

MEDIA RELEASE**22 January 2020****JCDecaux installs giant sweatbands to mark Australian Open**

Outdoor advertising company JCDecaux has thrown its support behind one of tennis' biggest tournaments, the Australian Open, by installing giant sweatbands across several of its large-scale Melbourne Citylight signs.

In a tribute to the iconic Australian sporting event, the sweatband panels will be on-display in the lead-up and throughout the tournament at four locations in Melbourne, including two at Southern Cross Station, one at the busy corner of Flinders and Swanston streets, and one at Batman Avenue, close to the Open's Melbourne Park hub.

The sweatbands, which are made of towelling material with the Australian Open logo embroidered on them, have been attached to Australian Open ads via custom clamping, designed to keep them in place for the entirety of the campaign and not obscure the panels. They have also been weather-proofed to ensure they stand up to Melbourne's notorious "four seasons in one day" weather patterns.

Tennis Australia Chief Marketing and Insights Officer, Josie Brown, said: "The Australian Open is known globally as the 'happy slam' and we wanted to find a way to demonstrate our playful personality to everyone in the city of Melbourne. We hope this fun outdoor installation raises a smile and encourages people to get involved in the summer of tennis."

JCDecaux Head of Creative Solutions, Ashley Taylor, said: "We really wanted to create something memorable for commuters, and something that would play directly into the personality of this great tournament. We've placed the panels in high foot traffic areas in Melbourne's CBD to ensure they receive maximum exposure and we're really encouraging sports fans to come and check them out - it's a great photo opportunity.

"This is the first-time that JCDecaux has created something like this for the Australian Open and we are so excited to be involved with such an important event on the national sporting calendar."

The panels will be on display until February 4.

Media Agency: Zenith

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About JCDecaux

JCDecaux is the number one out-of-home media company worldwide, 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.

Key figures

- 2018 revenue: €3,619m, H1 2019 revenue: €1,842.3m
- 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 and the MSCI and CDP rankings
- N°1 worldwide in street furniture (528,660 advertising panels)
- N°1 worldwide in transport advertising with more than 170 airports and 277 contracts in metros, buses, trains and tramways (326,970 advertising panels)
- N°1 in Europe for billboards (137,020 advertising panels)
- N°1 in outdoor advertising in Europe (645,540 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (239,300 advertising panels)
- N°1 in outdoor advertising in Latin America (72,880 advertising panels)
- N°1 in outdoor advertising in Africa (24,170 advertising panels)
- N°1 in outdoor advertising in the Middle East (16,450 advertising panels)
- Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
- 1,061,200 advertising panels in more than 80 countries
- Present in 4,030 cities with more than 10,000 inhabitants
- 13,030 employees.