

JCDecaux

JCDecaux signs a strategic partnership with PlayPlay, a French tech startup that has created an easy-to-use and high-quality video maker

Out of Home Media

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

Paris, December 11th, 2019 – JCDecaux S.A. (Euronext Paris: DEC), the number one outdoor advertising company worldwide, and PlayPlay, a French tech startup that produces an easy-to-use and high-quality video maker, are today announcing the start of a strategic partnership.

To accelerate the development of its digital products and services and to further enhance its support for customers and partners, JCDecaux now boasts a high-performance solution for creating content adapted to the screens rolled out selectively in large French cities.

The exclusive partnership provides the communication departments of local authorities with a platform helping them to produce relevant and engaging content for all their users. The content will be broadcast on JCDecaux's urban screens, with half of the total screen time being reserved for municipal communication. It can also be shown on all the digital media of local authorities (including urban screens, the web and social media), supplementing the communication campaigns entrusted to their consulting firms. This real-time, multi-channel implementation is a key advantage of the PlayPlay solution.

In addition to supporting local authorities in France, JCDecaux will be using the PlayPlay solution for the internal and external communication of its business in France as well as internationally. The aim will be to gradually roll out this unique platform in all of the Group's 80-plus operating countries. From customer marketing to HR communication and the coordination of social media, PlayPlay will be used to create engaging content via short and high-impact digital formats.

Commenting on the launch of the partnership, **Albert Asséraf, Executive Vice-President, Strategy and User Innovation at JCDecaux**, said: *“Thanks to the richness of the French startup ecosystem, we are meeting creative and ambitious young entrepreneurs whose talent and vision are contributing to the development of our products and services. With PlayPlay, we are creating an innovative offer for our local authorities, to facilitate and further extend their communication to the benefit of citizens. This solution opens unprecedented perspectives for our partners, enabling to accelerate the vital dialogue between each city and its inhabitants. The partnership also provides us with the opportunity to create new digital usages worldwide, with each local environment making it possible to develop a variety of use cases using PlayPlay.”*

Thibaut Machet, CEO of PlayPlay, commented: *“We are pleased and proud to be forming this partnership with JCDecaux, which provides the perfect opportunity to accelerate our business on out-of-home communication screens, an area in which PlayPlay has considerable potential.”*

About PlayPlay

PlayPlay, founded in 2017, is an easy-to-use video-creation platform enabling any and all users to create and post a video in just a few minutes. “Video is the ultimate content for digital platforms, including social media, websites, urban screens and in-store displays. But producing this content is expensive and complicated. We're breaking down that barrier,” says Thibaut Machet, CEO of PlayPlay.

PlayPlay is already used by 300 companies in France and Europe. The communication departments of major groups (including Orange, Crédit Agricole, AXA and Decathlon), media companies (Eurosport, BFMTV, 20Minutes), start-ups and communication agencies

JCDecaux SA

United Kingdom: 27 Sale Place - London W2 1YR - Tel.: +44 (0)20 7298 8000

Head Office: 17, rue Soyer - 92200 Neuilly-sur-Seine - France - Tel.: +33 (0)1 30 79 79 79

www.jcdecaux.com

A public limited corporation with an Executive Board and Supervisory Board

Registered capital of 3,245,684.82 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

JCDecaux

use the solution on a daily basis for a variety of purposes, including staff interviews, short videos for social media, Instagram stories, diaries, and job offers. The fast-growing video solution has proved popular for three key reasons: easy-to-use, high-quality content, and the pre-installed editorial “templates”.

PlayPlay contact: Thibaut Machet, CEO – thibaut@playplay.com

About JCDecaux

JCDecaux, the number one outdoor advertising company worldwide, is present in more than 80 countries and 4,030 cities with over 10,000 inhabitants. For more than 55 years, JCDecaux products have been the benchmark in innovation, quality, aesthetics and functionality. Thanks to the expertise of its employees, the Group's service offering, particularly on upkeep and maintenance are recognised by cities, airport and transport authorities, along with advertisers around the world. JCDecaux is currently the only world-class player to focus exclusively on outdoor advertising and the development of all related activities: street furniture, transport and billboard advertising. In the age of the smart city, JCDecaux is positioning itself as a major player and is already playing a vital role in building the connected city, a city that is more human, more open and more sustainable.

For more information about JCDecaux, please visit jcdecaux.com.
Join us on [Twitter](#), [LinkedIn](#), [Facebook](#), [Instagram](#) and [YouTube](#).

Communications Department: Agathe Albertini
+33 (0) 1 30 79 34 99 – agathe.albertini@jcdecaux.com