



● IKEA · BC Ušće towers

DIGITAL OUT-OF-HOME · BELGRADE

Innovative green parking lots.

Advertising in the most attractive and busiest locations in Belgrade. Every campaign funds free parking, charging and Wi-Fi for the city.

13

stations

24

selling positions

10 s

spot length

6

ads in rotation

Be recognized as a brand that invests in the environment.

Advertise on the Bikeep Media network, positioned where people already spend their time and money. Twelve premium locations and as many screens, with 100 locations planned over the next three years, deliver measurable results through precise targeting.

The network exists to encourage sustainability through electrification and green innovation, and your brand becomes part of that story. Every campaign helps reduce CO₂ emissions, so advertising on Bikeep Media is also a contribution to the city and the environment.

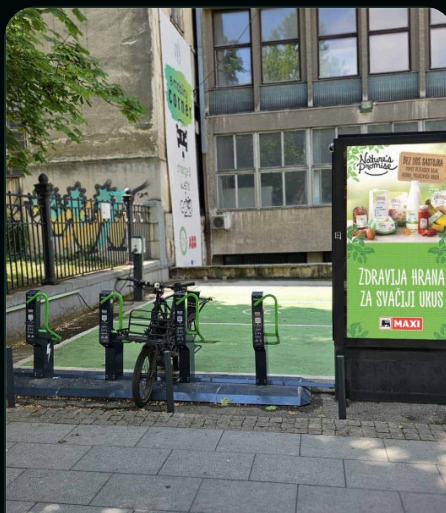
EFFICIENCY IN THREE STEPS



01

Locations

The network stands where people already spend their time and money.



02

Context

Your message reaches potential customers just before they walk in.



03

Sustainability

Drive purchases by linking your brand with innovation and a greener city.

Every campaign on the network funds free parking, charging and Wi-Fi for the people of Belgrade.

FOR THE CITY

Free for residents and visitors, thanks to your ads.

Advertising revenue pays for free infrastructure for everyone in Belgrade. That is how the network promotes cycling and other alternatives to the car, and helps cut the number of vehicles that pollute the city.



Free parking

Bikes and scooters



Free charging

E-bikes and e-scooters



Free Wi-Fi

At every station



Air quality sensors

CO₂, VOC, radon, temperature, humidity, pressure



User counting

And video surveillance of vehicles

All of it funded by advertising.

LOCATION TYPES

Reach every audience, from students to shoppers.

Choose locations by the audience your campaign needs.



5

Malls



3

Business centers



1

University



2

Markets



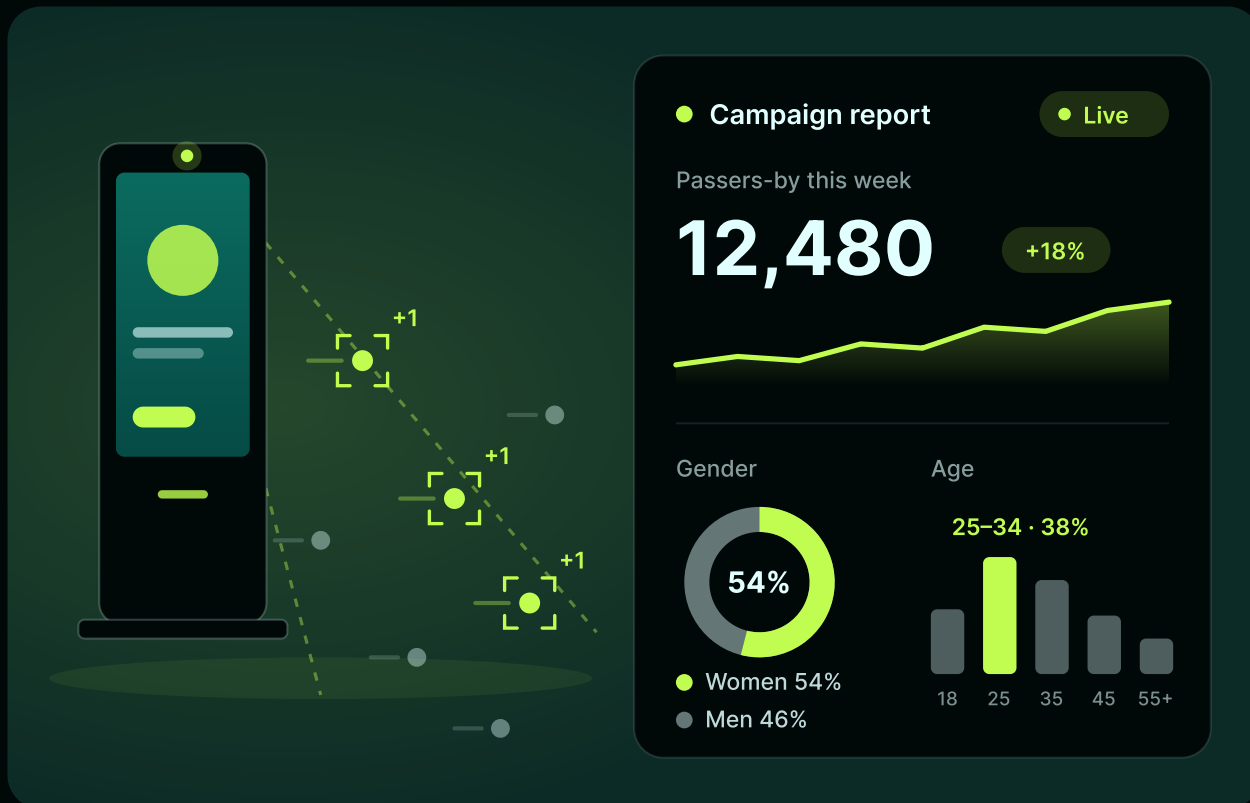
1

Hypermarket

MEASUREMENT

Know how many people saw your campaign.

The AI camera on each station counts passers-by and measures performance, and recognizes basic audience traits such as gender and age. With that data you can find your target customers, analyze results in depth and adjust the campaign while it is still running.



CREATIVE FORMATS

Five ways to tell your story.



Motion

Dynamic creative

Augmented reality

Touch screen and games

AI camera

13 stations at 11 addresses, with 24 selling positions.



01 TC Ušće

02 BC Ušće towers

03 TC Delta City

04 TC Immo Centar

05 TC Novi Merkator

06 TC Beo

07 BC Navigator

08 Faculty of Mechanical Engineering 1

09 Faculty of Mechanical Engineering 2

10 MPC Plaza

11 Blok 44 market

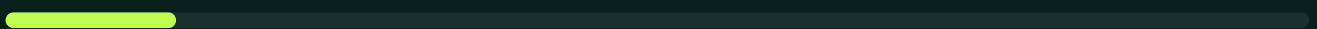
12 Kalenić market

13 Roda Decathlon

Partners: MPC Properties · JKP Beogradske pijace. All MPC Properties positions are at the main mall entrances.

13

stations in phase one



100

stations planned

Next: schools, universities, squares, markets, retail, sports arenas, HORECA, cultural monuments and tourist attractions.

Where your campaign runs.

01 to 03 of 12



01

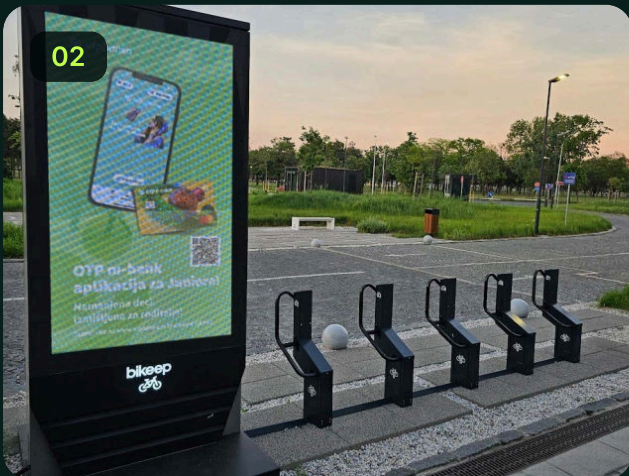
Shopping mall New Belgrade

TC Ušće

The station with its city-light LCD screen stands right at the entrance to Ušće Shopping Center. The screen faces the main entrance, so every visitor sees it.

1,000,000 visitors a month

Main entrance



02

Business center New Belgrade

BC Ušće towers

In front of the Ušće business towers, next to the shopping center, on the main walking route to the entrance.

Ušće business towers

Next to TC Ušće



03

Shopping mall Block 67

TC Delta City

The first shopping mall in Serbia built on the model of European centers, opened in 2007 on three levels. The screen faces the main entrance.

800,000 visitors a month

1,200 parking spaces

Locations, continued.

04 to 06 of 12



Outlet mall New Belgrade

TC Immo Centar

The first true outlet in Serbia, with leading global and regional brands at outlet prices all year, in an easy-to-reach city location. The screen faces the main entrance.

Outlet center

Main entrance



Shopping mall New Belgrade

TC Novi Merkator

One of the first modern shopping centers in Belgrade: a hypermarket, global fashion brands, beauty salons, banks, a post office and a car wash.

23,000 m²

583 parking spaces



Shopping mall Zvezdara

TC Beo

A new shopping destination with over 130 global and regional brands on three floors and 13 restaurants on the top floor. The screen faces the main entrance.

130,000 m²

1,200 parking spaces

Locations, continued.

07 to 10 of 13



Business center New Belgrade

BC Navigator

A modern class A business center of about 42,000 m² in the central business district of New Belgrade, 15 minutes from Nikola Tesla Airport.

Class A offices

42,000 m²



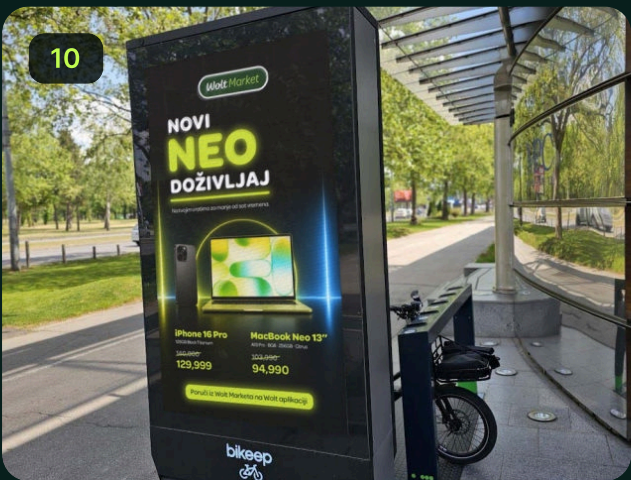
University Palilula

Faculty of Mechanical Engineering

Founded in 1948, the oldest and largest school of mechanical engineering in the country, on one of the busiest streets in the city center.

Students and staff

2 stations



Business center New Belgrade

MPC Plaza

A class A office building on Mihajla Pupina Boulevard, one of the busiest streets in the city, fully leased by OTP Bank. The screen is visible from the street.

Mihajla Pupina Blvd

Visible from the street

Locations, continued.

11 to 13 of 13



City market Block 44

Blok 44 market

A JKP Beogradske pijace market at Jurija Gagarina bb, for everyday shopping in the heart of a large residential block.

JKP Beogradske pijace

Jurija Gagarina bb



City market Vračar

Kalenić market

One of the best-known markets in Belgrade, at the corner of Maksima Gorkog and Njegoševa, in the heart of Vračar.

JKP Beogradske pijace

Vračar



Hypermarket New Belgrade

Roda Decathlon

A hypermarket and retail destination on Bulevar Arsenija Čarnojevića, 15 minutes from Nikola Tesla Airport.

Roda Mega and Decathlon

Bulevar Arsenija Čarnojevića 58

Smart micromobility, proven in cities worldwide.

01

Mission

Help cities build infrastructure that makes micromobility possible for every resident.

02

A free network

Smart bike stations across the city that anyone can use with their own bike, e-bike or scooter, completely free.

03

Paid for by advertising

Products, installation, maintenance and support are covered by ad revenue. The solution is proven globally to increase cycling and sharply reduce bike theft.

04

Self-sustaining

Every station can run on its own solar panels, promoting cleaner transport and fewer cars in the city.

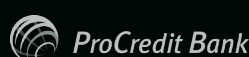
3,500+

stations worldwide

1,000,000+

users since 2013

BRANDS ON THE NETWORK IN BELGRADE





LET'S WORK TOGETHER

Together towards a more sustainable future.

Send us your campaign period and the locations you are interested in. We will come back with an offer and a screening schedule.

Call us

+381 60 000 6715

Locations and contact form

bikeepmedia.com