

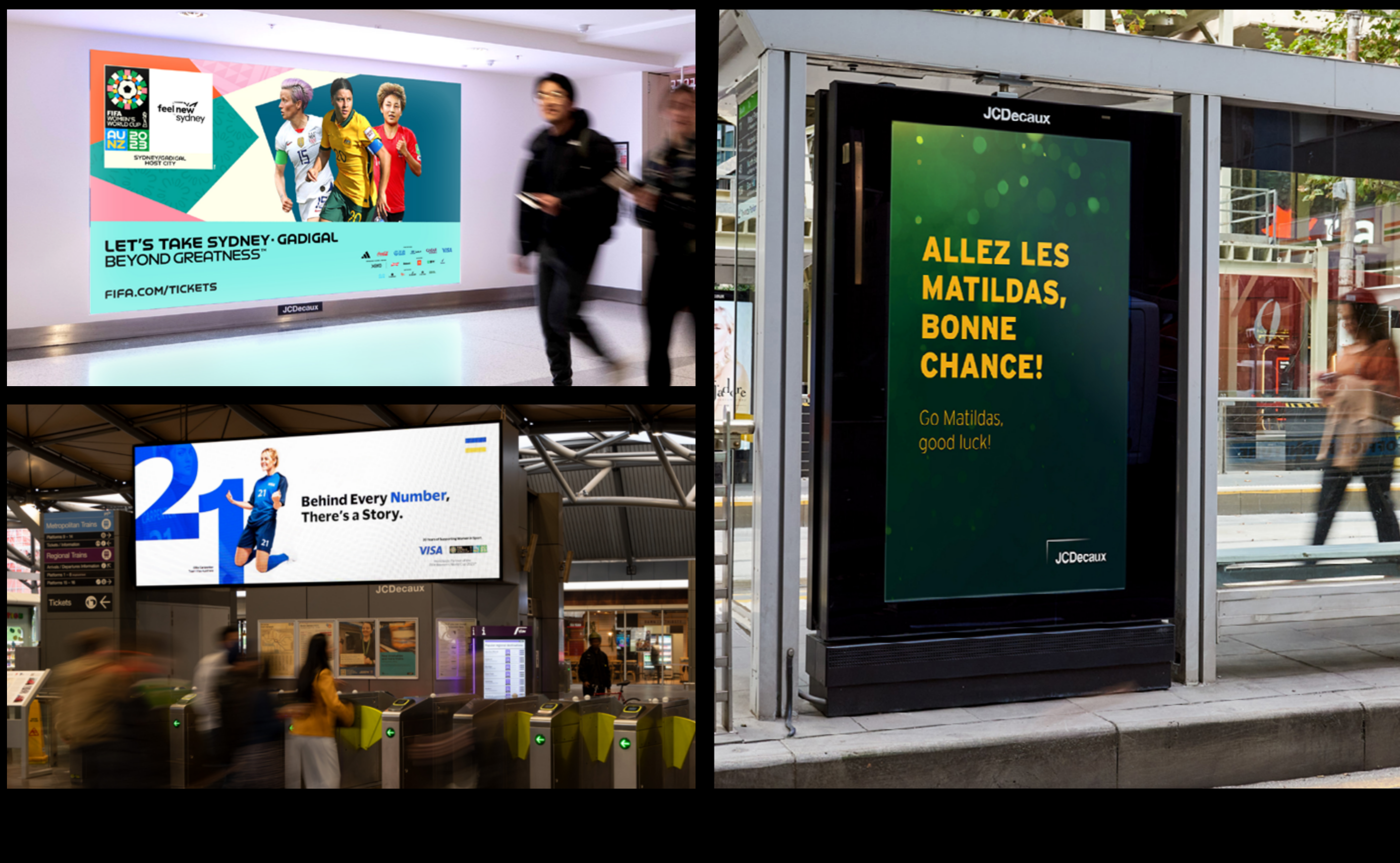


EDGE OF YOUR SEAT ENTERTAINMENT

Australia has enjoyed a recent surge in both homegrown and international entertainment. The spectrum is wide, spanning from live sporting events such as the thrilling FIFA Women's World Cup and the resounding success of the Barbie movie, to a captivating lineup of international musicals, including Wicked and Beauty and the Beast.

Boosted by the return of in-person events, PwC predicts consumer spend on Entertainment and Media will increase by 2.4% over the next 5 years. Let's take a look at some of the best entertainment campaigns that have featured across the JCDecaux network in recent months.

Source: PwC's Global Entertainment Media Outlook 2023-2027



MATILDAS MAKE HISTORY

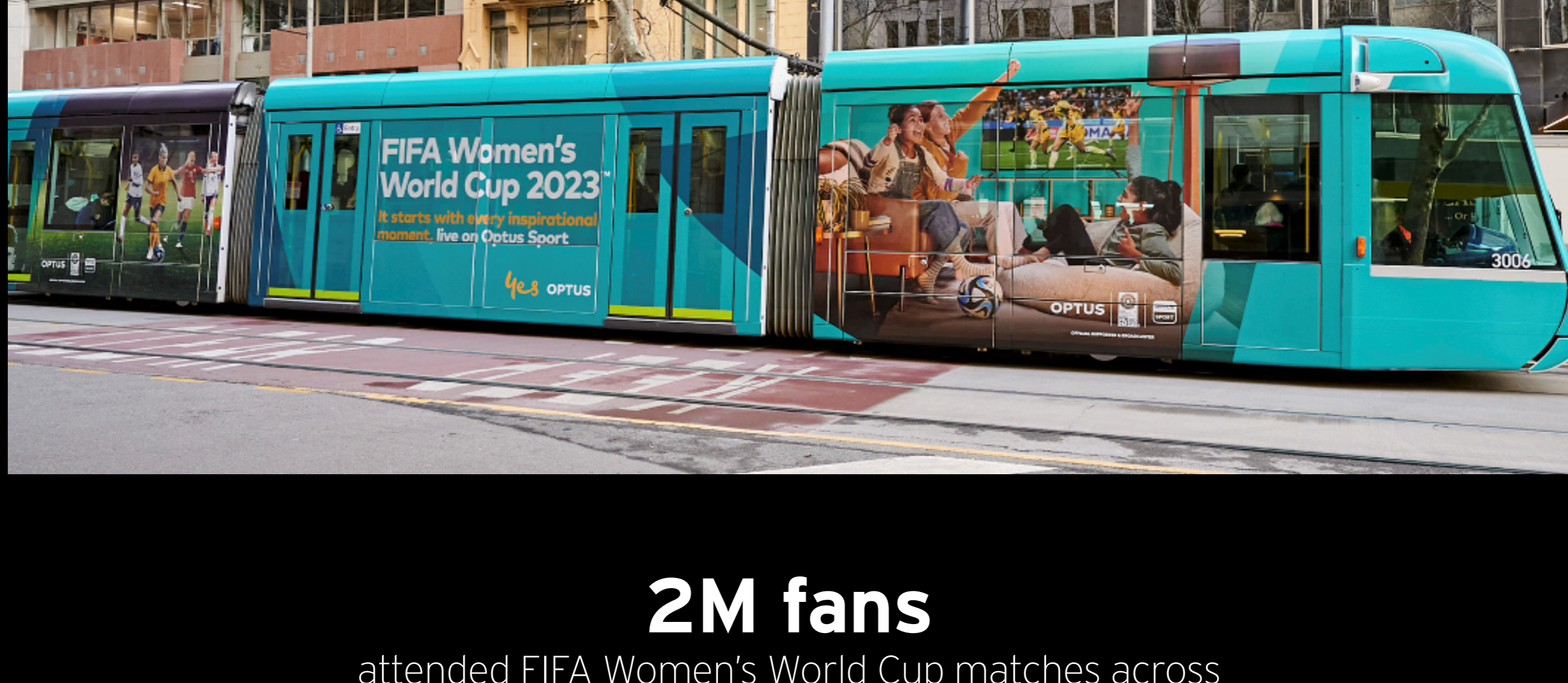
Speaking of superstar women, Matildas fever well and truly hit Australia, with the whole nation on the edge of their seats, as history was written on the field.

The Matildas games saw record-breaking attendance numbers for women's football in Australia, with thousands of people attending the games and viewing events across the nation. Network Seven also revealed that the Matildas vs. England game was the most watched TV show since TV ratings agency, OzTam, was launched in 2001, with 11.15 million Aussies tuning in - go the girls!

And the love for the team didn't stop there. Brands including Optus, Jacob's Creek, Coke, Maccas, Visa, Upland, Powerade, and even JCDecaux embraced the opportunity to publicly show their support by incorporating Matildas messaging into Out-of-Home campaigns.

From **targeting fans arriving at each of the host city's airports, hand-selecting sites around key stadiums where FIFA Women's World Cup matches were being held, to high-impact placements designed to stand out and make a lasting impression**, each campaign had a unique targeting strategy to reach fans of all ages.

Out-of-Home truly brings the nation together, and the impact of this phenomenon is likely to resonate for some time to come.



2M fans

attended FIFA Women's World Cup matches across Australia and New Zealand, smashing the 2015 record by

46%

Source: www.bbc.com/sport/football



WONDERING WHAT TO WATCH NEXT? YOU CAN STOP SCROLLING NOW

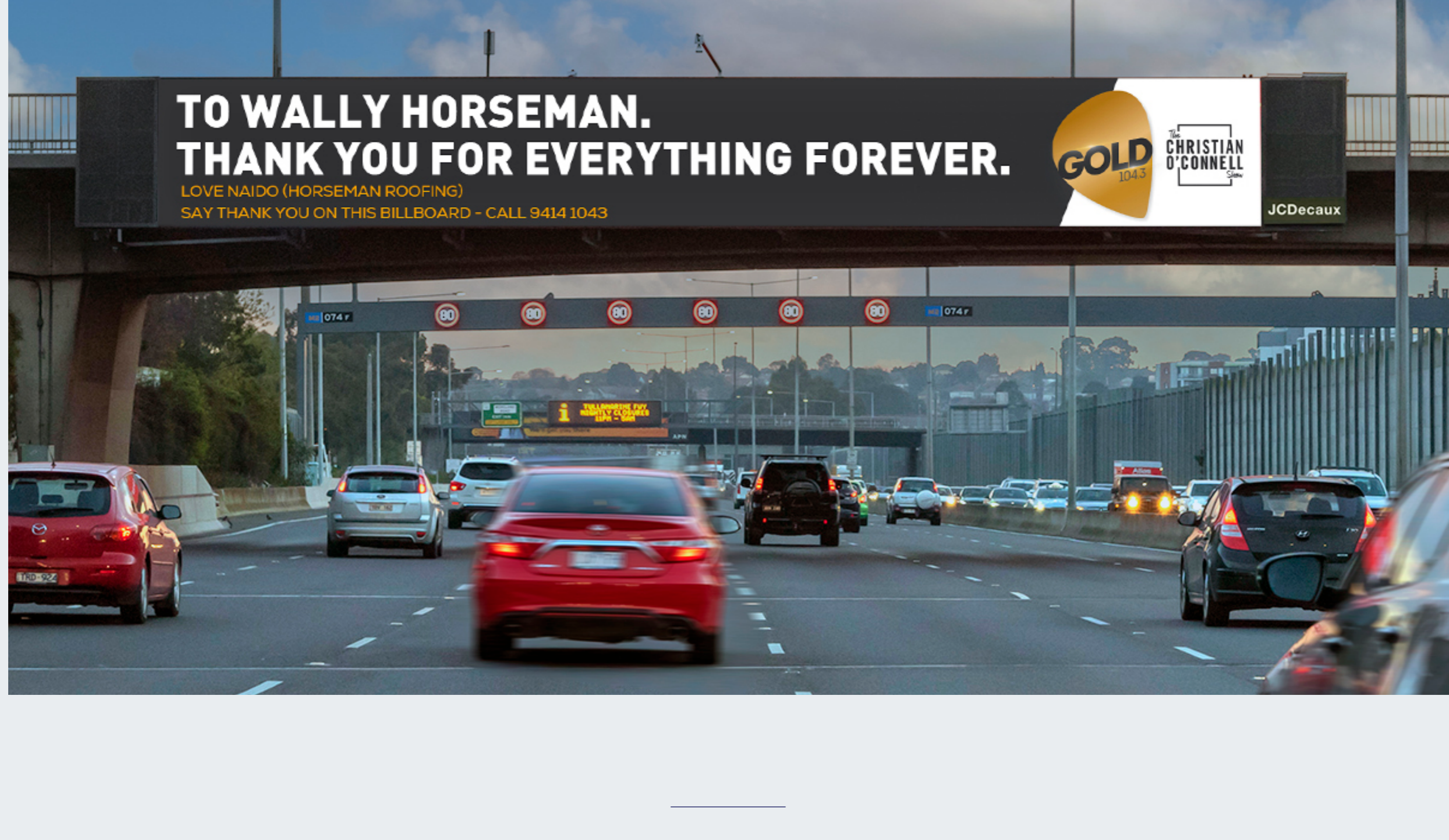
As Australia's first major streaming service, Stan has come a long way since its launch in 2015, growing and evolving to offer endless binge-worthy options for the pickiest of scrollers. Adding to its already impressive catalogue of movies and shows, the platform now includes Stan Sport and Rugby, and boasts an enviable list of tournaments and events ranging from the UEFA Champions League and World Cup to the Paris 2024 Olympics.

A partnership client, Stan has an **always-on, nationwide presence across JCDecaux Digital Large and Small Format, Transit, and Rail** to promote its exciting new titles as they drop, ensuring Aussies are always up-to-date on the latest releases. This includes the recently released post-apocalyptic action comedy, Twisted Metal, and the latest, and final, season of Billions.



The JCDecaux portfolio reaches **49%** of people who have at least one streaming service

Sources: Nielsen GMV S10, 2022



GOLD104.3 LISTENERS TAKE OVER MELBOURNE

Tagging friends and family on social media is fun. But tagging loved ones on the most public screen available for everyone in the local community to see? Now that's entertaining!

To maintain its Melbourne breakfast radio leadership position, ARN invited listeners to be a part of The Christian O'Connell Show by giving them the opportunity to 'Win a Billboard'. Listeners were asked to submit their messages via phone, text, social media, or email, and by the next ad break, **selected messages were dynamically broadcast across impactful, high-reaching JCDecaux Digital Large Format sites in Melbourne for all to see**. In a great example of an omnichannel campaign, footage of the humorous messages displayed live on screens across the city, was posted on the show's social platforms.

This is the second dynamic 'Win a Billboard' campaign for ARN. It follows a successful first burst of activity that delivered GOLD104.3's highest ever breakfast share and won the Q1 2023 OMA Creative Collection Award for Best Use of Multi-Format.



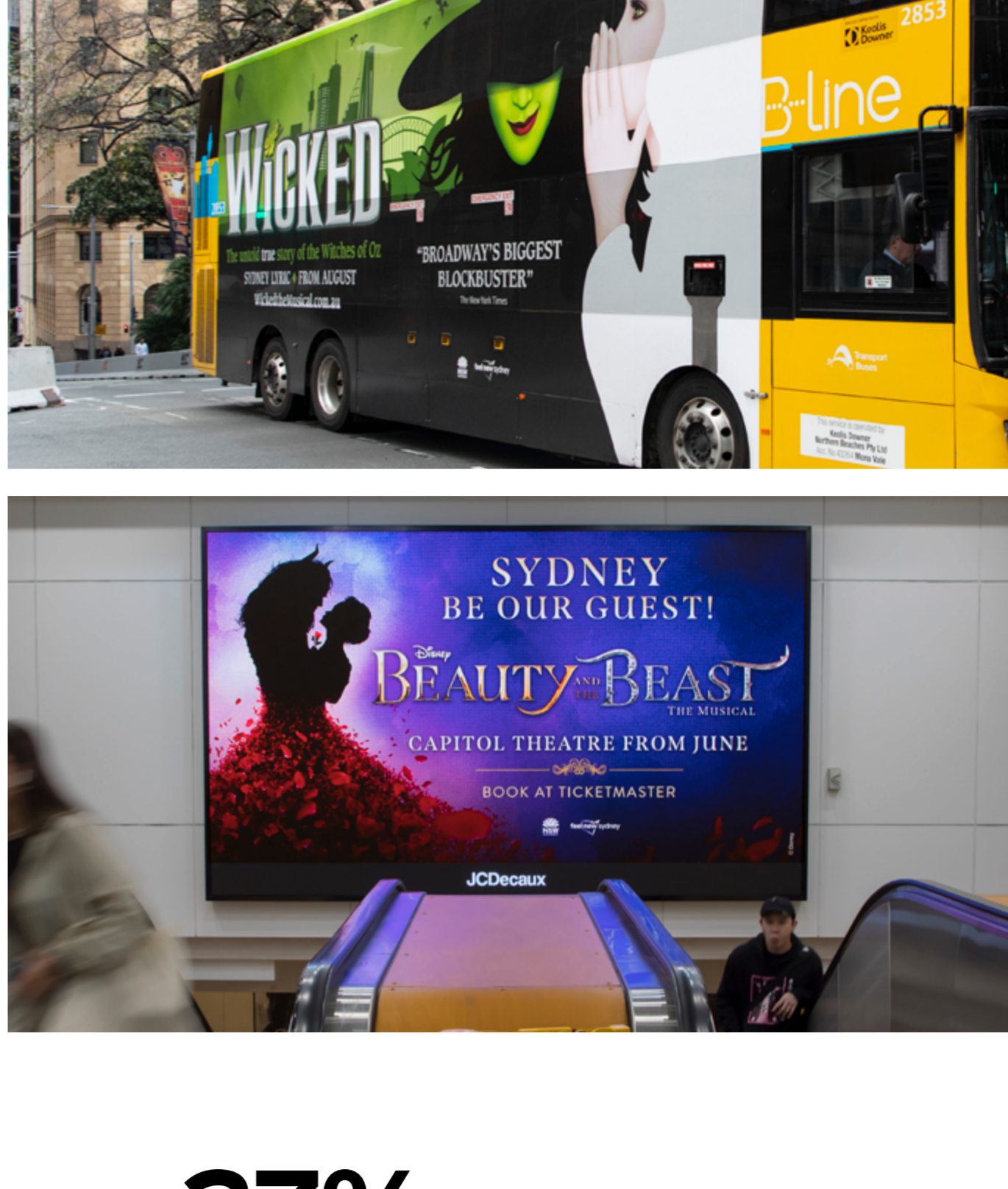
14%

of people aged 25-54 said they had made the switch to Gold after seeing the first campaign

Source: ARN Brand Tracking

MUSICALS LAND ON OUR SHORES AND STEAL THE SPOTLIGHT

World renowned musicals, *Beauty and the Beast* and *Wicked*, are returning to our shores once again to inspire and delight theatre-lovers. To build anticipation for the opening performances and keep the excitement alive throughout the event calendar, both productions are harnessing JCDecaux's **multi-format solutions across Transit, Rail, Large Format, and Small Format**. *Wicked* is taking it one step further by incorporating Small Format special builds, adding a splash of green to the streets of Sydney.



Recent theatregoers are **27%** more likely to notice Out-of-Home advertising than those who haven't been to a theatre in the past year

Source: Nielsen CMV, 2022 National Survey



START YOUR ENGINES

Two and a half decades after the release of the original video game, *Gran Turismo* hit the big screen as a Sony Pictures production. However, cinema isn't the only big screen *Gran Turismo* is appearing on. To promote the film, the brand recently ran a national JCDecaux Digital Large Format campaign, commanding attention with high-octane creative displayed on carefully selected sites on major arterials and thoroughfares.

To amplify the Digital Large Format campaign and maximise reach - ahead of the film's launch and during the early weeks of its release - **Sony Pictures utilised Transit and Small Format**. The multi-format Out-of-Home campaign impacted audiences as they made their daily journeys throughout key CBD and suburban areas, ensuring the film was top-of-mind among people 18-39.

+13%
increase in ad awareness
after 4 or more exposures

Source: Kantar Millward Brown Pandora study, 2019



LIGHT 'EM UP! OVERWATCH 2 IS HERE

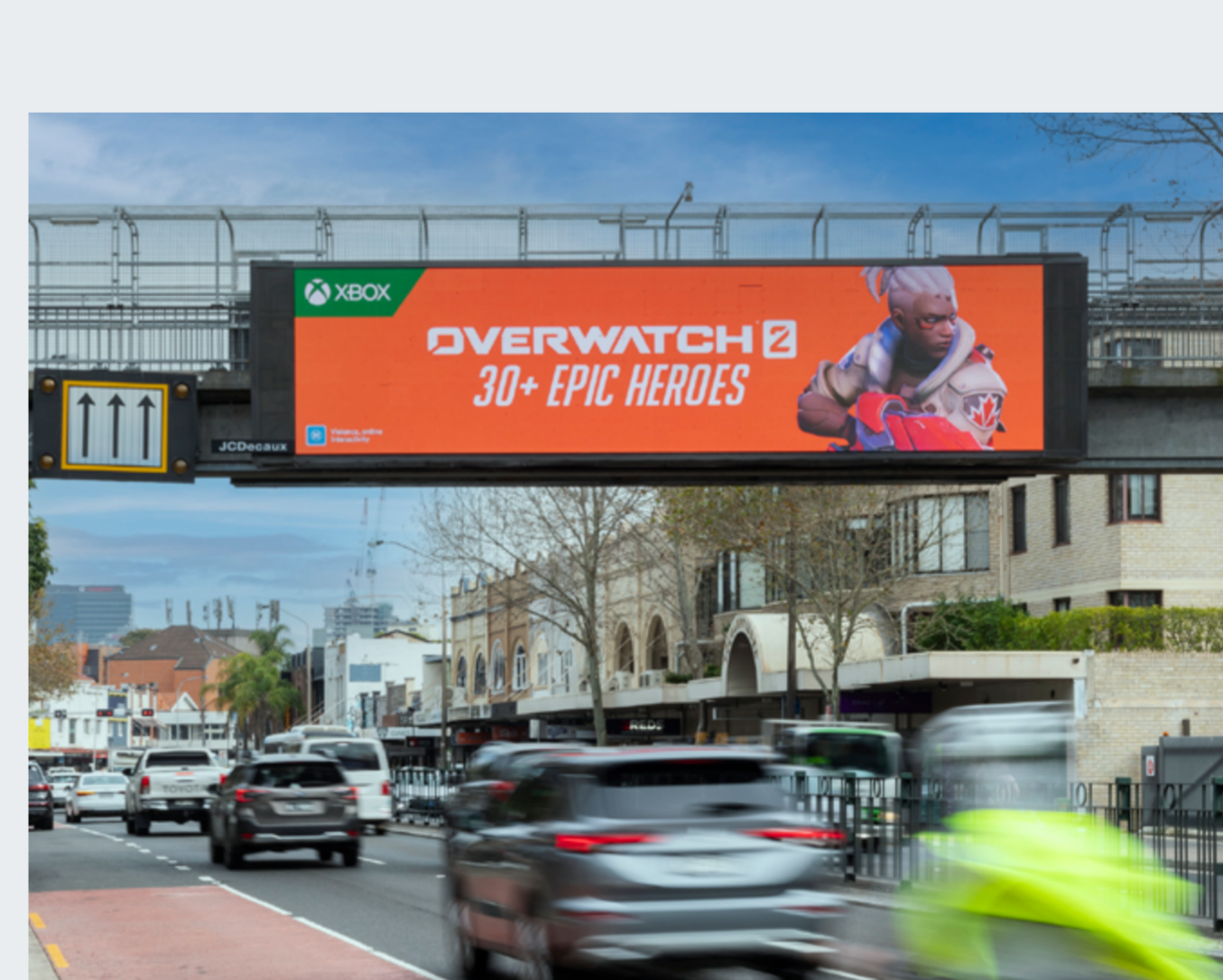
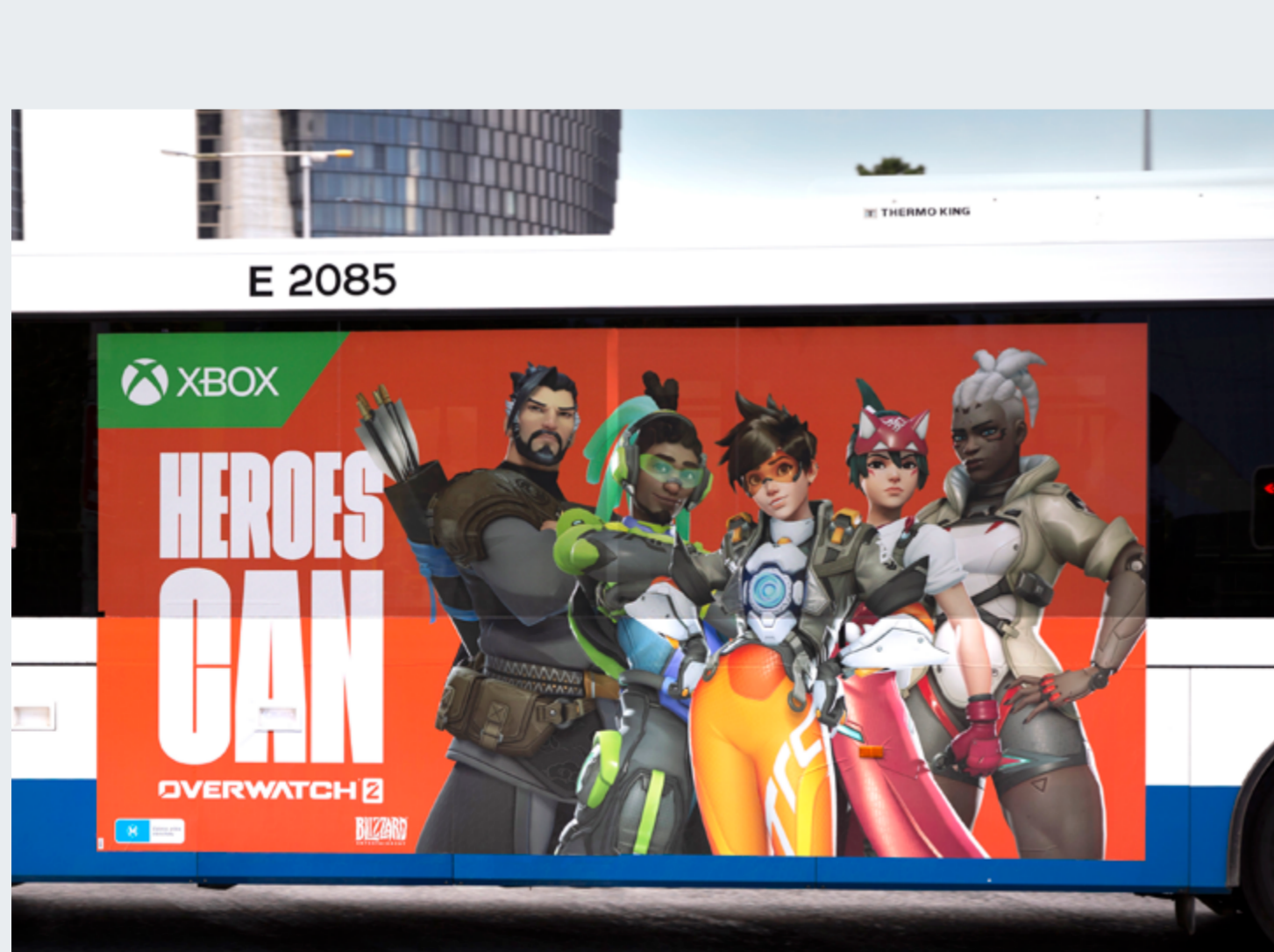
With the previous instalment of the franchise winning Game of the Year in 2016, and an assortment of other awards, it's no surprise that the highly anticipated release of *Overwatch 2* has generated buzz in the digital realm. To bring this same hype into the real world, Blizzard has activated a multi-format campaign across a variety of JCDecaux solutions.

The brand is **painting the streets orange with a mix of broadcast and impact JCDecaux Transit formats**, broadening its audience to both inner-city and suburban residents, and driving increased frequency of the 'Heroes Can' messaging.

Blizzard also utilised Digital Large Format to light up key arterials with the 30+ new heroes available. The campaign's most memorable moment is the standout 2D extension on the M4 Motorway in NSW, which amplified these heroes at scale.

68%
of Australians play
interactive video games

Source: Parliament of Australia



BARBIE PAINTED THE TOWN PINK

There's a long history of overlooking women in the theatre and film industries. Did you know acting on stage was illegal for women until 1661? And it wasn't until 1973 that a woman finally took home an Oscar for producing the best picture - 46 years after the first man!

Fast forward to 2023, and Greta Gerwig's *Barbie* is a global phenomenon, becoming the first movie with a female director to make more than \$1 billion. Yes, you read that right! *Barbie* didn't just paint the town pink; it made history.

The success of the film can partly be attributed to the marketing efforts of Warner Bros., which cleverly leveraged the distinct brand codes, feelings of nostalgia, and popularity of the all-star cast to create a highly engaging global multi-media campaign, turning the film into a pop-culture sensation.

With Aussie star Margot Robbie producing and starring in the film, the Australian marketing campaign was crucial, and Out-of-Home proved to be the perfect platform to build a vibrant Barbie pink feast for the eyes. Launched by Universal Pictures Australia on behalf of Warner Bros., and Essence Mediacom, the national JCDecaux campaign captivated audiences of all ages and genders; **a fun and colourful bus shelter immersion**

in Sydney's Bondi Junction was supported by JCDecaux Small Format, consecutive Cross Track, Digital Large Format, and Transit Megasides.

Fostering a sense of anticipation for the film, Out-of-Home was one of the key channels to generate excitement for *Barbie*, driving audiences to cinemas in head-to-toe pink.



Barbie has now grossed an incredible **\$1.3 billion** globally, making it Warner Bros' second largest release of all time

Source: www.boxoffice mojo.com