WHAT IS THE BEST WAY TO DELIVER THE RIGHT DIGITAL ENGAGEMENT SOLUTION ?

China -Guangzhou
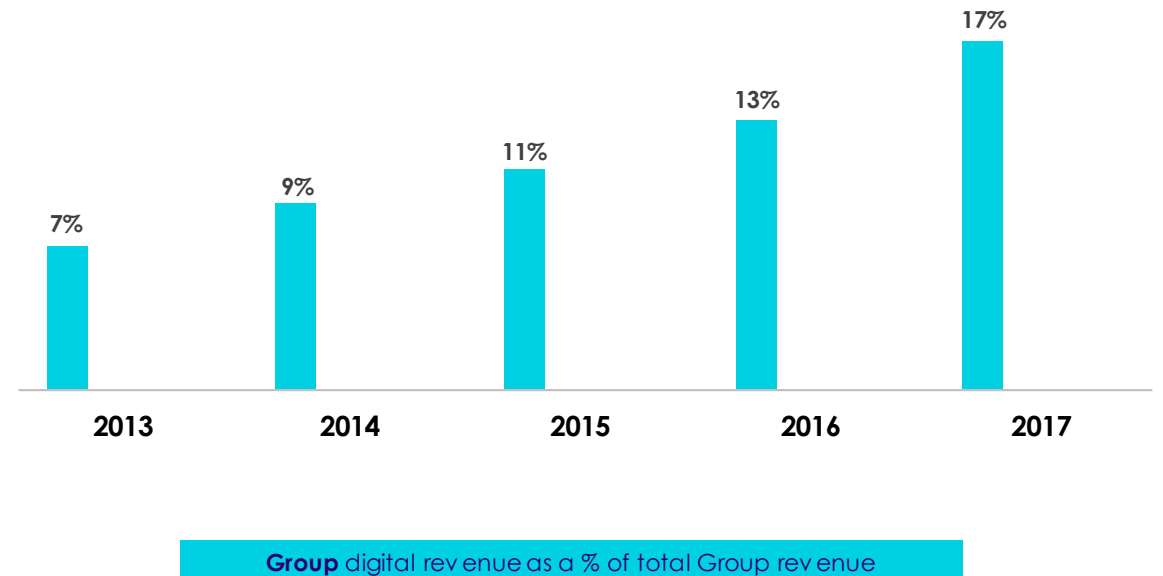
October 2018
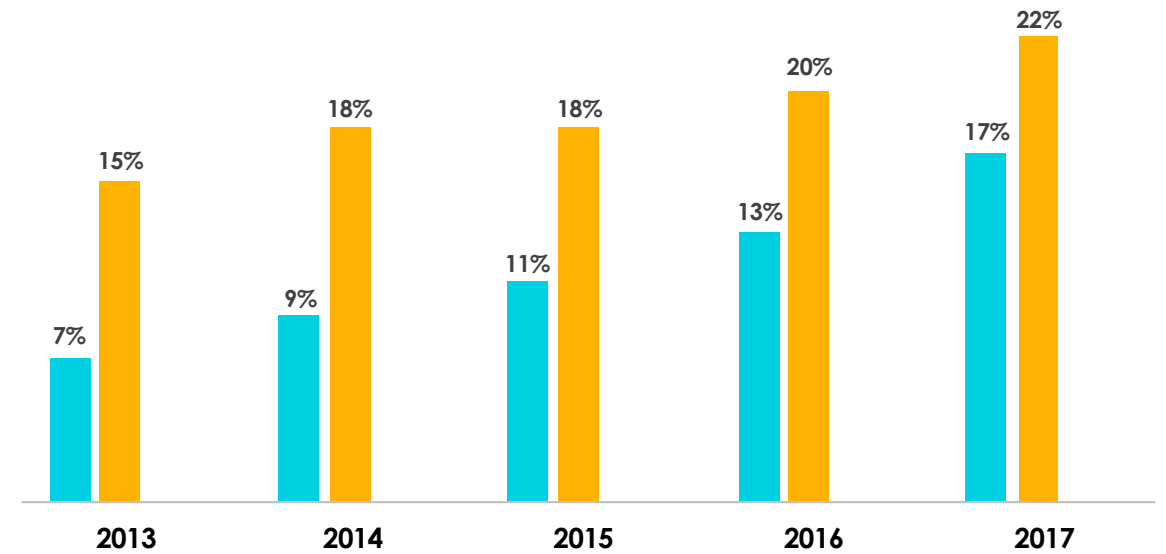
ICONIC INDOOR

Guangzhou

JCDECAUX HAS EXPERIENCED A MASSIVE GROWTH IN DIGITAL REVENUES FOR SEVERAL YEARS
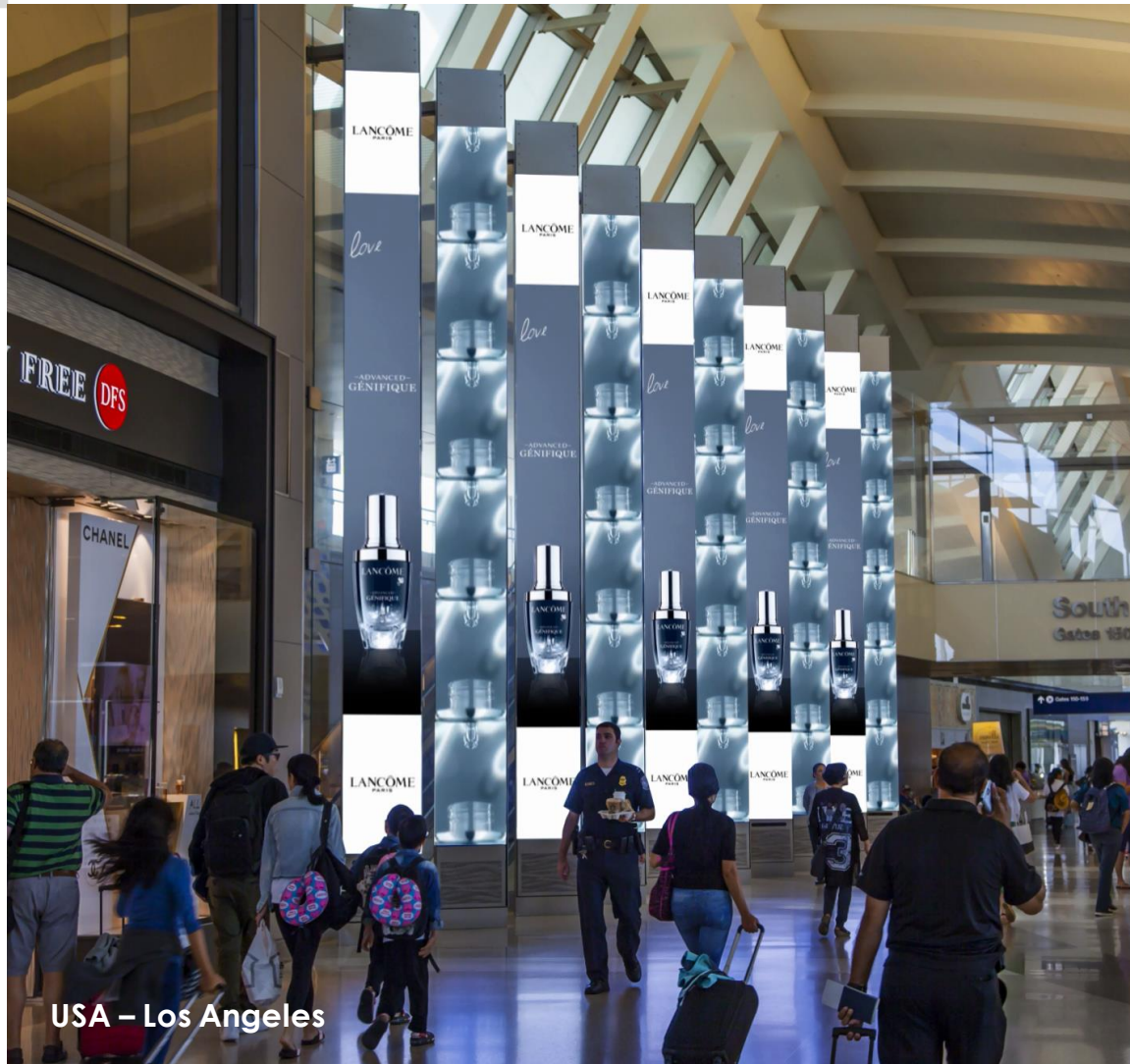

Norway - Oslo

Group digital revenue as a % of total Group revenue

JCDecaux Airport

JCDECAUX HAS EXPERIENCED A MASSIVE GROWTH IN DIGITAL REVENUES FOR SEVERAL YEARS

China - Shanghai

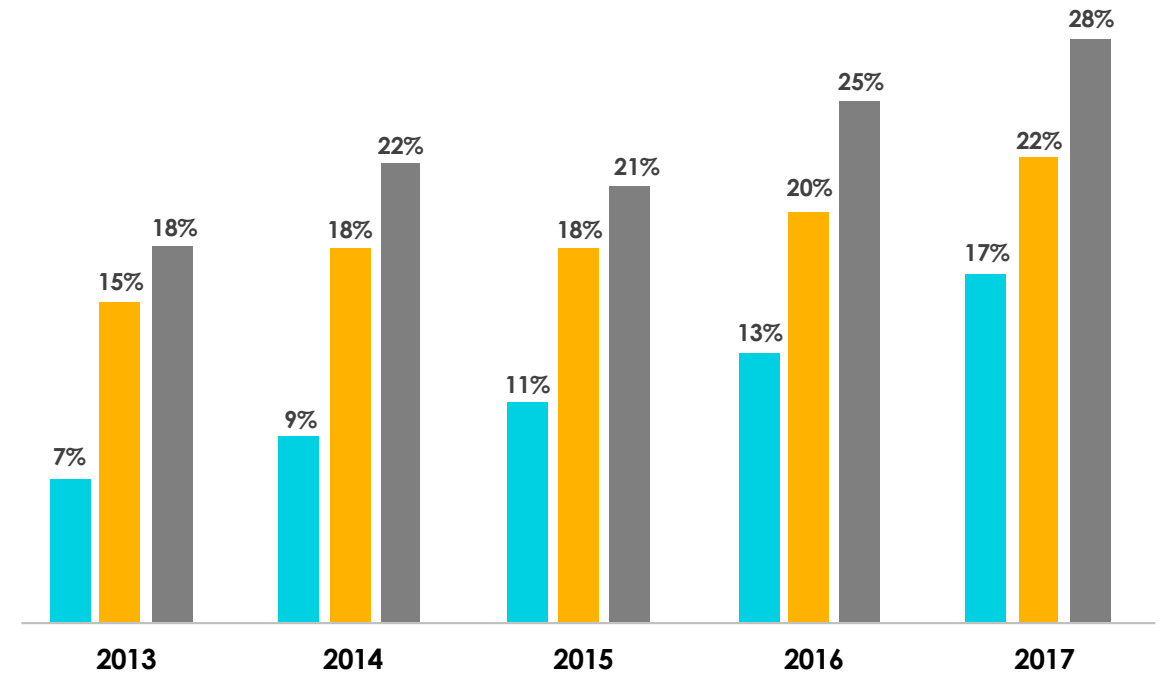|	2013	2014	2015	2016	2017
Group digital revenue as a % of total Group revenue	7%	9%	11%	13%	17%
Transport digital revenue as a % of total Transport revenue	15%	18%	18%	20%	22%

Group digital revenue as a % of total Group revenue

Transport digital revenue as a % of total Transport revenue

JCDECAUX HAS EXPERIENCED A MASSIVE GROWTH IN DIGITAL REVENUES FOR SEVERAL YEARS
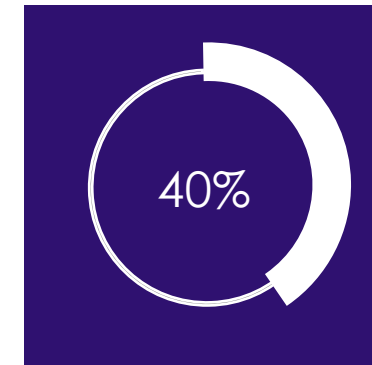

USA – Los Angeles

	2013	2014	2015	2016	2017
Group digital revenue as a % of total Group revenue	7%	9%	11%	13%	17%
Transport digital revenue as a % of total Transport revenue	15%	18%	18%	20%	22%
Airport digital revenue as a % of total Airport revenue	18%	22%	21%	25%	28%

5

JCDECAUX HAS EXPERIENCED A MASSIVE GROWTH IN DIGITAL REVENUES FOR SEVERAL YEARS

USA – Los Angeles

40%

DOOH expected share out of global OOH advertising spending by 2019

Source: DOOH expected share = PwC 2017

DATA IS A GAME CHANGER TO LEVERAGE THE NEW ECOSYSTEM

Understanding the audience to develop **smarter advertising solutions**
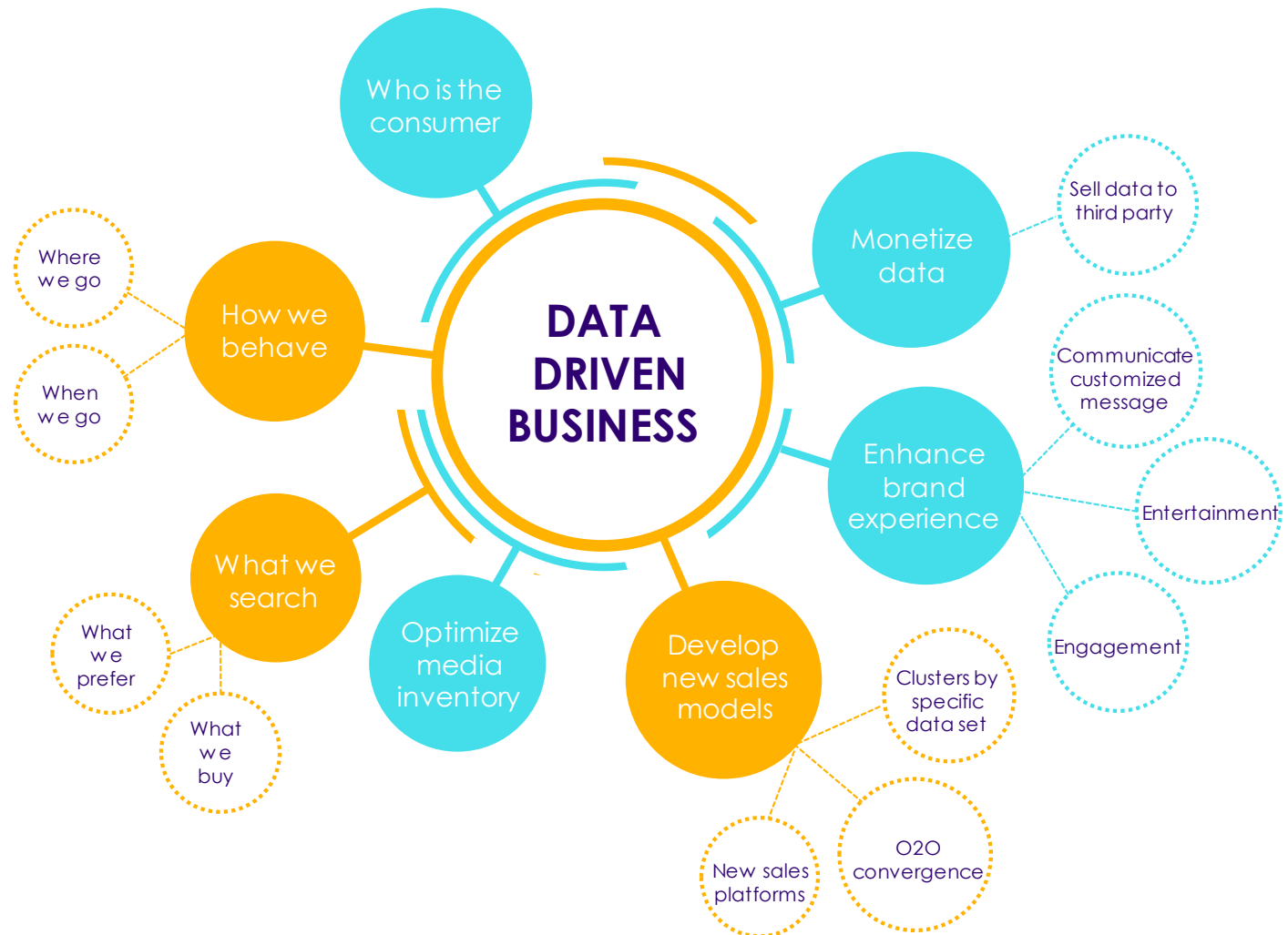
Shanghai entdecken in
14:58:24 Std.

Nonstop you
Lufthansa

JCDecaux

HAMBURG

JCDecaux Airport

JCDECAUX HAS AN EXCLUSIVE ACCESS TO CiR GLOBAL AIRPORT INTELLIGENCE

Pax data

Research data

2 TOOLS

AIRPORT PAX DATA

GLOBAL FLIGHT SCHEDULES

BOOKING DATA

PASSENGER STATISTICS

Data bridging points

NATIONALITY (RESIDENCY)

OUTBOND VS INBOUND

LONG HAUL VS SHORT HAUL

REGULAR VS LC CARRIER

SEGMENTATION STUDY

traveller SEGMENTS

SHOPPER BEHAVIOUR

SEGMENTATION ANALYSIS
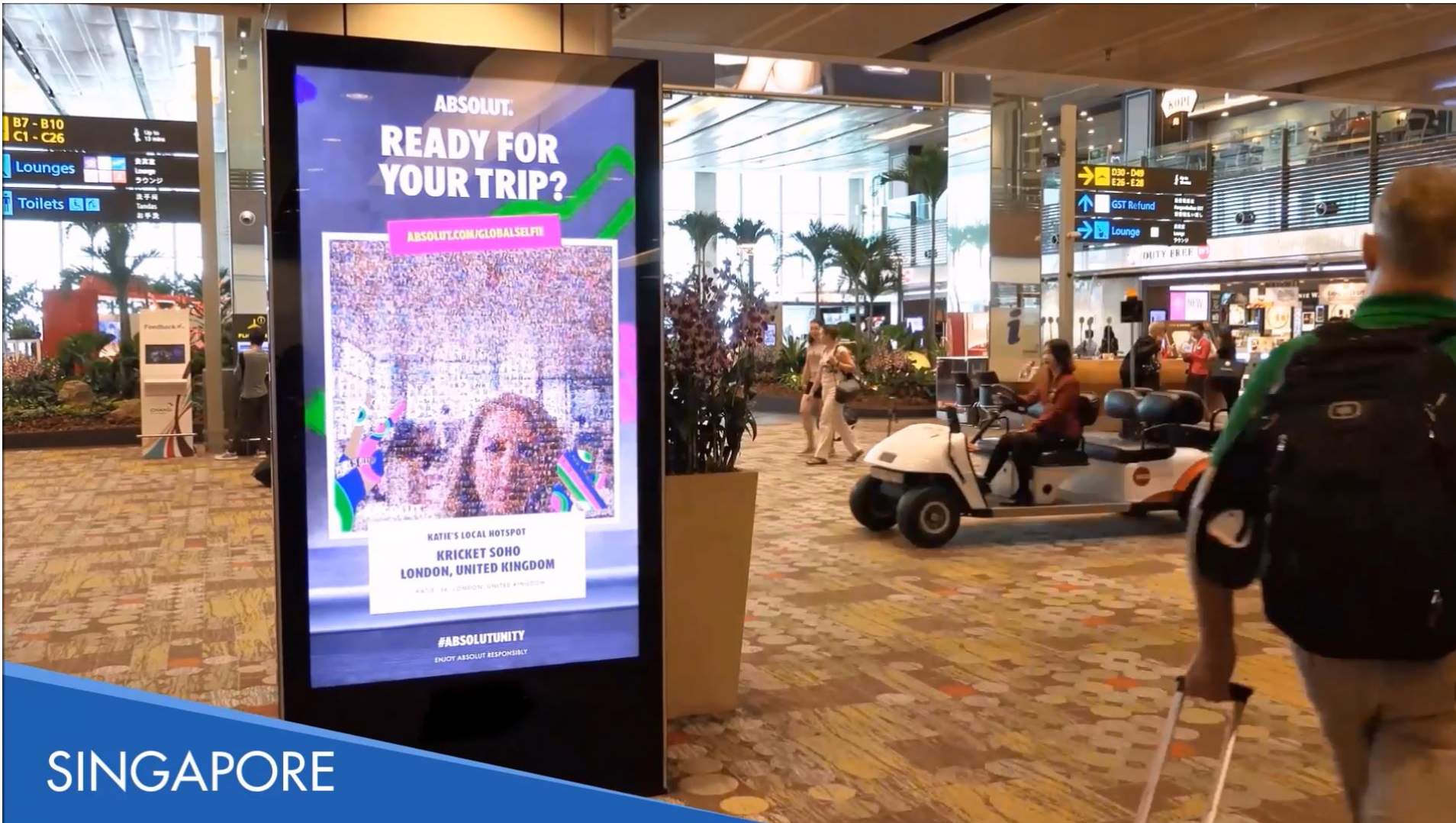
JCD
JCDECAUX AUDIENCES
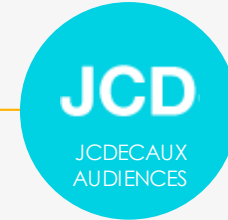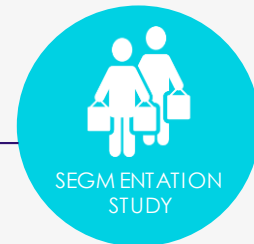
PAX SEGMENTATION ANALYTIC TOOL

Segmentation study insights fused to the GTS 550 pax data

SEGMENTATION ANALYTIC TOOL

Insights on the 22,741 respondents
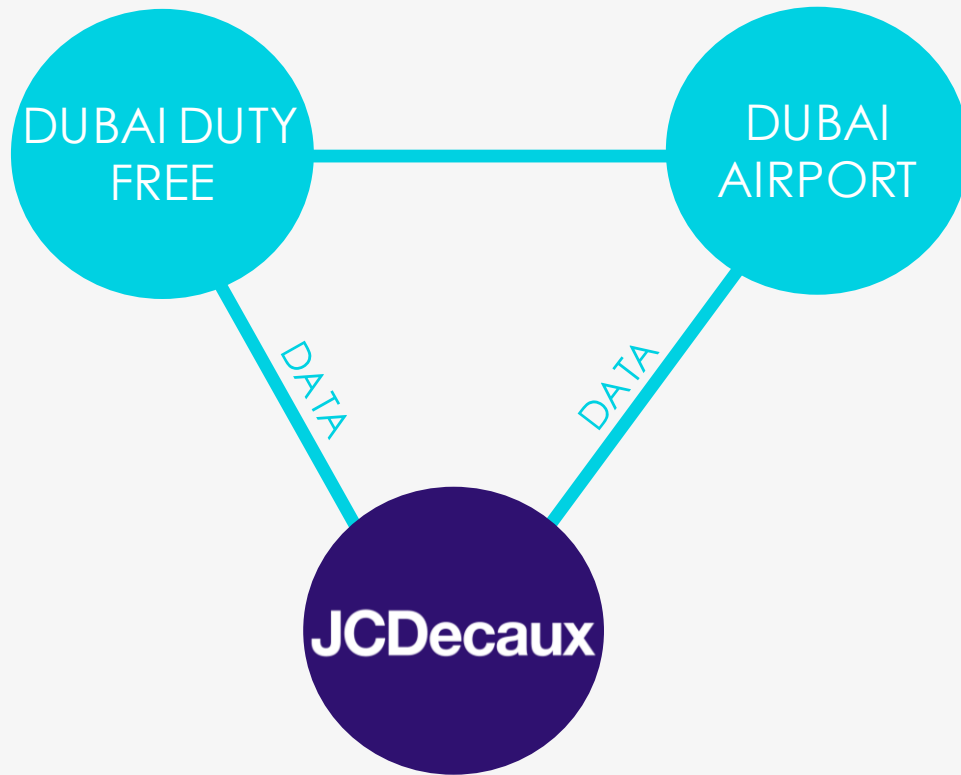
6

Source: CiR database

DIGITAL & DATA: THE RIGHT MIX FOR A POWERFUL CONSUMER ENGAGEMENT

SINGAPORE

CREATE STRONG DATA DRIVEN ADVERTISING STRATEGY

A UNIQUE PARTNERSHIP **PUSHING THE BOUNDARIES OF THE TRADITIONAL MODEL**

JCDecaux Airport

CREATE STRONG DATA DRIVEN ADVERTISING STRATEGY

BENEFITS FOR

PASSENGERS

BRANDS

DUTY FREE OPERATOR

AIRPORT

JCDecaux Airport

THE MAIN CHALLENGES: A QUALITATIVE CONTENT AND PROGRAMMATIC BUYING

CONTENT HAS TO BE

Contextualized

Dynamic

Engaging

Call to action
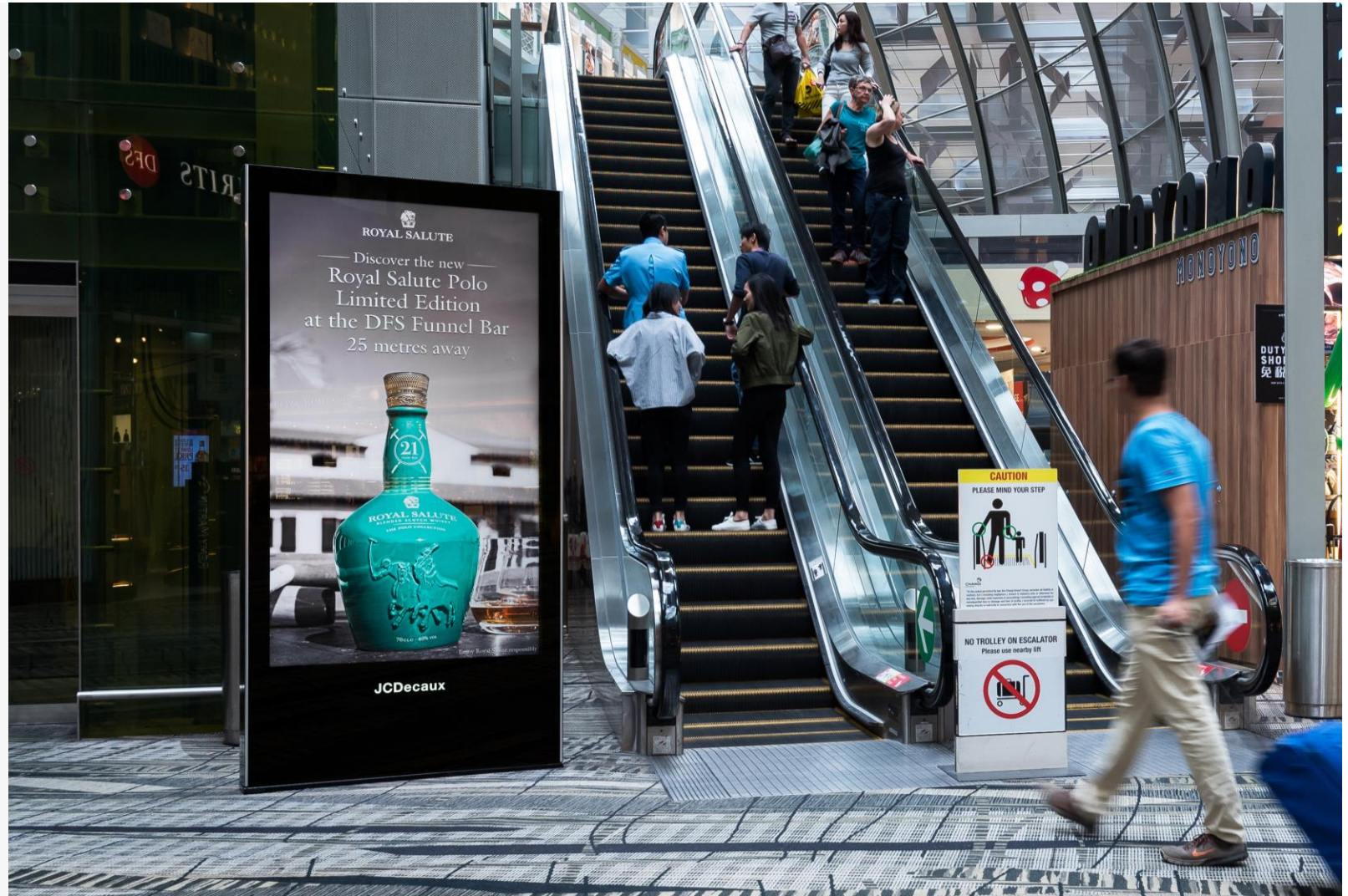
JCDecaux Airport

THE MAIN CHALLENGES: A QUALITATIVE CONTENT AND PROGRAMMATIC BUYING

France - Paris

Dynamic

Audience

Transformation

Automation