



Thank you for downloading the Media offer.

For past campaign cases and key findings of online surveys,
Please contact to the following e-mail address.

info.mcd@mcdecaux.co.jp

MCDcaux

A wide-angle photograph of a busy airport terminal. The ceiling is a complex, white, geometric structure. In the foreground, a large digital display shows the MCDecaux logo. Below it, a sign with Japanese text and numbers is visible. The terminal is filled with people, some walking and some standing. In the background, there are more signs and a long queue of people at a service counter.

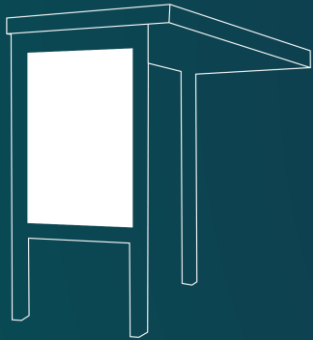
MCDECAUX AIRPORT Media Guide 2021

NEW AND EXCLUSIVE DIGITAL MEDIA OFFER

JCDECAUX Outdoor Advertising Company

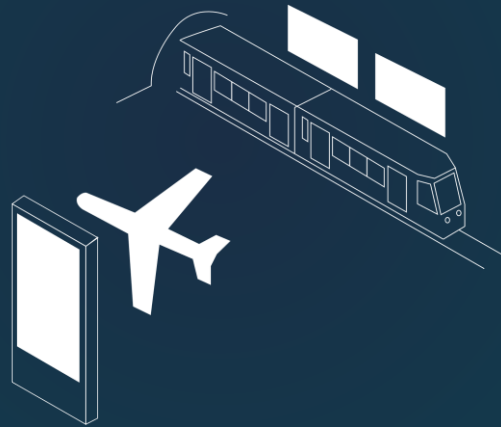
Worldwide No.1

No.1_{World wide}



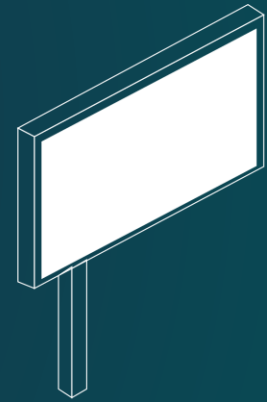
Street
Furniture

No.1_{World wide}



Airport & Transport Advertising

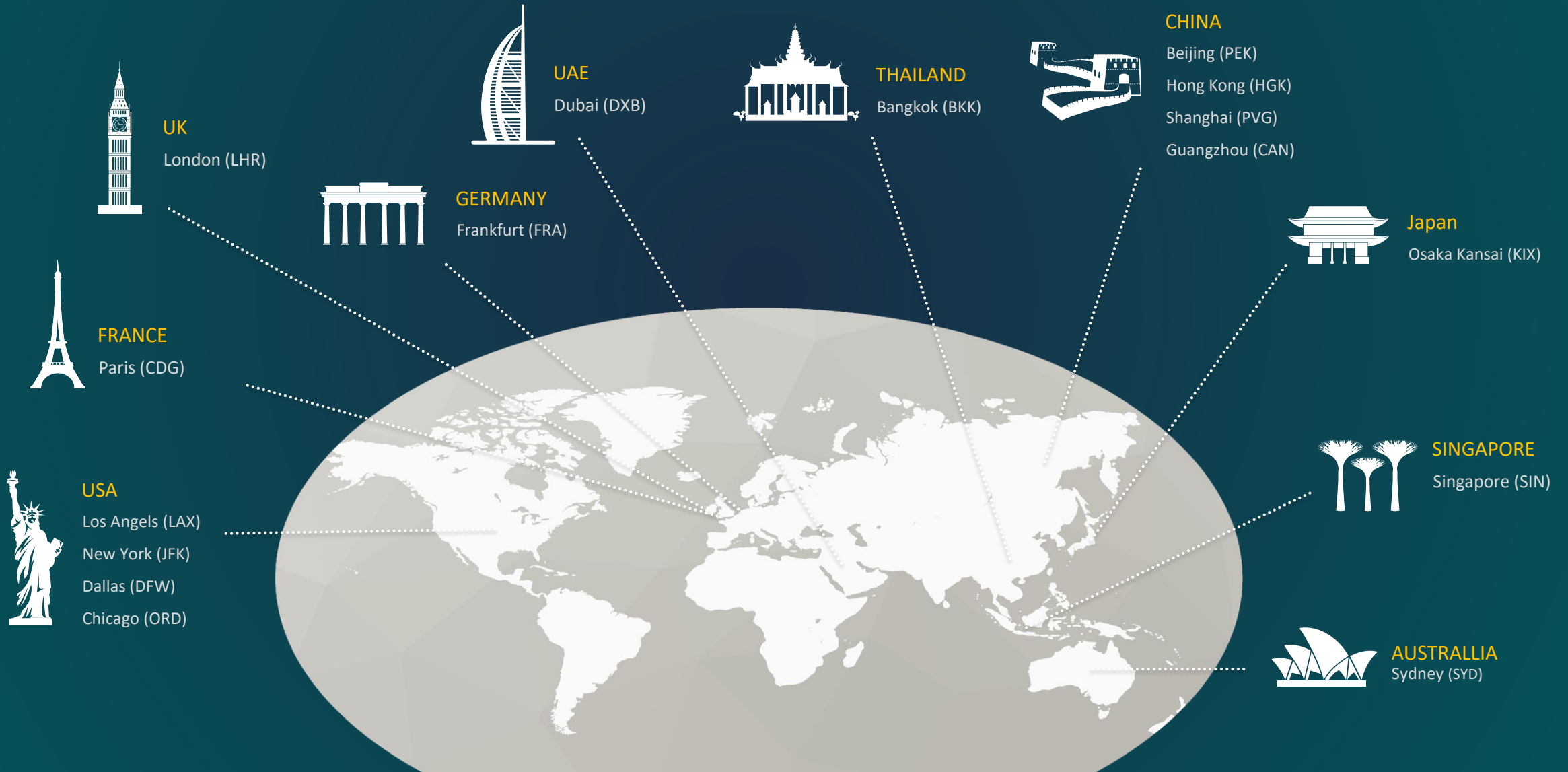
No.1_{Europe}



Billboard
Advertising

JCDECAUX AIRPORT NETWORK

Covers international hubs worldwide.



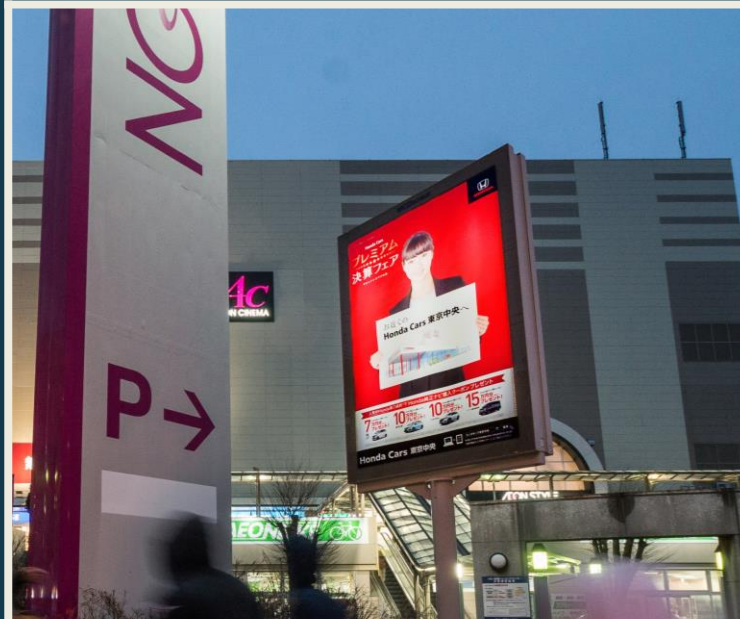
MCDECAUX; Japan subsidiary of JCDECAUX



CITYSCAPE™

Nationwide networked OOH

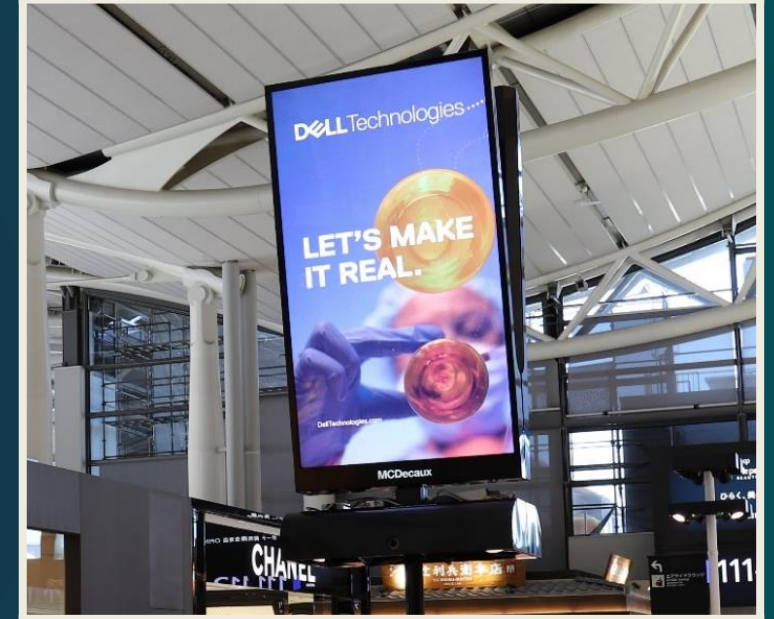
- 42 cities incl. top 20
- 260m impression/2w
- Exclusive large-sized OOH in public land



MALLSCAPE®

Best recency media

- 152 shopping centers nationwide
- Best ad at the place of shopping
- 75m of mf15-69 for 2 weeks



AIRPORT

Iconic and frequency AD network

- Kansai & Itami airports
- 85 panels
- Exclusive digital ad in the airports

MCDecaux 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

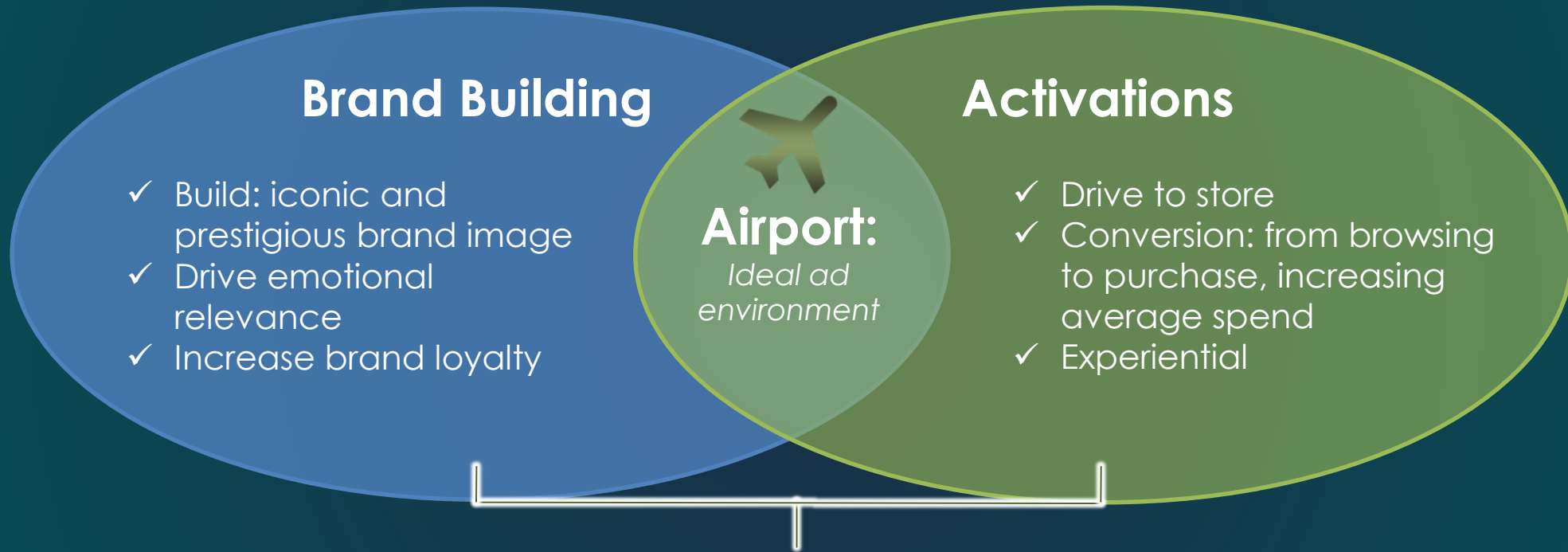


ICONIC, PREMIUM NETWORK

100% PASSENGERS COVERAGE

INTERNATIONAL AIRPORT

Where brand building and sales meet



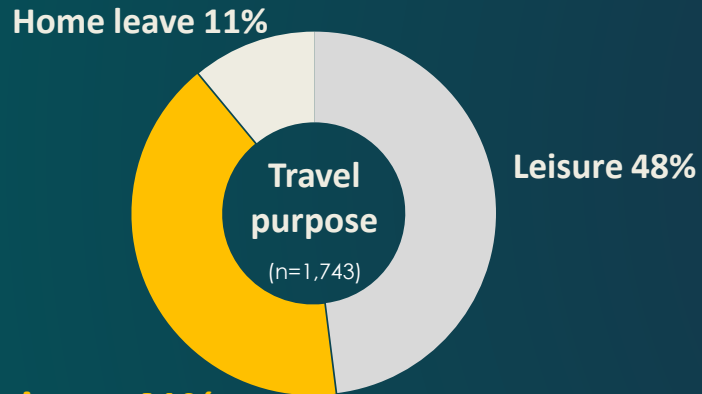
Consistent messaging across brand building and activation
to

- ✓ **Multinational passengers**, especially **Chinese passengers** of which Kansai airport holds the biggest number among all Japan airports

DOMESTIC AIRPORTS

Ideal ad environment to capture affluent biz passengers

More than 41% users for
business travel purpose



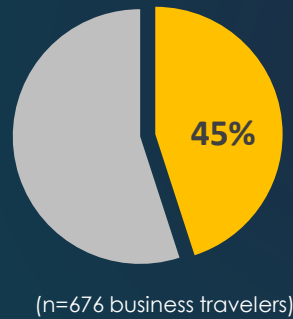
Business 41%

Business travelers profile

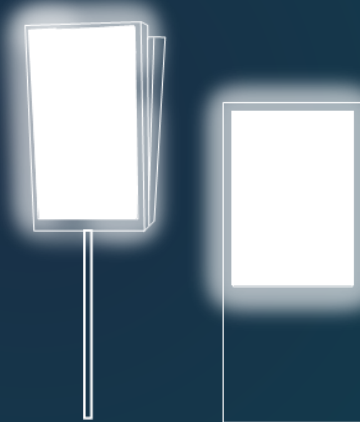
(n=676 business traveler)

- **49%** business executive
- Average annual income **10m JPY<**
- **Large-sized** company employees

High attention
to digital panels



*45% of business travelers agree
"Digital advertising at the airport catches
my attention."*



AD at airports promotes
Call to action



19%

*searched online a product /
service on AD.*

10%

*Contacted a company
on AD for more
information.*



11%

*Actually tried / bought the
product / service on AD.*

(n=676 business travelers)

AIRPORT SALES OFFER

Three key benefits



Top locations



Multiple price ranges



Variety of formats



SALES OFFER DETAILS





AIRPORT SALES OFFER

Various packages for IMPACT & COVERAGE

		ITAMI	KIX T1	KIX T2
DOMESTIC	CHECK-IN LANDMARK (6slots)	Dec 2020		
	DEPARTURES DIGITAL (12slots)			In operation
	ARRIVALS DIGITAL (12slots)			In operation
INTERNATIONAL	TRAVEL RETAIL DIGITAL (8slots)			In operation
	ARRIVALS DIGITAL (6slots)			In operation
DOM & INT'L	KIX 42' TV NETWORK (12slots)			In operation

*All launch date above is TBC (including some panels of "In operation" network)



Impact-generating



Broadcast 100% audience



DOMESTIC CHECK-IN LANDMARK DIGITAL



Mock-up for reference

REACH 100% OF DEPARTING PASSENGERS WITH LANDMARK DIGITAL FORMAT

Media Benefits

- **100% coverage** of domestic departure at ITAMI
- **Incl. iconic LED landmarks**, a premium showcase for brands
- Covers **critical points** of the airport journey

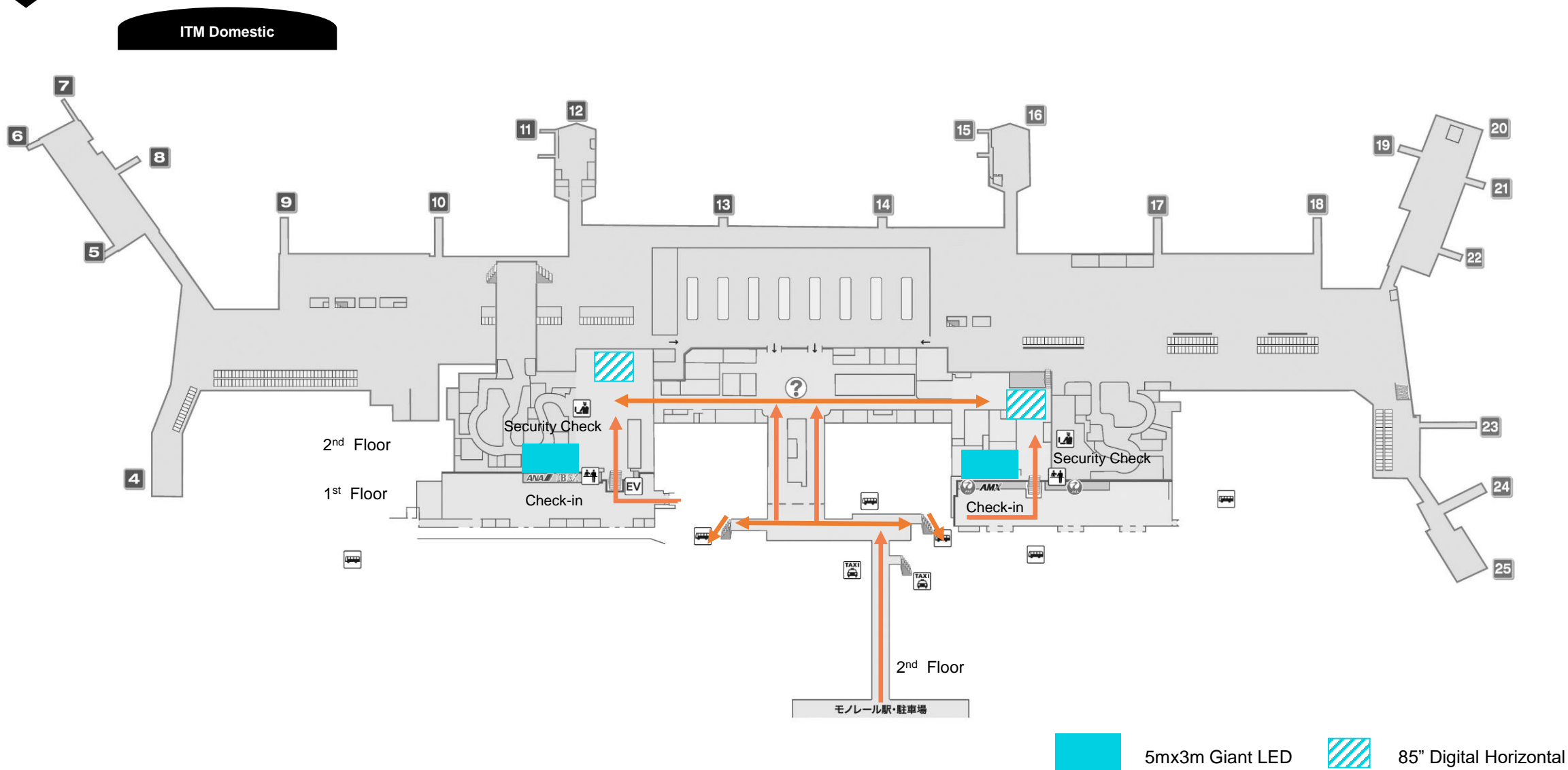
Giant LED to be installed in Dec 2020
85" Digital to be installed in 2021

** Includes 15% agency commission*

Location	Audience	Quantity	Format	Gross Rate* (JPY/Month)	Min Booking period	Production	Maximum Slots	Min # of exposure per month	Broadcasting Time
Departures ITM	All departing passengers (8M pax/year)	4	5 x 3m Giant LED 85" Digital	4,800 KJPY (5 sec) 6,000 KJPY (10 sec) 8,100 KJPY (15 sec)	3 months	117,650JPY per upload	6	16,200 times	6am to 9pm



DOMESTIC CHECK-IN LANDMARK DIGITAL





DOMESTIC DEPARTURES DIGITAL NETWORK



**PREMIUM NETWORK
FOR BRANDS TO
RECALL 100% OF
DOMESTIC
PASSENGERS**

Media Benefits

- **100% coverage & frequency** with multiple contacts at domestic departures both at ITM and KIX
- **Premium digital network**

Some panels to be installed in 2021

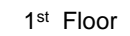
* Includes 15% agency commission
** 30 sec per hour for airport communication

Location	Audience	Quantity	Format	Gross Rate* (JPY/Month)	Min Booking period	Production	Maximum Slots	Min # of exposure per month	Broadcasting Time
Departures KIX & ITM	All domestic departing passengers (11.6M pax/year)	17	85" Digital Portrait	1,632 KJPY (5 sec) 2,040 KJPY (10 sec) 2,760 KJPY (15 sec)	1 month	117,650JPY per upload	12	8,100 times	6am to 9pm
				4,080 KJPY (5 sec) 5,100 KJPY (10 sec) 6,900 KJPY (15 sec)	3 months				

KIX T1 Domestic



KIX T2 Domestic

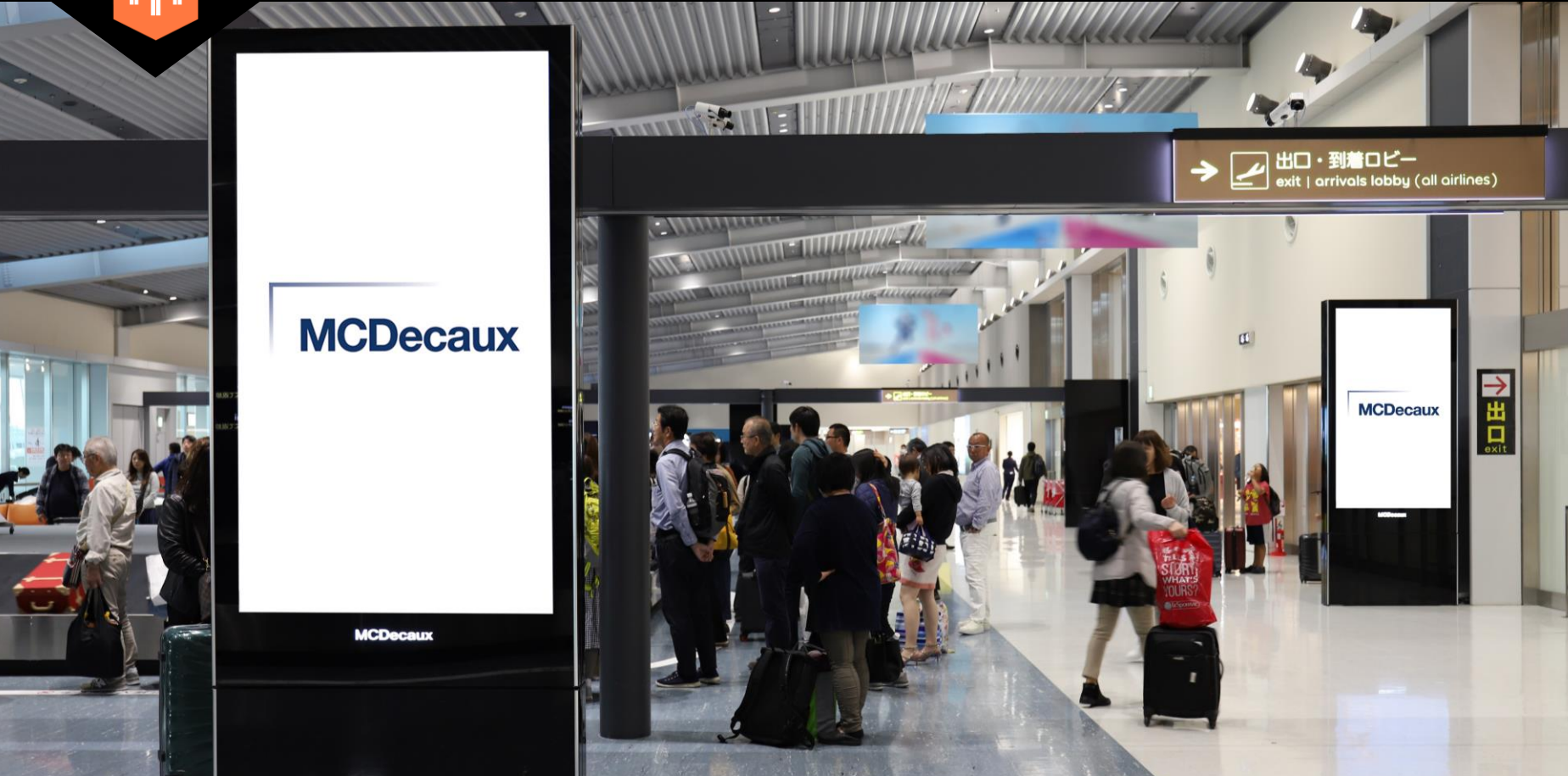


ITM Domestic





DOMESTIC ARRIVALS DIGITAL NETWORK



**PREMIUM NETWORK
FOR BRANDS TO
RECALL 100% OF
DOMESTIC
PASSENGERS**

Media Benefits

- **100% coverage & frequency** with multiple contacts at domestic arrivals both at ITM and KIX
- **Premium digital network**

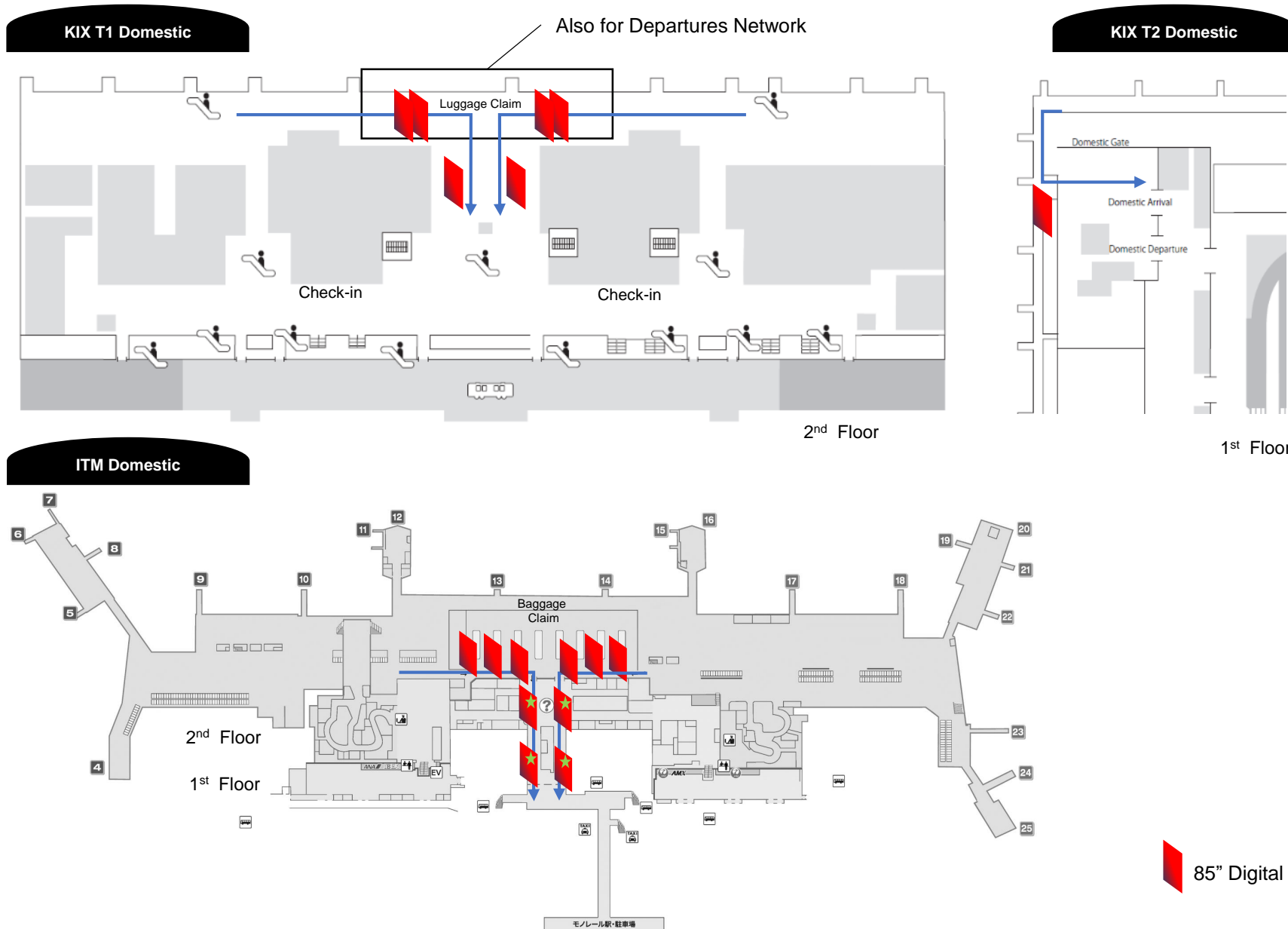
* Includes 15% agency commission

** 30 sec per hour for airport communication

Location	Audience	Quantity	Format	Gross Rate* (JPY/Month)	Min Booking period	Production	Maximum Slots	Min # of exposure per month	Broadcasting Time
Arrivals KIX & ITM	All domestic departing passengers (11.6M pax/year)	17	85" Digital Portrait 75" Digital Portrait	1,440 KJPY (5 sec) 1,800 KJPY (10 sec) 2,400 KJPY (15 sec)	1 month	117,650JPY per upload	12	8,100 times	6am to 9pm
				3,600 KJPY (5 sec) 4,500 KJPY (10 sec) 6,000 KJPY (15 sec)	3 months				



DOMESTIC ARRIVALS DIGITAL NETWORK



85" Digital MUPI



75"-80" Digital MUPI



INTERNATIONAL TRAVEL RETAIL DIGITAL NETWORK



**UNIQUE DOMINATION
IN TRAVEL RETAIL TO
REACH 100%
INTERNATIONAL
SHOPPERS**

Media Benefits

- **100% coverage & frequency** with multiple contacts at KIX international departures
- **Premium digital network**

Q3 (Jul-Sep) 10 slots

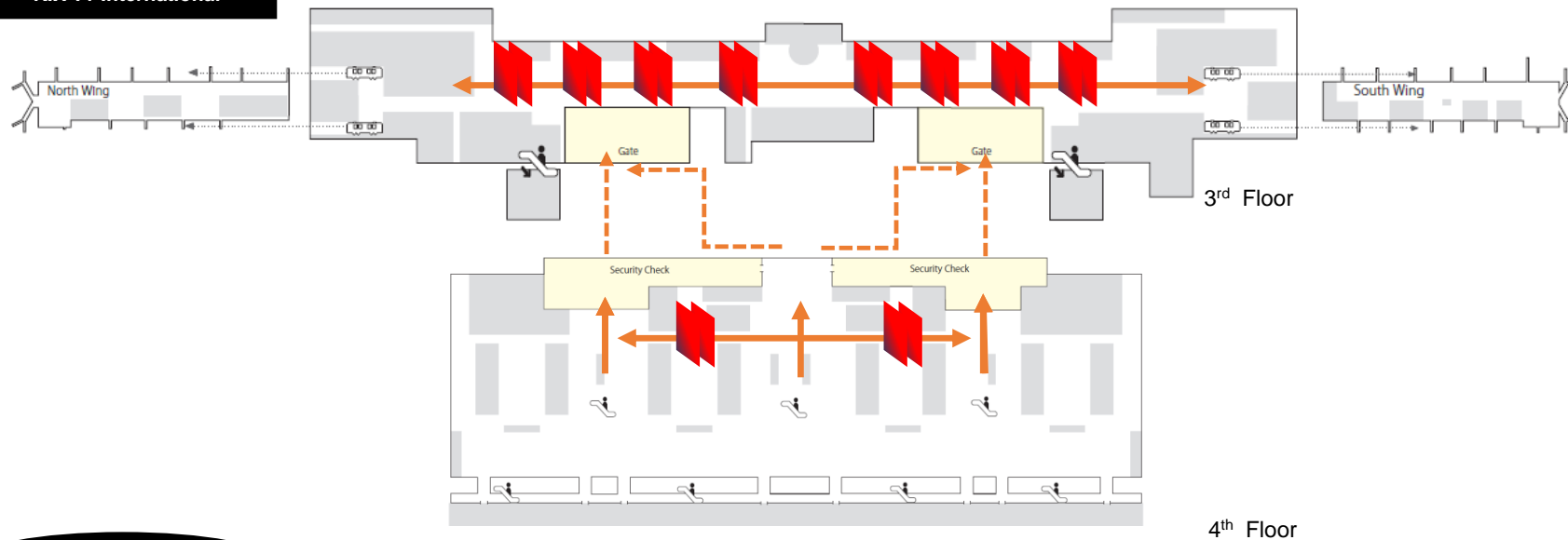
* Includes 15% agency commission

Location	Audience	Quantity	Format	Gross Rate* (JPY/Month)	Min Booking period	Production	Maximum Slots	Min # of exposure per month	Broadcasting Time
Int'l departures KIX	All int'l departing passengers (11.3M pax/year)	24	85" Digital Portrait 70" Digital Portrait	13,920 KJPY (5 sec) 17,400 KJPY (10 sec) 23,490 KJPY (15 sec)	3 months	117,650JPY per upload	8	14,580 times	6am to 0am

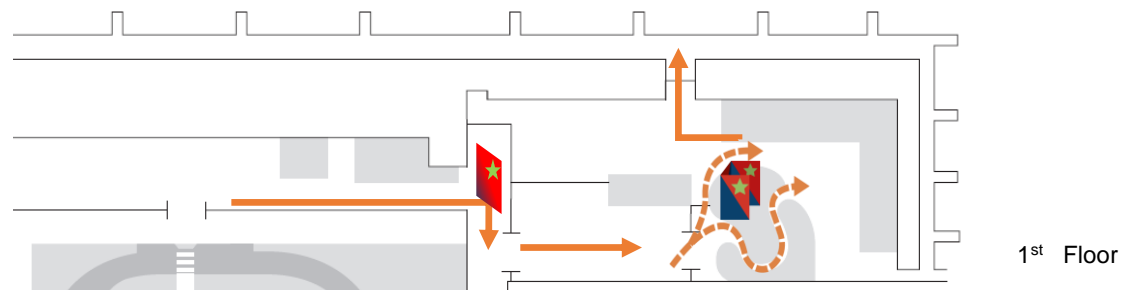


INTERNATIONAL TRAVEL RETAIL DIGITAL NETWORK

KIX T1 International



KIX T2 International



85" Digital MUPI



70" Digital MUPI



INTERNATIONAL ARRIVALS DIGITAL NETWORK



**PREMIUM NETWORK
FOR BRANDS TO
WELCOME 100% OF
INTERNATIONAL
PASSENGERS**

Media Benefits

- **100% coverage & frequency** with multiple contacts at KIX airport international arrivals
- **Premium digital** network

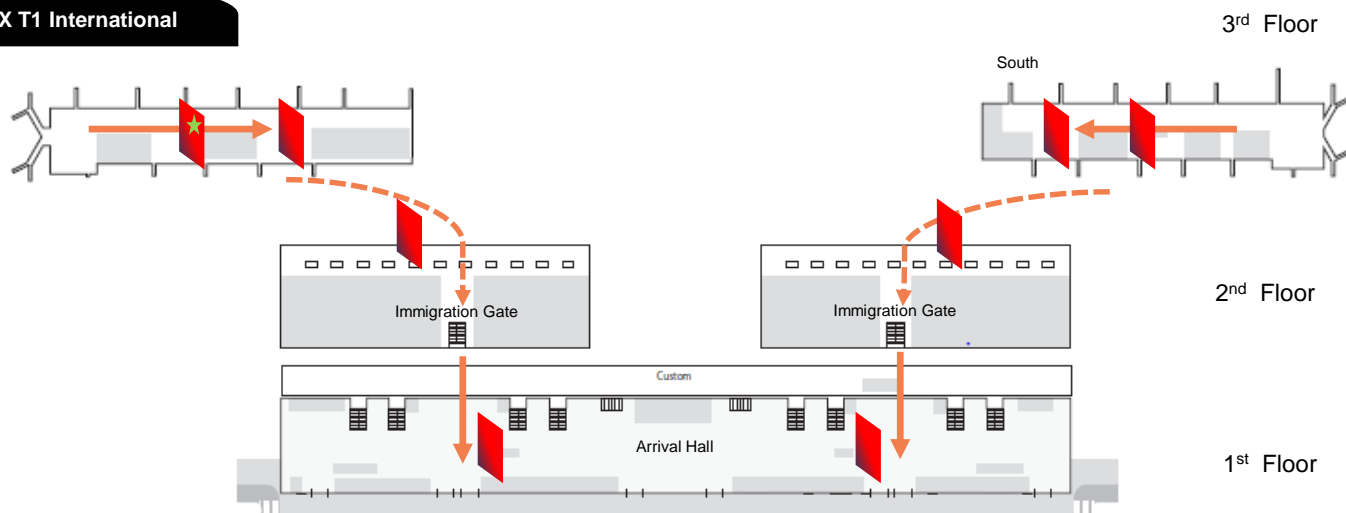
* Includes 15% agency commission

Location	Audience	Quantity	Format	Gross Rate* (JPY/Month)	Min Booking period	Production	Maximum Slots	Min # of exposure per month	Broadcasting Time
Int'l arrivals KIX	International arriving passengers (11.3M pax/year)	9	85" Digital Portrait 75" Digital Portrait	5,520 KJPY (5 sec) 6,900 KJPY (10 sec) 9,315 KJPY (15 sec)	3 months	117,650JPY per upload	6	19,440 times	6am to 0am

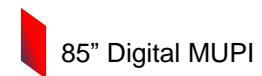
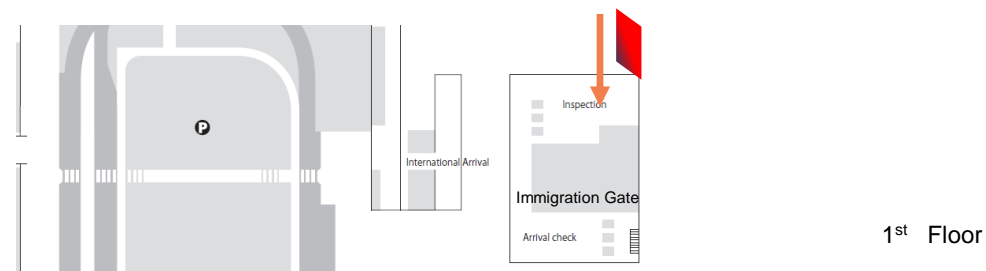


INTERNATIONAL ARRIVALS DIGITAL NETWORK

KIX T1 International



KIX T2 International





KIX TV NETWORK



**REACHING ALL
VISITORS AT KIX
AIRPORT**

Media Benefits

- **Heighten brands recall**
through presence at
multiple touchpoints

* Includes 15% agency commission
** 30 sec per hour for airport communication

Location	Audience	Quantity	Format	Gross Rate* (JPY/Month)	Production	Min Booking period / schedule	Maximum Slots	Min # of exposure per month	Broadcasting Time
KIX T1 & 2 landside & Travel Retail	All passengers (29.7M pax/year) and meeters & greeters	14	42" TV	300K (5sec) 375K (10sec) 506K (15sec)	117,650JPY per upload	1 month	12 **	9,720 times	6am to 0am



KIX TV NETWORK





MCDecaux Airport Media Sales Rules

<Order general rule>

- First come, first served rule applies
- The official posting order should be made through written purchase order form (MCDecaux Media Purchase Order form) or e-mail
- Cancellation fee is charged as follows;
 - 4-6 months before posting => 70% of media fee to be charged
 - Less than 4 months => 100% of media fee to be charged
- Cancellation fee 30% will be charged for Q3, even if it's six months or more before the commencing day.
- For Domestic network in Q1 and Q2, possible to postpone other than Q3, depending on passenger recovery. In terms of payment, will be based on the payment site of the original booking period.

<Media confirmation rules>

- The number of screens ordered includes planned locations to be installed
- The locations for posting media are confirmed one month prior to the posting start
- The number and location of media is subject to change in case of unavoidable events such as airport renovation
- Network assignment will be reviewed every quarter

<Booking period>

- Domestic Departures & Arrivals and KIX TV network minimum booking period is 1 month. Domestic Check In Landmark, International Travel Retail and Arrivals network are 3 month booking.

Booking Calendar 2021

- Quarter.1 : January 1 to March 31
- Quarter.2 : April 1 to June 30
- Quarter.3 : July 1 to September 30
- Quarter.4 : October 1 to December 31

<Sales process>

- Tax is not included in the fee on this sales material
- The client undertakes that all advertising copy will comply with airport authority/MCDecaux regulations.
- The media fee is calculated based on activated screens. MCDecaux doesn't charge for the additional number of screens which is not announced before contract
- Rate card, screen number, media locations are subject to change without notice in necessity
- Production fee contains the fee of processing data and uploading data to broadcasting system. The fee is subject to change depending on broadcasting method and conditions.
- MCDecaux may use posted advertisement in its sales materials after posting ends.

<JCDecaux's censorship>

Standard censorship principle

1. No discomfort for passengers
2. Appropriate regarding protection of child and youth
3. No religious, political message, human right violation
4. No racial discrimination, defamation of character and sex discrimination
5. Comply with related laws and ordinances



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