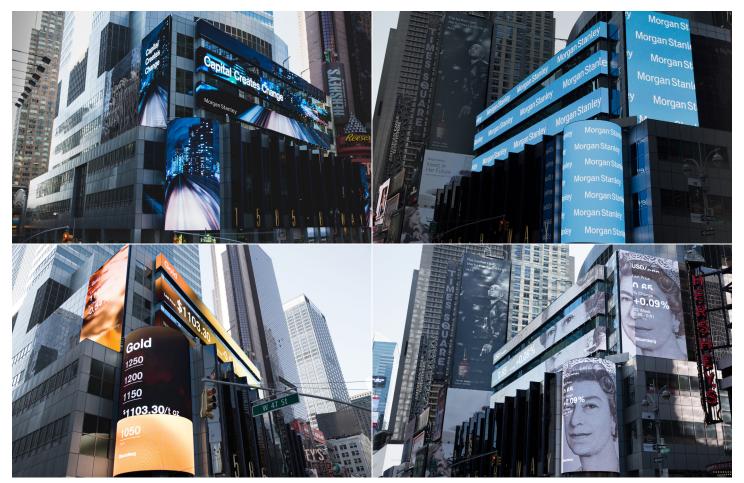
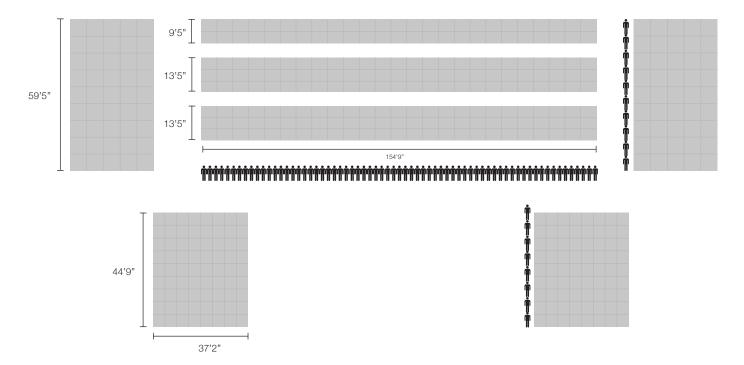
# 1585 Broadway Digital Signage The Facts



Broadway & 47th Street, looking northwest.

Broadway & 48th Street, looking southwest.



7 media canvases fully synchronized to operate as one digital display: 2 barrels, 2 panels, and 3 tickers.

# What is it?

Square feet of living content

The Morgan Stanley billboard at 1585 Broadway brings together brand content, the inscrutable intelligence of financial market analysis, and the technical wizardry of digital design. These elements work in unison to form a state-of-the-art spectacle in the commercial center of the world, Times Square. In the spirit of form following function, the use of dynamic data informs the motion and content.

Hours operational each day

460,000
Pedestrians in Times Square on any given day

167,900,000
People who will see this billboard each year

# **Art & Science**

Behind these screens is some of the world's most complex design animation and data-driven programming. It provides a constant flow of dynamically driven messaging and content, all with an aim to help tell the Morgan Stanley brand story.

# 2,109

Distinct pieces of content displayed each day

## 380

Number of Morgan Stanley logo animations to run each day

#### 10

Number of news categories: Economic, General, Environmental, Luxury, NYC, Sports, Technology, U.S., U.S. Political and Worldwide

#### 855

Fresh news headlines that will run each day

#### 8

Number of indexes tracked: NASDAQ, Dow, S&P 500, FTSE, DAX, Euronext, Hang Seng, Nikkei

# 152

Number of times streamed market indexes are displayed each day

## 114

Number of times streamed commodity data are displayed each day

## 228

Number of times streamed foreign currency data are displayed each day

# 4,144,743,676

Kilobytes of data that will course through the content management system each day

### 100

Percent created and produced by Bloomberg