

## Live and Playing at a Sign Near You

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Live video footage continues as a growing trend in DOOH: the London premiere of Harry Potter and the Deathly Hallows: Part II was streamed live to commuters across the city.

Broadcast in real-time on Transvision digital billboards at major train stations across the city, this was the first film premiere to stream footage live to digital billboards in the UK and coverage was streamed to ten **JCDecaux Transvision** screens. The screens also showed text commentary of the event.

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