

JCDecaux

JCDECAUX South Africa

Credentials

ABOUT US

Founded in 1964, JCDecaux is the world leader in OOH advertising, with 62 years of overall experience and operations across 16 African countries. JCDecaux South Africa, established 10 years ago, benefits from this extensive global and continental expertise, transforming places and the way people engage with brands.

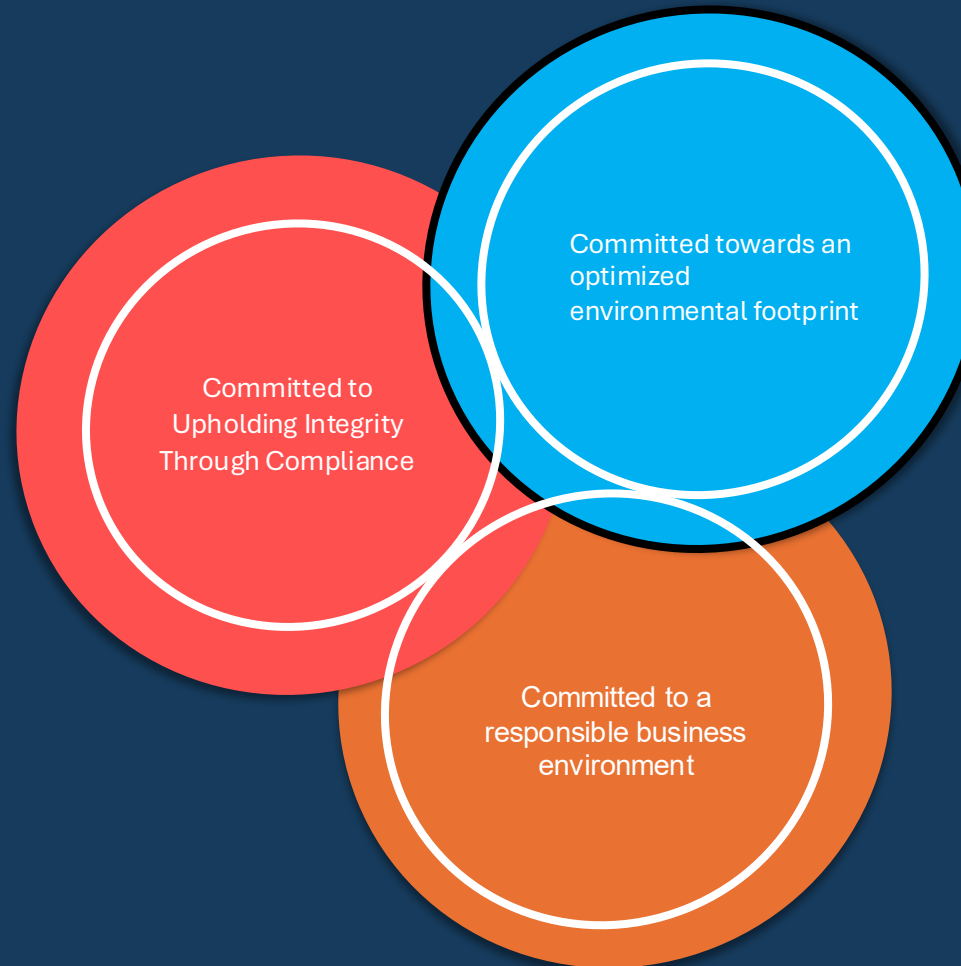
Dedicated to being the best at what we do, JCDecaux is passionate about design and enhancing communities, working with renowned designers and architects worldwide. Bringing together a global team of changemakers, movers and shakers, JCDecaux challenges conventions, embraces innovation and raises the bar for others to follow. In the words of Jean-Claude Decaux, there is “a constant desire for excellence, a strong emphasis on design, and an obsession with always, always using the business to serve the community”.

In South Africa, this philosophy comes to life through extensive national coverage across all nine provinces, spanning high-traffic roadside, mall and transit environments. From the moment audiences leave home, travel main roads and highways, commute by train or plane and arrive at shopping destinations, JCDecaux is present at every stage of their journey.



CHOOSING JCDECAUX IS CHOOSING A RESPONSIBLE MEDIA PARTNER

- ❖ **We uphold integrity through full compliance.** With all applicable laws, regulations, and ethical standards in every market we operate
- ❖ **We proactively monitor and audit our practices** to ensure transparency, accountability, and continuous alignment with evolving regulatory frameworks.
- ❖ **We prioritise health and safety** by maintaining safe working environments, preventing injury, and embedding a culture of care across all operations.
- ❖ **We lead by example**, fostering trust with stakeholders through ethical governance, responsible conduct, and consistent operational excellence.



❖ All our advertising displays in South Africa are powered entirely by renewable energy. Across other African markets, we continue to expand sustainable practices tailored to local infrastructure and opportunities.

❖ LED lighting installed on all lightboxes.

❖ Our static print materials are 100% sustainable and PVC-free textiles.

❖ We are committed to recycling all waste.

❖ Promote **responsible outdoor** advertising.

❖ We prioritise **transformation in the workspace**.

❖ Value **transparency and trust** across all stakeholders.

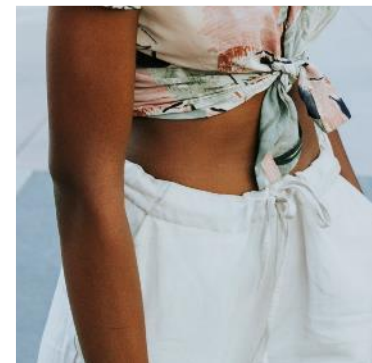
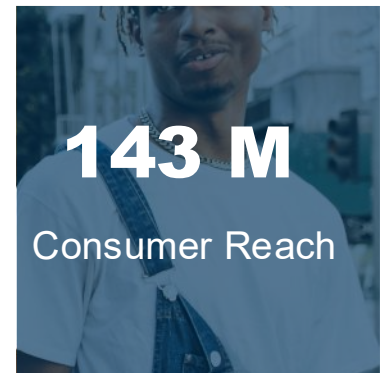
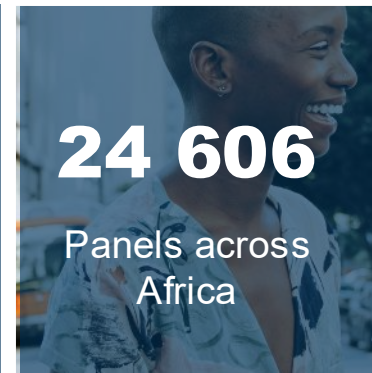
OVERVIEW

JCDECAUX AFRICA

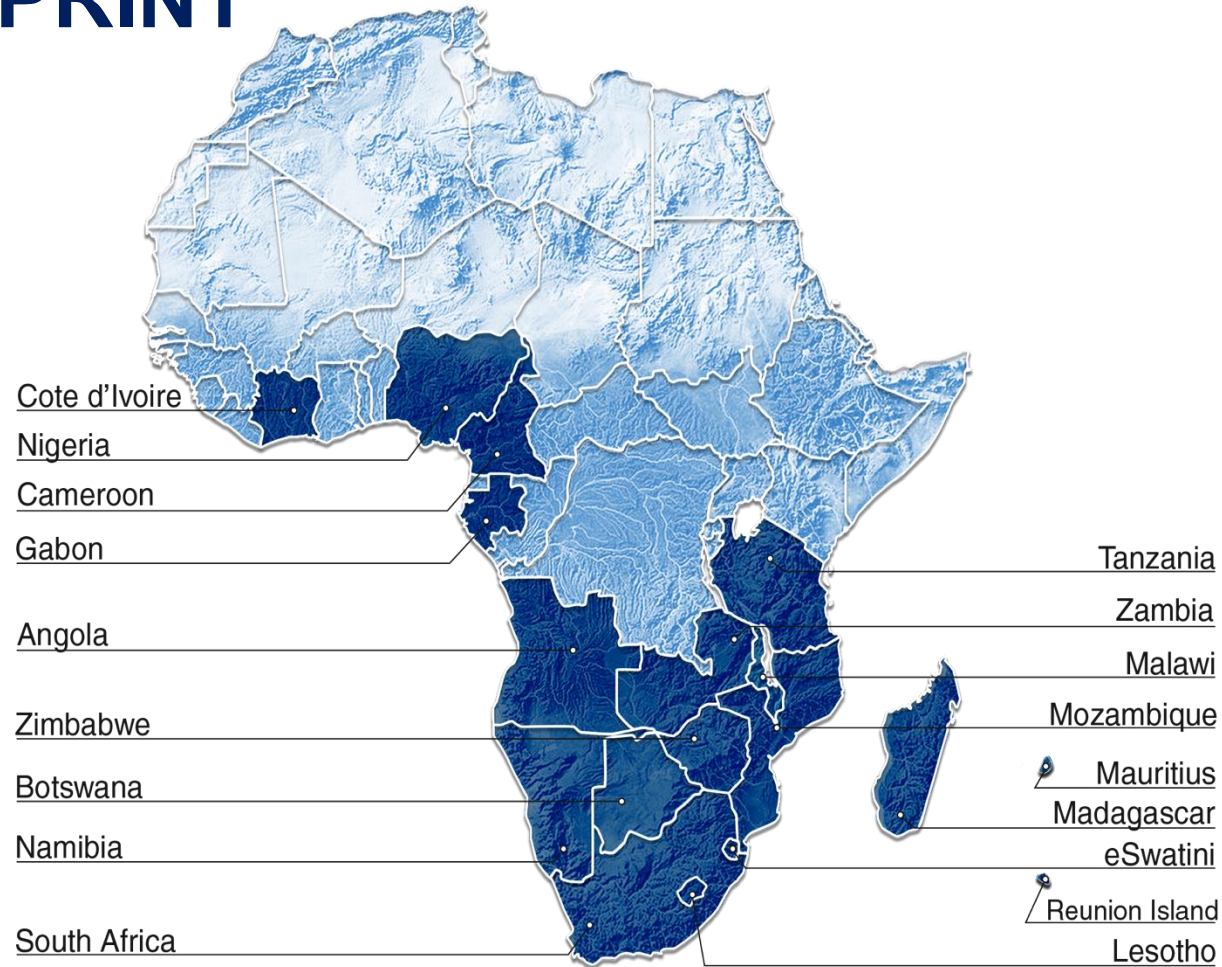
As the number **#1** Out-of-Home media owner in Africa with **over 24,000 advertising panels**, we pride ourselves in quality service, innovation, and insights.

We offer a host of static and digital advertising products across **16 African markets**, with dedicated offices and a growing **staff complement**.

JCDecaux Africa services the major media agencies, multinationals, and most prominent brands from around the world. Our **media planning and strategy** are focused on a host of in-depth **research and insight** tools to maximise our clients' advertising spend and deliver on their campaign objectives.

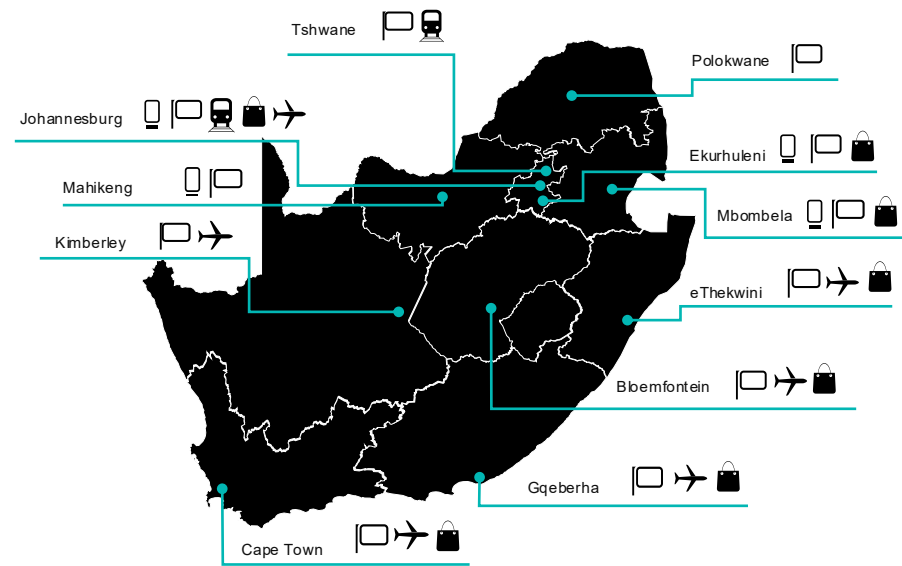


JCDECAUX AFRICAN FOOTPRINT



Our media provides an **estimated daily reach of 140+ million** consumers, all with one turnkey solution through JCDecaux Africa.

JCDecaux South Africa



KEY FACTS

- National coverage across all 8 metropolitan cities and key urban centres in all 9 Provinces
- Broad range of OOH & DOOH formats across Roadside, Retail and Transit Environments
- Exclusive media rights in the Gautrain Rapid Train System
- VIOOH Programmatic trading and dynamic digital content capabilities available
- JCDecaux leverages advanced audience targeting, campaign planning and delivery, and robust measurement tools across all campaigns, ensuring that every placement is data-led, precisely targeted and continuously optimised for impact and cost efficient campaigns.

MEDIA PRESENCE

	Street Furniture	Large Format	Transport	Airport	Mall
Johannesburg	•	•	•	•	•
Tshwane		•	•		
Ekurhuleni	•	•			•
Cape Town		•	•		•
eThekweni		•	•		•
Gqeberha		•	•		•
Bloemfontein		•	•		•
Mahikeng	•	•			
Polokwane		•			
Mbombela	•	•			•
Kimberley		•	•		

plus many more Cities

- Static & Digital panels available
- Static panels only



AUDIENCE JOURNEY...

FROM THE MOMENT AUDIENCES LEAVE THEIR HOMES, TRAVEL ALONG MAIN ROADS AND HIGHWAYS, COMMUTE BY TRAIN OR PLANE, AND ARRIVE AT SHOPPING DESTINATIONS — JCDECAUX REACHES THEM AT EVERY STAGE OF THEIR JOURNEY.

BE PRESENT <i>Everyday neighborhood visibility</i>  Street Furniture	CONNECT <i>Everyday commuter coverage</i>  Citilite	STAND OUT <i>High-attention road coverage</i>  Vista	ACCESS <i>Township heartland coverage</i>  MaxxReach	ELEVATE <i>Highway and Main Arterial coverage</i>  SuperSign	DOMINATE <i>Iconic landmark coverage</i>  CityScape	ACTIVATE <i>Dynamic contextual coverage</i>  Roadside Digital	CONVERT <i>Shopping destination coverage</i>  Mall	BOOST <i>Premium commuter coverage</i>  Gautrain	ENGAGE <i>High-dwell travel coverage</i>  Airport
Media Type: • Classic	Media Type: • Classic	Media Type: • Classic	Media Type: • Classic	Media Type: • Classic	Media Type: • Classic	Media Type: • Digital	Media Type: • Classic & Digital	Media Type: • Classic & Digital	Media Type: • Classic & Digital
Environment: • Roadside	Environment: • Roadside	Environment: • Roadside	Environment: • Roadside	Environment: • Roadside	Environment: • Roadside	Environment: • Roadside	Environment: • Mall	Environment: • Transit	Environment: • Transit
Town Type: • Urban & • Township	Town Type: • Urban & • Township	Town Type: • Urban & • Township	Town Type: • Township	Town Type: • Urban & • Township	Town Type: • Urban & • Township	Town Type: • Urban & • Township	Town Type: • Urban & • Township	Town Type: • Urban	Town Type: • Urban

JCDecaux DATA SOLUTIONS



OPTIMISE

ENHANCE YOUR
PLANNING WITH DATA-
DRIVEN INSIGHTS



ENGAGE

CREATE INTERACTIVE
EXPERIENCES
THROUGHOUT THE
CUSTOMER LIFECYCLE



EVALUATE

ASSESS THE IMPACT
OF YOUR STRATEGY



THE RISE OF DOOH

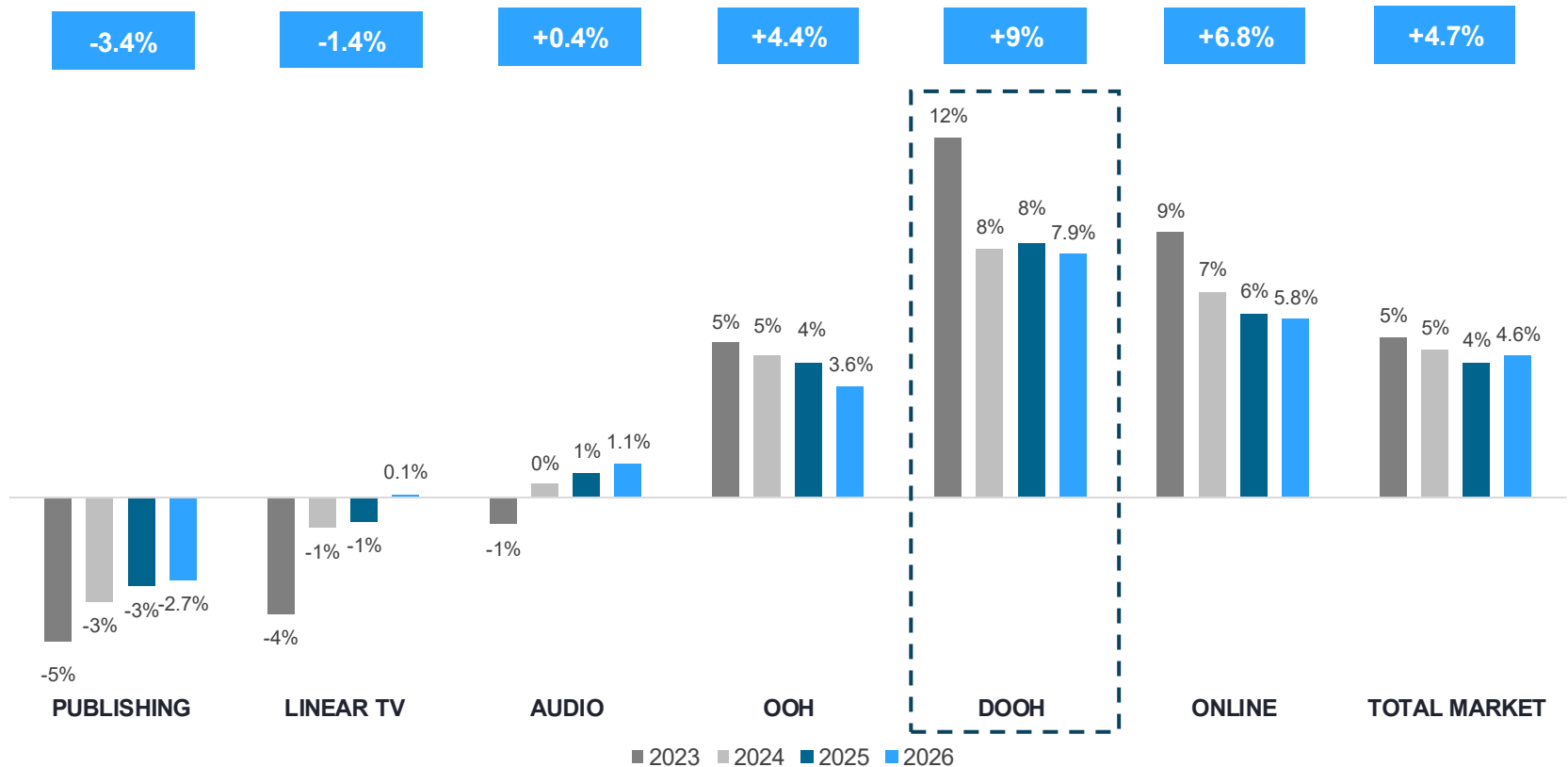
DOOH is the fastest-growing medium, outpacing market growth

OOH growth in line with total market

Negative growth for Publishing and Linear TV

Online growth decelerating

Ad-spend growth and CAGR by medium (%)



Source: Zenith Advertising Expenditure Forecasts December 2023 - Online includes Search, Social Media and all other online media / CAGR = Compound Annual Growth Rate

JCDECAUX PROGRAMMATIC PRESENCE

PROGRAMMATIC BUYING AVAILABILITY

per **Country** & per **Environment**:

EUROPE					
Austria					
Belgium					
France					
Finland					
Germany					
Italy					
Portugal					
Luxembourg					
Norway					
Netherlands					
Spain					
Switzerland					
UK					
ASIA-PACIFIC					
Australia					
Greater China					
New Zealand					
Singapore					
AMERICAS					
USA					
Brazil					
Mexico					
Colombia					
AFRICA					
South Africa					



Hamburg, Germany

**+26K PROGRAMMATIC
SCREENS**

