



Press Release

**FRAMEN Enters the U.S. Market with WeWork Partnership,
Expanding Smart Screen Media Across North America**

New York, July 8, 2025 – FRAMEN - *The intelligent indoor DOOH screen ecosystem that transforms your video strategy into a premium experience, driving real outcomes* - officially announces its expansion into the U.S. market through a strategic partnership with WeWork, bringing intelligent screen media to coworking spaces across the United States and Canada.

This marks a new milestone in workspace media, as FRAMEN - an ad-tech company within the Axel Springer Group - will now operate and monetize digital screens across all WeWork locations in North America. Following a successful collaboration that began in Germany in 2020, FRAMEN now powers 55% of WeWork locations worldwide, providing advertisers with seamless access to premium business audiences.

Global Scale, North American Breakthrough

- FRAMEN now manages 1525 screens across 281 WeWork locations worldwide.
- The U.S. and Canada rollout doubles the amount of screens and locations.
- Screens are monetized via targeted digital advertising reaching high-value professional audiences.

Why It Matters

Coworking spaces offer brands unique access to one of the most dynamic and influential audiences:

1. Entrepreneurs, tech innovators, and startup teams
2. Freelancers, consultants, and remote professionals
3. Decision-makers and early adopters

Additional key factors:

- High dwell time: people spend hours daily, creating strong exposure potential
- Lower-funnel potential: FRAMEN QR-code campaigns show up to 18% average conversion rate
- Daily purchase decisions: users often act on both personal and professional needs
- Brand-safe, brand-suitable environments by design
- First-party deterministic & probabilistic data for precise audience targeting

A recent CBRE report found that 82% of coworking professionals are more open to discovering new brands, thanks to the collaborative and idea-sharing nature of these spaces.

Proven Results

- A Lumen study for a major global tech brand found that FRAMEN screens in coworking spaces delivered +128% more attention compared to standard DOOH and traditional display ads.
- Deutsche Bahn saw a +24% awareness lift, with 72% of viewers finding the campaign attention-grabbing in coworking environments
- Qonto, a digital banking platform, achieved 68% ad recall and a +51.5% increase in brand consideration

What's Next

With this North American expansion, FRAMEN and WeWork are reshaping how brands connect with the modern workforce by combining space, storytelling, and data-driven media to create real impact where decisions are made.

About FRAMEN

FRAMEN is the intelligent DOOH platform that transforms screens into engaging environments. Seamlessly integrating content, targeted advertising and real-time information, it uses smart technology and data-driven precision to display on screens in premium locations such as coworking spaces, gyms and hotels. Creating value for both audiences and venue partners.

Using the FRAMEN Ads Manager, advertisers can programmatically book, launch, and manage campaigns in minutes, while also evaluating performance in real-time. Simultaneously, location operators can monetise their screens through the provision of content using the FRAMEN Screen Manager. With FRAMEN you reach the right people at the right moment, making public digital media more impactful, dynamic and effortless.

FRAMEN was founded in 2018 and is headquartered in Berlin. The company currently operates in 32 countries and employs nearly 100 people.

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