



*6 Cities in 6 weeks, your daily travel show broadcast on the
London Underground*



From January 24th, commuters on the London Underground will have the chance to watch 20-second “mini-guides” to some of the most exciting travel destinations in the world, broadcasting exclusively on 60 screens across the capital. The campaign is the result of a pioneering partnership between CBS Outdoor UK and Rough Guides.

Over a six-week period, Londoners will be treated to daily episodes on CBS Outdoor UK’s Cross-Track Projection (XTP) screens featuring the inside scoop on some of the most exciting cities including Paris, New York, Barcelona and Rome. Each week will focus on a different city and each day will explore different subjects such as places to stay, things not to miss and festivals and events. A competition also offers commuters the chance to win a city break.



Lisa Rokny, Head of Creative & Development at CBS Outdoor UK comments: “This is a fantastic example of how we can bring exclusive daily content to London’s commuters. We know that international travel is one of the things people think about most on the Tube and this initiative is designed to provide them with the inspiration they’re looking for. The regularity of travel on the tube allows us to broadcast a series of content in daily episodes.”

Liz Statham, Marketing and PR Director for Rough Guides comments: “We’re really excited to be working with CBS to bring inspiration from the new series of Pocket Rough Guide city-break books to millions of commuters across London. We want Londoners to stop dreaming, start packing and make the most of their city-breaks.”

The campaign runs from 24th January for six weeks.

[Click here to view an example of the mini guides film on XTP. This is for reference use only, for a copy of the video please contact Luke Fredberg – details below.](#)

http://www1.cbsoutdoor.co.uk/Global/UK/Rough_Guide_Paris_Friday_28th_XTP.wmv

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About CBS Outdoor

CBS Outdoor operates in 15 markets across Europe, China & the Americas and is part of media and entertainment giant CBS Corporation. The company's expertise is in creating value for clients by reaching audiences out of home with a range of best in class formats and ground-breaking digital initiatives including the advertising contract on the London Underground and the Westfield London shopping complex. The company supplies large format billboards and street furniture to hundreds of municipalities globally; sells advertising for city bus fleets, mass transit authorities and multinational bus companies, totaling more than 85,000 bus and tram panels worldwide; and represents metros in 13 cities worldwide: Atlanta, Genoa, London, Los Angeles, Naples, Italy, New York, Newcastle, Perugia, Rotterdam, San Francisco, Toronto, Toulouse and Washington

About Rough Guides

Rough Guides, a leading travel and reference brand, has sold over 30 million books since 1982, with on average one sale every 10 seconds. As an award-winning CoolBrand® - with a mix of accurate, up-to-date information and contemporary writing - Rough Guides is passionate about travel and renowned for telling it like it is. Rough Guides also create bespoke travel content for a range of formats from customised print guides to mobile applications, visit www.roughguide.biz for more information.

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