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MCDECAUX AIRPORT Media Guide 2020 (Digest)

NEW AND EXCLUSIVE DIGITAL MEDIA OFFER

← 1-17-101-103
25-41-111-113 →

ROLEX

Let's Create



MCDcaux wins 10 years advertising concession with exclusivity on digital, from 2019 with Kansai Airports (KIX and ITAMI)



KANSAI AIRPORT (KIX)

Inaugurated in 1994

30.7M passengers annually

2nd largest international airport in Japan

78% international traffic

The **biggest Chinese pax number** in Japan

ITAMI AIRPORT (ITM)

Inaugurated in 1939

16.0M passengers annually

2nd largest domestic airport with KIX in Japan

100% domestic traffic

30% flights to/from Haneda airport

AIRPORT BENEFITS

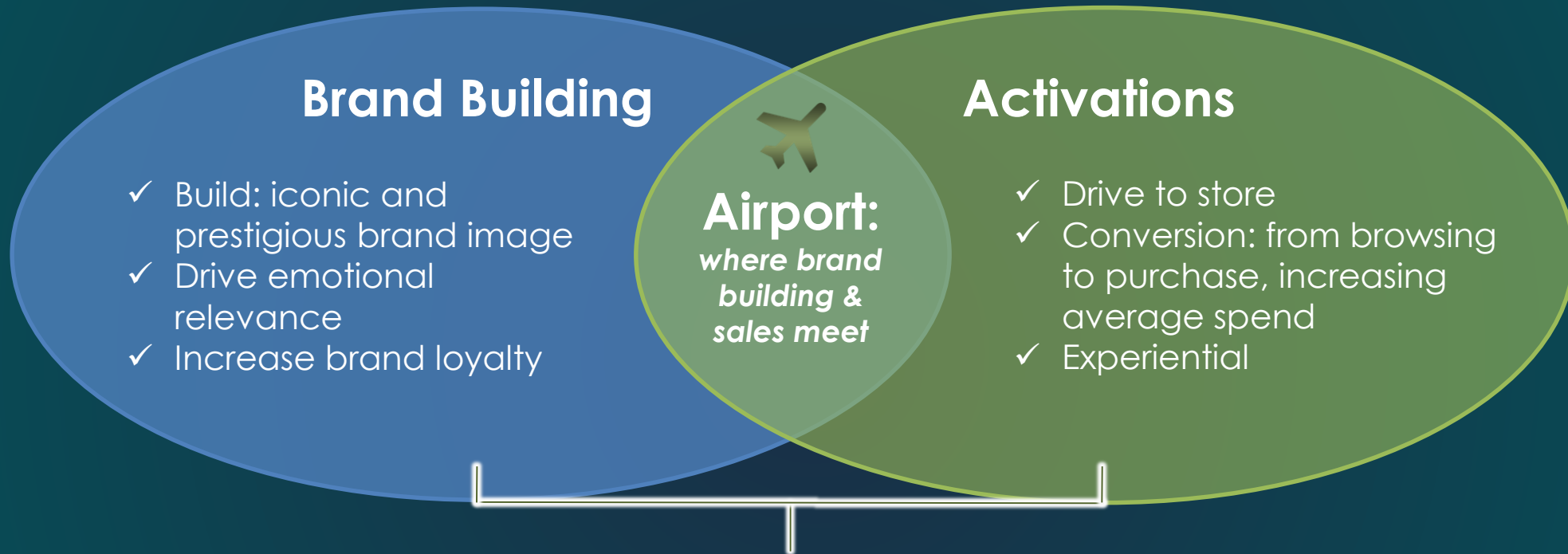


DIGITAL EXCLUSIVITY

ICONIC, PREMIUM NETWORK

100% PASSENGERS COVERAGE

AIRPORT - IDEAL AD ENVIRONMENT

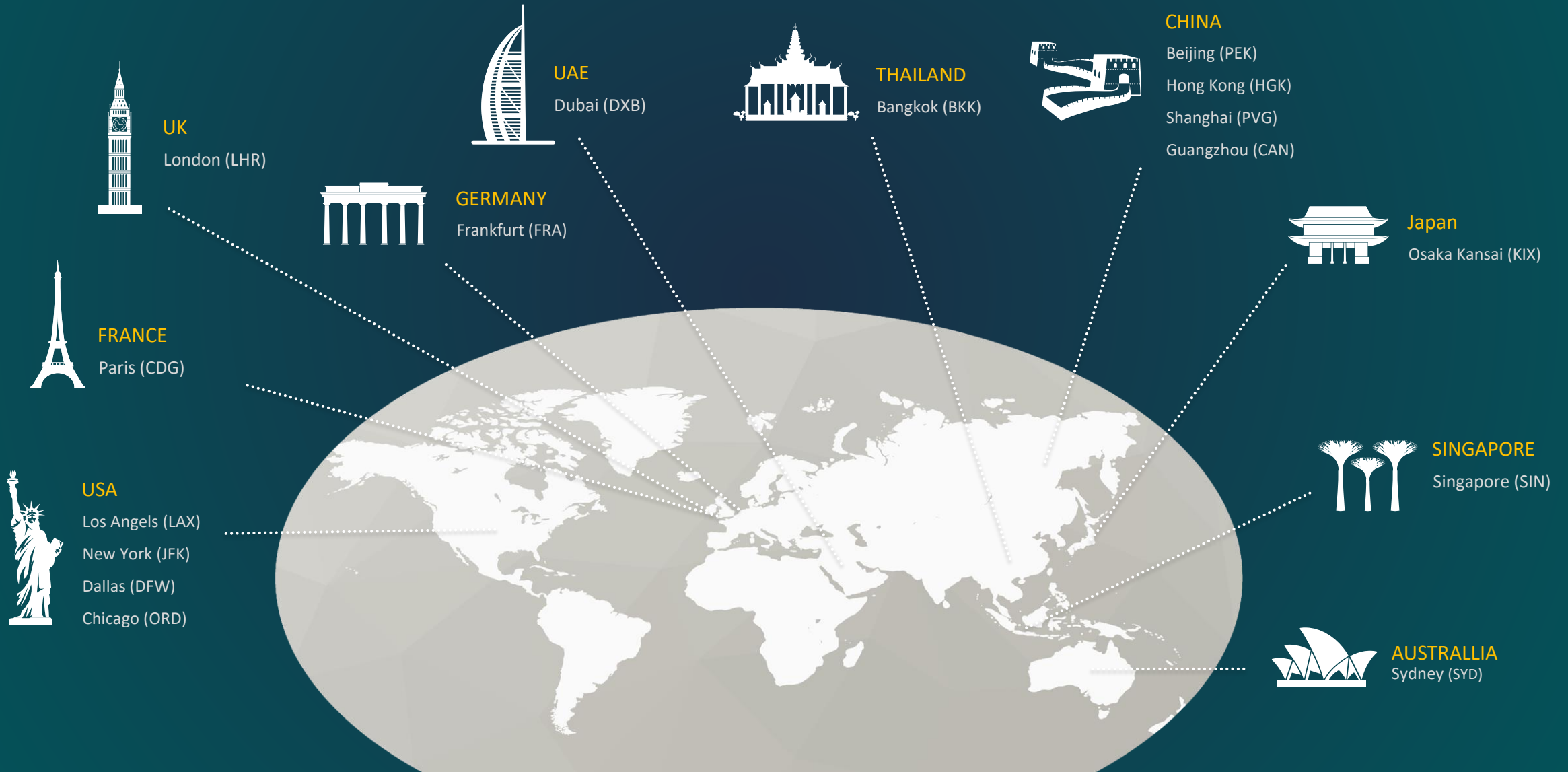


Consistent messaging across brand building and activation
to

- ✓ **Multinational passengers** in international terminal
- ✓ **Business Decision Makers** in international and domestic terminal

JCDECAUX AIRPORT NETWORK

Covers international hubs worldwide.





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