

VIOOH and MCDcaux, Japan branch office of JCDcaux, launch its programmatic DOOH offer in Japan

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TOKYO, 1 April 2025 – MCDcaux, Japan branch office of JCDcaux, the number one outdoor advertising company worldwide, announces that MCDcaux is today launching the **programmatic purchase of the premium digital inventory in Japan**. The inventory starts with 55 digital screens all available in top 2 airports in Kansai region, Kansai International Airport (KIX) and Osaka International Airport (ITAMI) which are now available for programmatic purchase - via [VIOOH](#), the leading premium global **digital out of home (DOOH)** supply-side platform - a unique opportunity for advertisers to reach their audiences in spring 2025, the year of Osaka Expo 2025. Digital screens in 10 cities of Street Furniture will join in the inventory in Q2 this year.

Brands will be able to book a DOOH campaign in a captive and exclusive environment in an ultra-flexible, simple and fast way, in combination with data. Programmatic DOOH offers more control and transparency, as well as more flexibility in targeting, contextualisation and optimisation. It will, for example, be possible to broadcast a campaign depending on the specific time of the day, days of the week and passenger movements: domestic or international, arrival or departure.

Programmatic buying will be a key growth driver, improving media buying experiences and passenger engagement at KIX and ITAMI Airport with more precise targeting and relevant messaging. Thanks to this new feature, advertisers will be able to be in contact with the extremely qualitative and contributing audiences of the two airports while making optimal use of their media budgets. Indeed, the airport's environment makes it possible to target extremely influential, captive and rapidly increasing travelers, both international and domestic.

A recent global survey demonstrated that airport advertising media offer the highest perceived value for brands. As air travel resumes and passenger traffic rebounds strongly, advertisers can once again strengthen their brand affinities with key business executives and affluent leisure travelers at KIX and ITAMI Airports in the heart of Asian countries.

Premium DOOH inventory of KIX and ITAMI will be available through VIOOH and joins the programmatic DOOH airport offering available on 7,500 screens in 26 JCDcaux international airports, including 15 of the busiest ones: in the US in Dallas-Fort Worth, Los Angeles and Miami, in Europe in London Heathrow, Paris-Charles-de-Gaulle, Frankfurt, Lisbon, Paris-Orly, Milan-Malpensa, Brussels and Milan-Linate, as well as in Asia-Pacific in Hong Kong, Singapore, Sydney and Macau (1)

In recent years, MCDcaux has intensively developed its digital out-of-home offer nationwide in two environments, airports and Street Furniture. The programmatic offer is now available

at airports, and will shortly be also in Japan's top cities with 180 digital screens of bus shelters and City Information Panels, which are Tokyo, Osaka, Nagoya, Sapporo, Sendai, Yokohama, Kawasaki, Hiroshima, Fukuoka and Kobe.

Jean-Christophe Conti, Chief Executive Officer at VIOOH said, *"At VIOOH, we are committed to growing our programmatic DOOH offering globally. Already available in 26 markets, we're pleased today to launch in our twenty-seventh market, Japan. Initially available at airport locations, we plan to expand our DOOH footprint in Japan later this year. Programmatic DOOH now offers advertisers, both those buyers within Japan and overseas, to connect with a multitude of new potential customers. The flexibility, efficiency and omni-channel campaign opportunities are infinite."*

Malik Roumane, President of MCDcaux said, *"we are pleased to announce our entry in the programmatic DOOH market in Japan, which has rapidly expanded and is a major growth factor of the OOH industry in Japan. We start with KIX/ITAMI, which are two top airports in the west area of Japan. With the two airports, advertisers can reach the highest number of inbound travelers from Asian countries as well as domestic travelers both for business and leisure. Tailor-made communication with data makes it possible to broadcast the right message at the right time, and contribute to the best return on advertising investment. With Street Furniture to join in the programmatic inventory, advertisers will see opportunities to leverage the nationwide pDOOH network in Japan soon."*

(1) airports ranked according to average passenger traffic in each geographic area, from busiest to least busy

About VIOOH

VIOOH is a leading premium global digital out of home supply-side platform.

Launched in 2018 and with headquarters in London, VIOOH's platform connects buyers and sellers in a premium marketplace, making OOH easily accessible.

Led by a team of digital OOH and programmatic tech experts, VIOOH is pioneering the transformation of the OOH sector, championing its role in enhancing multi-channel digital campaigns through the use of programmatic capabilities and data. VIOOH currently trades programmatically in 27 markets, with more to follow.

For more information about VIOOH, please visit www.viooh.com or follow us on [LinkedIn](#)

About MCDcaux

Established in 2000, as a joint venture of JCDcaux and Mitsubishi Corporation, MCDcaux runs a very unique outdoor networked media business; Cityscape, Mallscape and Airports. Cityscape with large-sized ad panels in the public road covering 43 cities in Japan including top 20 cities with population and digitalisation has been accelerated especially in top cities nationwide. Mallscape covers more than 140 shopping centers of top two retailers in Japan, AEON Group and Seven & i Group. MCDcaux exclusively manages digital networks in top

two airports at the Kansai region, KIX and ITAMI.

For more information, visit www.mcdecaux.co.jp or follow us on [X \(Twitter\)](#) , [Facebook](#), [Instagram](#), and [LinkedIn](#)

Landscape image:

