

MEDIA RELEASE

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JCDecaux launches dynamic, live music content on digital billboards in an Out-of-Home first for Southern Cross Austereo

SYDNEY: JCDecaux, Australia's leading Out-of-Home company, has partnered with Southern Cross Austereo (SCA) in an Out-of-Home first digital billboard campaign for the radio network, that delivers a live music prompt of songs currently playing on SCA's Hit network, in key commuter locations.

Drivers passing by JCDecaux DIGITAL BILLBOARDS on major arterial roads in Sydney, Melbourne and Brisbane are shown the title of the song playing at that moment, on the Fox 101.9, Hit105 and 2Day 104.1 stations to encourage them to listen in on their car radios and stay tuned.

The campaign uses powerful technology combined with SCA's broadcast data to deliver a live music prompt for drivers who may not already be listening, to switch stations to SCA.

Ashley Taylor, Head of Creative Solutions, JCDecaux said: "JCDecaux DIGITAL BILLBOARDS are perfect for incorporating live data to create personally relevant messaging to drivers. The familiar information of 'now playing' along with the song title and artist is easy for drivers to process and act on and demonstrates the power of Out-of-Home advertising to influence consumer behaviour."

The collaboration showcases the creative capabilities of data-driven live content and is a first for the SCA network.

Georgi Oates, Senior Marketing Manager, Southern Cross Austereo said: "Listening to great music while we drive is the perfect antidote to the commute to work, especially in peak-hour traffic. We know the power music has to lift our moods so being prompted to tune in to a favourite song is the perfect trigger to switch stations. The idea is to keep listeners tuned in by continuing to deliver the hits they love."

JCDecaux and SCA partnered with media agency Wavemaker to create the campaign seen by millions of commuters throughout April and May 2019.

Max Eburne, Chief Commercial Officer, JCDecaux said: "Few things go as well together as music and driving and the 'Now Playing' campaign provided an ideal opportunity to showcase digital outdoor advertising technology combined with live data from the SCA station."

SCA's 'Now Playing' campaign ran between 22 and 28 April at JCDecaux's Epping Road overpass at North Ryde in NSW, and at the Gateway Motorway at North Bracken Ridge in Queensland. In Victoria, the campaign is still running until 19 May on the South Eastern Freeway at South Yarra's Cremorne Street overpass.

ENDS

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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 FY17, JCDecaux reported revenue of approximately €3,493 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

- 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 (526,350 advertising panels)
- N°1 worldwide in transport advertising with more than 210 airports and 275 contracts in metros, buses, trains and tramways (365,950 advertising panels)
- N°1 in Europe for billboards (137,020 advertising panels)
- N°1 in outdoor advertising in Europe (646,270 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (239,300 advertising panels)
- N°1 in outdoor advertising in Latin America (72,620 advertising panels)
- N°1 in outdoor advertising in Africa (24,170 advertising panels)
- N°1 in outdoor advertising in the Middle East (16,650 advertising panels)
- Leader in self-service bike rental scheme: pioneer in eco-friendly mobility

- 1,058,830 advertising panels in more than 80 countries
- Present in 4,031 cities with more than 10,000 inhabitants
- 13,030 employees