

2018

KEY FIGURES



# CONTENTS

Click on area of interest



# JCDECAUX OVERVIEW



## 1 Outdoor Advertising Company



Worldwide



Europe



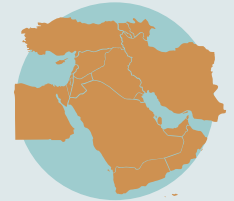
Asia Pacific



Latin America



Africa



Middle East



## 1 Worldwide

Street Furniture



Transport Advertising



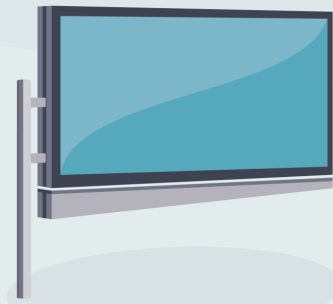
Airport Advertising



Self Service Bicycles



## 1 Europe Billboard Advertising





# JCDECAUX OPERATIONS



London, UK Audi



\* With population > 10,000



# GLOBAL PRESENCE

- |                |             |                 |                |
|----------------|-------------|-----------------|----------------|
| Algeria        | Estonia     | Malawi          | Singapore      |
| Angola         | El Salvador | Mauritius       | Slovakia       |
| Australia      | Finland     | Mexico          | Slovenia       |
| Austria        | France      | Mongolia        | South Africa   |
| Azerbaijan     | Gabon       | Mozambique      | South Korea    |
| Bahrain        | Germany     | Myanmar         | Spain          |
| Belgium        | Guatemala   | Namibia         | Swaziland      |
| Botswana       | Honduras    | The Netherlands | Sweden         |
| Brazil         | Hungary     | New Zealand     | Switzerland**  |
| Bulgaria       | India       | Nicaragua       | Tanzania       |
| Cameroon       | Ireland     | Nigeria         | Thailand       |
| Canada         | Israel      | Norway          | Uganda         |
| Chile          | Italy       | Oman            | Ukraine        |
| China*         | Ivory Coast | Panama          | UAE            |
| Colombia       | Japan       | Peru            | United Kingdom |
| Costa Rica     | Kazakhstan  | Poland          | United States  |
| Croatia        | Latvia      | Portugal        | Uruguay        |
| Czech Rep.     | Lesotho     | Qatar           | Uzbekistan     |
| Denmark        | Lithuania   | Reunion         | Zambia         |
| Dominican Rep. | Luxembourg  | Russia          | Zimbabwe       |
| Ecuador        | Madagascar  | Saudi Arabia    |                |



80+  
countries

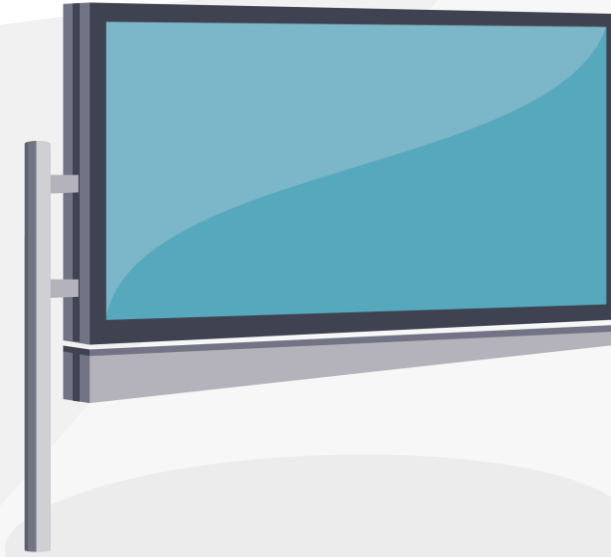
\*Including Hong Kong and Macau \*\*Through partnership with APG | SGA

# PORTFOLIO



## Street Furniture

**528,656** Panels  
**2,093** Cities\*  
**66** Countries



## Large Format

**166,438** Panels  
**2,765** Cities\*  
**57** Countries



## Airport

**44,388** Panels\*\*  
**211** Airports  
**40** Countries



## Transport\*\*\*

**366,005** Panels  
**50** Countries

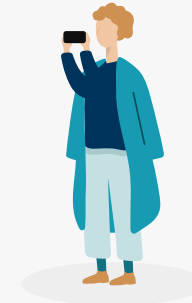
\* With population > 10,000 (Street Furniture including Shopping Malls, Petrol Stations and POS)

\*\* Excludes trolley panels \*\*\* Includes Airport



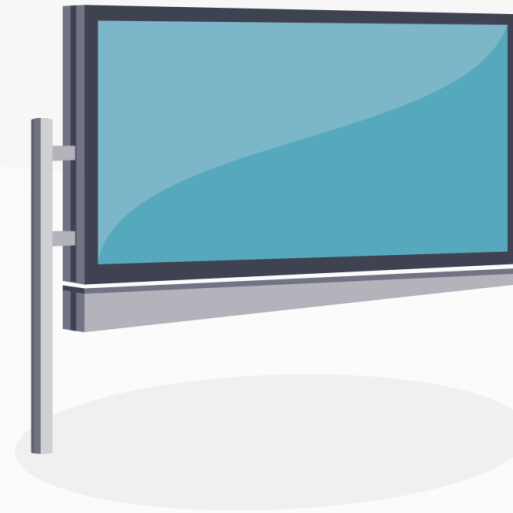
Panama City, Panama Valentino

## GLOBAL COVERAGE

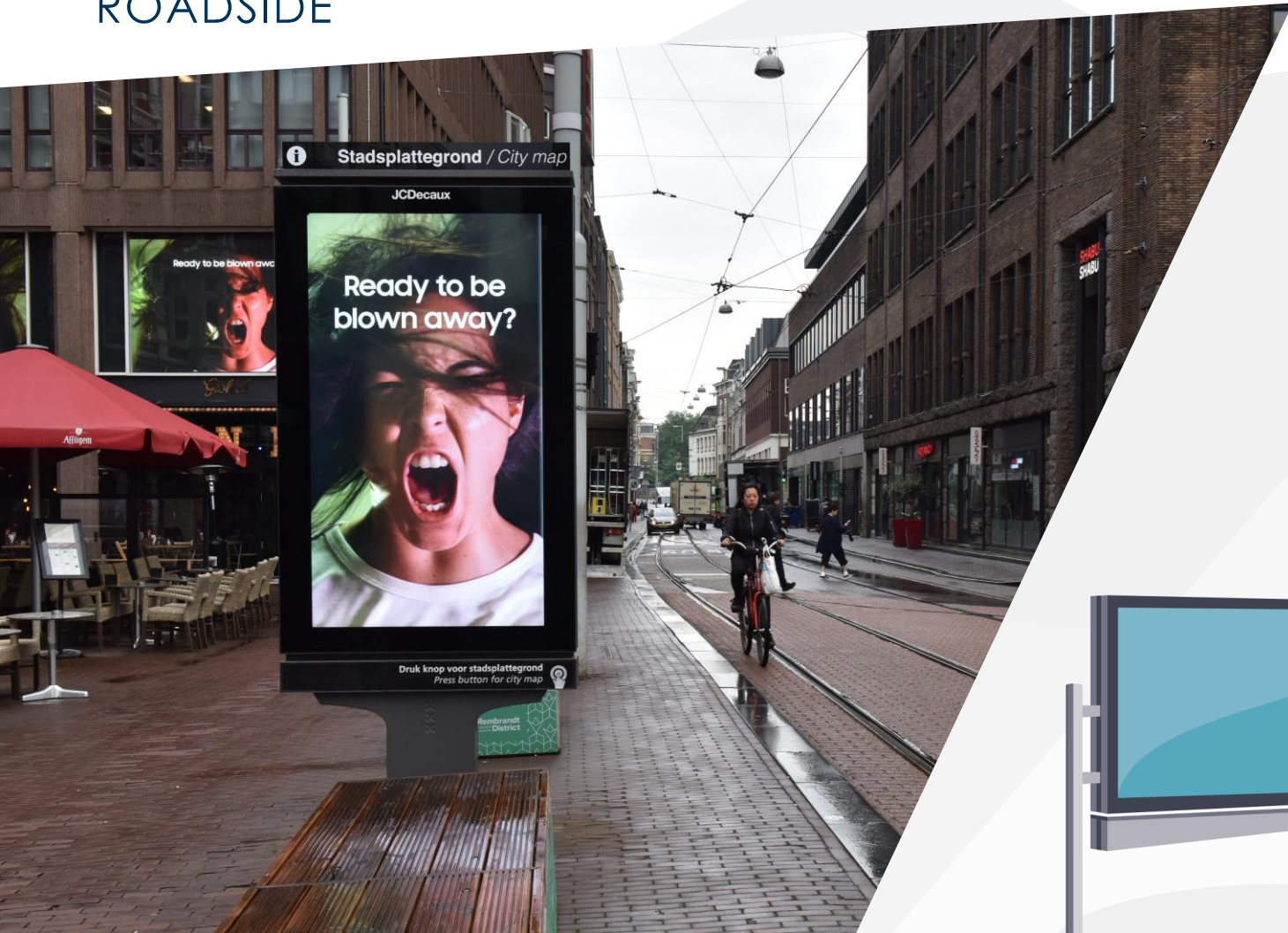


Street Furniture  
activity in **66**  
countries

Large Format  
activity in **57**  
countries







Amsterdam, The Netherlands Samsung

## EUROPEAN DOMINATION

Principal Street Furniture operator in **36**

of the **Top 50** European cities including:

- London
- Vienna
- Berlin
- Hamburg
- Madrid
- Budapest
- Paris
- Milan

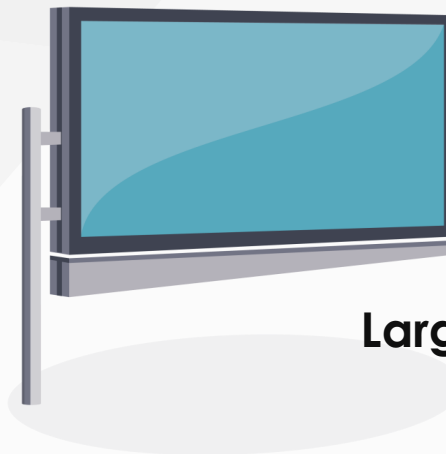
A presence in

**43** of the **Top 50**

**European cities**

through either

**Large Format** or **Street Furniture**



# STREET FURNITURE



Fukuoka, Japan LP Gas Association



**528,656**  
Panels\*



**2,093**  
Cities\*\*



**66**  
Countries

\* Includes Shopping Malls, Petrol Stations and POS

\*\* With population > 10,000

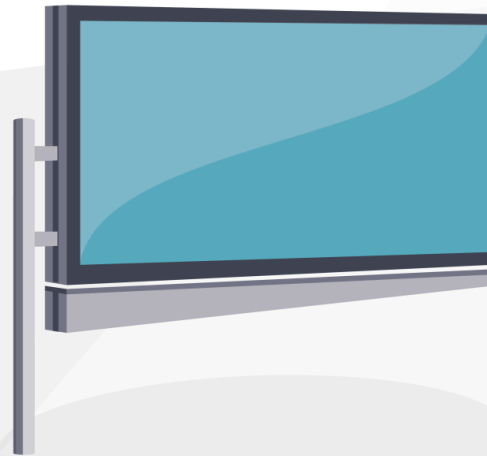


# LARGE FORMAT



Berlin, Germany **Berlinale**

\* With population > 10,000



**166,438**  
Panels



**2,765**  
Cities\*



**57**  
Countries



# TRANSPORT & AIRPORT



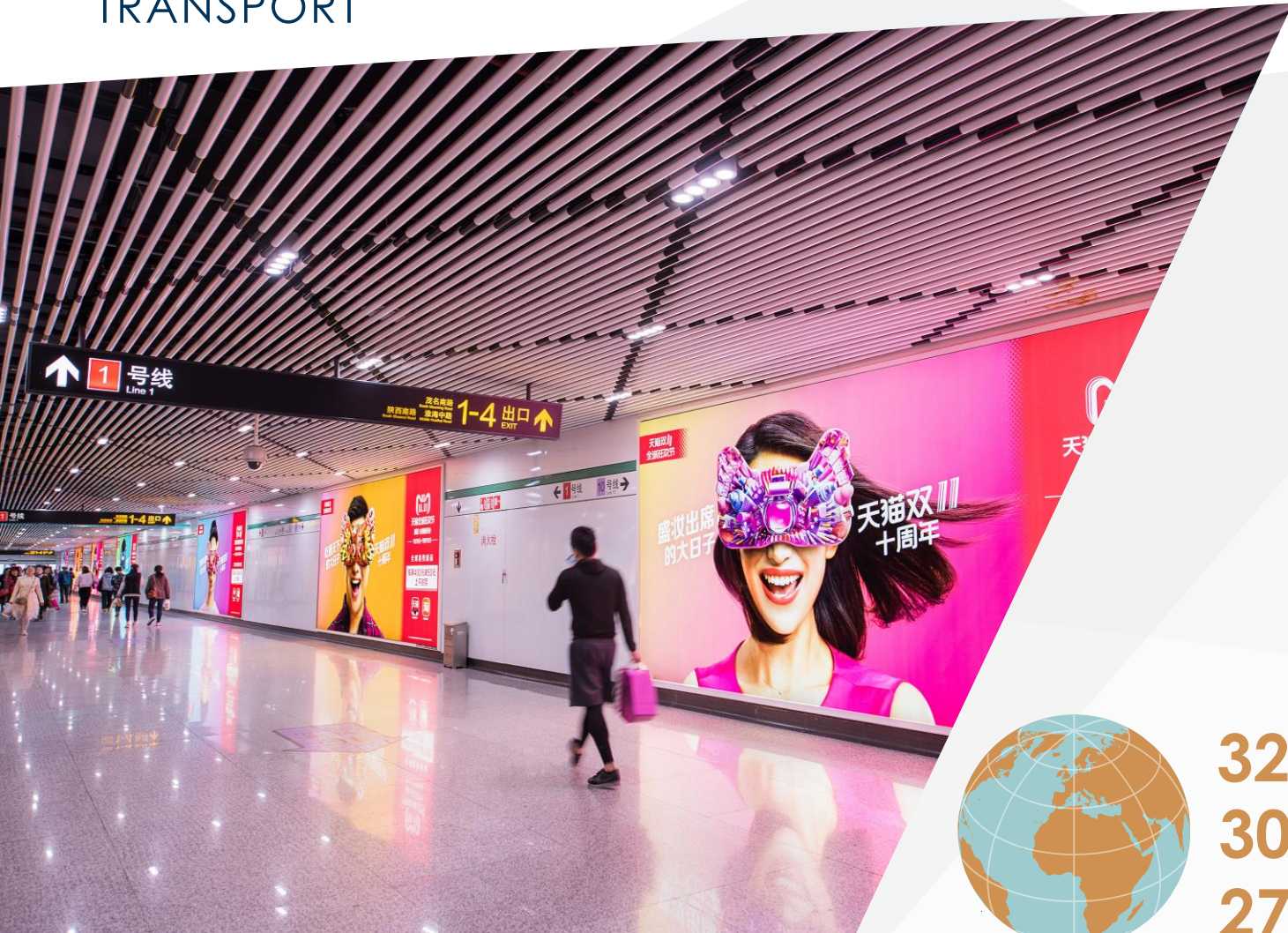
Milan, Italy HUAWEI



**366,005** Panels  
**50** Countries  
**486** Concessions



# TRANSPORT



Shanghai Metro, China Tmall



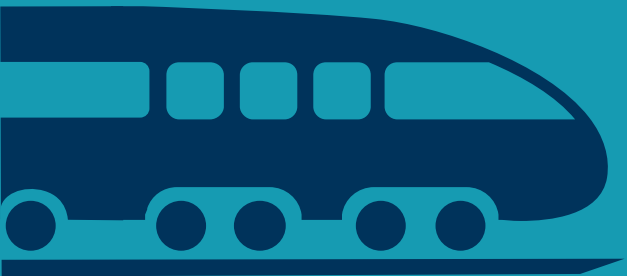
**321,617** Panels

**30** Countries

**275** Concessions

# TRANSPORT

## Major **metro** concessions



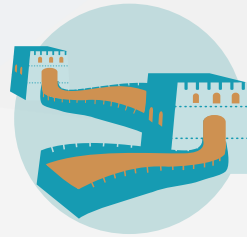
**AUSTRIA**  
Vienna



**BELGIUM**  
Brussels



**BRAZIL**  
São Paulo



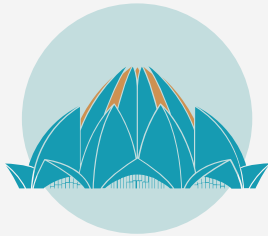
**CHINA**  
Beijing  
Shanghai  
Guangzhou  
Hong Kong



**CZECH  
REP**  
Prague



**GERMANY**  
Berlin



**INDIA**  
Delhi



**ITALY**  
Milan  
Rome



**PERU**  
Lima



**SPAIN**  
Barcelona  
Madrid





JFK Airport, USA Visa



**44,388**  
Panels\*



**211**  
Airports



**40**  
Countries

\* Excludes trolley panels

## AIRPORT

8 of the Top 10  
airports Worldwide

BEIJING (PEX), CHINA

DUBAI (DXB), UAE

LOS ANGELES (LAX), USA

LONDON HEATHROW (LHR), UK

CHICAGO (ORD), USA

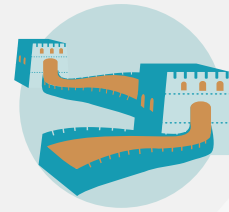
HONG KONG (HKG), HK

SHANGHAI PUDONG (PVG),  
CHINAPARIS CHARLES DE GALLE (CDG),  
FRANCE

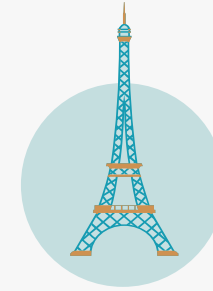
## International hubs Worldwide



**AUSTRALIA**  
Sydney (SYD)



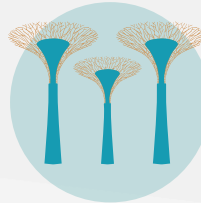
**CHINA**  
Beijing (PEK)  
Hong Kong (HKG)  
Shanghai (PVG)  
Guangzhou (CAN)



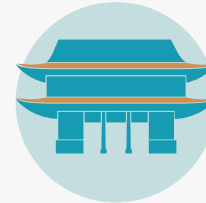
**FRANCE**  
Paris (CDG)



**GERMANY**  
Frankfurt (FRA)



**SINGAPORE**  
Singapore (SIN)



**JAPAN**  
Osaka Kansai (KIX)



**THAILAND**  
Bangkok (BKK)



**UAE**  
Dubai (DXB)



**UK**  
London (LHR)



**USA**  
Los Angeles (LAX)  
New York (JFK)  
Dallas (DFW)  
Chicago (ORD)

# TRANSPORT / AIRPORT

486 concessions  
across 50 countries

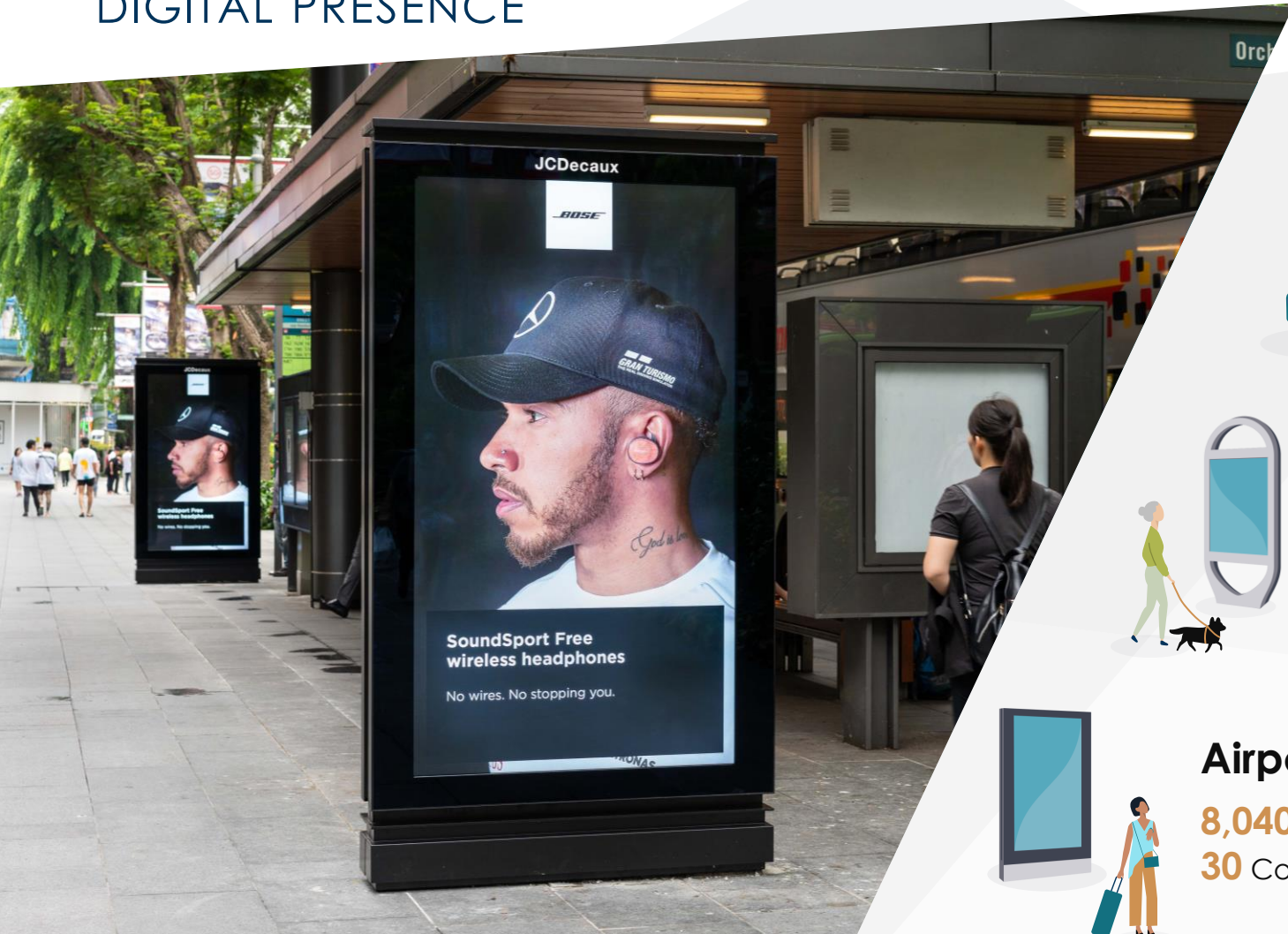
	#Countries	Algeria	Angola	Australia	Austria	Bahrain	Belgium	Brazil	Cameroon	Chile	China*	Colombia	Czech Republic	Denmark	Dominican Republic	Finland	France	Germany	Hungary	India	Israel	Italy	Japan	Latvia	Lesotho	Luxembourg	Madagascar	Malawi	Mozambique	Netherlands	Norway	New Zealand	Oman	Panama	Peru	Poland	Portugal	ROI	Russia	Saudi Arabia	Singapore	South Africa	Spain	Swaziland	Tanzania	Thailand	UAE	UK	Uruguay	USA	Zambia	
AIRPORT	40	•	•	•		•	•	•			•	•	•		•		•	•		•		•	•	•	•	•	•	•	•		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
METRO	12				•		•	•			•	•			•		•		•			•								•			•																			
BUS	16	•		•	•		•			•	•							•	•			•								•			•	•				•														
TRAIN	13			•	•				•					•		•				•						•				•	•				•												•					
TRAM	14			•	•		•				•	•	•	•	•	•		•	•		•									•						•																
OTHER**	4												•						•			•								•																						

\* Including Hong Kong and Macau

\*\* Trolley Bus, Ferry, Cable Car, Bike



# DIGITAL PRESENCE



Singapore Bose

# 29,031

Digital Screens

## Shopping Malls

**3,305** Screens\*  
**19** Countries



## Large Format

**726** Screens  
**27** Countries



## Street Furniture

**3,148** Screens  
**21** Countries



## Airports

**8,040** Screens  
**30** Countries



## Transport

**13,812** Screens  
**17** Countries



\* Includes 600 advertising screens in supermarkets

# DIGITAL PRESENCE

	Street Furniture	Large Format	Airport	Transport	Retail		Street Furniture	Large Format	Airport	Transport	Retail
Angola		•	•			Netherlands	•	•			
Australia	•	•	•	•		New Zealand		•			
Austria		•		•		Norway		•	•	•	•
Belgium	•		•	•	•	Oman			•		
Botswana		•				Panama	•	•	•		•
Brazil	•		•	•		Peru			•	•	•
Chile		•				Poland			•		
China*	•		•	•		Portugal			•		•
Czech Rep.	•		•	•		Qatar				•	•
Denmark	•			•	•	ROI		•			•
Estonia		•				Russia	•	•	•		
Finland	•			•	•	Saudi Arabia			•		
France	•	•	•		•	Singapore			•		•
Germany	•	•	•	•		Slovenia	•				
Hungary					•	South Africa		•		•	•
India			•			South Korea				•	
Italy	•		•	•		Spain	•	•	•	•	•
Japan	•					Swaziland		•			
Latvia			•			Sweden	•				•
Lesotho		•				Tanzania		•	•		
Lithuania	•					UAE	•	•	•		
Luxembourg			•	•		UK	•	•	•	•	•
Malawi			•			USA	•	•	•		•
Mexico		•			•	Zambia			•	•	
Mongolia		•				Zimbabwe			•		
Mozambique		•	•		•						

☐ Street Furniture
☐ Large Format
✈ Airport
🚆 Transport
🛍 Retail

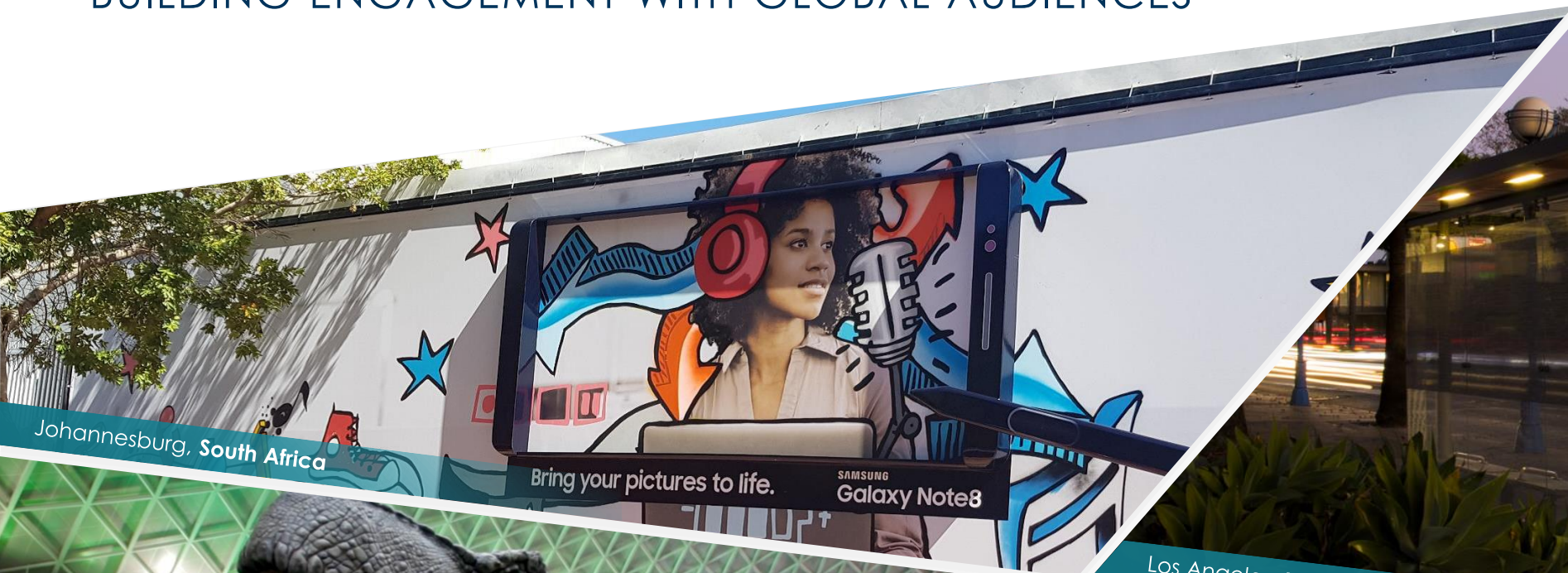
\* Including Hong Kong and Macau



**29,031**  
Digital Advertising Screens



# BUILDING ENGAGEMENT WITH GLOBAL AUDIENCES



Johannesburg, South Africa

Los Angeles, USA



London, UK

Lisbon, Portugal





# BUILDING ENGAGEMENT WITH GLOBAL AUDIENCES



New York, USA

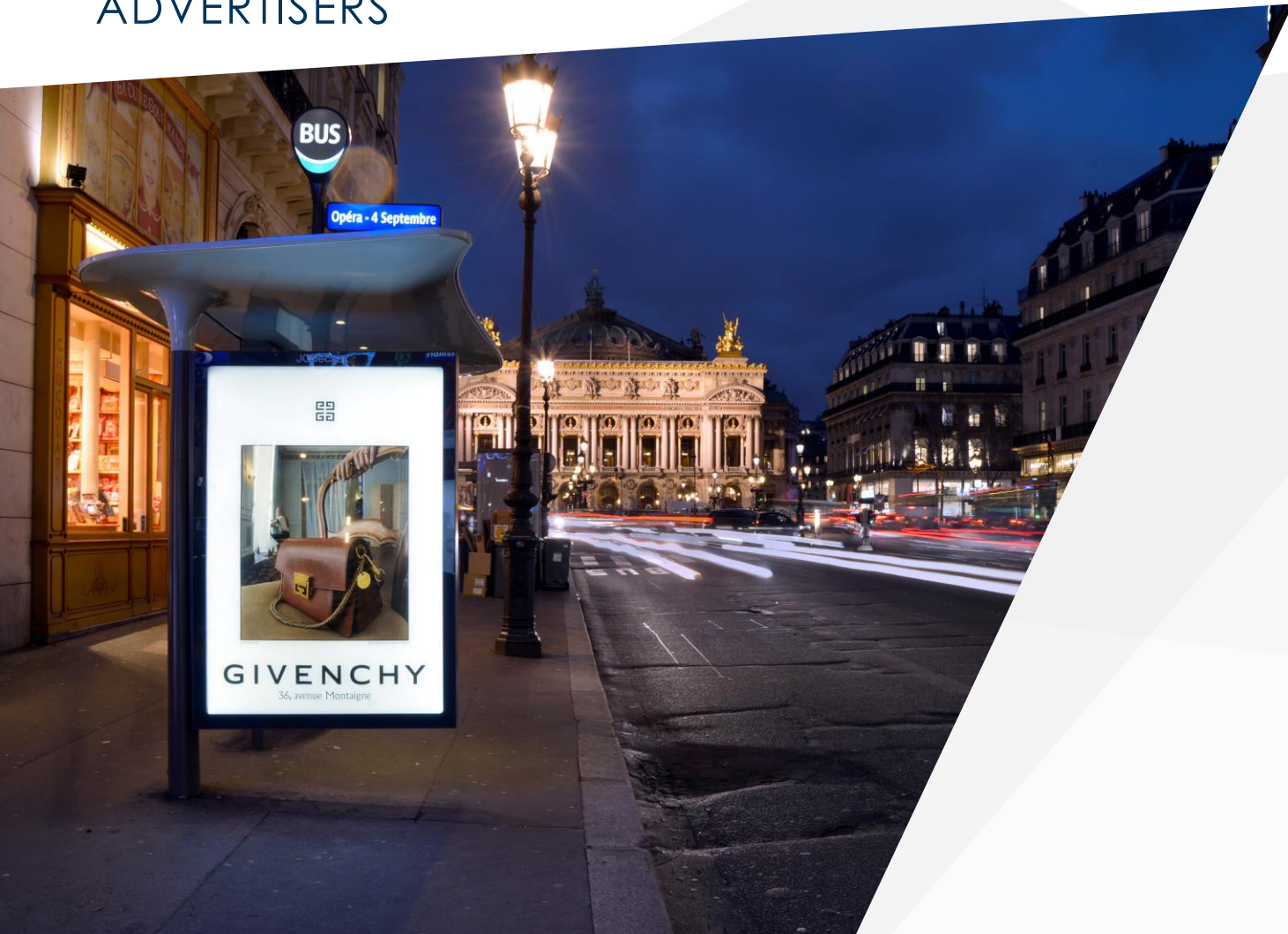
London, UK

Oslo, Norway

Shanghai, China



# ADVERTISERS



Paris, France LVMH Givenchy

## GROUP TOP 10 ADVERTISERS

**BBK**

L'ORÉAL

*Coca-Cola*

LVMH



ESTÉE LAUDER



HSBC 

**SAMSUNG**



HUAWEI





# CATEGORIES



London, UK John Lewis

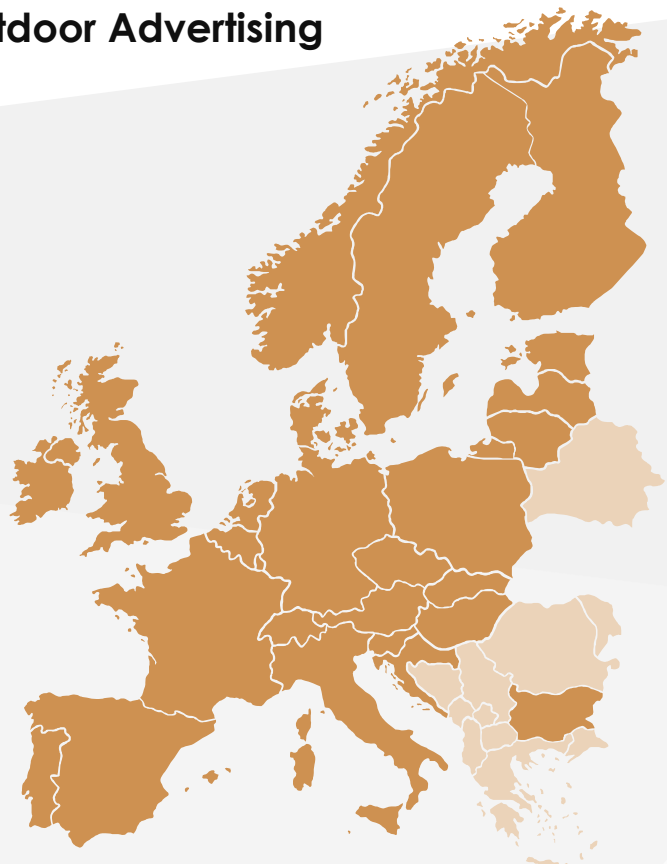
## GROUP TOP 10 CATEGORIES

	RETAIL
	PERSONAL CARE AND LUXURY GOODS
	ENTERTAINMENT, LEISURE AND FILM
	FINANCE
	FOOD AND BEVERAGE
	TELECOMS AND TECHNOLOGY
	AUTOMOBILE
	INTERNET
	TRAVEL
	SERVICES

# EUROPE



1 in **Outdoor Advertising**



									
Austria	•	•		•	Lithuania	•	•		
Belgium	•	•	•	•	Luxembourg	•		•	•
Bulgaria	•	•			Netherlands	•	•		•
Croatia	•	•			Norway	•	•		•
Czech Republic	•	•	•	•	Poland		•	•	
Denmark	•	•		•	Portugal	•	•	•	•
Estonia	•	•			ROI	•	•	•	•
Finland	•			•	Slovakia	•	•		
France	•	•	•		Slovenia	•	•		
Germany	•	•	•	•	Spain	•	•	•	•
Hungary	•	•		•	Sweden	•	•		
Italy	•	•	•	•	Switzerland*	•	•		•
Latvia	•	•	•		UK	•	•	•	•

 Street Furniture 
  Large Format 
  Airport 
  Transport

\* Through our partnership with APG | SGA (no city or panel figures included in Key Figures reporting)








# THE AMERICAS



1 in Latin America



									
Brazil	•	•	•	•	Guatemala	•	•		
Canada	•				Honduras		•		
Chile	•	•		•	Mexico	•	•		
Colombia	•		•		Nicaragua		•		
Costa Rica	•	•			Panama	•	•	•	•
Dominican Rep.	•	•	•		Peru			•	•
Ecuador	•				Uruguay	•	•		•
El Salvador	•	•			USA	•	•	•	•

 Street Furniture
  Large Format
  Airport
  Transport

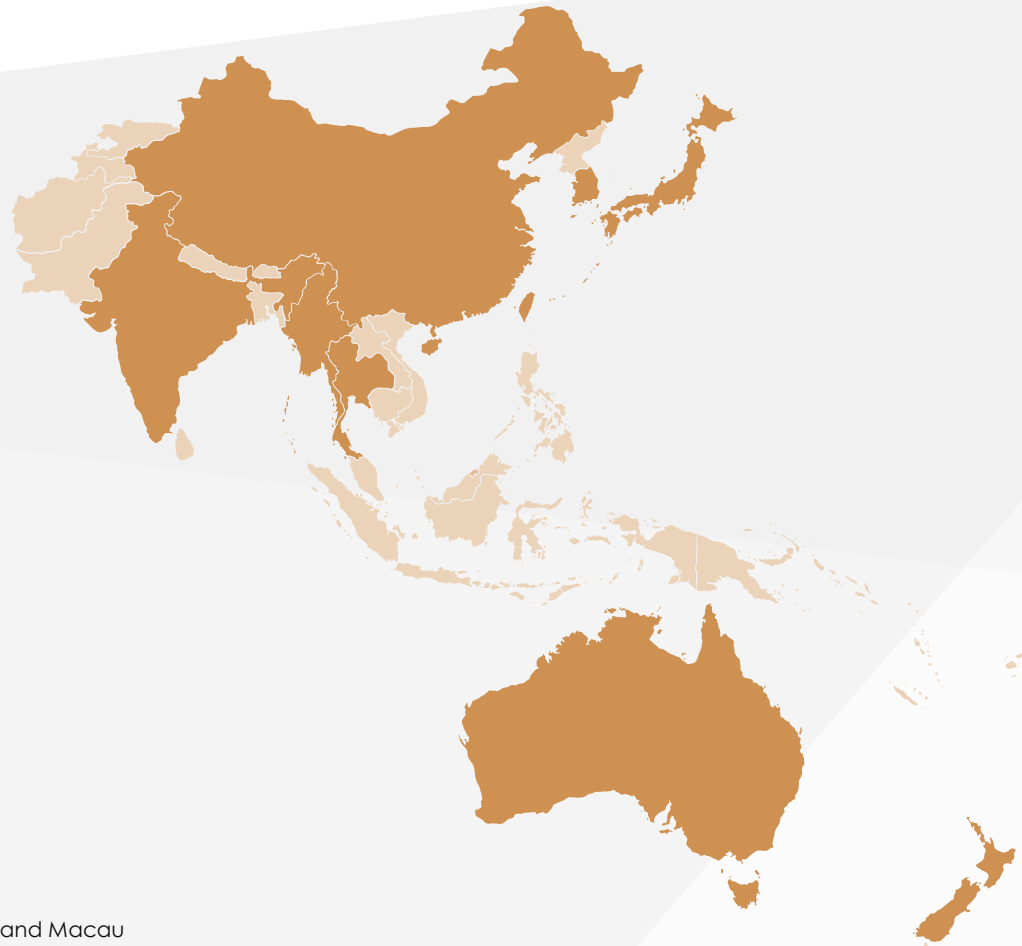




# ASIA PACIFIC



**1** in **Asia Pacific**



					
Australia	•	•	•	•	
China*	•	•	•	•	
India	•		•	•	
Japan	•		•		
Mongolia	•				
Singapore	•	•	•		•
South Korea	•				
Thailand	•		•		
New Zealand		•	•	•	

\* Includes Hong Kong and Macau  
Presence: Myanmar

 Street Furniture  
  Large Format  
  Airport  
  Transport  
 Cinema



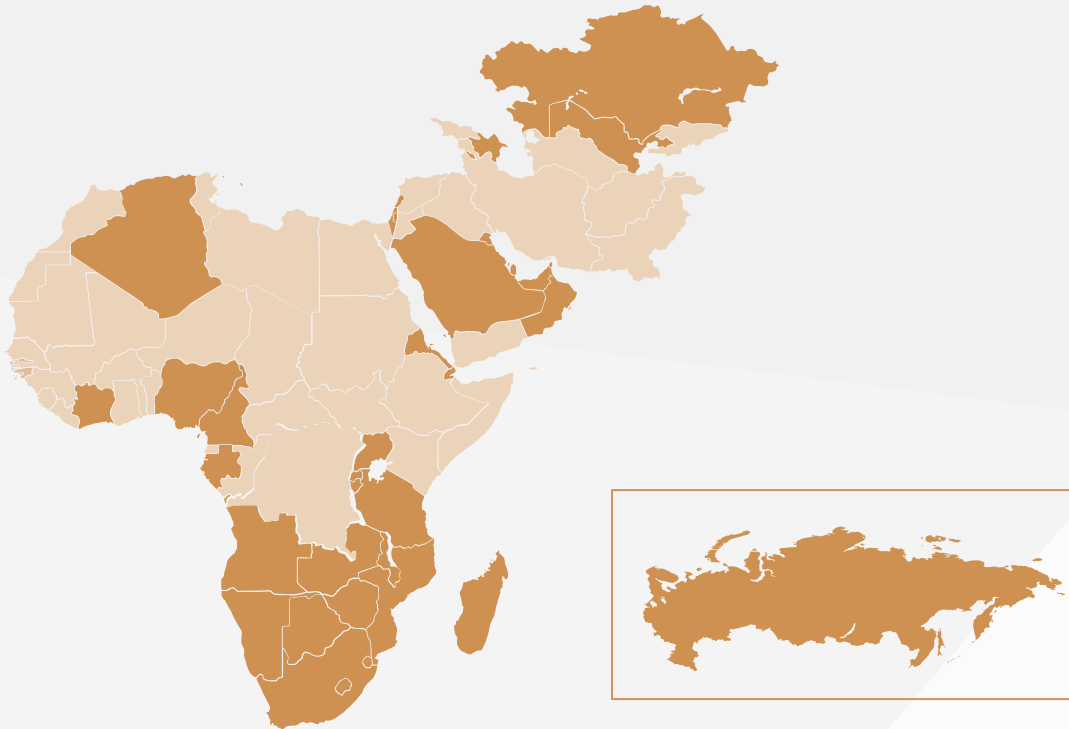
# REST OF THE WORLD



In the **Middle East**



in **Africa**



\* Presence: Ivory Coast, Gabon and Nigeria

Algeria			•	•
Angola	•	•	•	
Botswana	•	•		
Cameroon	•			•
Lesotho	•	•	•	
Madagascar		•	•	
Malawi	•	•	•	
Mauritius		•		
Mozambique		•	•	
Namibia		•		
Reunion	•			
South Africa	•	•	•	•
Swaziland	•	•	•	
Tanzania	•	•	•	
Uganda		•		
Zambia	•	•	•	
Zimbabwe	•	•		

Bahrain			•	
Israel	•			•
Oman	•		•	
Qatar	•	•		
Saudi Arabia			•	
UAE	•		•	

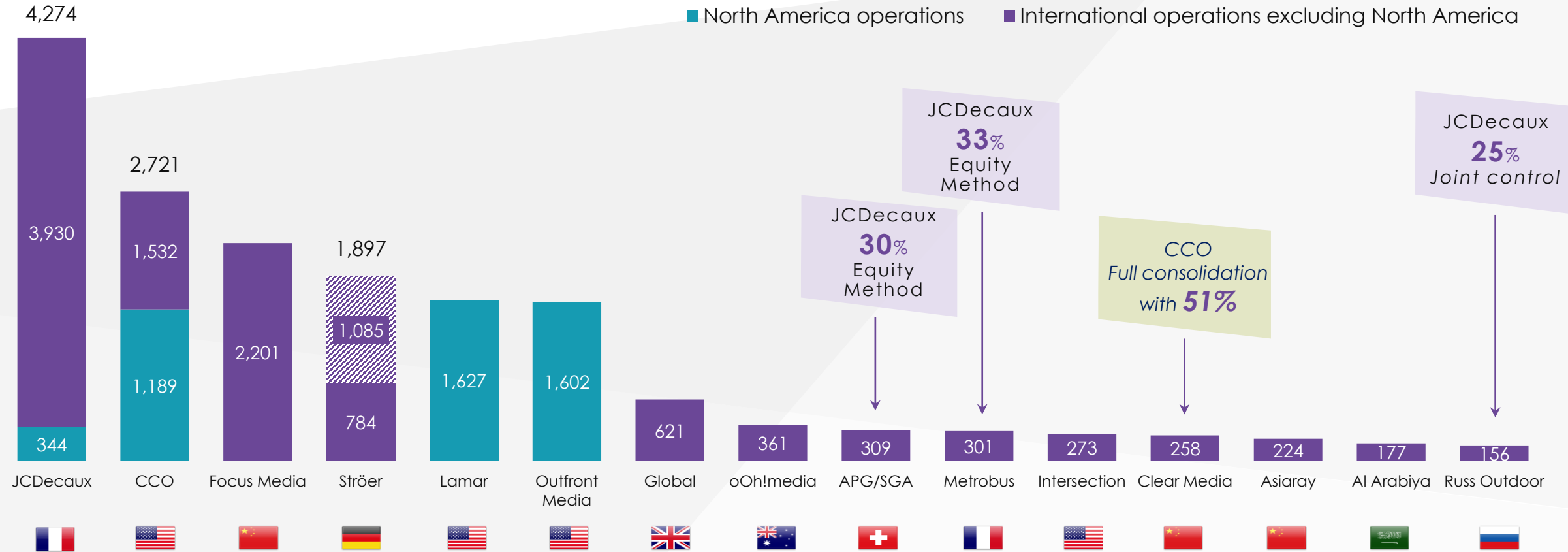
Azerbaijan	•			
Kazakhstan	•			
Russia	•	•	•	•
Ukraine	•	•		
Uzbekistan	•	•		

Street Furniture   
 Large Format  
 Airport   
 Transport



# 2018 OUTDOOR REVENUE (\$M)

■ North America operations ■ International operations excluding North America



Sources: Company news releases.





The International Sales and Marketing Division of JCDecaux Group.



For more information please contact  
oneworld@jcdecaux.com  
27 Sale Place  
London, W2 1YR  
+44 207 298 8000



# 2018

## KEY FIGURES

