

Tremendous success for Aéo, the Aéroports de Paris' first digital network!

Paris, May 21st 2007 – Aéo, the first airport audiovisual medium, developed by JCDecaux Airport for Aéroports de Paris in 2007, is the first digital airport network. This network has made it possible to develop a completely new form of relationship marketing using Bluetooth® technology in Aéroports de Paris departure areas designed to target particularly technophile airline passengers.

Out of Home Media

Argentina
Australia
Austria
Belgium
Bosnia
Brazil
Bulgaria
Canada
Chile
China
Croatia
Czech Republic
Denmark
Estonia
Finland
France
Germany
Hungary
Iceland
India
Ireland
Italy
Japan
Korea
Latvia
Lithuania
Luxembourg
Malaysia
Montenegro
Norway
Poland
Portugal
Russia
Serbia
Singapore
Slovakia
Slovenia
Spain
Sweden
Switzerland
Thailand
The Netherlands
Turkey
Ukraine
United Kingdom
United States
Uruguay
Uzbekistan

Aéo already has over 200 screens and will have installed 300 by the end of 2007, all strategically placed in the waiting areas at Paris-Charles de Gaulle and Paris-Orly airports. The full power and impact of Aéo has been revealed by the study carried out with Ipsos Média in December 2006:

- almost 7 out of 10 travellers in the departure area watch Aéo

- 9 out of 10 travellers memorise at least one category of programme: among the most frequently mentioned programmes are the weather report, the news and... the adverts!

72% claim that the programmes broadcasted on Aéroports de Paris' first news channel are pleasant to watch.

On average, an air passenger waits for 2 hours and 25 minutes in the departure area, a valuable dwell time and an ideal location for delivering a tailored message. Aéo is therefore a particularly competitive network in terms of cost and performance: more than 26 million contacts are generated in 1 month, i.e. a cost of 1.6 € for 1000 contacts.

As a result, JCDecaux Airport is launching the digital Business network, a system of over 410 panels combining the Aéo Bluetooth® digital network and the Business France display network.

Bluetooth® technology as developed by JCDecaux Airport (unobtrusive messages, monitoring statistics etc) guarantees flexible management when sending messages (according to the time, airport, type of files: text, video, audio, image...) and so provides airport communication campaigns with renewed proximity and visibility.

Consequently airport media is becoming the innovative trail-blazer that allows a special link to be created with a sought after, high contribution target.

Isabelle Schlumberger, President of JCDecaux Airport stated: "Aéo, Aéroports de Paris' first digital network, enables JCDecaux Airport to offer its customers a particularly powerful and effective media mix aimed at a national target made up of high socio-professional categories. The new network once again demonstrates that JCDecaux is at the cutting edge of innovation in terms of new technologies developed on its various communication supports."

<http://www.jcdecauxairport.fr/innovation/les-programmes.php>

Sources: *Etudes Ipsos Média – Map 2006 and Aéo Dec. 2006 (450 interviews, pop. French and international).*

JCDecaux

Key Figures for the Group:

- 2006 revenues: €1,946.4 million; Q1 2007 revenue: €473.1m
- JCDecaux is listed on the Eurolist of the Euronext Paris stock exchange, and is part of the Euronext 100 and FTSE4Good indices
- N°1 worldwide in street furniture (334,000 advertising panels)
- N°1 worldwide in airport advertising with 141 airports and around 300 transport contracts in metros, buses, tramways and trains (213,000 advertising panels)
- N°1 in Europe for billboards (216,000 advertising panels)
- N°1 in outdoor advertising in China (83,000 advertising panels in 21 different cities)
- N°1 worldwide in self service bicycles
- 763,000 advertising panels in 48 countries
- Present in 3,500 cities with over 10,000 inhabitants
- 8,100 employees

JCDecaux

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