

## Scotland's First City Centre Full-Motion Digital Screen

Written by Roger Douglas  
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Media owner **Ocean Outdoor** is working with Glasgow's St. Enoch Centre shopping centre to install **Scotland's first city centre full motion digital outdoor screen**, a 12.8m by 6.1m HD screen.



Host to the 2014 Commonwealth Games, **Glasgow is the UK's largest retail centre outside of London**. St Enoch Centre is one of the busiest shopping malls in Scotland, attracting more than 20 million shoppers last year.

The Screen @Glasgow St Enoch is located at the junction of Argyle Street and Buchanan Street, **attracting more than 1.237 million impacts per two weeks.**

Ocean Outdoor marketing director Richard Malton: "This is the first screen we are installing in Glasgow and the first full motion digital screen in a Scottish city centre. Glasgow was our first port of call and we had been looking at installing one there for a while."

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Susan Nicol, St Enoch Centre's general manager, said: "As well as the obvious commercial potential which the new screen will offers to advertisers, we also see excellent opportunities to use it to showcase community, cultural and civic information.

"We believe the screen will provide an excellent vehicle for interacting with visitors coming to Glasgow for events such as the Commonwealth Games and the MOBOS.

"However, now it is essential we think creatively about how best to utilise the allocation of viewing time which isn't dedicated to advertising, ensuring it is used productively to showcase the city's many attributes."

Stuart Patrick, chief executive of Glasgow Chamber of Commerce, said: "This is an excellent use of the public realm, while the decision to install the first Scottish screen in Glasgow shows the city's standing throughout the UK. It will also be an excellent screening location for the 2014 Games, drawing crowds towards our retail hub."

Go [Ocean Outdoor at Glasgow's St Enoch Centre](#)