

新聞稿

Press Release

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Eight MTR Stations Upgraded with 5G “Golden Spectrum” for Faster and Smoother Mobile Service During Journeys Interactive and Diverse Live Stream Digital Advertising Enabled by High Speed Network

MTR Corporation has been progressing with works to further upgrade the 5G mobile network in MTR stations since last year. The Corporation announced today (26 June 2025) that 3.3 and 3.5 GHz i.e. 5G “Golden Spectrum” had been added to eight MTR stations for passengers to enjoy a faster and smoother mobile service at these stations and during the connecting journeys. The works demonstrate the Corporation’s strategy in continuously enhancing the infrastructure for information flow and smart travelling experience for passengers.

The upgrade of the mobile network also enables more exciting and diverse digital advertising in MTR stations. Leveraging the high capacity, high speed and low latency of the 5G “Golden Spectrum”, the Corporation will introduce large-scale live stream and interactive advertisements as well as AI games in four stations where passengers can interact with brands and experience a smart journey on the MTR through different dimensions.

All stations in the MTR network are currently covered by 5G and the Corporation has been collaborating with four local mobile network operators since last year for the further upgrade of the 5G mobile network. Installation works for 3.3 and 3.5 GHz indoor base stations have since commenced to upgrade the 5G mobile network in 24 MTR stations. Works have been completed at eight stations (Hong Kong, Kowloon, Central, Admiralty, Wan Chai, Causeway Bay, Tin Hau and Tsim Sha Tsui stations) so far with the 5G “Golden Spectrum” added. The Corporation is progressing with the upgrade works for the remaining 16 stations in the project, which are expected to be completed between this year and 2027 (please refer to the annex for more details). Passengers going online at these stations and during the connecting journeys can enjoy faster and smoother mobile service even during peak hours. The Corporation is also discussing upgrade works for other MTR stations with the mobile network operators.

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With the 5G “Golden Spectrum” added in MTR stations, the high capacity, high speed and low latency of the upgraded mobile network can support digital advertising formats that require high speed connections. The Corporation will launch the “5G Summer Thrill” advertising campaign in July this year in Hong Kong, Causeway Bay, Tsim Sha Tsui and Admiralty stations where giant digital panels will feature live stream and interactive advertisements as well as AI games for real-time interaction between passengers and brands.

“MTR has been advancing towards ‘smart railway’ and we are committed to using technology to provide passengers with better and smarter railway services to realise smart mobility. With the upgrade of the 5G mobile network in MTR stations, we can offer large-scale advertisements driven by technology that are immediate and more interactive, not only providing more information to passengers during their journeys but also providing an impactful medium for brands to reach more customers,” said Ms Jeny Yeung, Managing Director – Hong Kong Transport Services of MTR Corporation.

MTR Corporation has been pushing forward with the digitalisation of station advertising in recent years. Among the 99 stations in the network, 91 of them are now equipped with over 1,100 digital panels in total. Busier stations such as Hong Kong, Admiralty, Causeway Bay, Tsim Sha Tsui, Diamond Hill and Lo Wu stations also have giant advertising panels or interactive digital zones in place, providing passengers with a more visually impactful advertising experience.

The Corporation was the first metro system in Asia to launch “Programmatic Digital Out-Of-Home Advertising” in 2022. Through analysing audience and relevant metrics data for different periods of time in MTR stations, brands can place targeted advertisements in specific MTR stations, during specific periods and in specific formats to reach their audience. Brands can also adjust the content based on real-time data, enhancing the flexibility and effectiveness of their advertising campaigns.

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About MTR Corporation

To Keep Cities Moving, MTR makes encounters happen and rendezvous for a more connected tomorrow. As a recognised world-class operator of sustainable rail transport services, we are a leader in safety, reliability, customer service and efficiency.

MTR has extensive end-to-end railway expertise with over 45 years of railway projects experience from design to planning and construction through to commissioning, maintenance and operations. Going beyond railway delivery and operation, MTR also creates and manages dynamic communities around its network through seamless integration of rail, commercial and property development.

With more than 50,000 dedicated staff*, MTR carries over 10 million passenger journeys worldwide every weekday in Hong Kong, Mainland China and beyond. Together, we Go Smart and Go Beyond.

For more information about MTR Corporation, please visit www.mtr.com.hk.

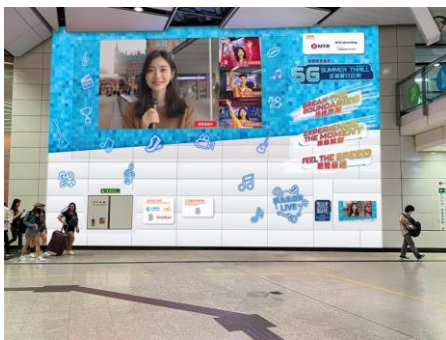
*includes our subsidiaries, associates and joint ventures in Hong Kong and worldwide

Captions:

1. MTR Corporation has been progressing with works to further upgrade the 5G mobile network in MTR stations since last year. 3.3 and 3.5 GHz i.e. 5G “Golden Spectrum” had been added to eight MTR stations including Central Station for passengers to enjoy a faster and smoother mobile service at these stations and during the connecting journeys.



2. Leveraging the high capacity, high speed and low latency of the 5G “Golden Spectrum”, MTR Corporation will launch the "5G Summer Thrill" advertising campaign in July this year in Hong Kong, Causeway Bay, Tsim Sha Tsui and Admiralty stations where giant digital panels will feature live stream and interactive advertisements as well as AI games for real-time interaction between passengers and brands. (Pictured below are mockups for a live stream and interactive advertisement in Hong Kong Station and an AI game in Admiralty Station)



Annex

**24 MTR Stations with 3.3 and 3.5 GHz 5G “Golden Spectrum”
Progressively Added**

Progress	Stations
Upgrade works completed	Hong Kong, Kowloon, Central, Admiralty, Wan Chai, Causeway Bay, Tin Hau, Tsim Sha Tsui
Upgrade works to be completed between 2025 and 2027	North Point, Quarry Bay, Yau Ma Tei, Prince Edward, Cheung Sha Wan, Lai Chi Kok, Mei Foo, Lai King, Tsing Yi, Kowloon Tong, Lok Fu, Wong Tai Sin, Diamond Hill, Lam Tin, Yau Tong, Tiu Keng Leng