

## Affimétrie Street Furniture Audience Measurement Survey 2005 Record audience reported on the main indicators

### Out of Home Media

Argentina  
Australia  
Austria  
Belgium  
Bosnia  
Brazil  
Bulgaria  
Canada  
Chile  
Croatia  
Czech Republic  
Denmark  
Estonia  
Finland  
France  
Germany  
Hungary  
Iceland  
Ireland  
Italy  
Japan  
Korea  
Latvia  
Lithuania  
Luxembourg  
Malaysia  
Mexico  
Netherlands  
Norway  
Poland  
Portugal  
Republic of China  
Russia  
Serbia & Montenegro  
Singapore  
Slovakia  
Slovenia  
Spain  
Sweden  
Switzerland  
Thailand  
Turkey  
United Kingdom  
United States  
Uruguay

**Paris, 12 April 2005** - JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company in Europe and number two worldwide, announced today the results of the Affimétrie Street Furniture audience measurement study.

The results of the first audience measurement study demonstrate the power of our Street Furniture networks, despite the purely quantitative nature of the measure, which does not take into account the quality of the advertising displays.

### A methodology now adapted to Street Furniture audience measurement

Since 2002, the Affimétrie methodology has improved significantly, enabling to take into account Street Furniture: the research now measures the audience in cities with a population of over 10,000 inhabitants, against +100,000 inhabitants in previous studies. As a result, the research now covers 450 cities versus 54. What's more, audience surveys are now carried out by telephone and traffic data is collected interactively using digital cartography.

**JCDecaux's national Street Furniture networks are clear leaders on the market, showing outstanding results on all key indicators.**

Audience levels among the population aged 15 and over, achieve record results in the outdoor advertising market:

Networks	Reach	Frequency
<b>2m<sup>2</sup> (Bus shelter B)</b>	<b>83.5%</b>	<b>32.7</b>
<b>8m<sup>2</sup> (Senior® Major)</b>	<b>79.5%</b>	<b>23.0</b>

JCDecaux's national Street Furniture networks, the benchmark for the market, also confirm their superior value-for-money with particularly attractive costs per 1,000 contacts compared with market standards for all panel sizes.

Networks	Cost per 1,000 contacts
<b>2m<sup>2</sup> (Bus shelter)</b>	<b>€1.2</b>
<b>8m<sup>2</sup> (Senior®Major)</b>	<b>€1.9</b>

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## Street Furniture networks demonstrate a true targeting ability

Even though Outdoor remains one of the only mass media in France, the Affimétrie audience results also confirm the excellent performance of JCDecaux 2m<sup>2</sup> targeted networks, which enable advertisers to reach valuable targets, such as high revenue individuals.

Networks	Target	Reach	Frequency	«Affinity index on target » (*)
<b>Diva 2m<sup>2</sup></b>	<b>AB ++</b>	<b>79%</b>	<b>17.5</b>	<b>170</b>

(\*) base 100 = 15 year+ population

Commenting on the first Street Furniture audience results, **Albert Asséraf, Director of Strategy, Research and Marketing at JCDecaux France**, said: *«The Street Furniture audience results for France, which advertisers and agencies alike have long been awaiting, demonstrate both power and targeting capacities that are unrivalled in the outdoor advertising market. JCDecaux Street Furniture achieves outstanding results on all key indicators, confirming its status as a major player capable of enhancing brand communication. »*

### Key Figures for the Group

- 2004 revenues: €1631.4 million
- Listed on Eurolist by Euronext Paris; part of the Euronext 100 and FTSE4Good indexes
- N°1 worldwide in street furniture (304,000 faces)
- N°1 worldwide in airport advertising, with 155 airports and over 150 transport contracts in metros, buses, tramways and trains (157,000 Transport faces)
- N°1 in Europe for billboards (197,000 faces)
- 658,000 advertising faces in 45 countries
- Present in 3,500 cities with over 10,000 inhabitants
- 6,900 employees

### Affimétrie key events :

1992 : Creation of the French audience measurement methodology by GIE Affimétrie  
 2002 : Affimétrie changes into a S.A.S. Company  
 2005 : JCDecaux Street Furniture joins Affimétrie

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