15 – 34 year-old impacts every two weeks (source: Route 28.01)
- 100% share of voice
- Each location is within the UK's top 30 ranked shopping centres
- Designed to be seen and heard: 60% of shoppers say that sound attracts their attention





# Features



## TOUCH

For creating memorable brand experiences



## GESTURE

Puts the audience in control of what's happening on-screen



## AUGMENTED REALITY

Create digital magic for the audience and their environment



## SOCIAL SHARING

Update your campaign instantly and encourage social sharing



## SOUND

Show through digital and tell your story through sound



## SAMPLING

Use the space in front of the screen for experiential activity

