

Factsheet Digital Branding SWISS Lounges

Digital advertising in a highly exclusive setting. Reach your target group of high-spending luxury customers in a relaxed atmosphere with above-average retention times*.

Potential for **1.3 million** contacts a year.

Facts and figures

- 100% coverage of all lounge visitors in Docks A and E.
- 34 full HD display screens
- Total of 5 spots + 1 SWISS spot with 20 seconds duration (no audio)
- Above-average retention times in lounges

* Average retention time

- 13% 0 – 30 min.
- 36% 30 – 60 min.
- 32% 60 – 120 min.
- 19% 120 – 240 min.



SWISS Lounge Branding Package

Number of screens	Time period	Cost
34	1 month	21,500

Prices in CHF excl. VAT

The service includes

- Checking content
- Delivery of data to monitors
- On-site quality control
- Content change
- Other services on request and against invoice

Design parameters

Soft animation. For details please see the Creative Guidelines.

Subject matter

Subject matter is approved by SWISS International Airlines Ltd, which reserves the right to refuse content on the basis of reasons stated.

Technical data

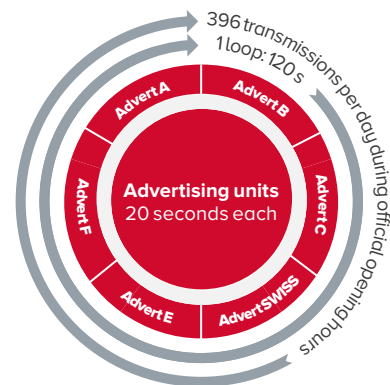
Display size	46"
Delivery	1080 x 1920 pixels
Aspect ratio	9 : 16
Length of commercial	20 seconds

Broadcasting formats: images

Punktdichte	72 dpi, RGB
Formate	JPG, PNG

Broadcasting formats: video

Frame rate	25 fps or 30 fps
Bit rate	8 Mbps at 1080p Bitrate 98" 4k Screen: 30 – 60 Mbps & Transmission = 3840 x 2160 @ 60Hz
Preferred formats	.mp4
Other accepted formats	.mpg, .avi, .wmv
Video encoding	Codec: H.264



Official opening hours of SWISS lounges:

Dock A: 5.30 am – 10.30 pm

Dock E: 6.00 am – 10.30 pm

Operational hours screens:

Dock A: 5.15 am – 24.00 pm

Dock E: 5.15 am – 24.00 pm

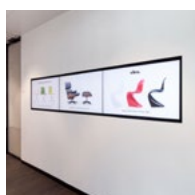
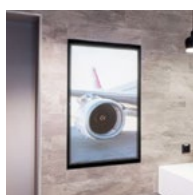
Formats

Screen

Portrait format screen

Collage screen

Portrait format screen next to FIM



Format

Portrait (9:16)

Landscape (48:9 [3x16:9])

Portrait (9:16)

Size

1080 x 1920 px

5760 x 1080 px

1080 x 1920 px

Display size: 46"

(3 x 1920 x 1080) px

Display size: 46"

Display size: 3 x 46"

Display size: 3 x 46"

Supplying data

<http://swisslounges.clearchannel.ch>

Deadline for delivery of content

Data for transmission (content) must be delivered not later than seven working days prior to transmission. Content will be checked within two working days. If the content cannot be transmitted, delivery may be delayed.

Costs

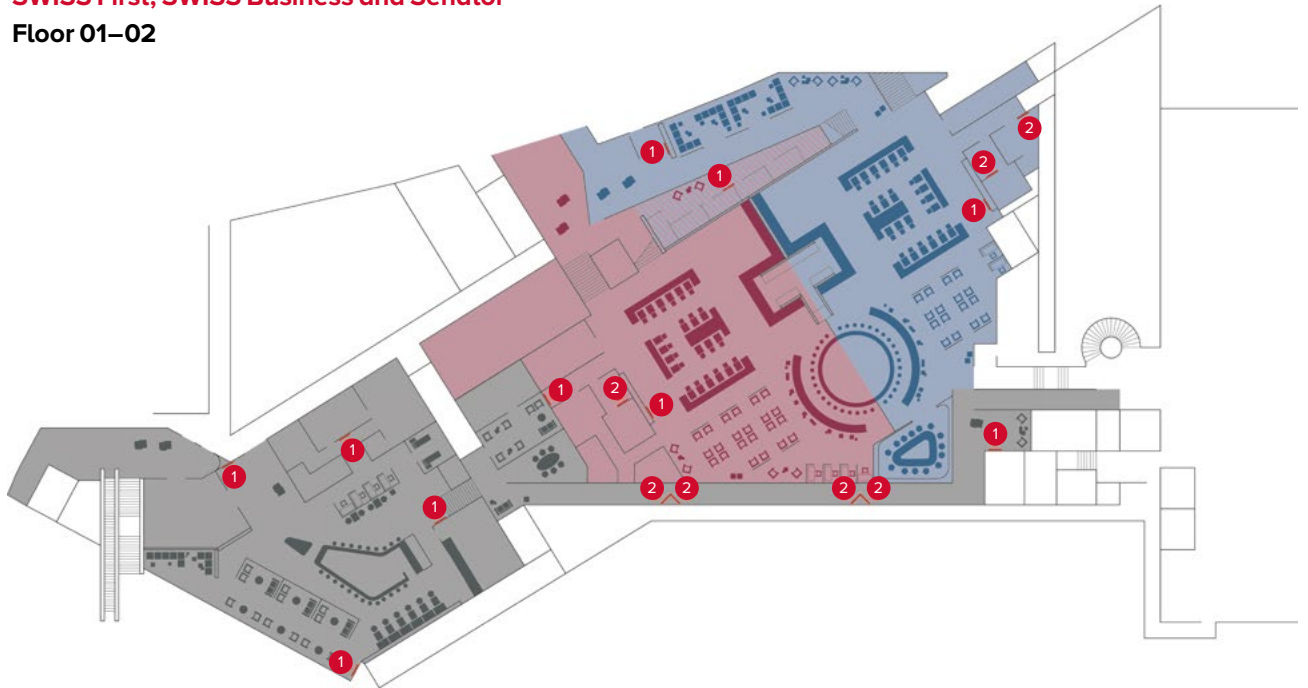
Activation and each content change: CHF 350, excl. VAT.

Invoicing

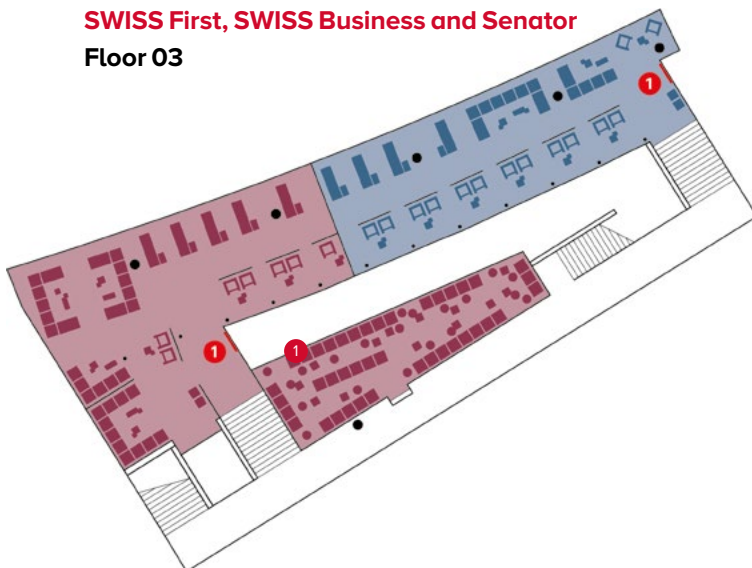
Costs will be billed by Clear Channel Switzerland AG.

SWISS Lounges Dock A

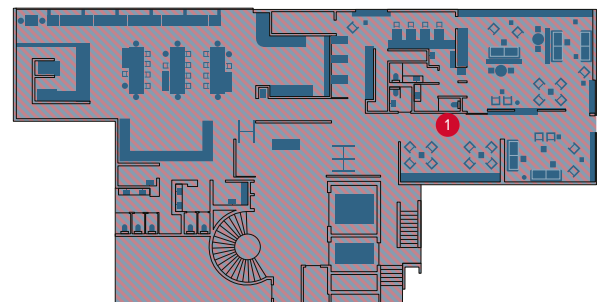
SWISS First, SWISS Business and Senator
Floor 01–02



SWISS First, SWISS Business and Senator
Floor 03



SWISS Business und Senator
Floor 01–02

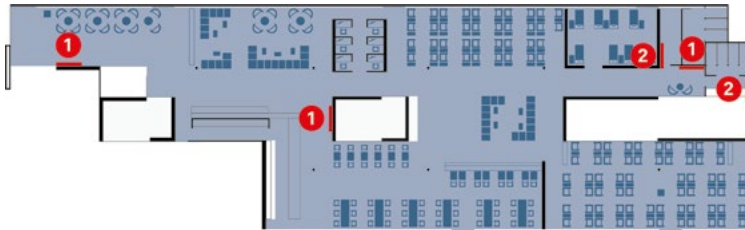


- ① Screen next to FIM (portrait format)
- ② Screen (portrait format)
- ③ Collage screens (landscape format)

- SWISS First
- SWISS Business
- SWISS Senator

Dock A – opening in Q2/2018

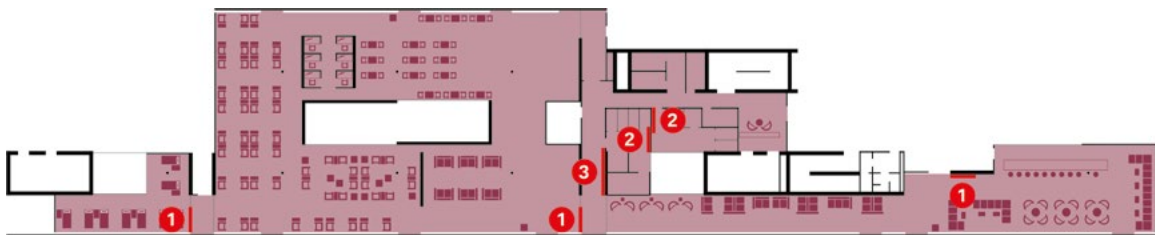
SWISS Business Lounge Dock E



Business Lounge guests

- SWISS business class passengers
- Business class passengers (Star Alliance)
- Frequent travellers (Miles & More / Star Alliance)
- 35,000 status miles or 30 scheduled flights within one calendar year qualify passengers for frequent traveller status

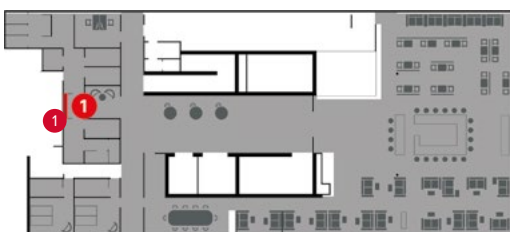
SWISS Senator Lounge Dock E



Senator Lounge guests

- Miles & More Senator members (SWISS/Lufthansa) or Star Alliance Gold members
- 100,000 status miles in a calendar year qualify passengers for Senator status

SWISS First Lounge Dock E



First Lounge guests

- VIP passengers and passengers with HON Circle status
- The qualification for HON Circle status is 600,000 HON Circle miles in two calendar years. HON Circle miles can only be collected on flights in Business and First Class (BEST tariff).

- 1 Screen next to FIM (portrait format)
- 2 Screen (portrait format)
- 3 Collage screens (landscape format)

- SWISS Business
- SWISS Senator
- SWISS First