

JCDecaux

North America



Always at the forefront of Innovation and Technology,

JCDecaux North America is an industry leader and a trendsetter

From the heart of the nation’s most beautiful cities to the best shopping malls and top international airports, JCDecaux North America connects select audiences to advertisers with high-impact networks of state-of-the-art static and digital displays.

1_ Global Presence

2_ Airport

3_ Street Furniture

4_ Billboard

5_ MallScape

6_ Innovate

7_ Digital





Part of the JCDecaux Group, JCDecaux North America is fully committed to the Group’s core values.

Innovation, Quality, Design, Sustainable Development and Trustworthiness.

1_ Global Presence

No.1 Worldwide in Out-Of-Home

JCDecaux is the No. 1 Outdoor Advertising Company in the world with nearly **1 million advertising panels in 78 countries.**



Paris, France

JCDecaux's expertise

in coordinating campaigns at international, national and local levels enables clients to harness this powerful global network.



Dubai, United Arab Emirates

Street Furniture:
Contracts in **1,800+** cities
across **67** countries

Airport:
Contracts in **141** airports
across **41** countries

Transport:
255+ contracts across
29 countries

Large-Format:
2,400+ cities across
66 countries

As of December 2025

#1
worldwide in street furniture advertising
worldwide in airport advertising
worldwide in transport advertising
worldwide in self-service bicycles
in Europe in Billboard Advertising

London Heathrow Airport

#1 in outdoor advertising in Europe, Asia-Pacific, Latin America, Africa and the Middle East.



Madrid, Spain

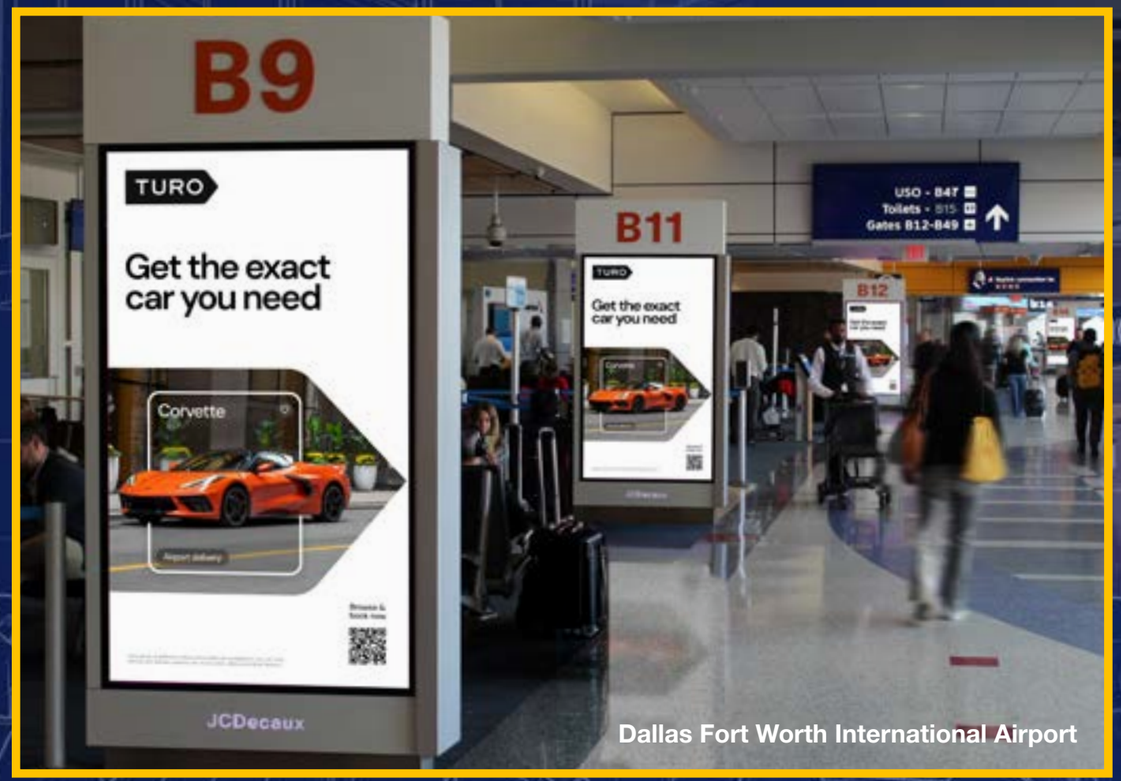


Melbourne, Australia

2_ Airport

Reach a Premium Audience

Anchored in 3 of the Top 4 business markets, placing your message directly before key business decision makers, early tech adopters, and affluent Millennial/Gen Z business travelers. Leveraging extended airport dwell times, JCDecaux's immersive displays capture receptive, high-income audiences during critical downtime—driving mobile booking, premium retail spending, and immediate response to contextually relevant messaging.



Dallas Fort Worth International Airport

Presence across **the Top 10** U.S. DMAs

including major commercial airports (Los Angeles, Chicago, Dallas/Fort Worth, Miami, Denver) and premium private aviation terminals nationwide.

Los Angeles International Airport

Boston Logan International Airport



Chicago Midway International Airport

As the undisputed leader in airport advertising

JCDecaux reaches over 500 million passengers annually across premier U.S. air hubs. Backed by unmatched operational expertise, our national footprint of over 1,400 high-impact digital canvases delivers seamless coast-to-coast coverage—giving brands maximum visibility among the world's most valuable audiences.

With average global airport dwell times exceeding 100 minutes,

we deliver high-impact media solutions designed to maximize brand engagement across every touchpoint:

- High-Definition Digital Networks
- Unmissable Static Inventory
- Interactive & Experiential activations
- Dynamic flexibility
- Programmatic opportunities



Miami International Airport

JCDecaux's Premium Airport Network

provides brands with exclusive access

to an elite, highly receptive audience that other media simply cannot touch. Position your message where high-net-worth travelers spend peak downtime—delivering uninterrupted attention and maximum impact.

George Bush Intercontinental Airport

3_ Street Furniture

Cityscapes designed to showcase your brand

JCDecaux North America reaches millions of Americans every day while they travel by car and when they walk and shop in several of the most populated and desirable downtown areas in the country: New York City, Chicago, Boston, San Francisco, and West Hollywood.



West Hollywood



Boston



New York City

Our products include digital and static street furniture

such as bus shelters, kiosks, city information panels, and newsstands designed by world renowned architects. These eye level advertising panels are positioned across best-in-class urban locations including iconic roadways, retail corridors, tourist destinations, and business centers.



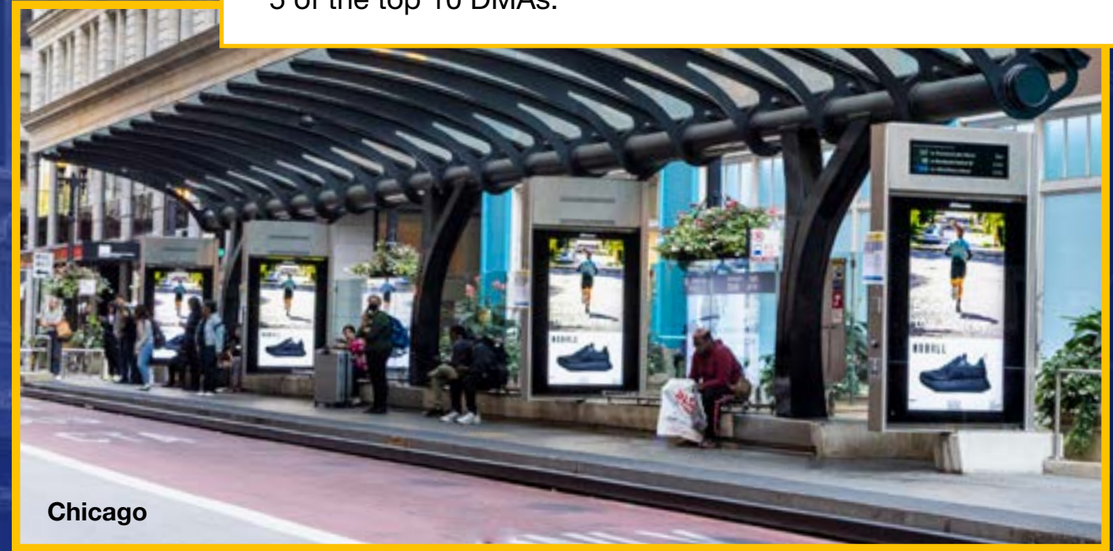
New York City

Chicago



Some of these iconic locations include **Fifth Avenue in NYC and the Magnificent Mile™ in Chicago.**

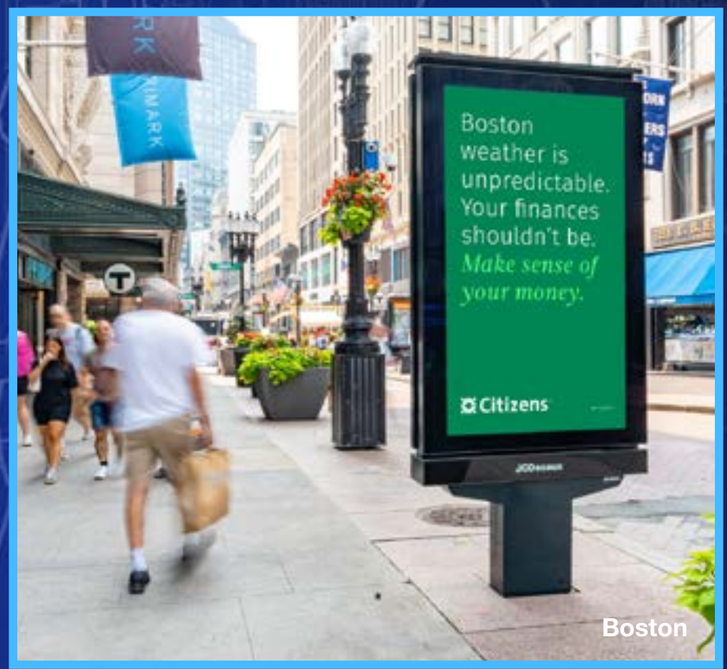
Over 80% of the U.S. population is projected to live in an urban area by 2030, and JCDecaux street furniture advertising offers brands eye level access to 5 of the top 10 DMAs.



Chicago

JCDecaux Street Furniture offers our advertisers:

- Targeted networks to engage high-value consumers where they spend their time
- Premium digital and static media that make up the largest eye level advertising across our markets
- Brand amplification during key events: conventions, marathons, championships, parades, music festivals, and more.



Boston

San Francisco

4_ Billboards

Advertising above the rest

JCDecaux offers Chicagoland's exclusive network of expressway digital billboards. These 51 large-format screens cover all major expressways leading in and out of Downtown Chicago while leveraging nation-leading traffic congestion for increased brand visibility.



Chicago
Dan Ryan Expressway

Chicago
Eisenhower Expressway

JCDecaux advertisers

can leverage Chicago's record breaking traffic congestion

with the city's exclusive expressway digital billboards for full market reach including:

- Inbound and outbound O'Hare and Midway travelers
- All major sporting arenas: Wrigley Field, Rate Field, United Center & Soldier Field
- Convention attendees on the way to McCormick Place
- Affluent suburbs and Downtown shoppers

Chicago is a prime billboard market with drivers who opt for driving over public transportation.

In fact, nearly 58% of Chicago adults drive by themselves to get to work compared to just over 10% who take public transportation.

Source: Outward Intelligence

Chicago
Kennedy Expressway



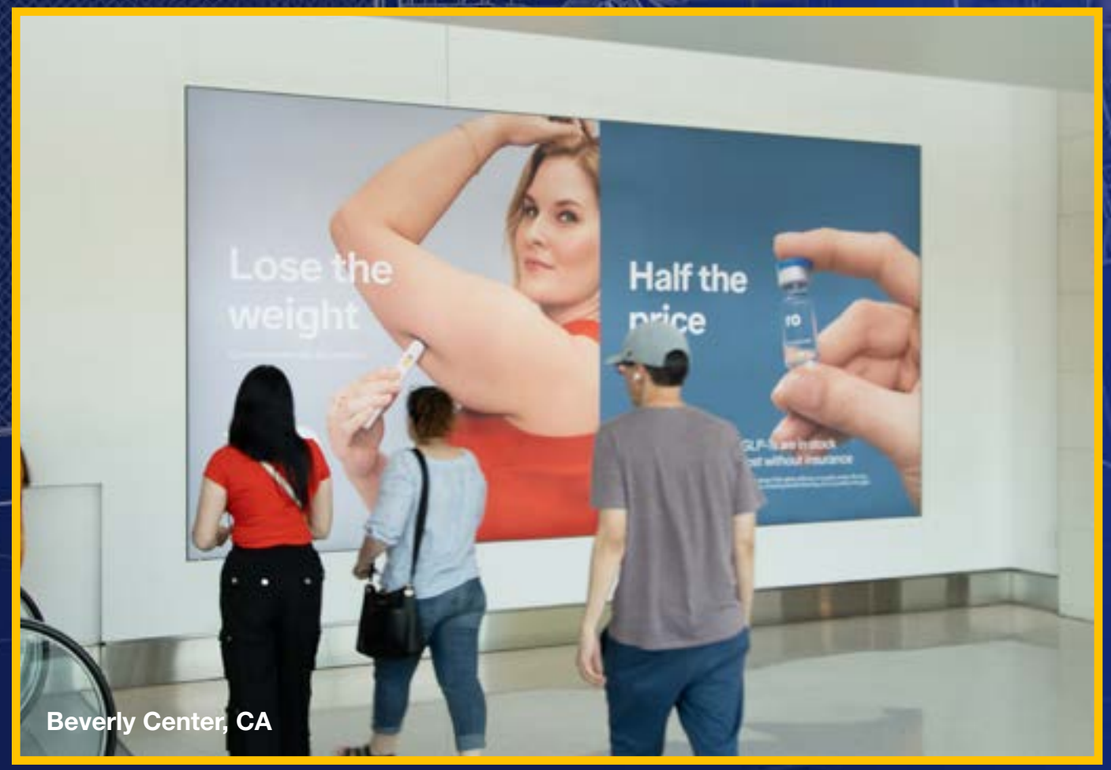
Chicago
Edens Expressway

5_

MallScape

One-stop shopping access to the most prestigious malls

JCDecaux offers premier mall advertising at three malls across three of the nation's top DMAs. Each mall within our portfolio was carefully selected based on its ability to deliver advertisers a large volume of high-spend shoppers who tend to make in-store purchases from top retailers including luxury destinations.



Beverly Center, CA

Beverly Center, CA

Over 80% of mall shoppers visit more than once a month.

The average mall visit lasts over 2 hours.

Source: Stagwell



Short Hills, NJ

Woodfield Mall, IL

6_ Innovate

In today's information-saturated society, the ability for brands to cut through the competition has never been more important.

JCDecaux is dedicated to developing campaigns that surprise and engage audiences through immersive, interactive, and above-all engaging activations.



Boston

Chicago

Our Innovate solutions

include bus shelter takeovers featuring roof buildouts, bench replacements, and vinyl wraps,

as well as gaming displays, augmented reality, heating and cooling units, dispensers, and real-life brand experientials in the center of bustling airports.



Los Angeles International Airport

New York City

7_ Digital

JCDecaux is a leader in the digital media world,

reinforcing its footprint with screens at street level across bustling cities, alongside jam-packed expressways, in premier shopping malls, and the nation's busiest airports.



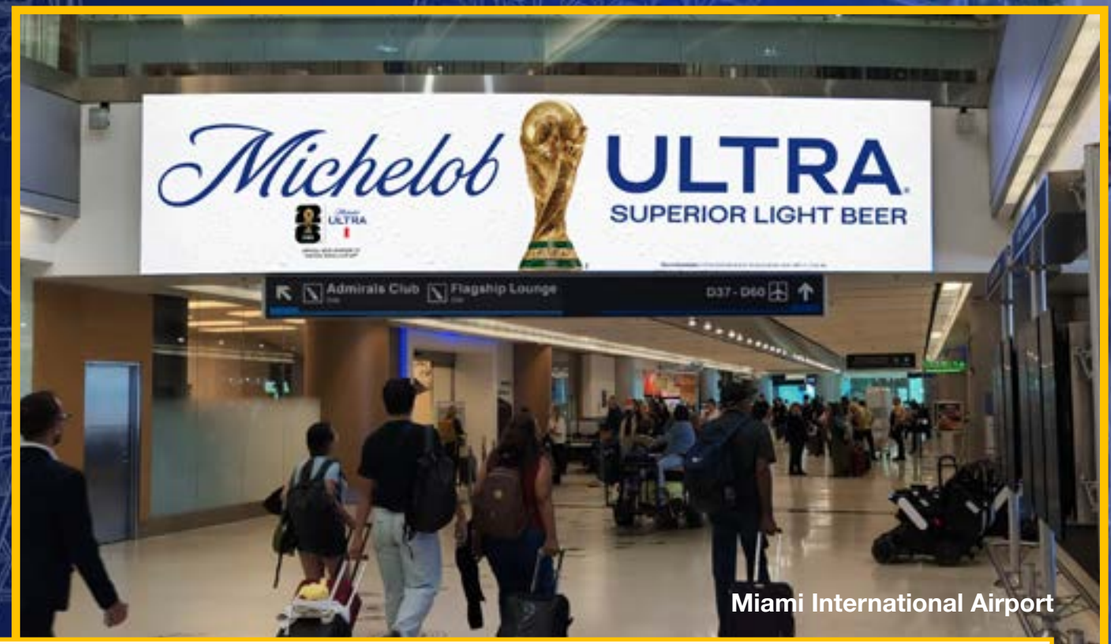
Chicago

Los Angeles International Airport

Programmatic DOOH merges the best

of traditional advertising media

with the ease and accessibility of automated media buying for mass reach and high impact with digital flexibility and turnkey activation.



Miami International Airport

Leverage data to automate and optimize the **OOH planning and buying process**,

and access our industry-leading digital inventory on the same platforms used to activate your existing programmatic campaigns for seamless omnichannel optimization. In fact, 98% of JCDecaux's digital inventory nationwide is available programmatically.



New York City



Chicago

Dynamic DOOH:

- Ultimate creative flexibility including full motion video, turnkey creative activation, and unlimited creative rotations
- Live data integrations like countdowns, weather triggers, day-parting, traffic delays, live scoring, and more



Miami International Airport



JCDecaux

North America

