

MCDcaux

Established in 2000, as a joint venture of JCDecaux and Mitsubishi Corporation, MCDcaux runs a very unique outdoor networked media business; Cityscape, Mallscape and Airports. At Kansai International Airport (KIX) and Osaka Itami Airport (ITAMI), MCDcaux manages large-format DOOH networks, covering 100% of passenger routes from departure to arrival, including premium retail areas.

44 million

monthly impressions

80

digital screens



They deliver access to audiences in airports:

Kansai International Airport (KIX),
Osaka Itami Airport (ITAMI)

Affiliated data providers:

Airport Audience Metrix:

Audience targeting powered
by insights into passenger
demographics and behavior.



**Airport
Audience
Metrix**

Audiences

Audience	Verticals	Format
Travelers: Generic - Shopper mindset, looking to spend, influenced by advertising in lead up to purchase All travelers, international or domestic, business or leisure Family travelers	<ul style="list-style-type: none">• Consumer products (FMCG/CPGs)• Fashion and accessories• Travel and tourism• Leisure facilities	Airport
Premium shoppers: Generic - Travelers who prefer shopping luxury brand products at airports International travelers High income	<ul style="list-style-type: none">• Luxury brands• Liquor• Auto• Fashion and accessories	Airport
Business traveler: Generic - Travelling by car/auto on their way to/ from work/destination. Business professionals on a business trip Domestic flight users	<ul style="list-style-type: none">• Professional services• Auto• IT	Airport

Inventory

Premium digital OOH inventory

Domestic Check-in Landmark



**1.5
million**
monthly impressions

Aspect Ratio:
7:4

Geographical Area:
Osaka Itami Airport (ITM)
2 screens

Domestic Departure Network



**9.4
million**
monthly impressions

Aspect Ratio:
9:16

Geographical Area:
Kansai International Airport (KIX)
Osaka Itami Airport (ITM)
15 screens

International Departure Network

12
million
monthly impressions



Aspect Ratio:

9:16

Geographical Area:

Kansai International Airport (KIX)
24 screens

KIX TV



8
million
monthly impressions

Aspect Ratio:

16:9

Geographical Area:

Kansai International Airport (KIX)
14 screens across international departure
gates, international check-in, public
gourmet areas, domestic check-in,
domestic shops after security
and domestic arrival

Domestic Arrival



**5.7
million**
monthly impressions

Aspect Ratio:
9:16

Geographical Area:
Kansai International Airport (KIX)
Osaka Itami Airport (ITM)
15 screens

Planned to start programmatic
trading in Q4 2025

Deal types
Always-on
Non-guaranteed floor price and fixed price

International Arrival

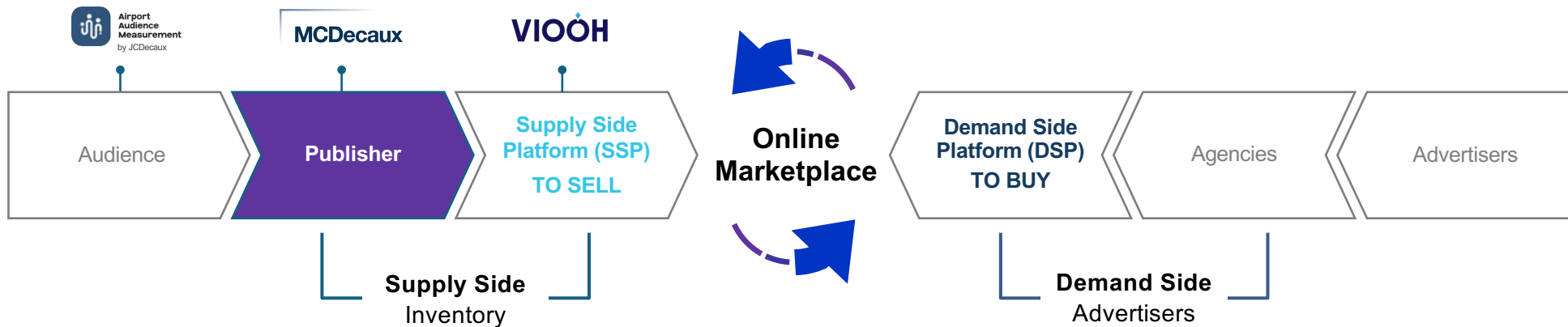


**7.5
million**
monthly impressions

Aspect Ratio:
9:16

Geographical Area:
Kansai International Airport (KIX)
9 screens

Planned to start programmatic
trading in Q4 2025



Our Exclusive Supply-side platform (SSP)



A leading premium global DOOH that helps enhance omnichannel digital campaigns through the use of programmatic capabilities and data.

Our Demand-side platform (DSP) Partners



MCDcaux

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