

Out of Home Media

JCDecaux signs a new 15-year exclusive contract with Berlin for back-lit and digital advertising street furniture

Paris, January 9, 2018 – JCDecaux SA (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announced today that its German subsidiary Wall, based in Berlin, signed a new 15-year exclusive contract for all back-lit and digital advertising street furniture excluding bus-shelters following a competitive tender.

This new contract includes at least 700 2m² panels, 900 4m² panels and 330 9m² panels which will be either back-lit static, scrolling or digital. This franchise will commence on January 1st 2019, by replacing all existing structures with new ones specifically designed for Berlin.

The 4,500 advertising bus-shelters in Berlin which are operated by Wall (West Berlin until 31/12/2018 and East Berlin until 12/03/2020) will be subject to a separate tender from BVG (Berlin Transport Authority).

Jean-François Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux, said in Berlin today on signing: *“Berlin with 3.6 million people is the most important city in Europe’s largest advertising market. We are very pleased to continue to be Berlin’s exclusive partner for all back-lit and digital advertising street furniture which is one of the fastest growing segments of the overall advertising market in Germany where OOH now represents more than 6% of advertising spend. This new contract will pave the way for increasing the digitisation of our asset portfolio across all formats (2m², 4m², 9m²) which will further enhance the attractiveness of our OOH/ DOOH network for national, regional and local advertisers”.*

Key Figures for JCDecaux

- 2016 revenue: €3,393m, H1 2017 revenue: €1,641m
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and Euronext Family Business indexes
- JCDecaux is part of the FTSE4Good and Dow Jones Sustainability Europe indexes
- N°1 worldwide in street furniture (559,070 advertising panels)
- N°1 worldwide in transport advertising with more than 220 airports and 260 contracts in metros, buses, trains and tramways (354,680 advertising panels)
- N°1 in Europe for billboards (169,860 advertising panels)
- N°1 in outdoor advertising in Europe (721,130 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (219,310 advertising panels)
- N°1 in outdoor advertising in Latin America (70,680 advertising panels)
- N°1 in outdoor advertising in Africa (29,820 advertising panels)
- N°1 in outdoor advertising in the Middle-East (16,230 advertising panels)
- Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
- 1,117,890 advertising panels in more than 75 countries
- Present in 4,280 cities with more than 10,000 inhabitants
- Daily audience: more than 410 million people
- 13,030 employees

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