

Key Figures

2016



JCDECAUX

Number One Outdoor Advertising Company



Worldwide



Europe



Asia Pacific



Latin America



Africa



Middle East

Number One Worldwide



Street Furniture



Transport Advertising



Airport Advertising



Self Service Bicycles

Number One in Europe



Billboard Advertising



2016

JCDecaux has Operations in...

75+
Countries



4,280
Cities*



Reaching

410+ Million

People Worldwide Everyday

* With population > 10,000



JCDECAUX COUNTRIES

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



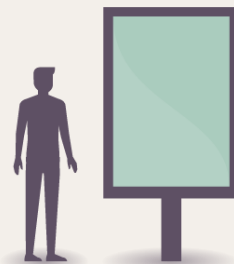
75+ Countries

* Including Hong Kong and Macau

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

2016

STREET FURNITURE



559,070
Panels*

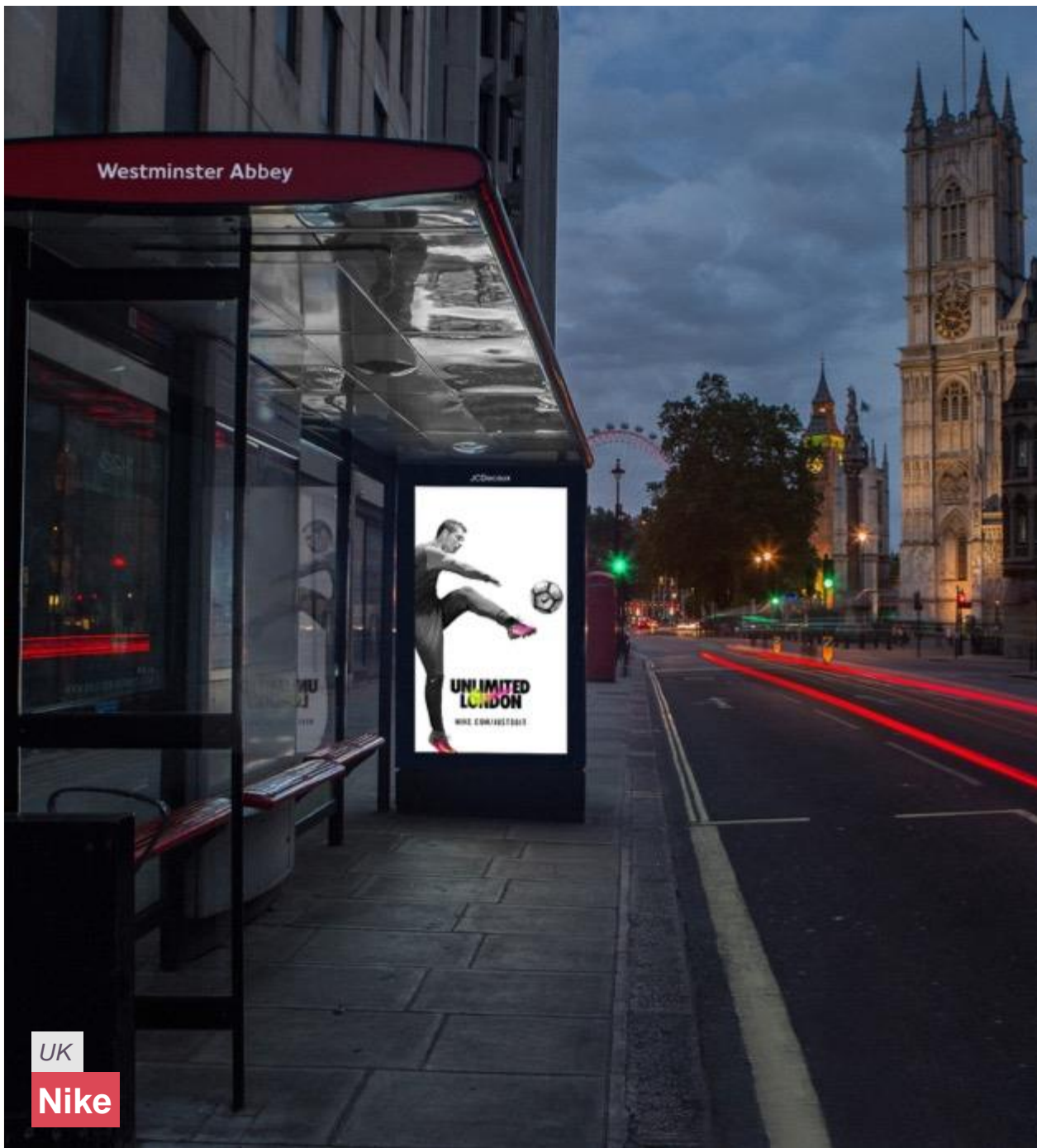


2,330
Cities*

68
Countries

* Includes Shopping Malls, Petrol Stations and POS

** With population > 10,000



UK

Nike

2016

LARGE FORMAT



204,060

Panels

3,170

Cities*

55

Countries

* With population > 10,000



Russia

Volkswagen

2016 TRANSPORT



354,680
Panels*

47
Countries

* Includes Airports



Italy

Martini

2016 AIRPORT



40,580
Panels*



222
Airports

37
Countries

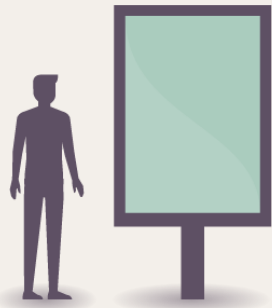
* Excludes trolley panels



UAE

Microsoft

2016 OVERVIEW



Street Furniture

559,070 Panels
2,330 Cities*
68 Countries



Large Format

204,060 Panels
3,170 Cities*
55 Countries



Airport

40,580 Panels***
222 Airports
37 Countries



Transport**

354,680 Panels
47 Countries

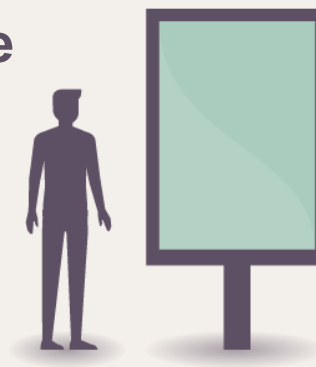
* With population > 10,000 (Street Furniture inc. Shopping Malls, Petrol Stations and POS)

** Includes Airport *** Excludes trolley panels

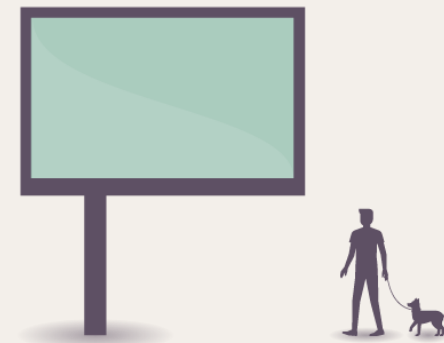
ROADSIDE

Global Coverage

Street Furniture
activity in
68
countries



Large Format
activity in
55
countries



Japan

Burger King

ROADSIDE

European Domination

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

Street Furniture

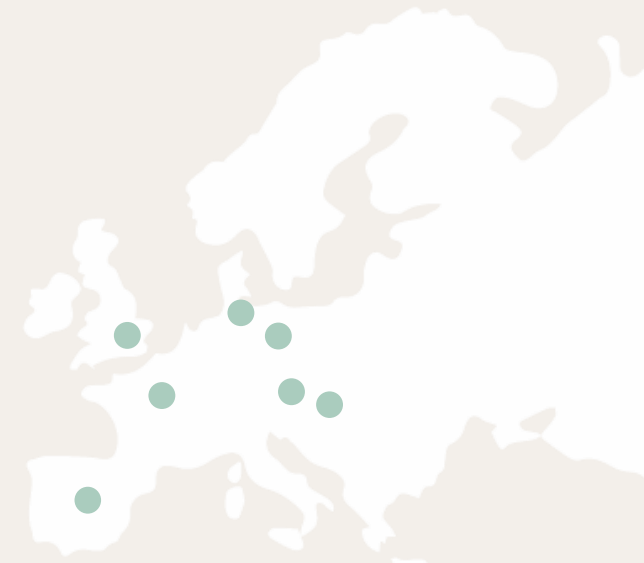


Large Format



Principal Street Furniture operator
in **35** of the **Top 50 European cities**
including:

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



Germany

Ermenegildo Zegna

AIRPORT



222 airport concessions in
37 countries

12 of the **Top 20** Airports **Worldwide**

China

Beijing (PEK)
Hong Kong (HKG)
Shanghai (PVG)

Germany

Frankfurt (FRA)

Thailand

Bangkok (BKK)

USA

Los Angeles (LAX)
New York (JFK)
Dallas (DFW)

France

Paris (CDG)

Singapore

Singapore (SIN)

UK

London (LHR)

UAE

Dubai (DXB)

TRANSPORT



260 transport concessions in
27 countries

Major **Metro** Concessions

Austria

Vienna

Chile

Santiago

China

Beijing, Shanghai,
Hong Kong

**Czech
Rep**

Prague

Peru

Lima

Germany

Berlin

Italy

Milan, Rome, Turin

India

Delhi

Spain

Barcelona, Madrid

DIGITAL PRESENCE



Street Furniture

1,624 Advertising Screens
20 Countries



Large Format

316 Advertising Screens
11 Countries



Transport

43,883 Advertising Screens
16 Countries



Airports

5,743 Advertising Screens
23 Countries



Shopping Malls

2,029 Advertising Screens*
13 Countries

53,595
Digital Advertising
Screens

* Includes 510 advertising screens in Retail (400 in TESCO and 110 in CARREFOUR)



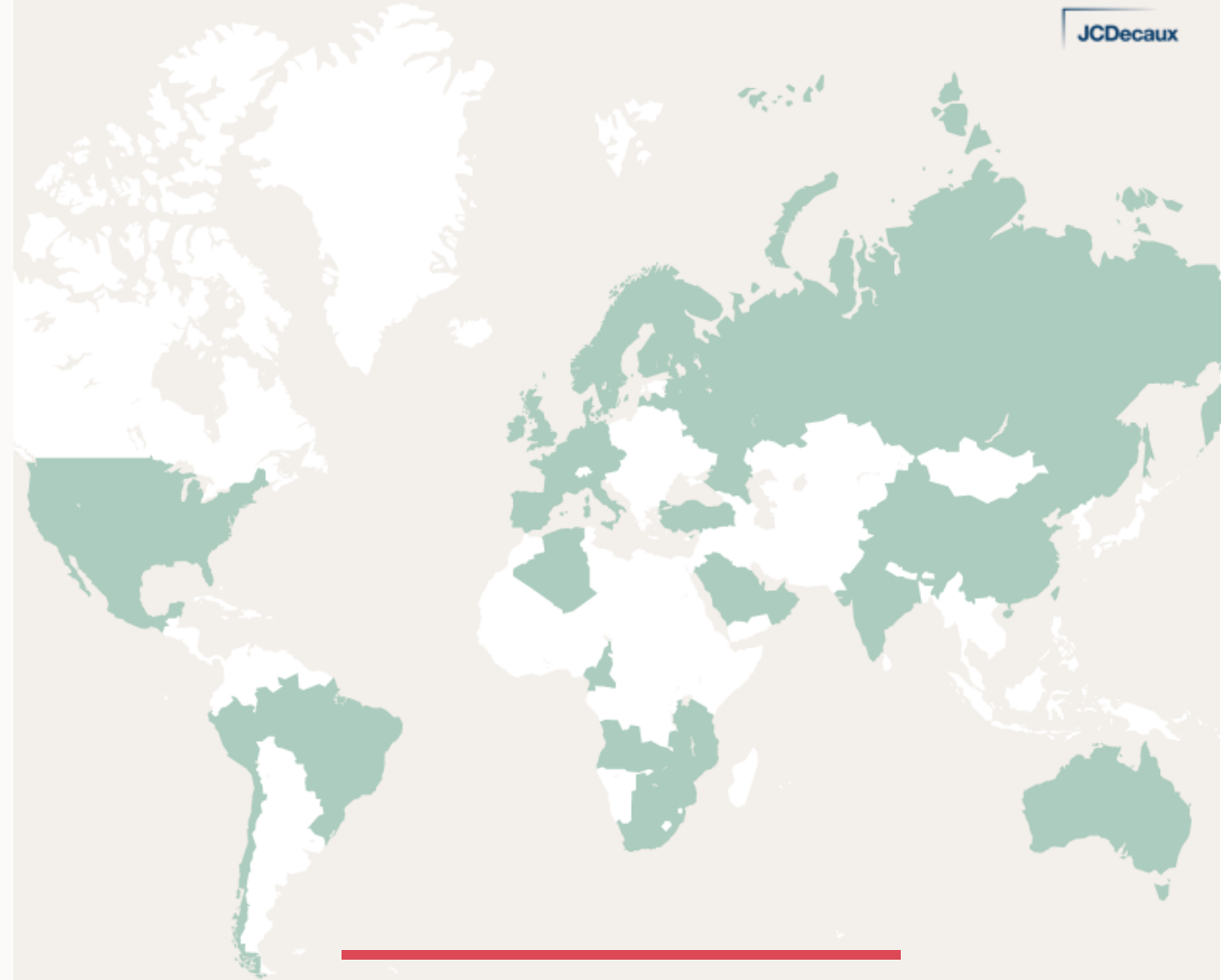
JCDecaux

Brazil

Prada

DIGITAL PRESENCE

	☑	📱	🗺️	🚊	✈️		☑	📱	🗺️	🚊	✈️
Algeria					•	Netherlands	•				
Angola	•				•	Norway		•		•	
Australia	•			•		Oman					•
Austria	•			•		Panama	•	•			
Belgium		•		•	•	Peru		•		•	•
Botswana	•					Portugal	•	•			•
Brazil	•				•	Qatar	•	•	•		
Cameroon				•		ROI		•			
Chile			•			Russia			•		•
China*	•			•	•	Saudi Arabia					•
Czech Rep.				•	•	Singapore		•			•
Denmark	•			•		South Africa		•	•	•	•
Finland		•		•		Spain		•	•	•	•
France	•	•	•		•	Sweden	•				
Germany	•		•	•	•	Tanzania	•				
India					•	Turkey			•		
Italy				•	•	UAE					•
Latvia					•	UK	•	•	•	•	•
Luxembourg				•		USA			•	•	•
Malawi	•					Zambia	•				
Mexico			•			Zimbabwe	•				
Mozambique	•										



53,595

Digital Advertising Screens

☑ Street Furniture
📱 Shopping
🗺️ Large Format
🚊 Transport
✈️ Airport

*Including Hong Kong and Macau

CREATIVE SOLUTIONS

Campaigns Across All Countries & All Formats



Australia

PCFA Charity



UK

Sony Pictures



Hong Kong

Expedia



Singapore

Elizabeth Arden

CREATIVE SOLUTIONS

Campaigns Across All Countries & All Formats



China

Perrier



UK

Bacardi



Austria

Jean Paul Gaultier



France

Gaumont

Group Top 10 ADVERTISERS

LVMH

HSBC 

SAMSUNG

Coca-Cola



L'ORÉAL



 21ST
CENTURY
FOX


Alibaba Group
阿里巴巴集团


Unilever



Group Top 10 CATEGORIES

	Retail
	Entertainment, Leisure & Film
	Personal Care & Luxury Goods
	Finance
	Food & Beverage
	Telecoms & Technology
	Automobile
	Services
	Travel
	Fashion



JCDECAUX: EUROPE

Number 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	•	•		
Iceland	•				Switzerland*	•	•		•
Italy	•	•	•	•	Turkey	•	•		
Latvia	•	•	•		UK	•	•	•	•

 Street Furniture
  Large Format
  Airport
  Transport





* Through our 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			•	•
Uruguay	•	•		•
USA	•	•	•	•






 Street Furniture  Large Format
 Airport  Transport

JCDECAUX: ASIA PACIFIC

Number 1
in Asia Pacific



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

 Street Furniture  Large Format
 Airport  Transport  Cinema

* Includes Hong Kong & Macau

2016 OUTDOOR REVENUE (\$M)

