JCDecaux

AIRPORT DIGITAL 2026

JCDecaux Airport can uniquely elevate your brand with the elusive and affluent air traveler by leveraging various digital formats. Our digital platforms allow advertisers to execute cutting-edge marketing programs and greatly enhance the passenger's airport experience.

Capturing them in a high dwell time area with new digital concepts, our airport networks are the PERFECT PLATFORM FOR EXISTING BRAND LAUNCHES AND CONSUMERS ENGAGEMENT.

LAX	LOS ANGELES INTERNATIONAL
DFW	DALLAS FORT-WORTH INTERNATIONAL
BOS	BOSTON LOGAN INTERNATIONAL
MCO	ORLANDO INTERNATIONAL AIRPORT
IAH	GEORGE BUSH INTERCONTINENTAL
HOU	WILLIAM P. HOBBY
MIA	MIAMI INTERNATIONAL

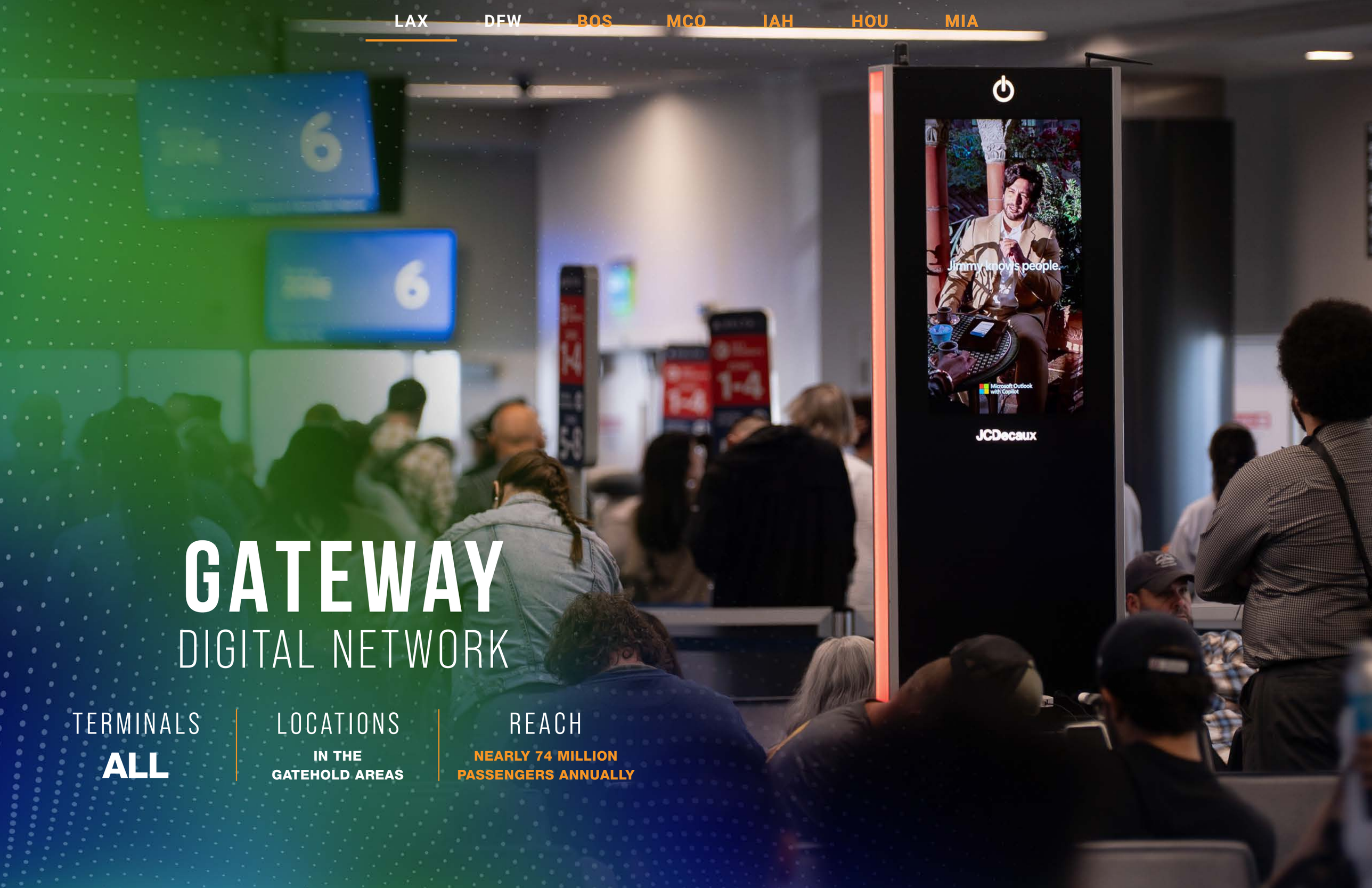
Los Angeles International, the 5th largest airport in the U.S., **reaches over 73.7 million passengers annually** and is home to Terminal B, one of the most prestigious terminals in the United States. LAX is the global gateway linking the U.S. and the Asia-Pacific region and hosts our latest top-tier inventory.

LAX also features **the most exclusive Iconic Digital Landmark Program in any airport worldwide**.

LAX DFW BOS MCO IAH HOU MIA

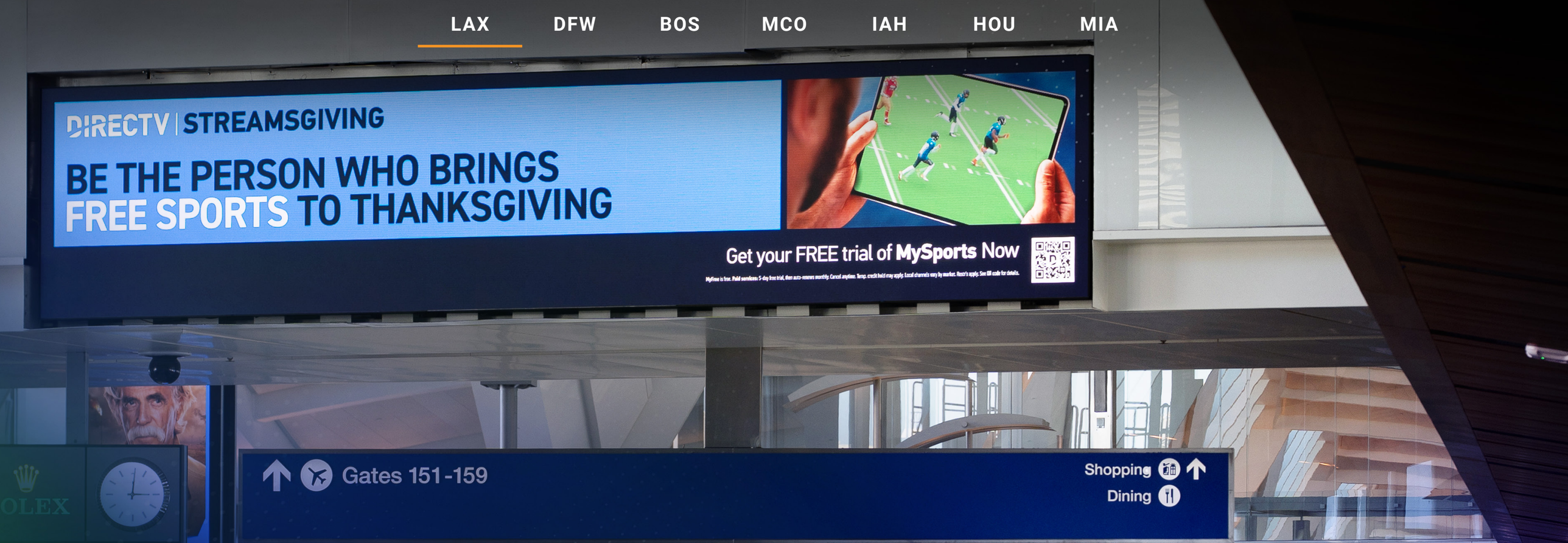
PRESTIGE
DIGITAL NETWORK

TERMINALS	LOCATIONS	REACH
ALL	**POST-SECURITY**	**NEARLY 74 MILLION PASSENGERS ANNUALLY**



GATEWAY
DIGITAL NETWORK

TERMINALS	LOCATIONS	REACH
ALL	**IN THE GATEHOLD AREAS**	**NEARLY 74 MILLION PASSENGERS ANNUALLY**



BRIDGE MEDIA BAND

NETWORK

TERMINALS

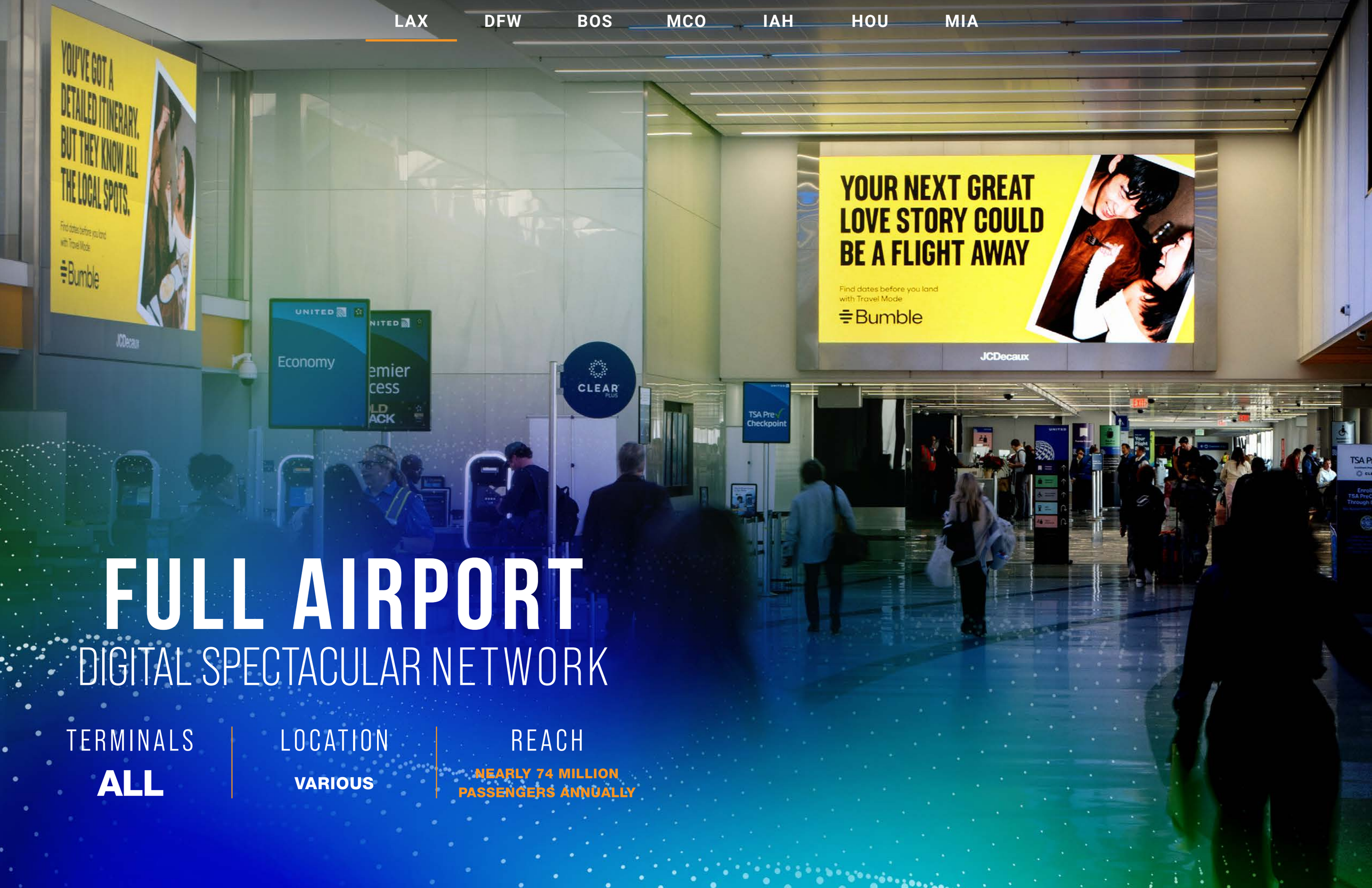
ALL

LOCATIONS

POST-SECURITY ON THE WAY TO GATEHOLD AREAS

REACH

NEARLY 74 MILLION PASSENGERS ANNUALLY



FULL AIRPORT

DIGITAL SPECTACULAR NETWORK

TERMINALS	LOCATION	REACH
ALL	**VARIOUS**	**NEARLY 74 MILLION PASSENGERS ANNUALLY**

LANDMARK
DIGITAL SPONSORSHIP

TERMINAL	LOCATION	REACH
B	POST-SECURITY	OVER 22 MILLION PASSENGERS ANNUALLY

TIME TOWER

DIGITAL SPONSORSHIP

TERMINAL	LOCATION	REACH
B	POST-SECURITY	OVER 22 MILLION PASSENGERS ANNUALLY

STORYBOARD

DIGITAL SPONSORSHIP

TERMINAL	LOCATION	REACH
B	POST-SECURITY	OVER 22 MILLION PASSENGERS ANNUALLY

WELCOME WALL

DIGITAL SPONSORSHIP

TERMINAL
B

LOCATION
ARRIVALS

REACH
OVER 22 MILLION PASSENGERS ANNUALLY

BON VOYAGE WALL

DIGITAL SPONSORSHIP

TERMINAL
B

LOCATION
POST-SECURITY

REACH
OVER 22 MILLION PASSENGERS ANNUALLY

CONCOURSE PORTALS

DIGITAL SPONSORSHIP

TERMINAL
B

LOCATION
POST-SECURITY

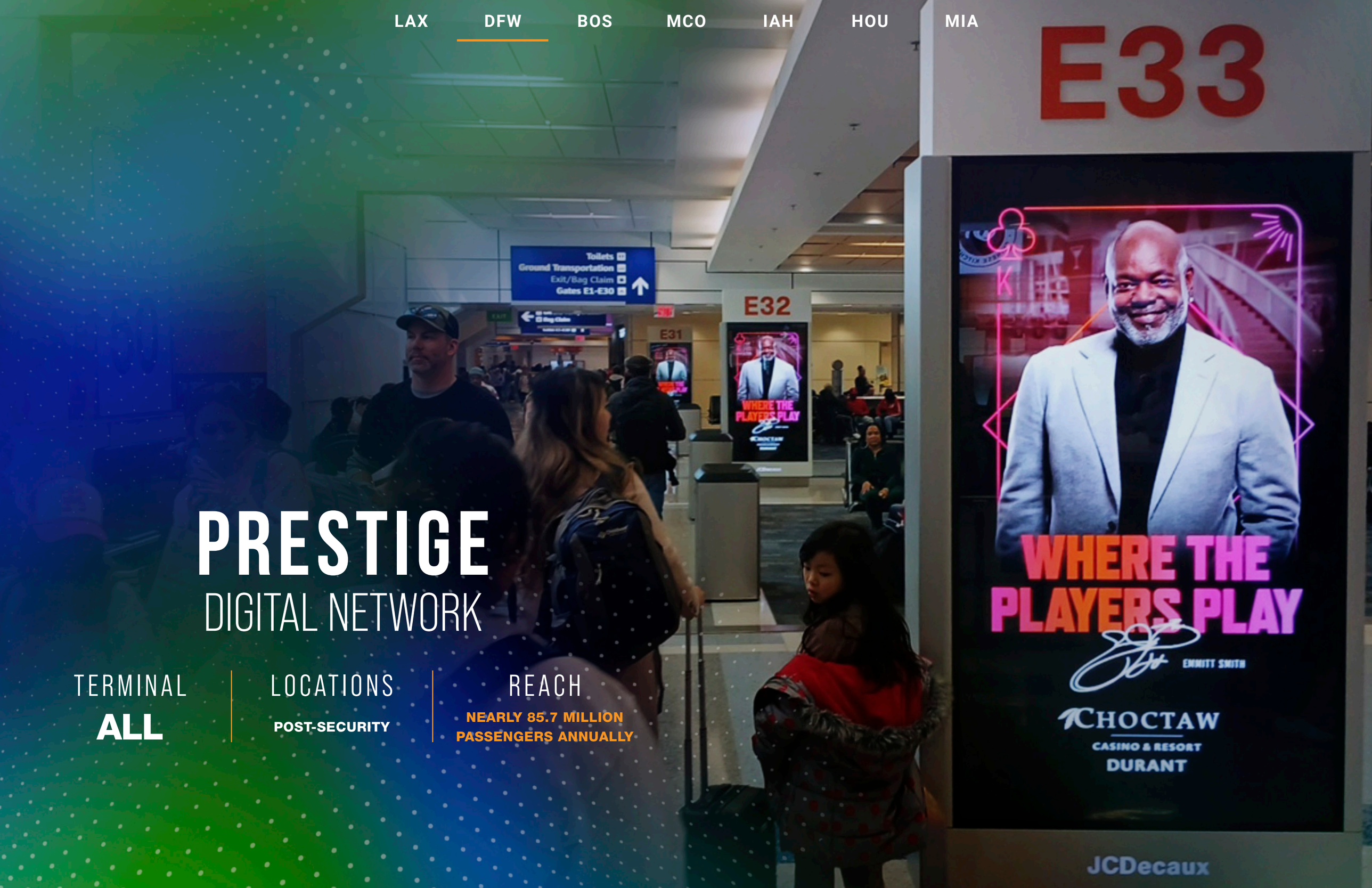
REACH
OVER 22 MILLION PASSENGERS ANNUALLY

DIGITAL BRAND TUNNEL

TERMINAL	LOCATION	REACH
B	CONNECTING TUNNEL	OVER 22 MILLION PASSENGERS ANNUALLY

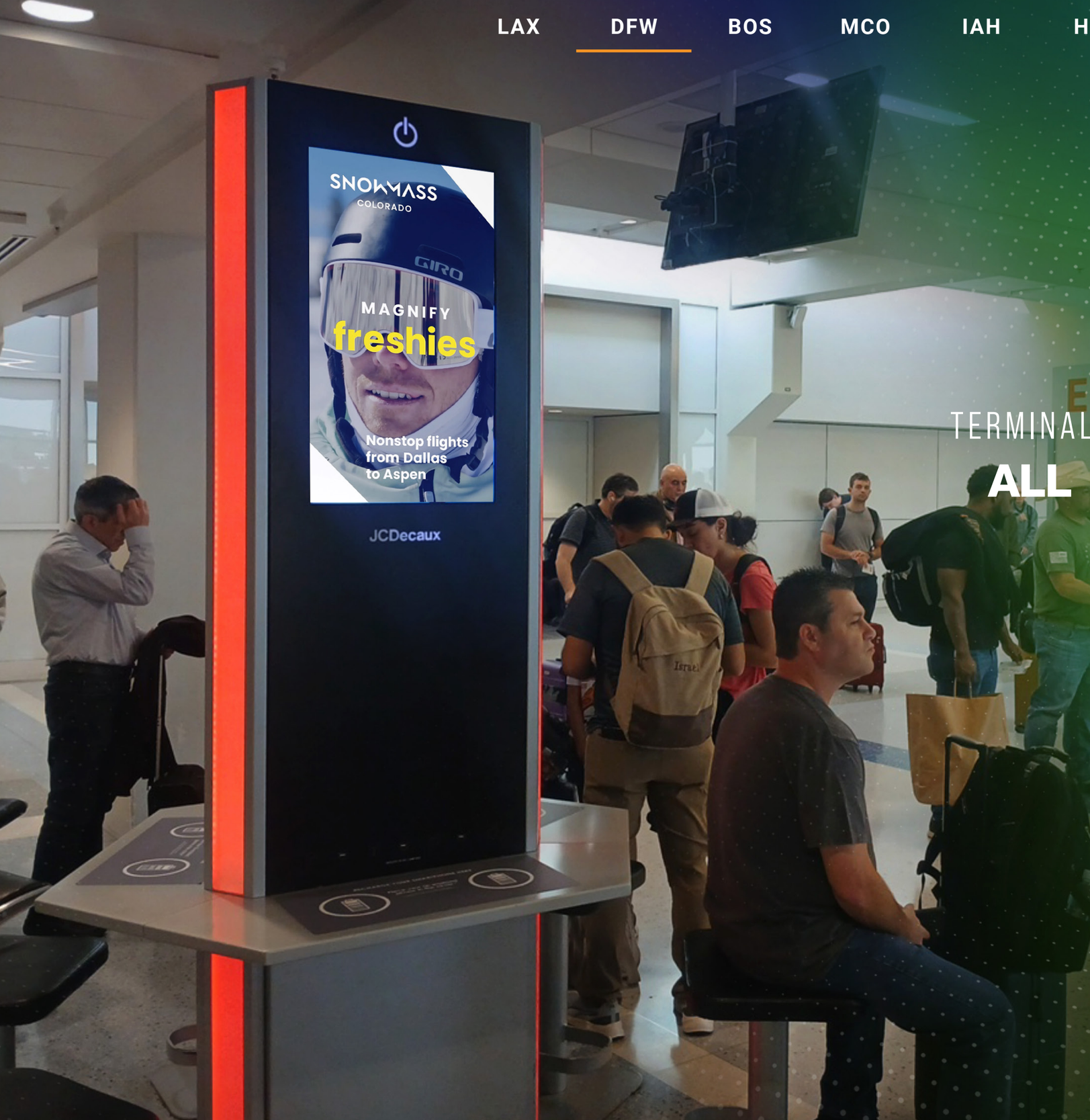
DALLAS FORT WORTH

Dallas Fort Worth International has become a showcase for cutting-edge digital media and technology, offering brands a mix of iconic, premium ad structures in key airport areas. DFW's extended digital network allows advertisers to immerse the almost **85.7M annual travelers** passing through the airport in a highly strategy and impactful way.



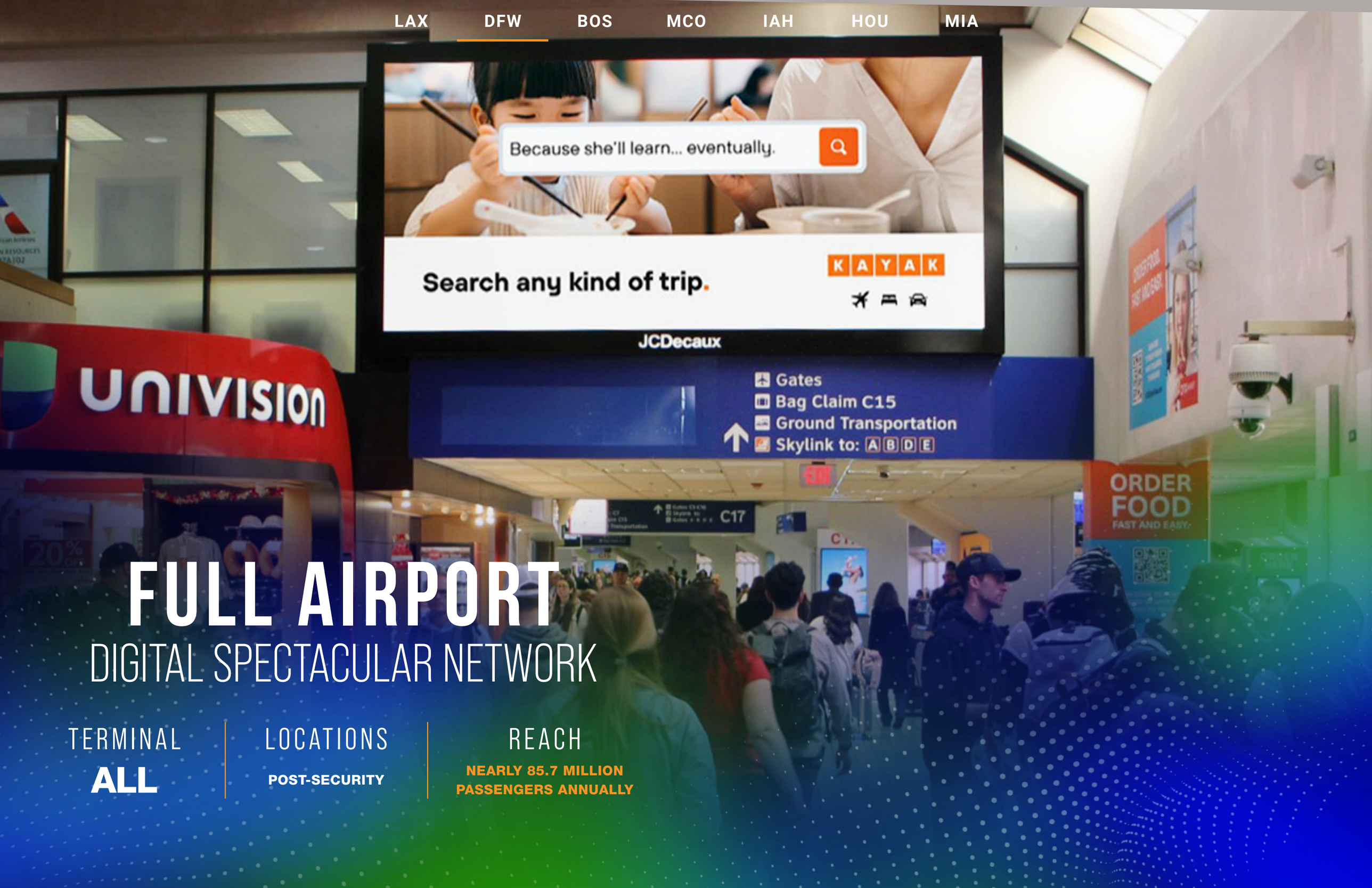
PRESTIGE
DIGITAL NETWORK

TERMINAL	LOCATIONS	REACH
ALL	**POST-SECURITY**	**NEARLY 85.7 MILLION PASSENGERS ANNUALLY**



GATEWAY
DIGITAL NETWORK

TERMINALS	LOCATIONS	REACH
ALL	**IN THE GATEHOLD AREAS**	**NEARLY 85.7 MILLION PASSENGERS ANNUALLY**



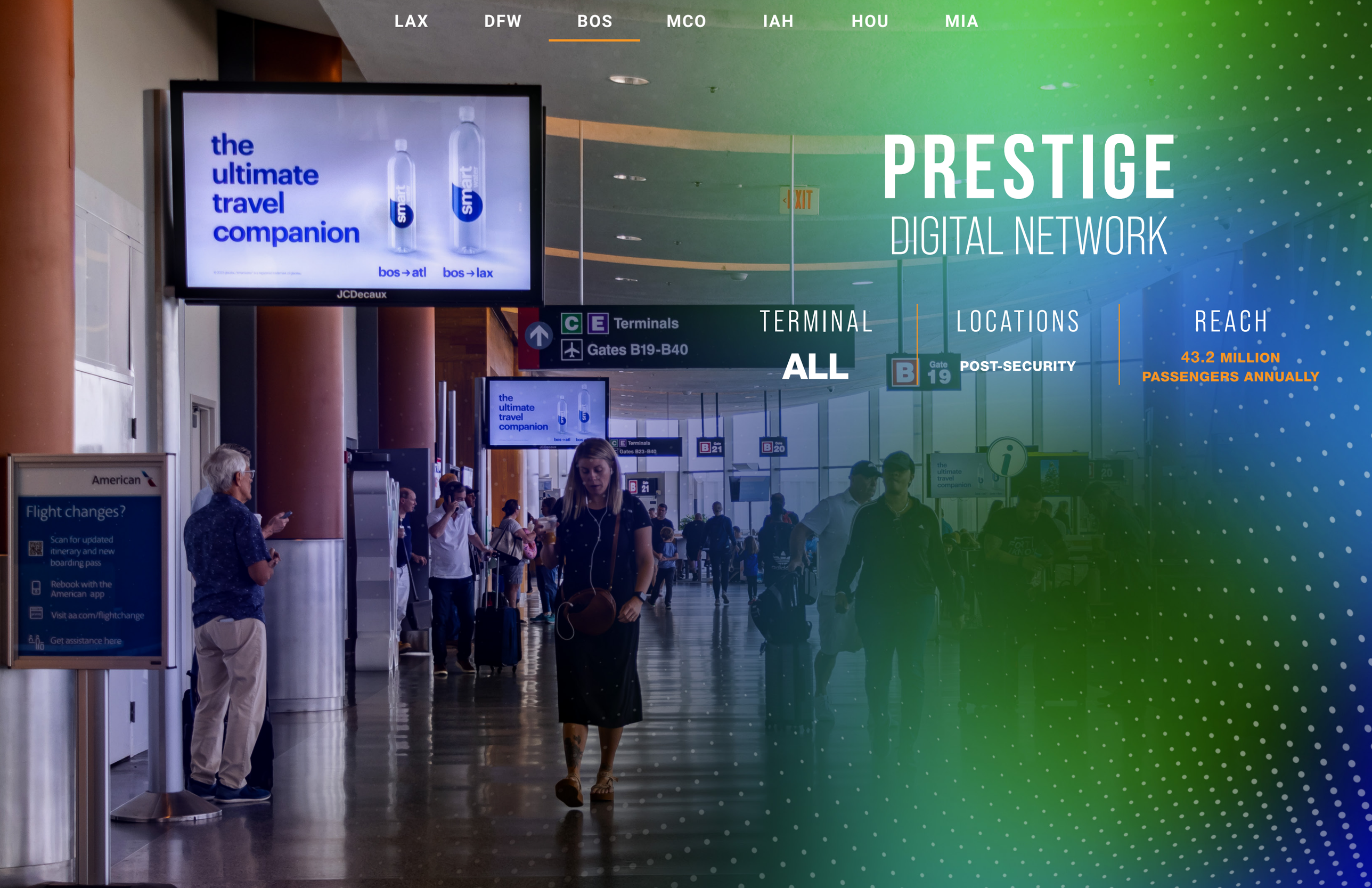
FULL AIRPORT

DIGITAL SPECTACULAR NETWORK

TERMINAL	LOCATIONS	REACH
ALL	**POST-SECURITY**	**NEARLY 85.7 MILLION PASSENGERS ANNUALLY**

Boston Logan welcomes **over 43 million passengers annually and serves as a top business hub for frequent flyers**. As the college capital of the US, Boston boasts 50+ colleges and universities, making Logan a pivotal gateway for the academic community. Offering a variety of digital spectaculars across it's terminals brands have the ability to reach this audience effectively.

BOSTON LOGAN



PRESTIGE
DIGITAL NETWORK

TERMINAL
ALL

LOCATIONS
POST-SECURITY

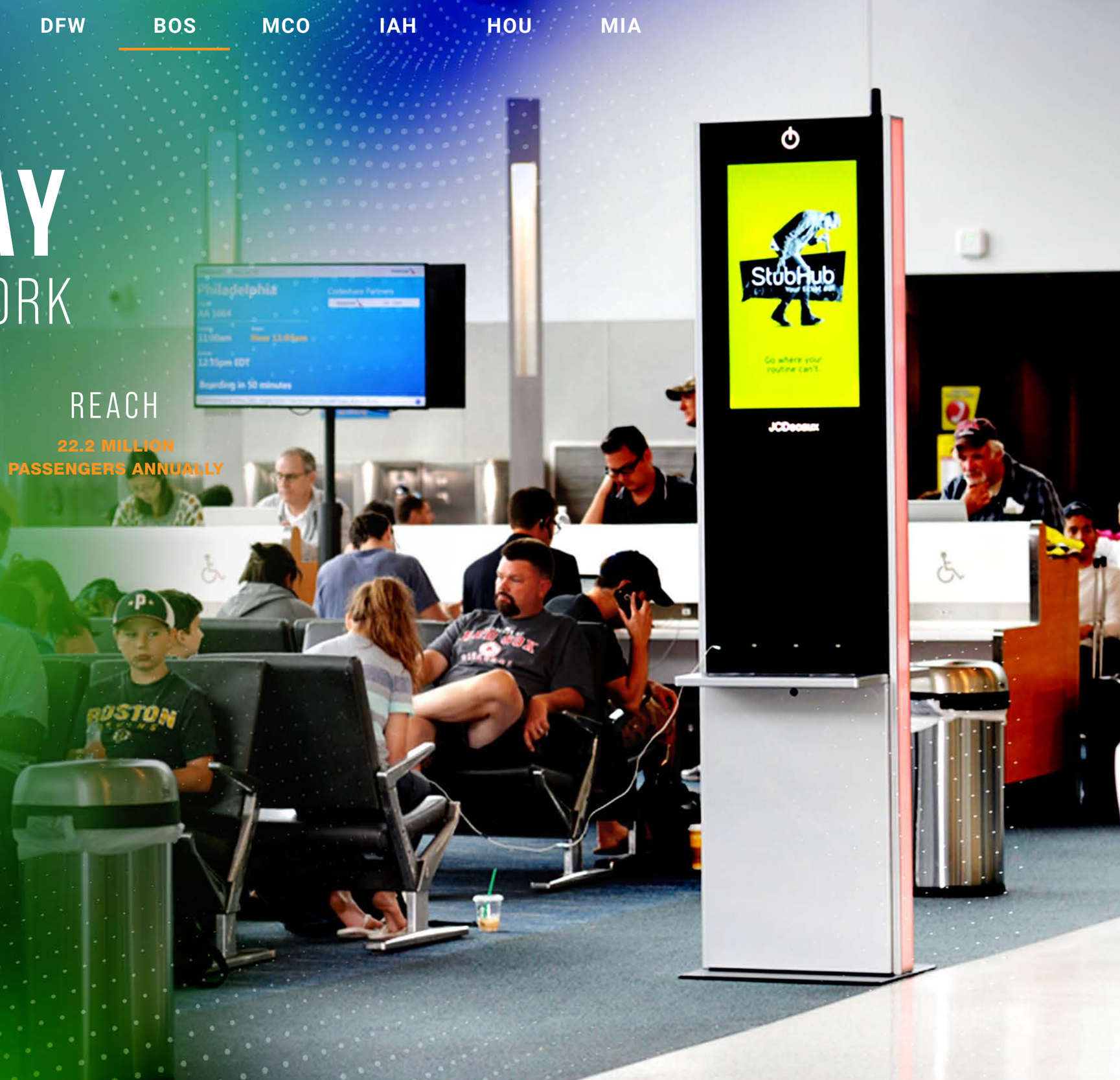
REACH
43.2 MILLION PASSENGERS ANNUALLY

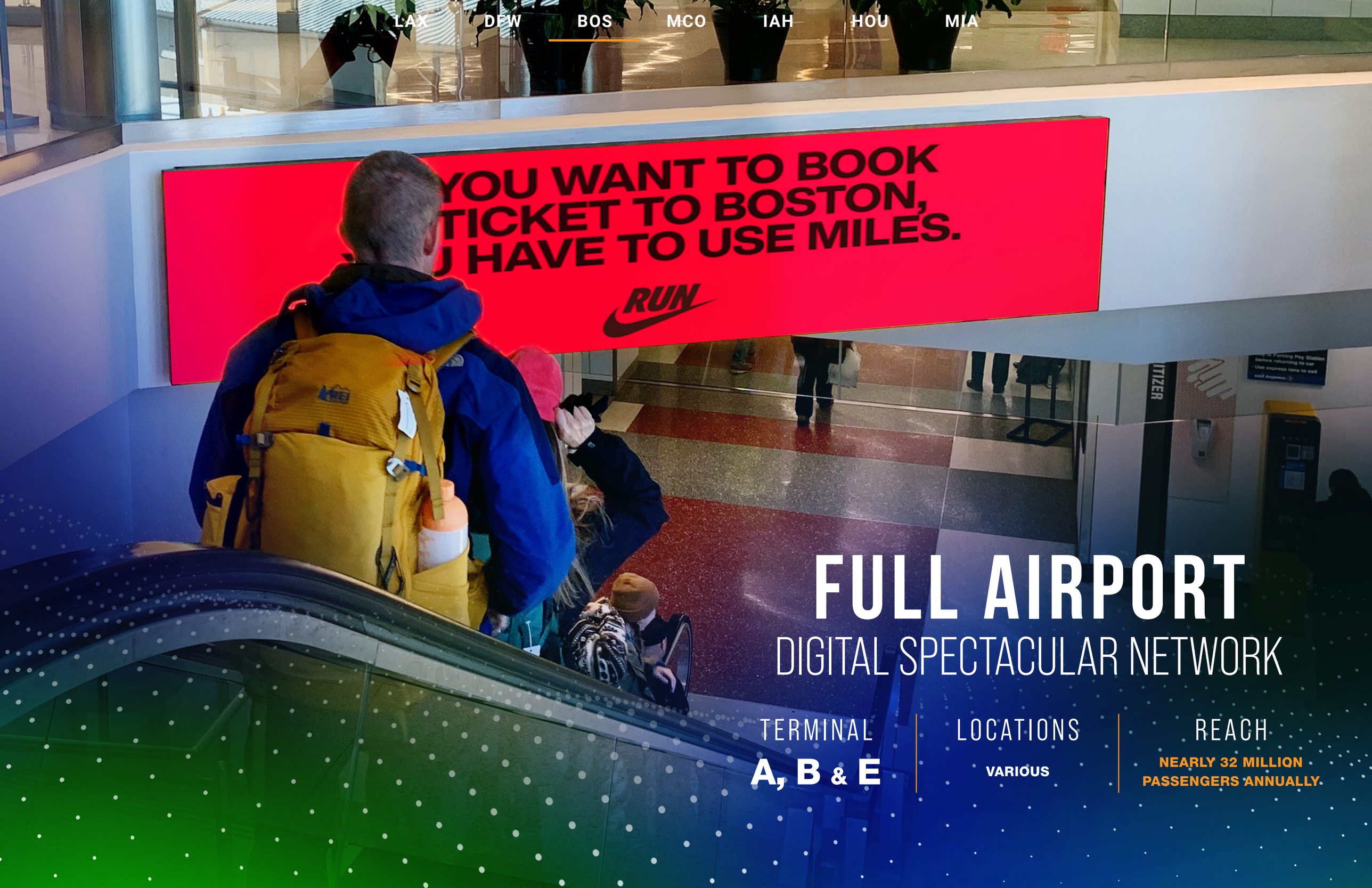
GATEWAY
DIGITAL NETWORK

TERMINALS
B & E

LOCATIONS
IN THE GATEHOLD AREAS

REACH
22.2 MILLION PASSENGERS ANNUALLY





FULL AIRPORT

DIGITAL SPECTACULAR NETWORK

TERMINAL	LOCATIONS	REACH
A, B & E	VARIOUS	NEARLY 32 MILLION PASSENGERS ANNUALLY

ORLANDO

Orlando International Airport **welcomes over 57.6 million passengers annually** and serves as the domestic and international gateway for the many tourist attractions the city has to offer. Several additions to our digital footprint we offer unparalleled opportunity to each this airport audience.

PRESTIGE
DIGITAL NETWORK

TERMINAL	LOCATIONS	REACH
ALL	**POST-SECURITY**	**57.6 MILLION PASSENGERS ANNUALLY**

GATEWAY
DIGITAL NETWORK

TERMINALS
A & B

LOCATIONS
IN THE GATEHOLD AREAS

REACH
OVER 48 MILLION PASSENGERS ANNUALLY

FULL AIRPORT

DIGITAL SPECTACULAR NETWORK

TERMINAL	LOCATIONS	REACH
ALL	**VARIOUS**	**57.6 MILLION PASSENGERS ANNUALLY**

LAX DFW BOS MCO IAH HOU MIA

360 LED COLUMNS

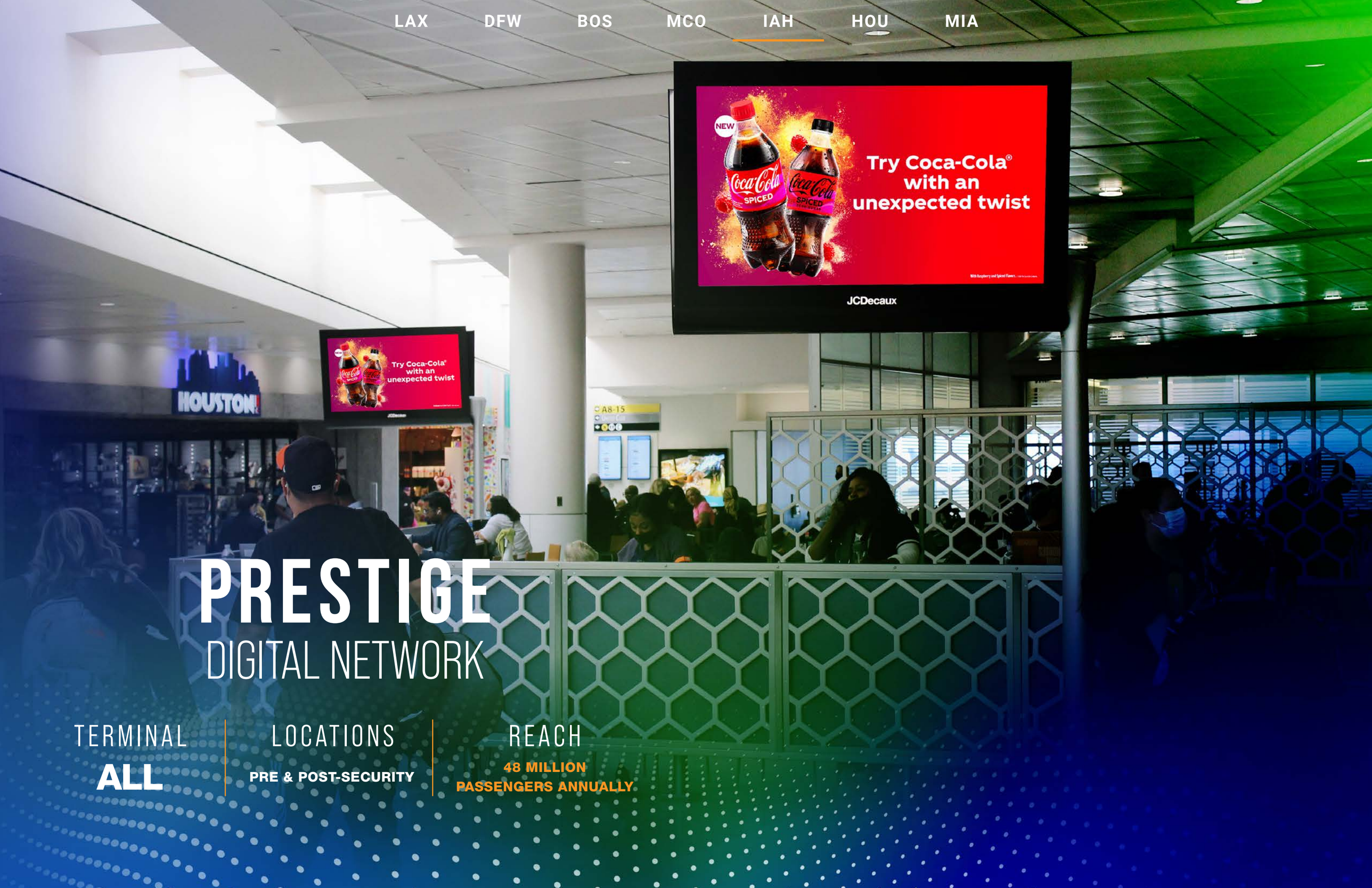
TERMINAL
C

LOCATIONS
IN THE ARRIVALS AREA

REACH
4.6 MILLION PASSENGERS ANNUALLY

GEORGE BUSH

Houston is home to more energy companies that any other city. George Bush Intercontinental **serves over 48 million passengers annually**. It's large format Digital Spectacular program captures 85% of departures and offers brands maximum exposure at the Gateway to Houston!

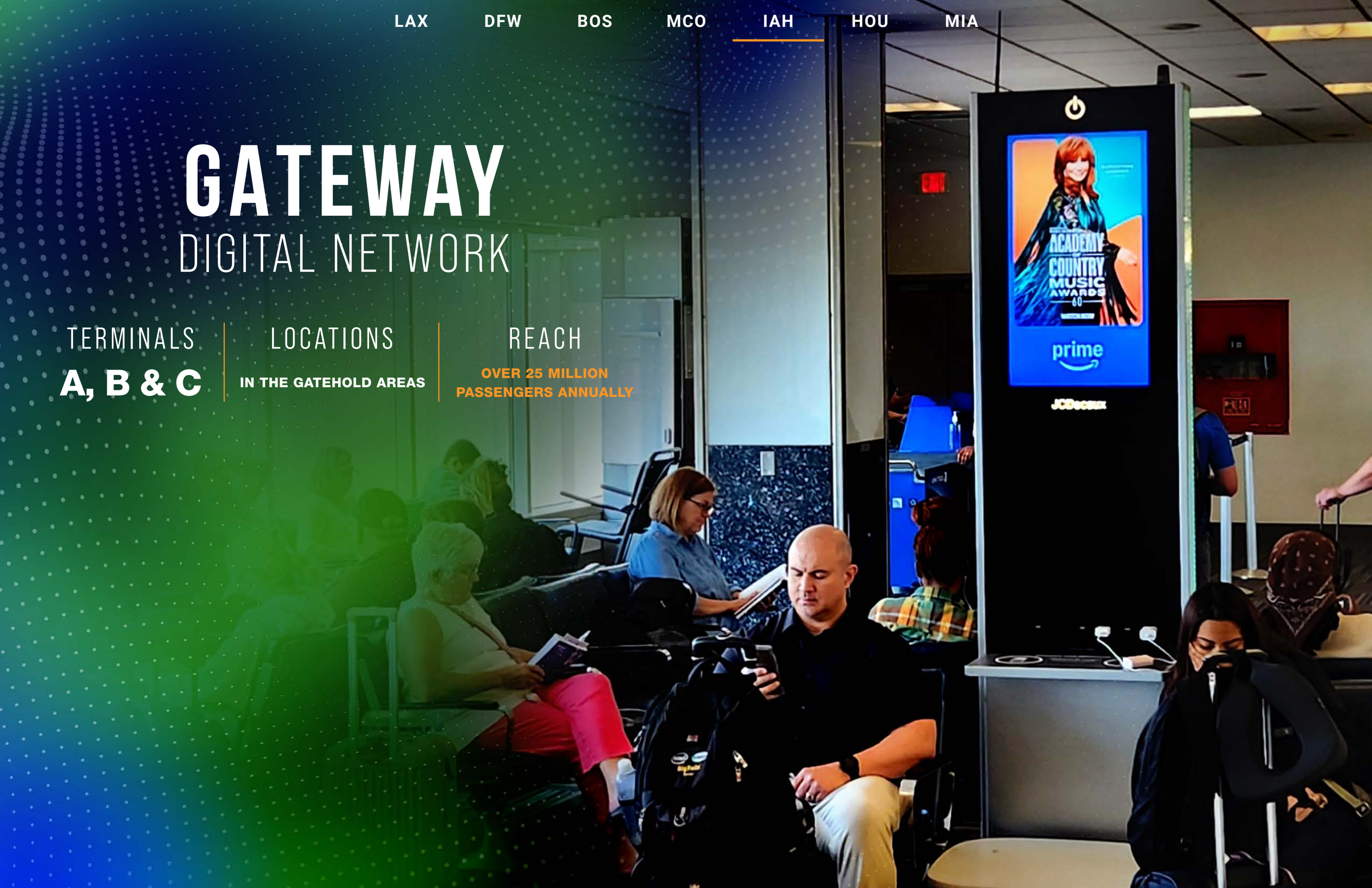


PRESTIGE
DIGITAL NETWORK

TERMINAL	LOCATIONS	REACH
ALL	**PRE & POST-SECURITY**	**48 MILLION PASSENGERS ANNUALLY**

GATEWAY
DIGITAL NETWORK

TERMINALS	LOCATIONS	REACH
A, B & C	**IN THE GATEHOLD AREAS**	**OVER 25 MILLION PASSENGERS ANNUALLY**

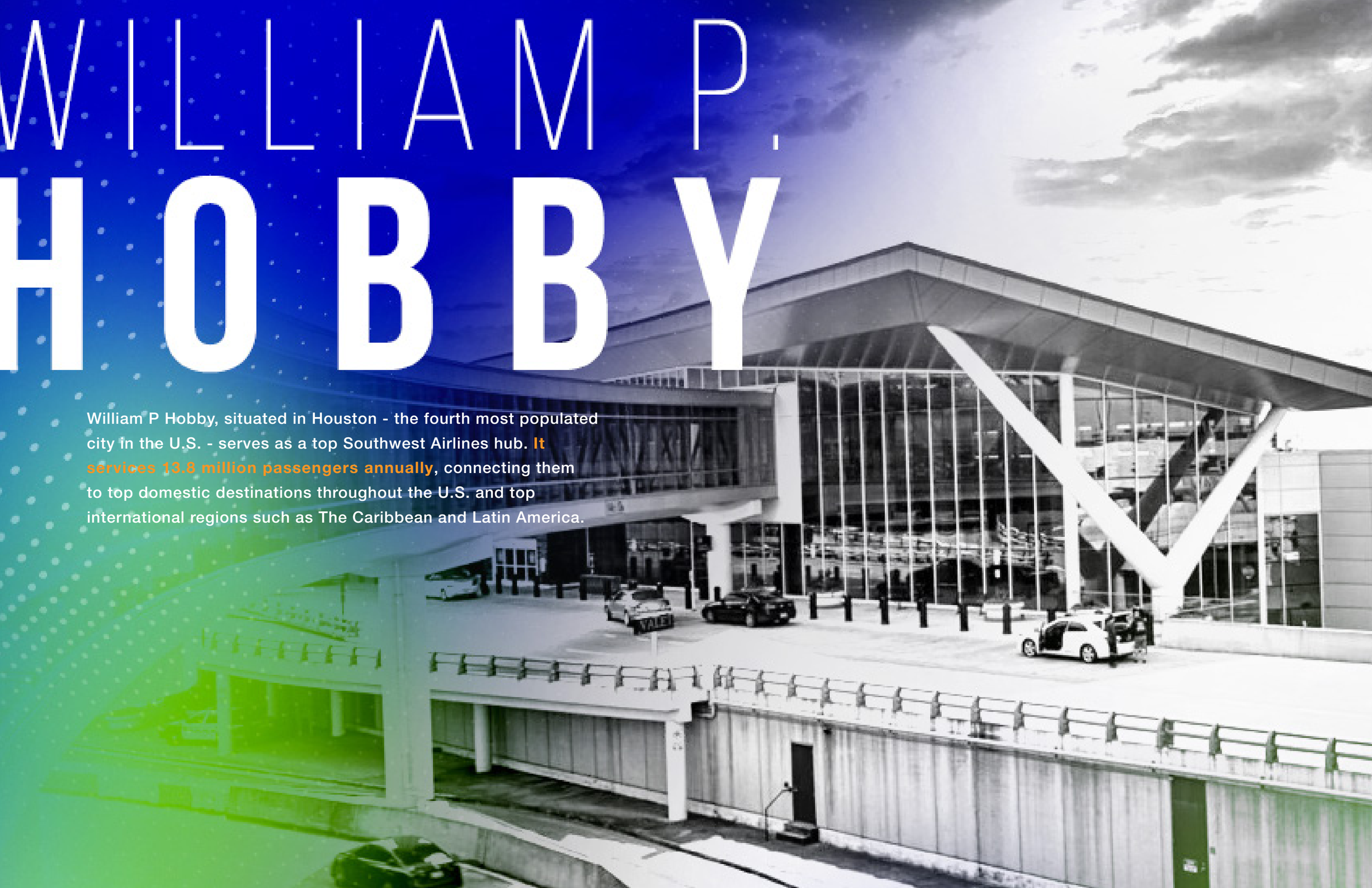


FULL AIRPORT

DIGITAL SPECTACULAR NETWORK

TERMINAL	LOCATIONS	REACH
ALL	**VARIOUS**	**48 MILLION PASSENGERS ANNUALLY**

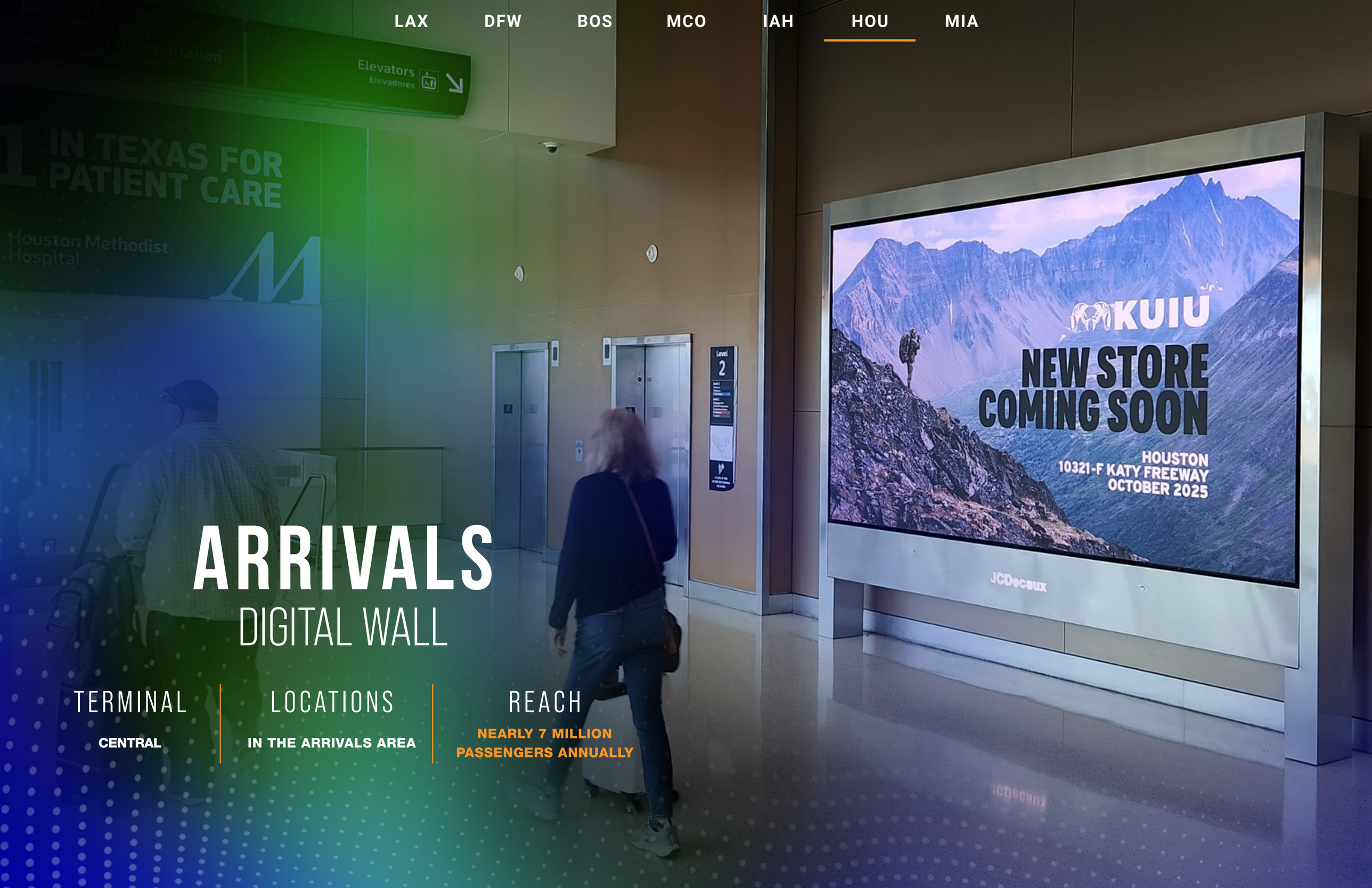
WILLIAM P. HOBBY



William P Hobby, situated in Houston - the fourth most populated city in the U.S. - serves as a top Southwest Airlines hub. **It services 13.8 million passengers annually**, connecting them to top domestic destinations throughout the U.S. and top international regions such as The Caribbean and Latin America.

PRESTIGE
DIGITAL NETWORK

TERMINAL	LOCATIONS	REACH
ALL	**POST-SECURITY**	**13.8 MILLION PASSENGERS ANNUALLY**



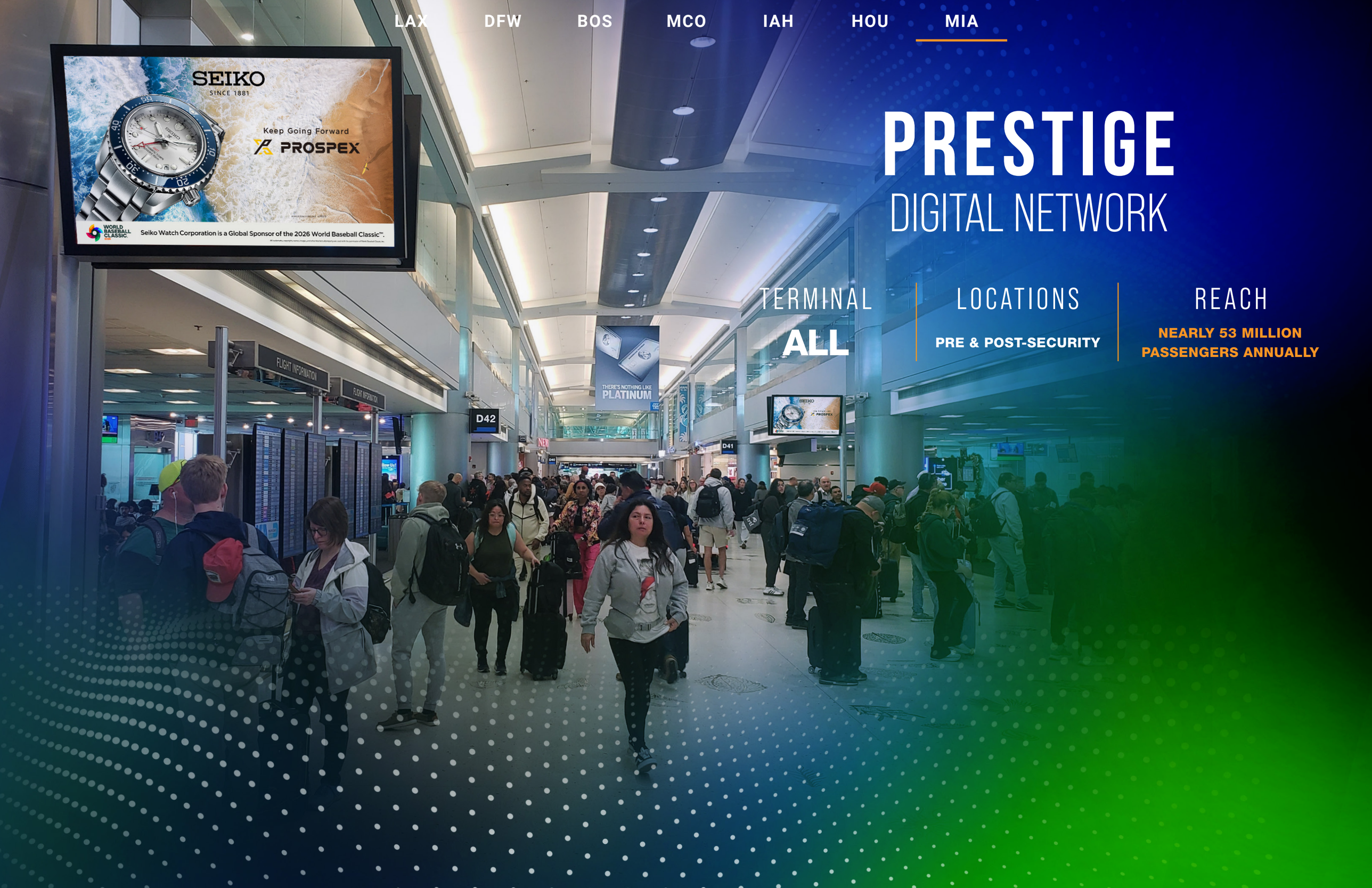
ARRIVALS
DIGITAL WALL

TERMINAL	LOCATIONS	REACH
CENTRAL	IN THE ARRIVALS AREA	NEARLY 7 MILLION PASSENGERS ANNUALLY

MIAMI

Miami International Airport welcomes nearly 53M passengers annually. As the second most visited city in the country, MIA provides an unparalleled opportunity to reach both business and leisure travelers. JCDecaux now offers new digital spectaculars, complementing the existing digital and static signage.

LAX DFW BOS MCO IAH HOU MIA



PRESTIGE
DIGITAL NETWORK

TERMINAL
ALL

LOCATIONS
PRE & POST-SECURITY

REACH
NEARLY 53 MILLION PASSENGERS ANNUALLY

GATEWAY
DIGITAL NETWORK

TERMINALS
ALL

LOCATIONS
IN THE GATEHOLD AREAS

REACH
NEARLY 53 MILLION PASSENGERS ANNUALLY

LARGE FORMAT

DIGITAL SPECTACULARS

CONCOURSE	LOCATIONS	REACH
D	VARIOUS	OVER 30 MILLION PASSENGERS ANNUALLY

JCDecaux

AIRPORT DIGITAL 2026