

MEDIA RELEASE

13 February 2019

APN Outdoor, now part of JCDecaux, launches Perth's newest digital supersite on the city's major northbound motorway

PERTH: Leading media company APN Outdoor, now part of JCDecaux, has extended its Out-of-Home footprint launching Perth's newest digital supersite on the Mitchell Freeway.

Strategically positioned for maximum exposure on Perth's major northbound thoroughfare, the super-sized digital billboard measures 12.66 x 3.35 metres and captures three lanes of inbound traffic heading towards the central business district.

Mitchell Freeway is the main route between Perth city and high-growth suburbs to the north including the satellite city of Joondalup, popular with families and older generations for its parks, beaches and retail precincts.

JCDecaux's use of digital supersites on motorways and high traffic corridors linking regional centres and suburban hubs with major cities delivers new and innovative ways for advertisers to connect with their audience.

JCDecaux General Manager Digital Media, Damien Rath, said: "High exposure roadside billboards coupled with the flexibility of digital technology enables brands to connect with passing consumers using creative that is both compelling and contextually relevant. We are delighted to secure such a strategic location on the Mitchell Freeway."

The Mitchell Freeway supersite launch is another key component of JCDecaux's expansion in the Perth market. In December last year, JCDecaux signed an important new agreement with Perth Airport, rounding out its existing contract covering internal advertising in all four terminals, as well as external billboards approaching and within the Perth Airport precinct.

JCDecaux currently holds the rights to all external advertising at the Airport, along with internal advertising in T1 International, T1 Domestic, T2 and T3 terminals.

JCDecaux will take on the rights to advertise in T4, where Qantas Group operates its domestic services, on 31 January 2019, marking the first time Perth Airport has worked with one advertising provider across all its terminals. As part of the new agreement, existing advertising assets will be refreshed throughout the terminal.

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About JCDecaux

JCDecaux is a global out-of-home advertising company, with more than 1 million advertising panels in more than 80 countries and more than 13,000 employees. For FY18, JCDecaux reported revenue of approximately €3,619 million. Incorporated in 1964 in France, JCDecaux was listed on the Paris Stock Exchange in 2001. JCDecaux has been providing high quality, architecturally designed street furniture in Australia since 1997. Its Australian business includes street furniture and transport advertising, plus its recent acquisition of APN Outdoor in Australia and New Zealand comprising 40,000 assets spanning airports, rail, transit, static and digital billboards. JCDecaux commissions and maintains a range of street furniture assets, including bus and tram advertising shelters (either traditional or digital), automatic public toilets, self-service bike rental scheme and retail kiosks with integrated advertising panels.

Key figures

- Key Figures for JCDecaux - 2018 revenue: €3,619m
- 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 index
- N°1 worldwide in street furniture (543,050 advertising panels)
- N°1 worldwide in transport advertising with more than 215 airports and 250 contracts in metros, buses, trains and tramways (356,320 advertising panels)
- N°1 in Europe for billboards (141,630 advertising panels)
- N°1 in outdoor advertising in Europe (672,220 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (216,290 advertising panels)
- N°1 in outdoor advertising in Latin America (77,190 advertising panels)
- N°1 in outdoor advertising in Africa (26,770 advertising panels)
- N°1 in outdoor advertising in the Middle-East (18,650 advertising panels) - Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
- 1,074,113 advertising panels in more than 80 countries
- Present in 4,033 cities with more than 10,000 inhabitants
- 13,040 employees