

Connecting line

Published on Welcome to Matter(s) (<http://www.welcometomatters.com>)

Connecting line



Portuguese Portugal Telecom (PT) and Metropolitano de Lisboa (the company who runs the subway system in the Portuguese capital) recently inaugurated a pioneering project: Baixa-Chiado PT Bluestation, a sponsored public transport station. Within this partnership, PT will customise and explore the branding and naming rights of the Baixa-Chiado station – a transit station serving the blue and green lines of the network.

Why it matters

Approximately 11 million people a year come through this station, most of them commuters . This number actually exceeds Portugal’s total population. It is a privileged space for the activation of different PT trademarks (TMN, MEO, SAPO, PT Business, and PT Prime Portal SAPO) under the concept Life Enabler. The technology will be at the disposal of commuters as well as a space where commuters can be entertained with useful information such as the latest news, the weather report, the city events agenda, etc. Is this a win-win combination?

- [Connectivity](#)
- [Portugal](#)
- [Telecommunications](#)

Source URL: <http://www.welcometomatters.com/article/connecting-line>

Links:

[1] <http://www.welcometomatters.com/team/marina-pinto-barbosa>