open media

On The Map

Hammersmith King Street

openmedia.uk.com

there's no place like out of home



Introducing Hammersmith King Street W6 0QB

Situated in West London, our Hammersmith King Street site sits proudly on the facade of the Livat Shopping Mall, a prime retail destination that is home to many leading retailers. The screen itself is unmissable, making a true impact on passersby. The location boasts an average traffic count of almost 170,000 and the site reaches a diverse and sizeable audience, including high-net-worth individuals, trendsetters and tech enthusiasts.

The site sits in part of the Open Connect network, our large format digital (LFD) network, comprising 26 screens strategically placed in 11 key UK cities.

Hammersmith King Street is also equipped with our AdMobilize technology to gain deeper audience insight into the site. This cutting-edge software enables real-time, detailed and sophisticated audience tracking and fully optimises our DOOH advertising measurements.



Specs

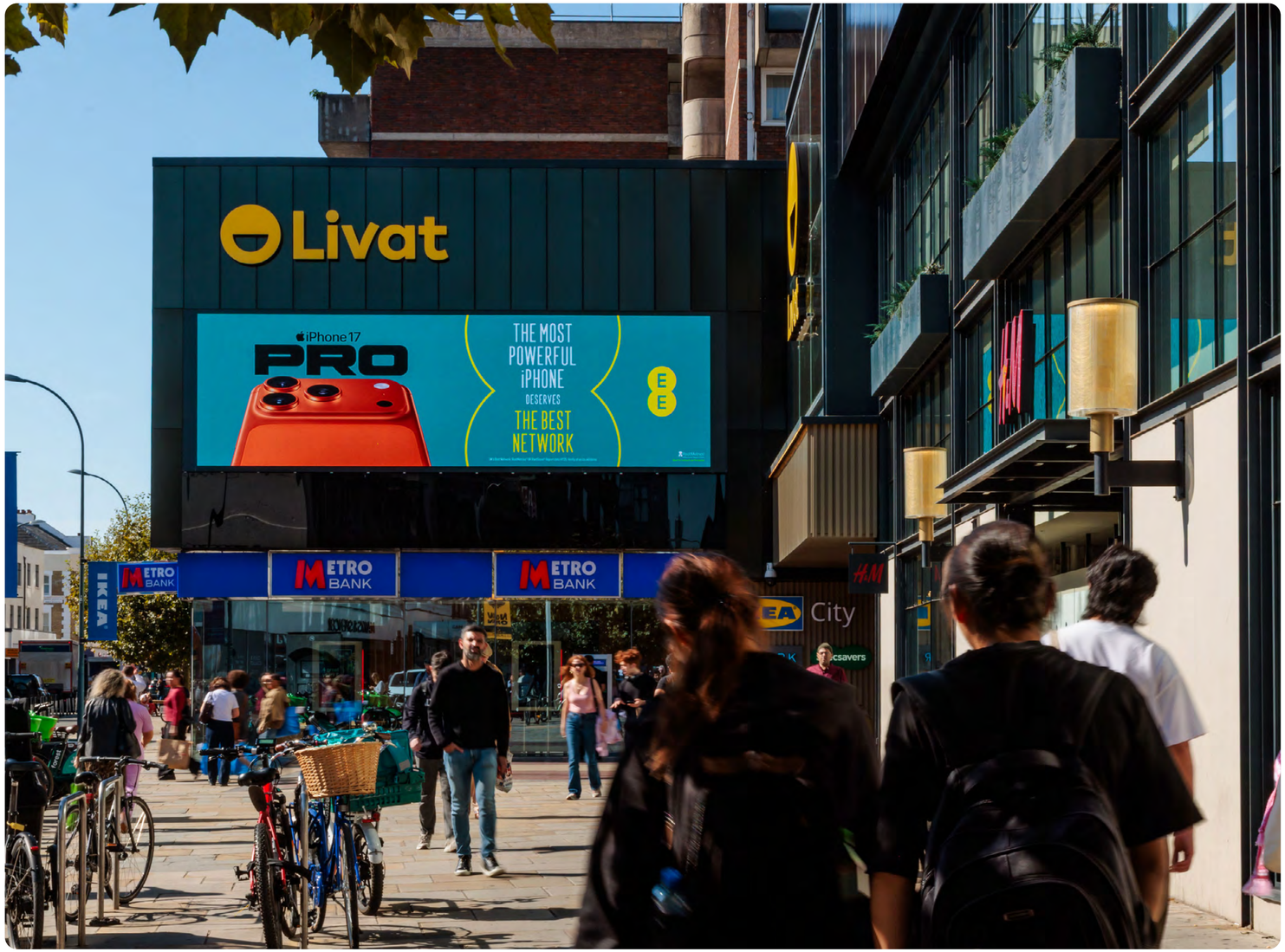
Full Motion

h
864 (w)
x
256 (h)
pixels
w

Stats

249,315
Footfall (2 weeks)

937,530
Impacts (AdMobilize 2 weeks)



Hammersmith The Area

The population of the London Borough of Hammersmith and Fulham is approximately 183,000 to 188,600 residents, based on recent 2021-2024 data. The area is densely populated with a median age of 34, lower than the London average, and around 75% of the residents are of working age.

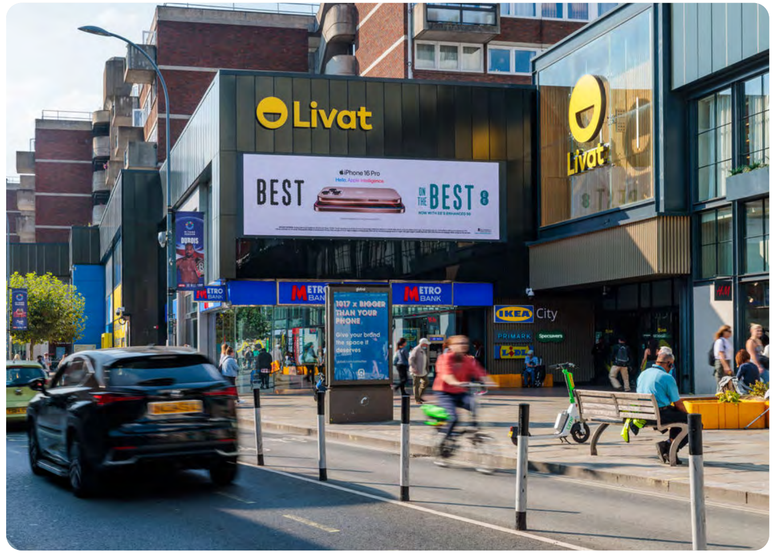
Hammersmith is a major cultural and transport hub in the city and is bustling with activity. The area is home to several key locations in the city's art scene including; Eventim Apollo, Lyric Hammersmith and Riverside Studios.

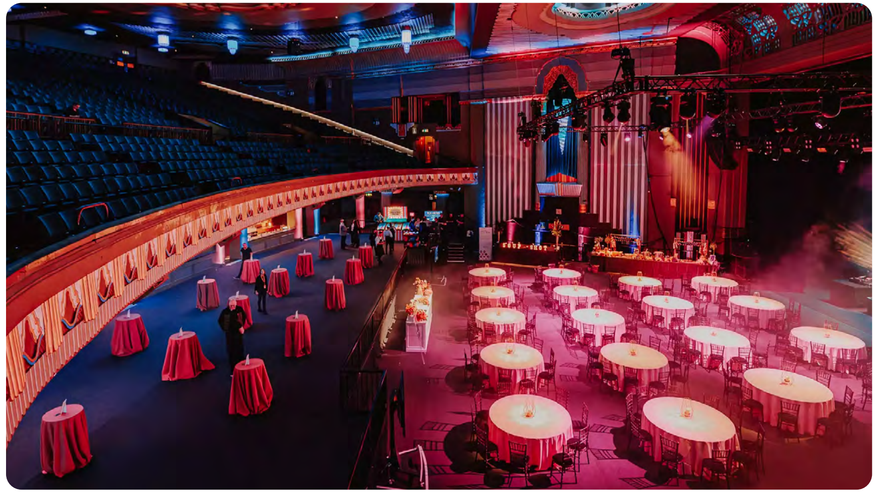
The area is one of the best connected areas in London, making it favourable by commuters. It is served by four tube lines across a duo of stations, and its bus station is a major hub for 24 hour bus routes across the city.

Hammersmith is arguably the best 'base camp' if you are a football fan in the city. The area sits in close proximity to three professional football stadiums including; **Craven Cottage** (1.4 miles), **Loftus Road** (1.1 miles) and **Stamford Bridge** (2 miles)

Transport links

Excellent transport links with **20 mins** to Oxford Circus, many bus routes and parking options.









Source: London Borough of Hammersmith & Fulham, Sook Oxford Street

Hammersmith Home Livat

Located in the heart of Hammersmith and Fulham, Livat Hammersmith offers the community easy access to a range of shopping and leisure services. The Livat Hammersmith Mall represents a place to bring people together and is designed to create spaces where communities can meet, eat, spend time and experience new things.

Sustainability is at the heart of the Livat Hammersmith offer, balancing economic growth and positive social impact with environmental protection. The center aims to promote responsible travel habits for visitors by encouraging them to travel by public transport or on foot.

Footfall

96,750

Weekly

Catchment Area

1.2 Million

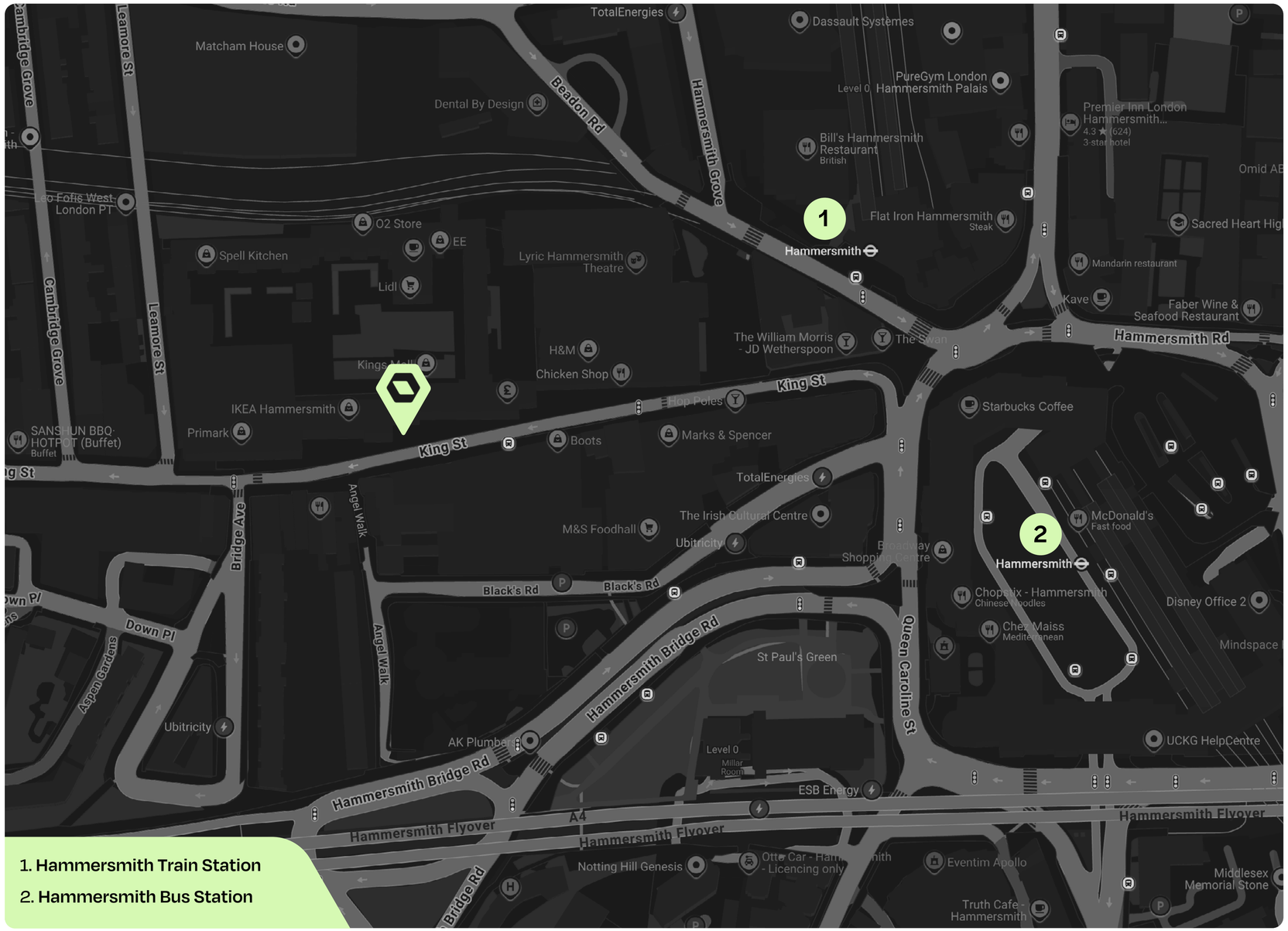
Time to Hammersmith bus & train station

3 Minutes

Parking Spaces

625

Storefronts:



1. **Hammersmith Train Station**
2. **Hammersmith Bus Station**

Source: space-pro.co.uk, Across Magazine, Retail Insight Network, Livat

Case Study Netflix's Toxic Town

Have you ever known a brand to 'pollute' their own advertising campaign? Netflix did just that during the Spring of 2025 with the launch of drama, **Toxic Town**.

Using data from Accuweather to display air quality readings on our Hammersmith site, the screen 'polluted' throughout the day when the air quality was deemed as poor, causing the image to partially disappear behind clouds, in this dynamic campaign. By using real-time data, the visibility of the poster changed throughout the day when the air quality was deemed 'excellent', 'fair', or 'poor'.

Our Hammersmith site, along with screens in four other cities in the UK provided Netflix with a key opportunity to hit hoards of both shopper and vehicular audiences throughout the campaign duration. Covered in publications such as Campaign, Famous Campaigns and the Express Online, and paired with OOH, Netflix gained a high amount of coverage for the launch of the series.





Hammersmith Audiences

The Hammersmith audience exhibits a strong inclination towards a range of interests including; finance, the arts, and fashion, demonstrating that they value both cultural enrichment as well as unique experiences. This demographic, which over indexes in ages 30+, likely seek brands that align with their values and lifestyles, emphasising quality over mass market options.

Demographics

- 35 – 44 **126%**
- Older Singles **196%**
- Older Couples **138%**
- AB **135%**

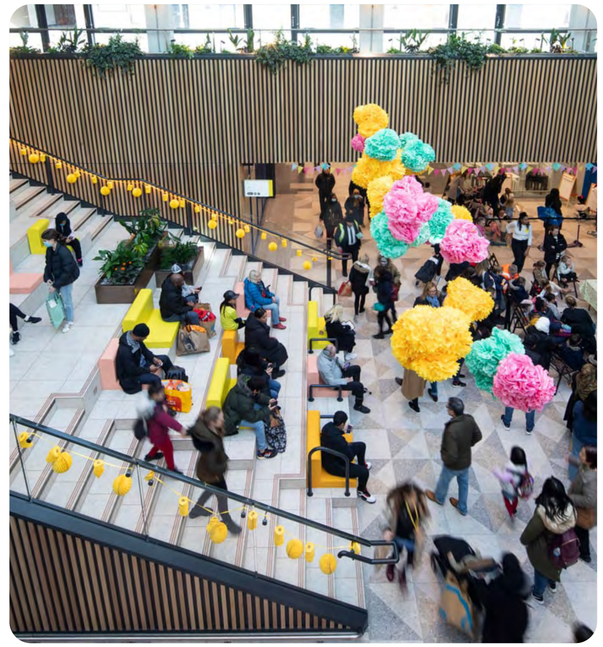
Interests

- Finance **214%**
- Art & Design **206%**
- Business **177%**
- Books & Literature **151%**
- Alcohol **145%**
- Fashion **141%**

Mindsets

- Ethical Investors **455%**
- Luxury Fashionistas **353%**
- Digital Finance Adopters **268%**
- Takeaway Lovers **252%**
- High Street Diners **232%**
- Look Good Feel Good **219%**
- Culture Vultures **212%**
- Luxury Travel **170%**







Source: Starcount

Hammersmith Growth

Hammersmith is undergoing regeneration, focused on transforming the town centre into a pedestrian-friendly, mixed-use hub with new homes, public spaces, and culture. The area is seeing significant transformation, and is aiming to become an economic hot spot through its 'Upstream London' strategy, which has already attracted £6bn in investment and created over 13,000 jobs.

Key Regeneration Projects

- **Civic Campus & King Street**
  Involves redeveloping the Town Hall into a new arts, culture, and government quarter featuring a new cinema, public square, 204 new homes, and commercial space.

- **Hammersmith Grove & 245 Hammersmith Road**
  Completed substantial, high-quality office developments and improvements to surrounding public spaces.

- **Public Realm Improvements**
  Investments in St Paul's Green and Lyric Square to improve pedestrian experience and connectivity, as well as upgrading the western end of King Street.



Civic Campus


245 Hammersmith Road


Public Realm Improvements

Source: London Borough of Hammersmith & Fulham

Ready to find out more?

Please contact **sales@openmedia.uk.com** for more information.