Advertise in waiting rooms across Germany.

Your ad on the screen in doctors', dental, therapy and veterinary practices. Pick the regions where your customers live.

6,662 screens in waiting rooms

6,595 practices

1,972 towns and cities

16 federal states



By kind of practice

KIND OF PRACTICE	PRACTICES	SCREENS
Doctors	4,013	4,064
Dentists	1,748	1,764
Physio & therapy	794	794
Vets	40	40
Total	**6,595**	**6,662**

Every dot is a town with screens: the bigger the dot, the more screens.

All figures are counts of screens and practices in the network, not audience figures.

Screens by federal state

Name the states or towns you want, and your plan lists every practice there before you book.

STATE	PRACTICES	SCREENS
Bavaria	1,638	1,659
North Rhine-Westphalia	1,226	1,237
Baden-Württemberg	829	838
Lower Saxony	520	525
Hesse	376	377
Saxony	330	330
Rhineland-Palatinate	276	288
Berlin	241	242
Saxony-Anhalt	215	216
Brandenburg	211	211
Schleswig-Holstein	207	208
Thuringia	143	143
Mecklenburg-Western Pomerania	130	135
Hamburg	126	126
Saarland	78	78
Bremen	49	49
Total	**6,595**	**6,662**

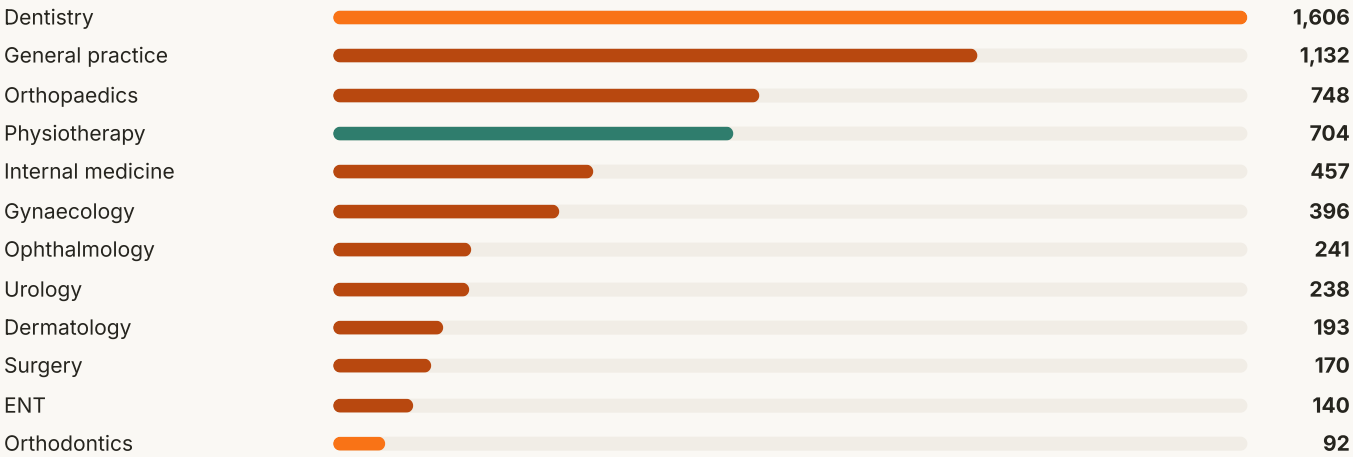
Top towns

Screens per town.

TOWNS AND CITIES		SCREENS
Berlin	Berlin	241
Munich	Bavaria	158
Hamburg	Hamburg	125
Nuremberg	Bavaria	102
Cologne	North Rhine-Westphalia	76
Hanover	Lower Saxony	66
Essen	North Rhine-Westphalia	65
Stuttgart	Baden-Württemberg	51
Augsburg	Bavaria	44
Düsseldorf	North Rhine-Westphalia	43
Dresden	Saxony	42
Leipzig	Saxony	41

Top specialties

Practices with a screen, by specialty.



What you get

The waiting room

Your ad plays on the practice's waiting-room TV, while patients wait for their appointment.

15 to 30 seconds

Your spot runs in the screen's loop, as a video or a still.

Your regions

Pick states or towns and the kind of practice. Your plan lists every practice before you book.

Every play logged

You send the artwork, we schedule it and log every play.

Spot and formats

Your spot runs in the screen's loop, as a video or a still.

15 to 30 seconds

Spot length · Depending on the location
Formats differ by location. Your plan lists the exact format for every screen you book.
All specs: clickclickplay.com/en/specs

How booking works

1. **Name your regions**
   Tell us the states or towns and the kind of practice you want.
2. **Get your plan**
   We send you a plan. It lists every practice before you book.
3. **Send your artwork**
   Send it as a video or a still image. If you have no artwork yet, ask us.
4. **Your ad plays**
   We schedule it and log every play.

Tell us who your customers are.

We suggest the towns and practices that fit.

Email: hello@clickclickplay.com

Map of all towns: clickclickplay.com/en/industries/waiting-rooms

Book a call

All figures are counts of screens and practices in the network, not audience figures.