



**MCDcaux**

**Media Guide 2022**  
**Cityscape™**

May 2022

The new Audi Q8.  
It makes a  
bit of an entrance.



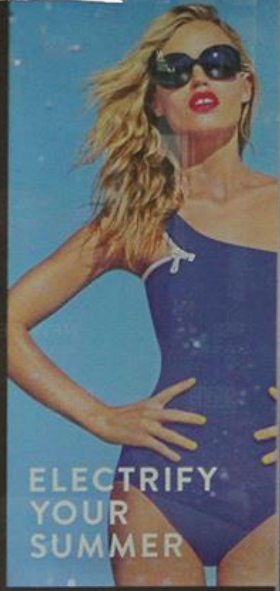
Official fuel consumption figures for the new Audi Q8 50 TFSI quattro S-tronic 8-speed tiptronic 4x4: Urban 20.7/21.3, Extra-urban 13.5/14.1, Combined 14.1/14.6. CO2 emissions: 278g/km. Based on specific urban and extra-urban. Figures for other fuel consumption, CO2 emissions may vary.

Cityscape™

**B**  
Wynyard  
Station  
York St  
Stand K  
N90 City Specialist

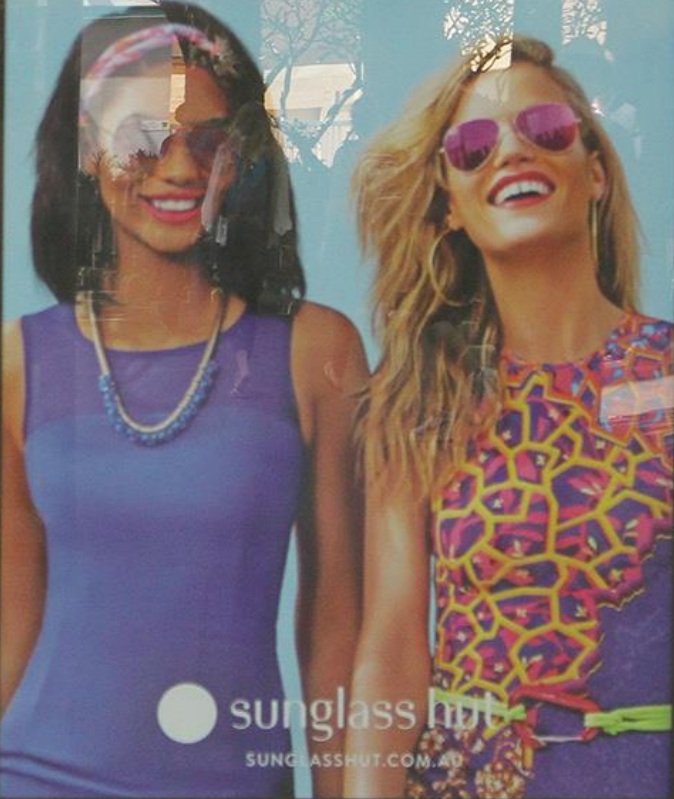
Stand **K**

JCDecaux



JCDecaux

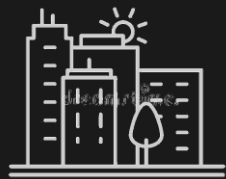
ELECTRIFY  
YOUR  
SUMMER





# Cityscape™

Outdoor spread of the network covering the nationwide



**43** cities  
Top 20 included



**5,900**  
Faces / Screens



**435m**  
Impressions\*  
(2 weeks / FM15-69)



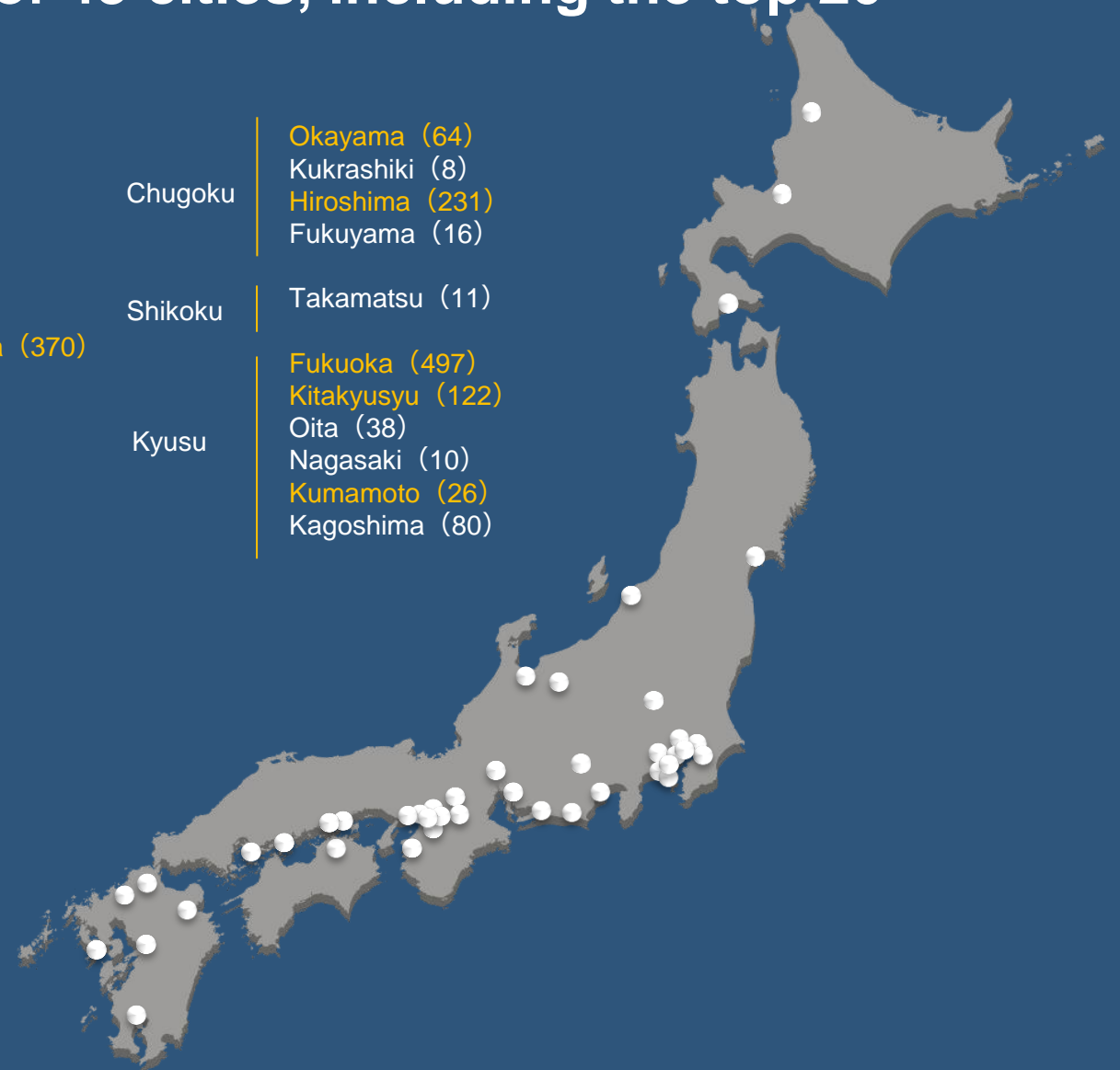
**42**  
Digital Screens  
(3 cities)



# Cityscape™

## One-stop coverage of 43 cities, including the top 20

Hokkaido	Sapporo (142) Asahikawa (24) Hakodate (8)	Tokai	Shizuoka (72) Hamamatsu (76) Nagoya (500) Toyohashi (6) Gifu (20)	Chugoku	Okayama (64) Kukrashiki (8) Hiroshima (231) Fukuyama (16)
Tohoku	Sendai (222)	Kinki	Kyoto (466) Osaka·Higashi-Osaka (370) Sakai (28) Suita (12) Kobe (311) Nishinomiya (62) Nara (16) Wakayama (20)	Shikoku	Takamatsu (11)
Kanto	Maebashi (10) Takasaki (4) Saitama (22) Chiba·Kashiwa (48) Tokyo (1411) Tokyo Digital (10) Yokohama (716) Yokohama Digital (23) Kawasaki (109) Kawasaki Digital (9) Sagamihara (20) Fujisawa (34) Yokosuka (41)	Kyusu	Fukuoka (497) Kitakyusyu (122) Oita (38) Nagasaki (10) Kumamoto (26) Kagoshima (80)		
Upper Koshinetsu Hokuriku	Nagano (24) Niigata (105) Toyama (111)				



Red text : Top 20 Population

Figures in parentheses are the number of media surfaces in each city.

As of January 3, 2022

# Cityscape™

Network development to meet a wide range of needs



## Power Network



Efficiently maximizes reach to a wide range of consumers. Provides uniform media value with 4-8 networks in 43 cities nationwide.

## Digital Network



Large-sized digital signage concentrated in the best locations. Expanded in Tokyo, Yokohama, and Kawasaki, with plans for further area expansion in 2022.

## Targeted Network



Focus on the trending segments of leading consumers. Select the best locations that efficiently cover the demographic with high purchasing power and willingness for shopping

## Taylor Made Network



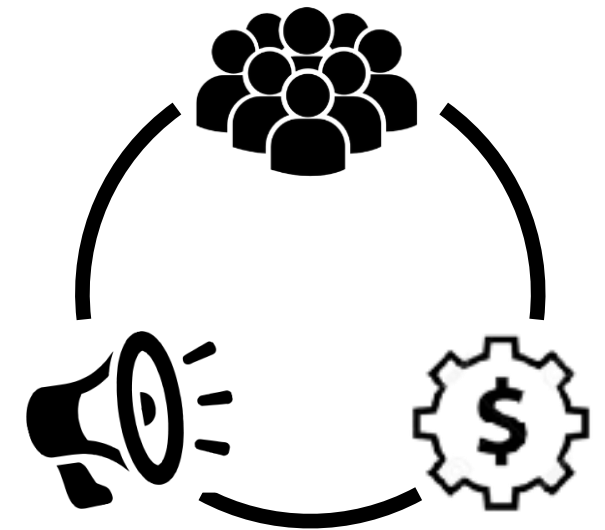
Data-driven selection of the best locations to fit your marketing needs. Maximize audience conversion and increase return on investment.



## Power Network

**One-stop coverage of 43 cities nationwide, including the top 20.**

**We provide a wide reach and a high number of contacts in the center of high-traffic cities.**



# Targeted Network



## Targeted

FM 30-50's  
High Income Group  
Business executives  
Trendsetters who enjoy  
urban lifestyle



## Premium locations

Selected from premium  
areas with high land prices



## Best locations in town

Intensive coverage of shopping  
areas with a concentration of luxury  
shops and department stores



## Tokyo/Osaka/Nagoya

Covers the top 3 cities.  
Tokyo: 50 x 4 slots  
Osaka: 21 slots  
Nagoya: 27 slots

# Digital Network

Area is expanding in addition to Tokyo, Yokohama, and Kawasaki

## Tokyo Digital Network

Ten screens are installed in high-traffic locations, mainly in Shibuya and Shinjuku.



## Yokohama Digital Network

A network with 23 panels, covering all of Yokohama's representative landmarks, including Yokohama Station, Sakuragicho, and Chinatown.



## Kawasaki Digital Network

Nine panels are concentrated around the station, which is heavily trafficked on both weekdays and holidays.

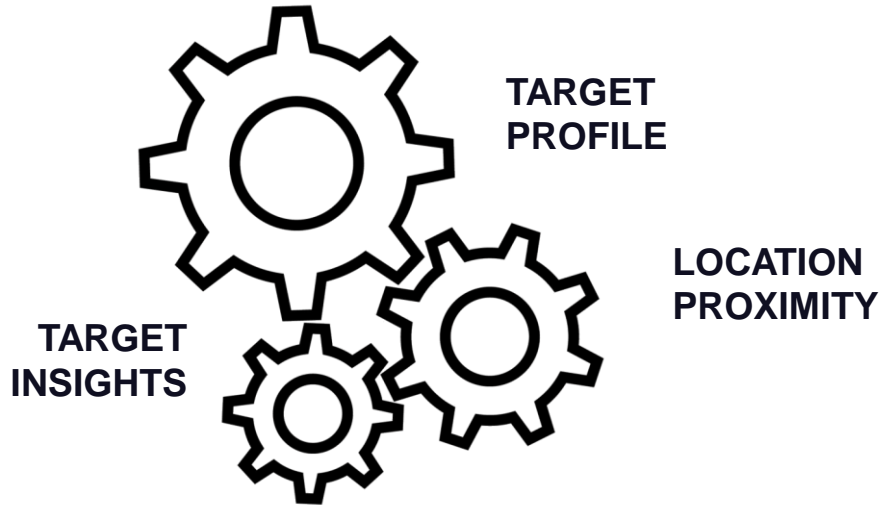




# Taylor Made Network

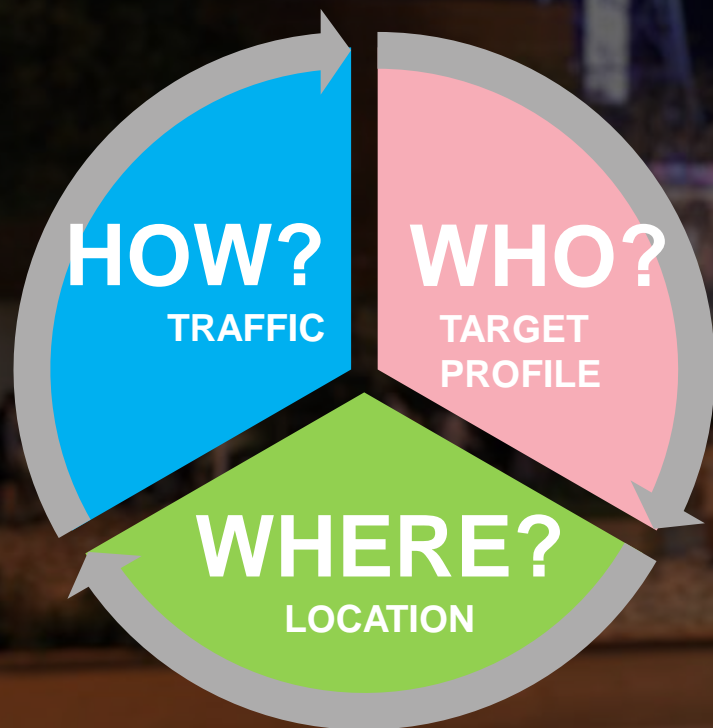
Selection of the best locations that fit your marketing needs based on location database.

Maximize audience conversion to maximize return on investment.



# Taylor Made

## Data-driven prefix packages



### Business TM Preset

Selected areas with many businessmen. Efficient approach to decision makers.



### School TM Preset

Select areas with many students. Ideal for recruiting. Also in FMCG for students as active consumers.



### Drugstore TM Preset

Select media in proximity to stores. Can be combined with areas of high spending.



### Respond to individual requests

Best locations are proposed by planning according to marketing targets.