JCDecaux stands alongside the Centre Pompidou during its renovation, with landmark media space in the heart of Paris

Out of Home Media

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Belgium
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China
Colombia
Costa Rica
Croatia
Czech Republic
Denmark
Ecuador
El Salvador
Estonia
Eswatini
Finland
France
Gabon
Germany
Guatemala
Honduras
Hungary
India
Ireland
Israel
Italy
Ivory Coast
Japan
Jordan
Kazakhstan
Latvia
Lesotho
Lithuania
Luxembourg
Malawi
Mauritius
Mexico
Mongolia
Mozambique
Myanmar
Namibia
New Zealand
Nicaragua
Nigeria
Norway
Oman
Panama
Paraguay
Peru
Poland
Portugal
Qatar
Saudi Arabia
Singapore
Slovakia
Slovenia
South Africa
South Korea
Spain
Sweden
Switzerland
Tanzania
Thailand
The Dominican Republic
The Netherlands
Ukraine
United Arab Emirates
United Kingdom
United States
Uruguay
Zambia
Zimbabwe

Paris, 2 November 2026 – JCDecaux SE (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announces that JCDecaux Artvertising, a benchmark in outdoor scenography and large-format communication in urban environments, has been selected by the Centre Pompidou to complement its iconic building with advertising and artistic installations throughout its renovation.

Brands will become co-creators of a vast, playful and creative canvas, inspired by the institution's bold DNA. JCDecaux Artvertising will meet the dual challenge of contributing to the funding of the building's restoration following its listing as a Historic Monument and deploying a powerful artistic and urban media platform that brings together audiences from the Marais and Les Halles districts around immersive initiatives until the reopening of the Centre Pompidou in 2030.

Designed as an open-air exhibition, the advertising installations may also be combined with event-driven activations on Place Stravinsky, to fully unfold the experience offered to the public.

Laurent Le Bon, President of the Centre Pompidou, said: *"Since its creation, the Centre Pompidou has maintained a close dialogue with the city. Together with JCDecaux, we want to turn this period of transformation into a creative moment that further enhances the Centre Pompidou's reach and influence."*

Jean-Charles Decaux, Chairman of the Executive Board and Co-Chief Executive Officer of JCDecaux, said: *"We are deeply honoured to be standing alongside the Centre Pompidou, an internationally renowned cultural institution, during this major transformation. With this large-scale immersive installation, JCDecaux, building on its long-standing tradition of supporting major French landmarks, aims to turn the renovation site itself into an open-air cultural experience that reflects Beaubourg's free-spirited, multidisciplinary and deeply urban identity. By bringing together brands, contemporary creativity and architecture, we are creating a unique platform that serves both the institution and its audiences, while combining strong visual impact, economic value and environmental responsibility."*

Key Figures for JCDecaux

- *2025 revenue: €3,967.1m – H1 2026 revenue: €1,953.9m*
- *N°1 Out-of-Home Media company worldwide*
- *A daily audience of 850 million people in 78 countries*
- *1,105,906 advertising panels worldwide*
- *Present in 3,895 cities with more than 10,000 inhabitants*
- *11,894 employees*
- *JCDecaux is listed on the Eurolist of Euronext Paris and is part of the SBF 120 and CAC Mid 60 indexes*
- *JCDecaux's Group carbon reduction trajectory has been approved by the SBTi and the company has joined the Euronext Paris CAC® SBT 1.5° index*
- *JCDecaux is recognised for its extra-financial performance in the CDP (A-List), MSCI (AAA), Sustainalytics (11.1), and has achieved Gold Medal status from EcoVadis*
- *Member of the UN Global Compact since 2015 and of the RE100 since 2019*
- *Leader in self-service bike rental scheme: pioneer in eco-friendly mobility*
- *N°1 worldwide in street furniture (636,625 advertising panels)*

- *N°1 worldwide in transport advertising with 154 airports and 257 contracts in metros, buses, trains and tramways (374,718 advertising panels)*
- *N°1 in Europe for billboards (94,562 advertising panels worldwide)*
- *N°1 in outdoor advertising in Europe (740,067 advertising panels)*
- *N°1 in outdoor advertising in Asia-Pacific (168,815 advertising panels)*
- *N°1 in outdoor advertising in Latin America (103,865 advertising panels)*
- *N°1 in outdoor advertising in Africa (31,364 advertising panels)*
- *N°2 in outdoor advertising in the Middle East (20,852 advertising panels)*

For more information about JCDecaux, please visit jcdecaux.com.
Join us on X, LinkedIn, Facebook, Instagram and YouTube.

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