

JCDecaux *Elite*

PRIVATE AVIATION MEDIA NETWORK

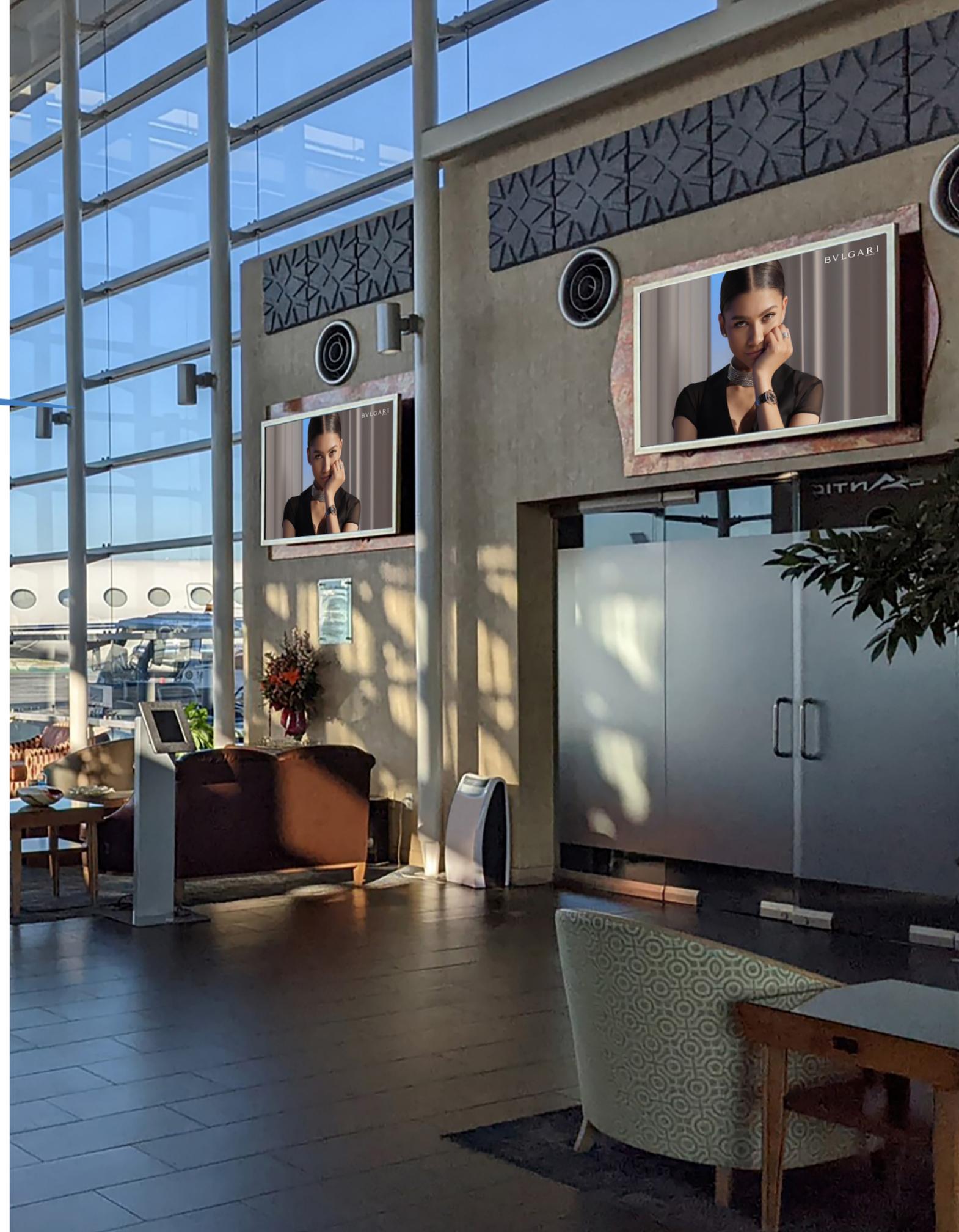


Reach

the world's highest concentration of Ultra-Wealthy Consumers with JCDecaux Elite's Private Aviation Media Network!

Our portfolio of digital advertising screens across 30 private airports in the U.S. makes an impact with a consumer group you can't reach anywhere else.

JCDecaux Elite's digital network serves top business and leisure destinations for the nation's elite. With coverage in 8 of the top 10 DMAs in the U.S., this exclusive advertising opportunity targets the nation's best business markets, luxury ski and beach retreats, and renowned entertainment destinations.

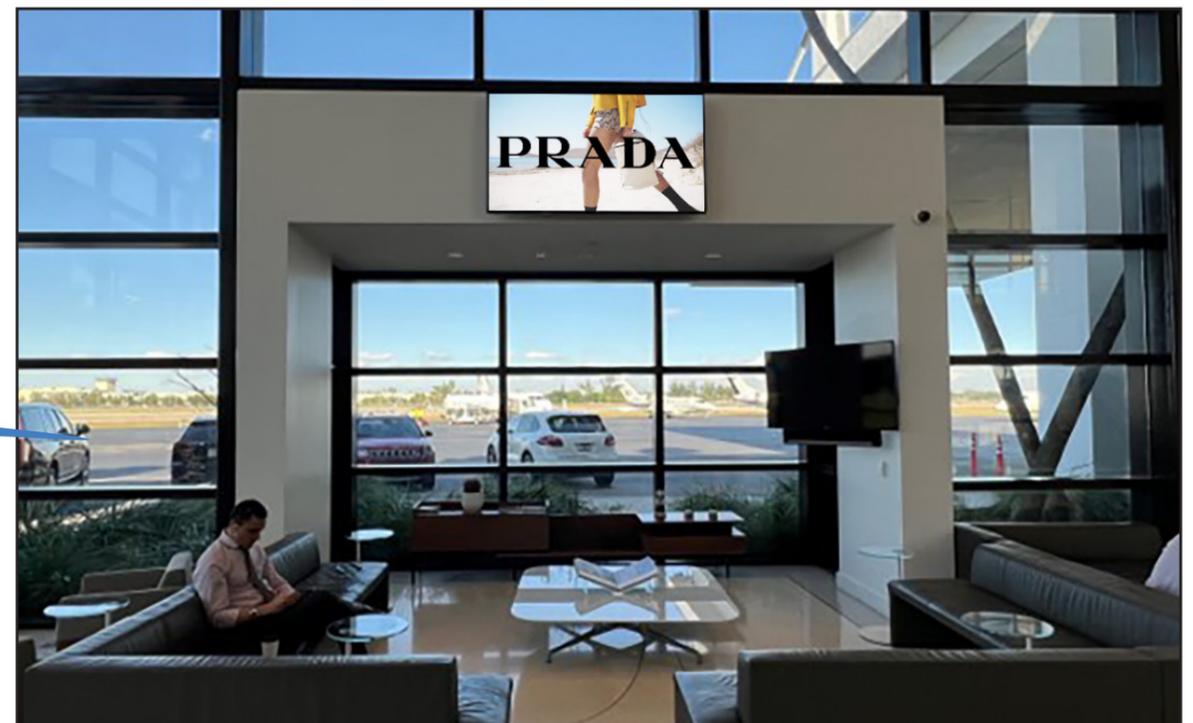




Elite

Digital Network

Reach ultra-high net worth consumers across the nation with this network of 68 digital screens located in 41 private airports. With digital flexibility, full-motion creatives and high-visibility in premium locations throughout the terminal, advertisers are guaranteed to capture the attention of these elusive customers.



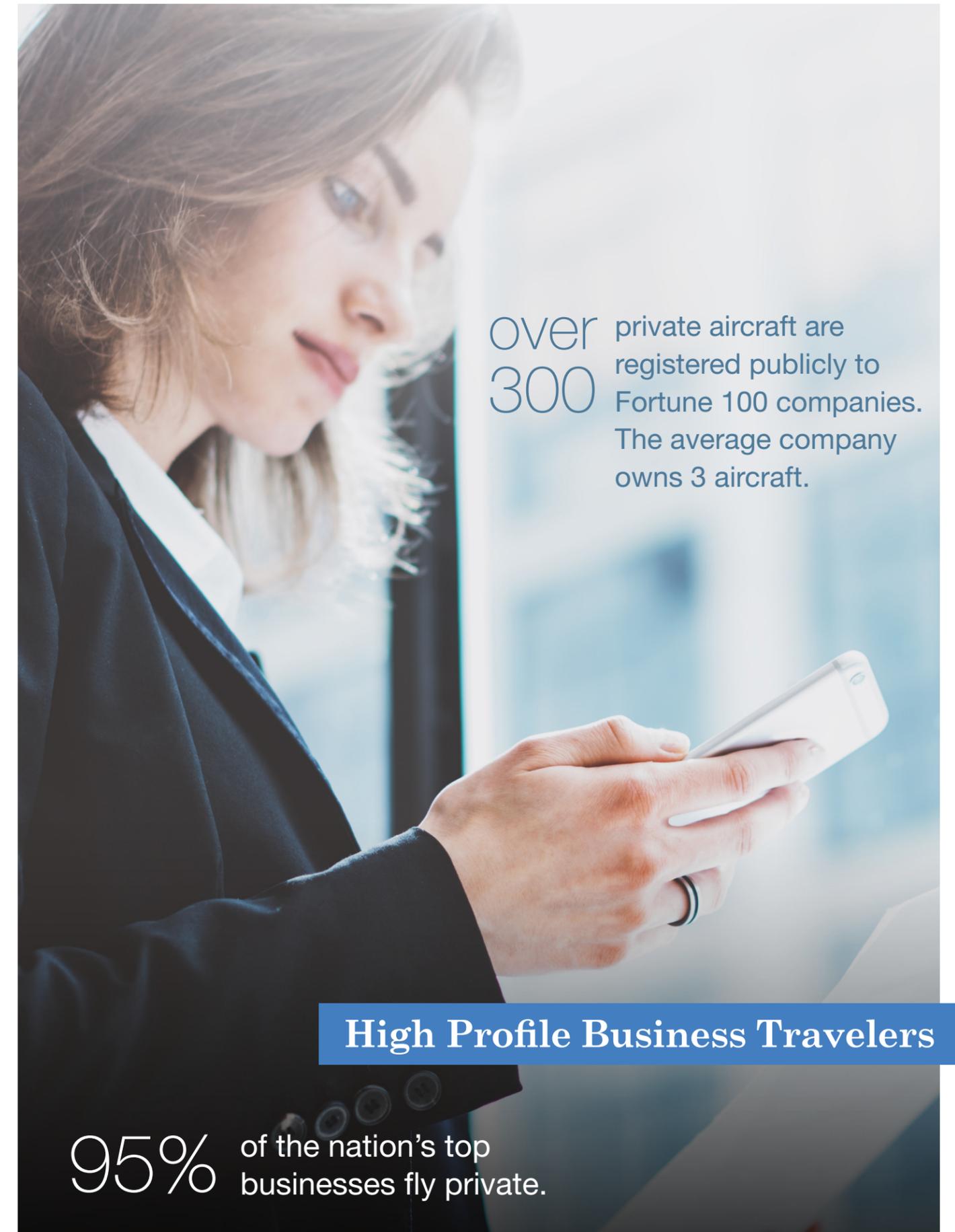
Reach

Elite Audiences

71% of all private jets are in North America.

Ultra High Net Worth Consumers

\$190M is the median net worth for full owners of private jets.



over 300 private aircraft are registered publicly to Fortune 100 companies. The average company owns 3 aircraft.

High Profile Business Travelers

95% of the nation's top businesses fly private.

Reach

Elite Audiences

Celebrities are expected to buy **20%** of all new jets over the next decade.

Celebrities and Musicians



NFL clubs spend an average of **\$4M** per season to lease planes and major teams like the Patriots and Cardinals own their own jets.

Professional Athletes and Owners

\$12.5B was spent on sports-related transportation in 2019.

JCDecaux®

