

# Key Figures 2015

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[Top 10 Advertisers](#) | [Top 10 Categories](#)

All Data based on Group Audit as at Dec 31st 2015  
Revised 07/07/2016



Estée Lauder, France

# JCDECAUX

Number One Outdoor Advertising Company

Worldwide

Europe

Asia  
Pacific

Latin  
America

Africa

Middle  
East

Number One Worldwide in

Street  
Furniture

Transport  
Advertising

Airport  
Advertising

Self Service  
Bicycles

Number One in Europe for

Billboard  
Advertising



# 2015

## JCDECAUX HAS OPERATIONS IN...

75+  
Countries

4,435  
Cities\*

Reaching  
400+  
MILLION  
People Worldwide  
Everyday

Kipling, Hong Kong

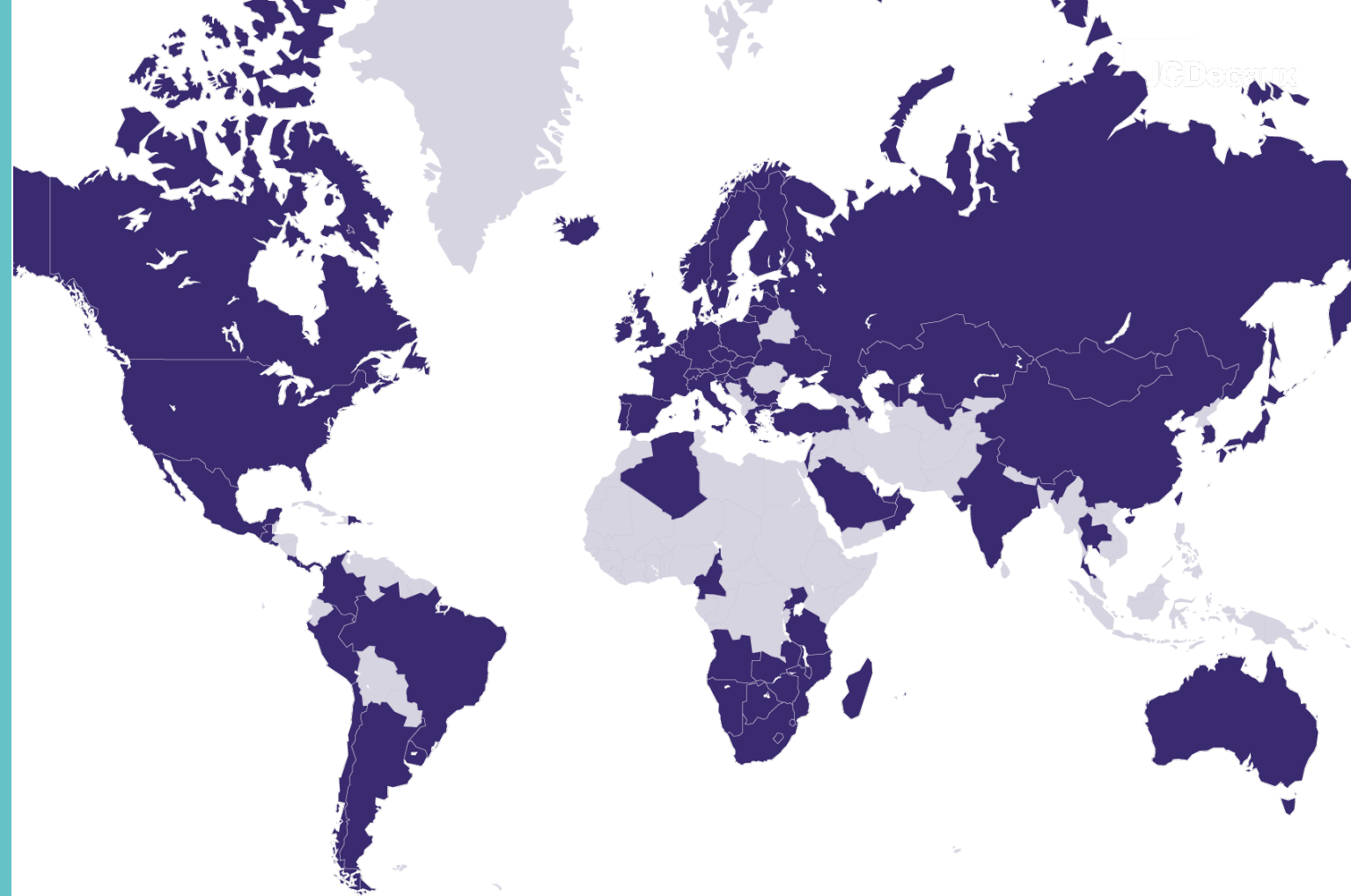
\* With population > 10,000

# JCDECAUX COUNTRIES

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

\* Including Hong Kong and Macau

\*\* Through partnership with APG | SGA (no city or panel figures included in this report)



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# 75+ Countries

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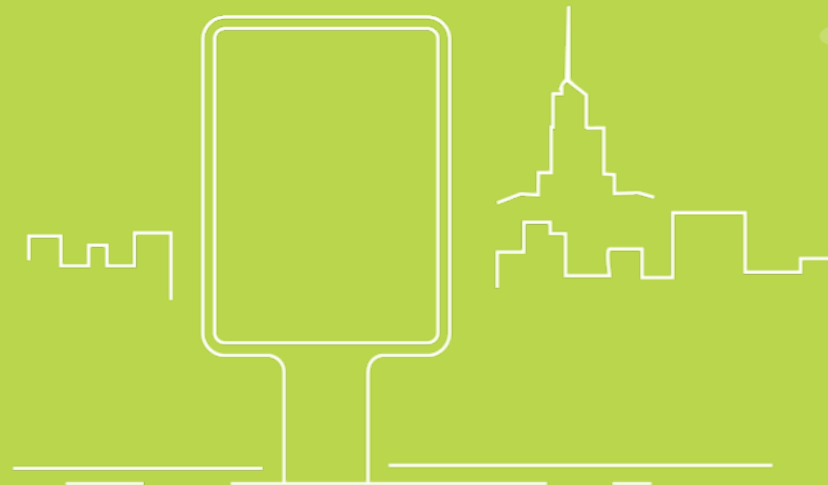
Swarovski, USA

# 2015 STREET FURNITURE

524,580  
Panels\*

2,025  
Cities\*

66  
Countries



\* Includes Shopping Malls, Petrol Stations and POS

\*\* With population > 10,000



2015

# LARGE FORMAT

**208,970**  
Panels

**3,325**  
Cities\*

**50**  
Countries



\* With population > 10,000



Walt Disney, China

# 2015 TRANSPORT

395,770  
Panels\*

44  
Countries



\* Includes Airports



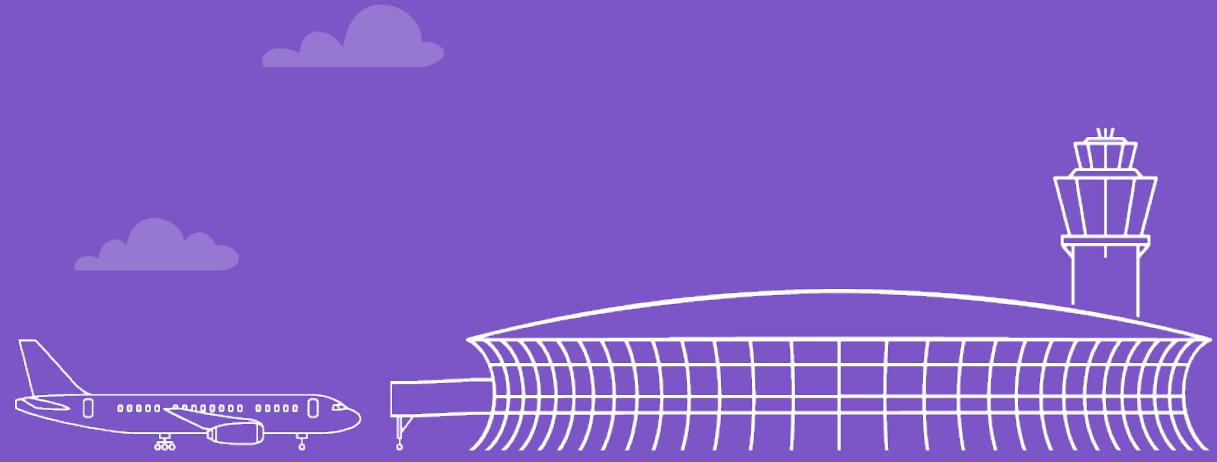
British Airways, UK

# 2015 AIRPORT

**40,754**  
Panels\*

**231**  
Airports

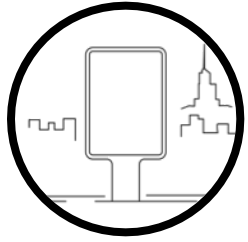
**34**  
Countries



\* Excludes trolley panels



# 2015 OVERVIEW



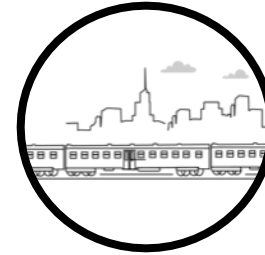
## Street Furniture

**524,580** Panels  
**2,025** Cities\*  
**66** Countries



## Large Format

**208,970** Panels  
**3,325** Cities\*  
**50** Countries



## Transport\*\*

**395,770** Panels  
**44** Countries



## Airport

**40,754** Panels\*\*\*  
**231** Airports  
**34** Countries

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

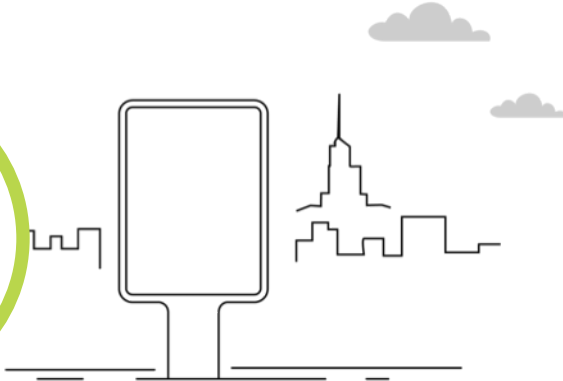
\*\* Includes Airport \*\*\* Excludes trolley panels



# ROADSIDE GLOBAL COVERAGE

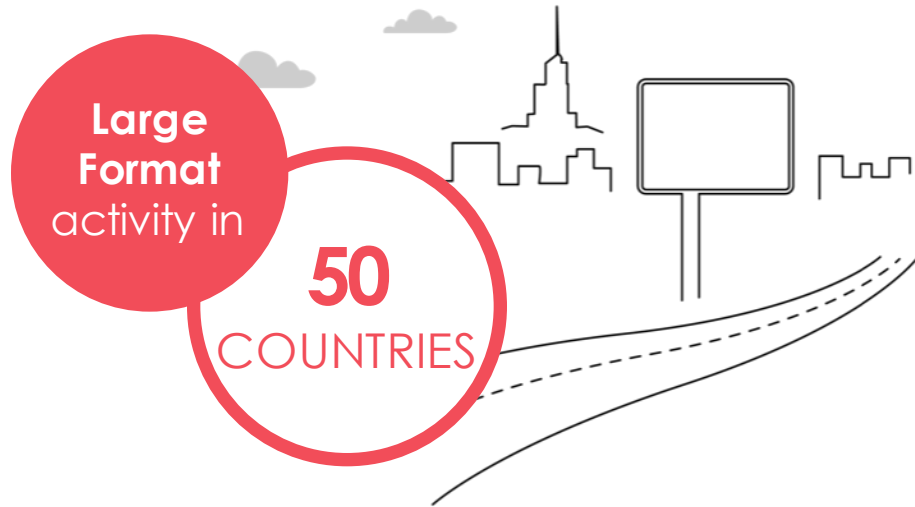
Street  
Furniture  
activity in

66  
COUNTRIES



Large  
Format  
activity in

50  
COUNTRIES

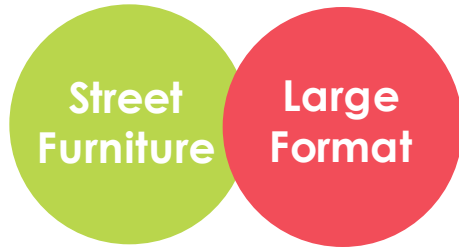


Absolut, Brazil

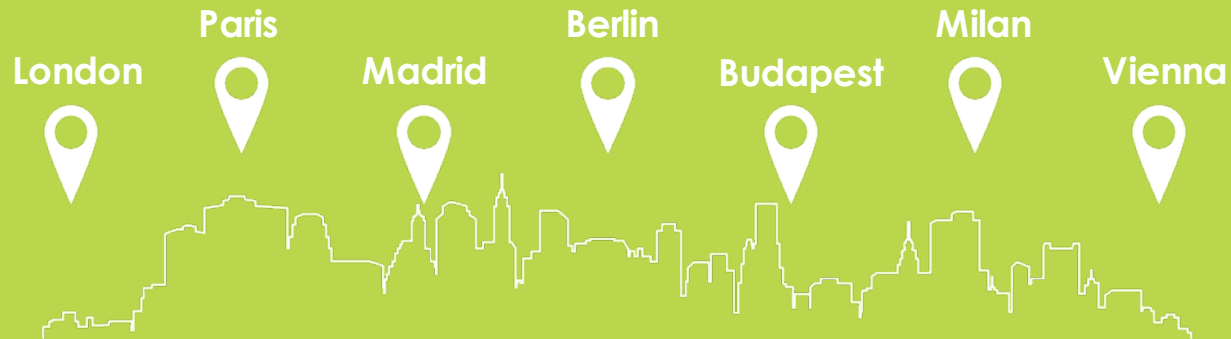
JCDecaux

# ROADSIDE EUROPEAN DOMINATION

A presence in **43**  
of the **Top 50**  
**European cities**  
through either:



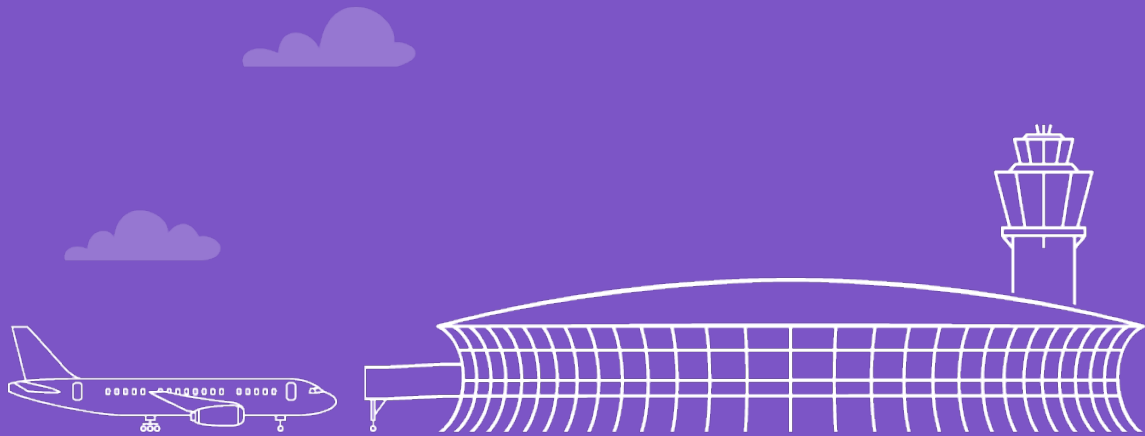
Principal Street Furniture operator in  
**36** of the **Top 50 European cities**  
including:



Michael Kors, Spain

# AIRPORT

231 airport concessions  
in 34 countries

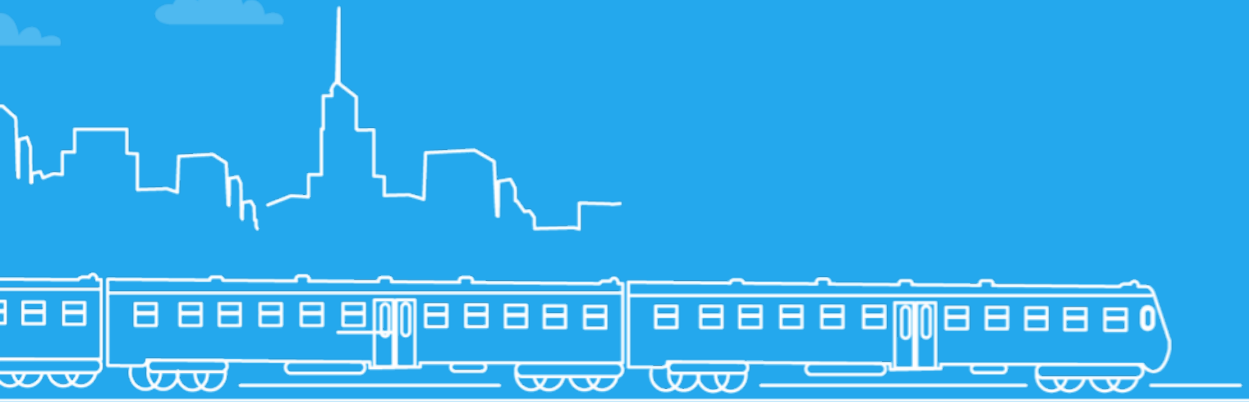


## 12 of the Top 20 Airports Worldwide

<b>China</b>	Beijing (PEK) Hong Kong (HKG) Shanghai (PVG)
<b>France</b>	Paris (CDG)
<b>Germany</b>	Frankfurt (FRA)
<b>Singapore</b>	Singapore (SIN)
<b>Thailand</b>	Bangkok (BKK)
<b>UK</b>	London (LHR)
<b>UAE</b>	Dubai (DXB)
<b>USA</b>	Los Angeles (LAX) New York (JFK) Dallas (DFW)

# TRANSPORT

281 transport concessions  
in 26 countries

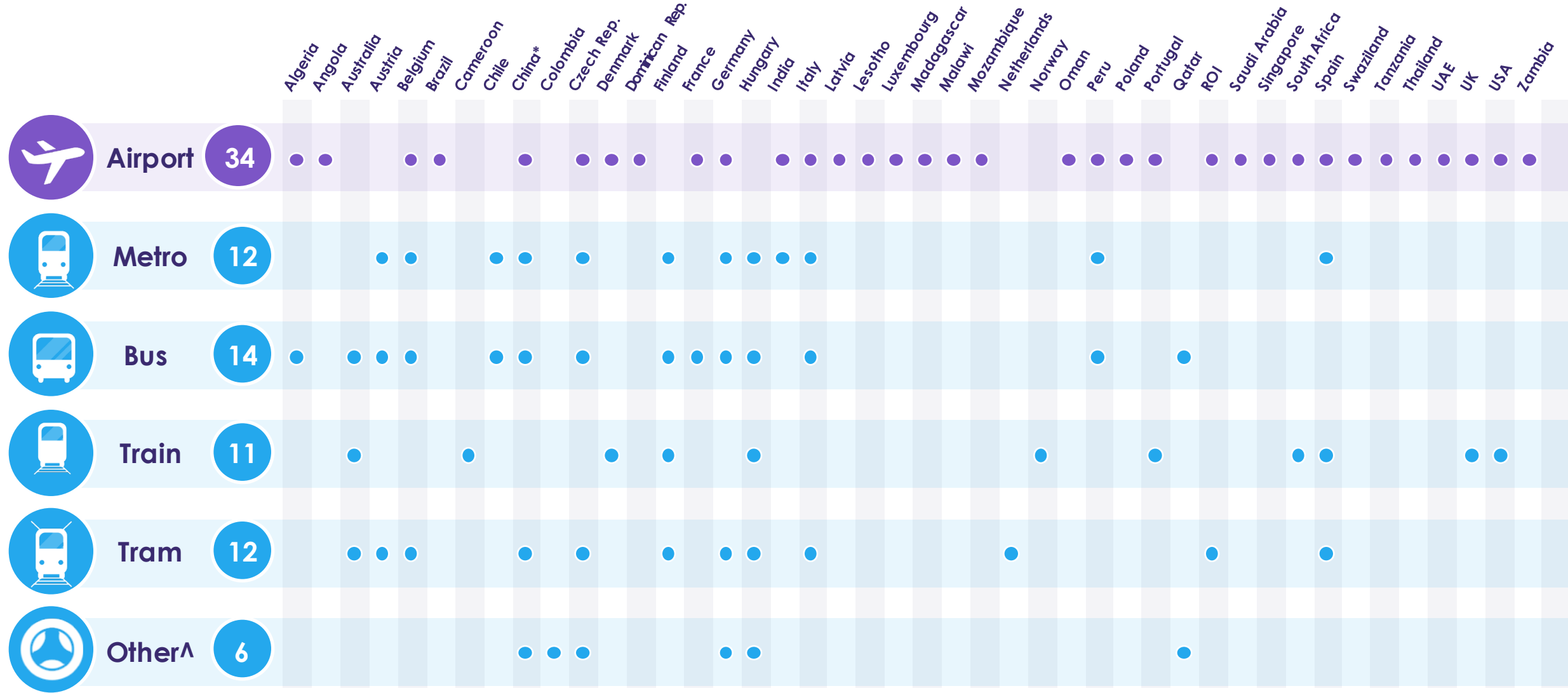


## Major **Metro** Concessions:

<b>Austria</b>	Vienna
<b>Chile</b>	Santiago
<b>China</b>	Beijing, Shanghai Hong Kong
<b>Czech Rep</b>	Prague
<b>Germany</b>	Berlin
<b>Italy</b>	Milan, Rome, Turin
<b>India</b>	Delhi
<b>Spain</b>	Barcelona, Madrid

# AIRPORT / TRANSPORT

512 Concessions across 44 Countries



\* Including Hong Kong and Macau  
 ^ Taxi, Truck, Motorcycle panel, Cable Car

# DIGITAL PRESENCE

# 50,935

## Digital Advertising Screens



### Street Furniture

**825** Advertising Screens  
**9** Countries



### Large Format

**183** Advertising Screens  
**12** Countries



### Transport

**41,903** Advertising Screens  
**14** Countries



### Airports

**5,720** Advertising Screens  
**19** Countries



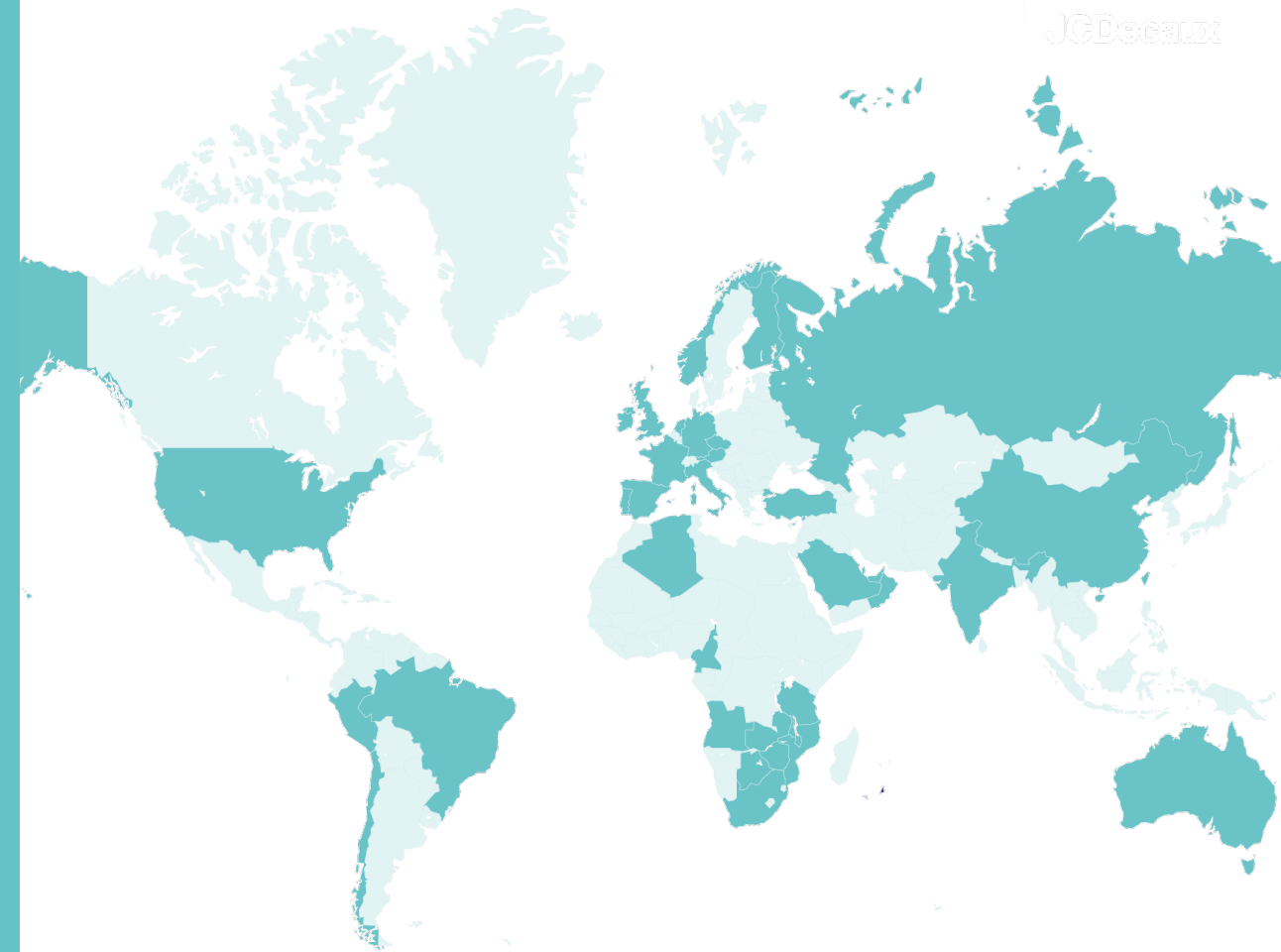
### Shopping Malls

**1,764** Advertising Screens\*  
**11** Countries

\* Includes 152 advertising faces in Retail (TESCO)

# DIGITAL PRESENCE

Country	Street Furniture	Transport	Shopping Mall	Large Format	Airport
Algeria					●
Angola				●	●
Australia		●			
Austria	●	●			
Belgium		●			●
Botswana				●	
Brazil	●				●
Cameroon		●			
Chile				●	
China*	●**	●			●
Czech Rep.		●			●
Finland	●	●	●		
France	●		●		●
Germany	●	●			●
India					●
Italy		●			●
Malawi				●	
Mozambique				●	
Netherlands	●				
Norway		●	●		
Oman					●
Panama			●		
Peru			●		●
Portugal			●		●
Qatar			●		
Rep. Ireland			●		
Russia				●	
Saudi Arabia					●
Singapore			●		●
South Africa		●		●	●
Spain	●	●	●		
Tanzania				●	
Turkey	●				
UAE					●
UK	●	●	●	●	●
USA		●		●	●
Zambia				●	
Zimbabwe				●	



50,935

Digital Advertising Screens



\* Including Hong Kong and Macau

\*\* Campus Advertising



# CREATIVE SOLUTIONS

Campaigns Across All Markets & All Formats



Melanoma Institute, Australia



Jean Paul Gaultier, France



Omo, Chile



Sony, UK

# CREATIVE SOLUTIONS

Campaigns Across All Markets & All Formats



Giorgio Armani, USA



Warner Brothers, Denmark



Universal, UK



Swarovski, Hong Kong

# GROUP TOP 10 ADVERTISERS



# GROUP TOP 10 CATEGORIES



Retail



Entertainment,  
Leisure & Film



Personal Care  
& Luxury Goods



Finance



Food &  
Beverage



Automobile



Services



Fashion



Telecoms  
& Technology



Travel



# JCDECAUX: EUROPE

Number 1 in Outdoor Advertising



Austria	●	●	●	
Belgium	●	●	●	●
Bulgaria	●		●	
Croatia	●		●	
Czech Rep.	●	●	●	●
Denmark	●	●	●	●
Estonia	●		●	
Finland	●	●	●	
France	●	●	●	●
Germany	●	●	●	●
Hungary	●	●	●	
Iceland	●			
Italy	●	●	●	●
Latvia	●		●	●
Lithuania	●		●	
Luxembourg	●			●



































The Netherlands	●	●	●	
Norway	●	●	●	
Poland			●	●
Portugal	●	●	●	●
ROI	●	●	●	●
Russia	●		●	
Serbia*			●	●
Slovakia	●		●	
Slovenia	●		●	
Spain	●	●	●	●
Sweden	●		●	
Switzerland*	●	●	●	
Turkey	●		●	
Ukraine	●		●	
UK (Inc. N. Ireland)	●	●	●	●



\* Through partnership with APG | SGA

# JCDECAUX: THE AMERICAS






Number 1 in Latin America

				
Argentina				
Brazil				
Canada				
Chile				
Colombia				
Costa Rica				
Dominican Rep.				
El Salvador				
Guatemala				
Mexico				
Panama				
Peru				
United States				
Uruguay				



# JCDECAUX: ASIA PACIFIC

Number 1 in Asia Pacific

					
Australia	●	●			
India	●	●		●	
Japan	●				
Mongolia	●				
China*	●	●		●	
Singapore	●		●	●	●
South Korea	●				
Thailand	●			●	



# JCDECAUX: REST OF THE WORLD

## Number 1 in Africa



Country	Street Furniture	Transport	Large Format	Airport
Algeria		●		●
Angola	●		●	●
Botswana	●		●	
Cameroon	●	●		
Lesotho	●		●	●
Madagascar			●	●
Malawi	●		●	●
Mauritius			●	
Mozambique			●	●
Namibia	●		●	
South Africa	●	●	●	●
Swaziland	●		●	●
Tanzania	●		●	●
Uganda			●	
Zambia	●		●	●
Zimbabwe	●		●	

## Number 1 in the Middle East



Country	Street Furniture	Transport	Large Format	Airport
Israel	●			
Oman	●			●
Qatar	●	●	●	
Saudi Arabia				●
UAE			●	●



Country	Street Furniture	Transport	Large Format	Airport
Azerbaijan	●			
Kazakhstan	●			
Uzbekistan	●		●	●





# 2015 OUTDOOR REVENUES (\$M)





# JCDecaux Key Figures 2015



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