

MEDIA RELEASE

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JCDecaux Australia launches programmatic offering and announces partnership with Adobe, building a new digital and data ecosystem

JCDecaux has launched its programmatic offering via a special virtual industry event to an audience of more than 1,200 Australian advertising clients and partners.

JCDecaux is the first high quality roadside publisher to trade 100% of its digital roadside inventory programmatically, at scale. It offers brands access to quality Out-of-Home inventory with true control and flexibility. Marketers can execute and optimise campaigns in real time, with JCDecaux guaranteeing supply for programmatic advertisers, setting aside at least 5% of its primary digital networks to be published via its exclusive supply side platform (SSP), VIOOH.

JCDecaux brought together a world-class line-up of industry speakers, including Jean-Christophe Conti, CEO of leading global digital Out-of-Home marketplace VIOOH, representatives from VIOOH and JCDecaux's foundation DSP partners for Australia - Hivestack, Verizon Media, Vistar Media and The Trade Desk, as well as Dan Robins, Director, CMO Advisory at PwC Australia, and several JCDecaux executives.

VIOOH Chief Executive Officer, Jean-Christophe Conti, said: "Yesterday marked a defining moment for VIOOH as we create a trusted environment in which programmatic Out-of-Home can thrive. We believe there are exceptional opportunities for growth in Australia, and we are excited to be part of JCDecaux's programmatic journey. Together we are changing the conversation about Out-of-Home."

Attendees also heard from an industry panel, which included Emma Terry, CMO of Tourism Tasmania; Sarah James, Managing Director, Initiative Melbourne; Clay Gill, CEO of IPG's Matterkind; and Ben Baker, Sales Director ANZ at Vistar Media, discussing their recent programmatic Out-of-Home collaboration with Tourism Tasmania. This case study highlighted the benefits of heightened flexibility, brand safety and targeting on JCDecaux's Programmatic platform.

JCDecaux Australia and New Zealand CEO, Steve O'Connor, said: "It was tremendous to see the strong engagement for our programmatic launch. By combining our unparalleled global scale, experience, data-driven approach, and technical expertise JCDecaux is poised to once again revolutionise the local industry."

As part of its data roadmap, JCDecaux also confirmed a new integration with Adobe. The partnership will allow marketers to more seamlessly engage audiences across online and real-world environments in the future.

JCDecaux has worked with leading mobile data suppliers to capture identified devices frequently exposed to its Out-of-Home locations, fusing assets and audiences, and building a 'JCDecaux universe'. This unique and vast information pool will form the foundation of its data management platform (DMP). The data will be integrated into Adobe Audience Manager, where it can be segmented, enriched and activated through the Adobe data marketplace.

This allows marketers to engage audiences who have been exposed to a JCDecaux campaign, igniting powerful digital marketing activations via verified retargeting. In addition, through the Adobe integration, JCDecaux can also identify which Out-of-Home locations a brand's online audiences will most likely interact with.

JCDecaux Chief Marketing Officer, Essie Wake, said: "This is a milestone moment. Our partnership with Adobe heralds a new age for the Australian media industry. Up until now, there has been a hard barrier between connecting with audiences online and offline. JCDecaux's partners can now begin to transcend the divide between offline and online marketing activities, enabling digital native brands to transition easily into our world of public screens."

JCDecaux Executive General Manager – Revenue Strategy & Operations, Cassandra Cameron, said: "After 10 years of consecutive growth, we believe that Out-of-Home is primed for its next big step change, to ensure relevance and growth for the next 10 years. 2020 has provided the impetus for JCDecaux to accelerate this change, propelling Out-of-Home into a truly data-driven, real-time, digital media channel. Programmatic Out-of-Home used to just be an idea, but it's now very much a reality."

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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 FY19, JCDecaux reported revenue of approximately €3,890 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 and New Zealand businesses includes 40,000 assets spanning airports, rail, transit, static and digital billboards.

Key figures

- 2019 revenue: €3,890m
- Present in 4,030 cities with more than 10,000 inhabitants
- A daily audience of more than 800 million people in more than 80 countries
- 13,030 employees
- Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
- 1st Out-of-Home Media company to join the RE100 (committed to 100% renewable energy)
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and Euronext Family Business indexes
- JCDecaux is recognised for its extra-financial performance in the FTSE4Good index and the MSCI and CDP 'A List' rankings
- 1,061,200 advertising panels worldwide
- 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)

About VIOOH

VIOOH is a leading global digital out of home marketplace. Launched in 2018 and with headquarters in London, VIOOH's platform connects buyers and sellers in a premium marketplace, making OOH easily accessible.

Financially backed by the world's number one out of home company JCDecaux, and led by a team of digital OOH and programmatic tech experts, VIOOH is pioneering the transformation of the OOH sector, championing its role in enhancing omni-channel digital campaigns through the use of programmatic capabilities and data. VIOOH currently trades programmatically in 12 markets, with more to follow.

For more information about VIOOH, please visit www.viooh.com