



Thank you for downloading our media materials.

If you would like to receive past campaign case studies,
internet survey case studies, etc.

Please contact us at the following e-mail address.

info.mcd@mcdecaux.co.jp

MCDcaux

MCDecaux

Media Guide 2022 Cityscape™

May 2022



Media Overview



Cityscape™

Large bus stop ads
in a nationwide network



Mallscape®

Best Leasency Media



Airport

Airport digital signage network

Cityscape™



JCDecaux



JCDecaux

ELECTRIFY
YOUR
SUMMER

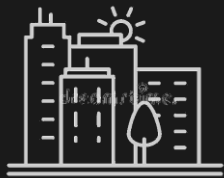


sunglass hut
SUNGLASSHUT.COM.AU



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)			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)	Kinki	Kyoto (466) Osaka•Higashi-Osaka (370) Sakai (28) Suita (12) Kobe (311) Nishinomiya (62) Nara (16) Wakayama (20)	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



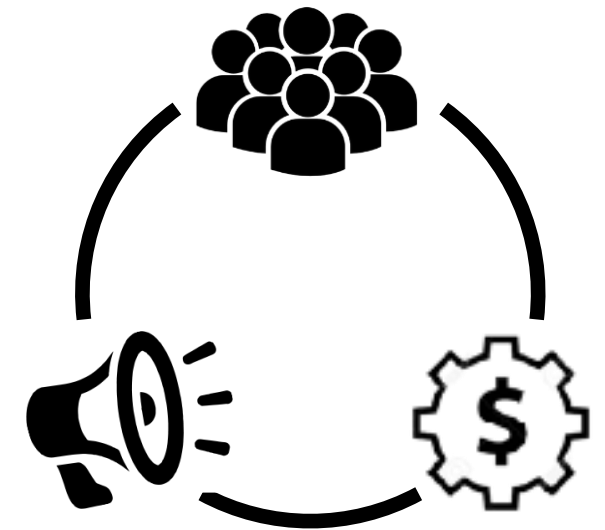
Data-driven selection of the best locations to fit your marketing needs. Maximize audience conversion and increase return on investment.



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

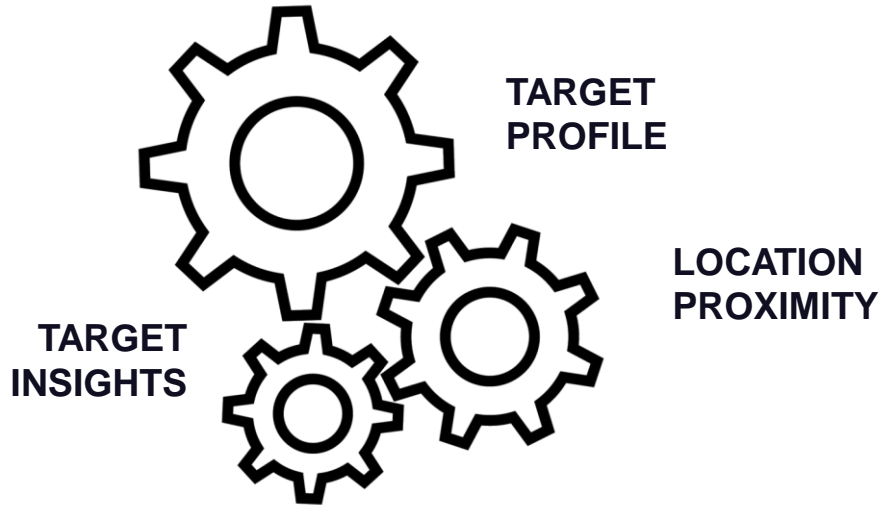
Nine panels are concentrated around the station, which is heavily trafficked on both weekdays and holidays.



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.

MCDcaux Data Solutions

Various 1st & 3rd data are utilized
to propose the best

Optimization

Planning with data-driven
insights



KDDI Location Analyzer

MarketAnalyzer™



MCDcaux
RF Calculator



MCDcaux
NORMs



Experience

Creating Effectiveness of
Advertising Experience



Innovate
Solutions










Evaluation

Visualization of Advertising
Effectiveness



Measuring Advertising Effectiveness

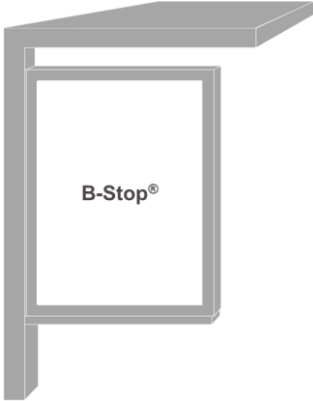



We offer a variety of research methods to meet your needs

Need knowing the effect of the campaign after the fact.	Need hearing details about for those were in the ad visibility area.	Survey Expatriates
Online Interviews	Location + Online Listening	Global Research Monitor
<p>Flexible customization</p> <p>Questions are sent to Intage survey monitors via the Internet. In addition to basic attributes and place of residence, more detailed customization is possible by utilizing screening.</p> <div>  </div> <div>  </div>	<p>Capable of listening to visitors to a specific location at a specific time</p> <p>Questions are sent only to those who were at a specific place and time based on the base station location information of their smartphones.</p> <div>  </div> <p>※ In principle, the area to be extracted is 500m mesh.</p> <div>   </div>	<p>Quick delivery to 100 million monitors in 40 countries around the world</p> <p>Through a global survey platform, questions can be sent to monitors in countries around the world. Flexible customization of attributes, screening, etc.</p> <div>  </div> <div>  </div>



Sales Overview

CityscapeTM Media Lineup | B-Stop[®], CIP & Digital

				
Type	B-Stop [®]	Digital B-Stop [®]	CIP (City Information Panel)	Digital CIP
Creative	Poster	Movie	Poster 100%SOV/2	Yokohama: Still Image Other : Movie
Sales Area	Nationwide	Tokyo	Tokyo, Yokohama, Kawasaki, Nagoya, Toyama, and Kagoshima	Tokyo, Yokohama, Kawasaki

Package Example: Tokyo

※ Price will be calculated for each proposal. Please contact us.

Power Network Poster & Digital

Available slots for Sales: 3
Poster: 150 faces
Digital: 12 screens
1 slot each
Assumed Impressions : 19,670K*
Price/2weeks: JPY11,520,000

Power Network Poster

Available slots for Sales: 5
Poster: 150 faces
Assumed Impressions : 17,940 K*
Price/2weeks: JPY10,800,000

Digital Network

Available slots for Sales: 3
Digital: 12 screens
1 slot each
Assumed Impressions : 1,720 K*
Price/2weeks: JPY1,440,000

Platinum Network Poster & Digital

Available slots for Sales: 2
Poster: 50 faces
Digital: 12 screens
Assumed Impressions : 11,690K*
Price/2weeks: JPY8,820,000

Platinum Network Poster

Available slots for Sales: 2
Poster: 50 faces
Assumed Impressions : 9,960K*
Price/2weeks: JPY7,520,000

Package Example: Yokohama

※ Price will be calculated for each proposal. Please contact us

Power Network Poster & Digital

Available slots for Sales: 4
Poster: 100 faces
Digital: 23 screens
1 slot each
Assumed Impressions : 19,410K*
Price/2weeks: JPY8,442,000

Power Network Poster

Available slots for Sales: 4
Poster: 100 faces
Assumed Impressions : 12,900 K*
Price/2weeks: JPY7,200,000

Digital Network

Available slots for Sales: 4
Digital: 23 screens
1 slot each
Assumed Impressions : 6,510K*
Price/2weeks: JPY11,790,000

Package Example: Kawasaki

※ Price will be calculated for each proposal. Please contact us

Power Network Poster & Digital

Available slots for Sales: 2
Poster: 30 faces
Digital: 9 screens
1 slot each
Assumed Impressions : 11790K*
Price/2weeks: JPY2,646000

Power Network Poster

Available slots for Sales: 2
Poster: 30 faces
Assumed Impressions : 9,170 K*
Price/2weeks: JPY2,160,000

Digital Network

Available slots for Sales: 4
Digital: 9 screens
1 slot each
Assumed Impressions : 2,620 K*
Price/2weeks: JPY486,000

Package Example: Nationwide, Others

※ Price will be calculated for each proposal. Please contact us

Power Network Nationwide

Available slots for Sales: 4
Poster: 900 faces
Assumed Impressions : 87,680 K*
Price/2weeks: JPY48,600,000

Targeted Network Osaka

Available slots for Sales: 1
Poster: 21faces
Assumed Impressions : 4,940 K*
Price/2weeks: JPY3,150,000

Targeted Network Nagoya

Available slots for Sales: 1
Digital: 27 screens
Assumed Impressions : 5,500 K*
Price/2weeks: JPY4,050,000

< Cityscape™ Application Rules >

- Applications will be accepted on a first-come, first-served basis.
- Applications must be received in writing or by e-mail.
- Prices are gross, including 15% agency margin.
- Taxes are not included.
- The following cancellation fees will apply for cancellations during normal periods.
 - 3 to 6 months prior to the posting ⇒ 10% of the posting fee
 - 2 to 3 months prior to the posting ⇒ 30% of the posting fee
 - Less than 2 months before posting ⇒ 100% of the posting fee Cityscape™ order general rules
- For special periods affected by disasters, the following cancellation policy will apply.

If you contact us one month prior to the implementation of the campaign you have signed up for and change it to another period within the year, the cancellation fee will be waived.

Payment will be made according to the campaign period before the change.

Changes made less than one month prior to implementation will not be accepted and will be subject to a 100% cancellation fee.

< Cityscape™ Sales Summary Notes >

- On the poster side, the posting period for a single frame is two weeks, Monday through Sunday, and posters are replaced during Monday.
- If there are additional installations at the time of posting, no charge will be made for them.
- If the number of planned spaces is not reached, the network may make up for it with spaces from other networks. If the number of surfaces does not reach the scheduled number, we will refund you the missing amount.
- The amount and number of panels may be subject to change without prior notice due to the condition of the advertising panels or other reasons.
- Printing costs include data processing and two proofreading fees, which may vary depending on the conditions of submission. Please contact our sales representative
- In addition to screening by each municipality, advertisements are subject to screening based on the criteria for advertisements set forth by the Company. For details, please refer to the media guide.
- After the poster has been displayed, the visuals may be used on our website and in other marketing materials.

< Cityscape™ The process of determining the number of faces >

- The number of faces ordered includes scheduled faces (including digital).
- Network allocation will be reviewed on a quarterly basis and is subject to change.
- The address of the side to be displayed will be fixed one month prior to the campaign.
- The number of times and the number of screens for the digital side will be compensated during the campaign period.

(In the event of technical errors, the campaign period may be changed to ensure the number of compensated displays.

< Cityscape Review >

- Cityscape applications will be subject to a preliminary visual screening by each city. Please submit approximately 1M JPEG or PDF data for preliminary screening. Manners, annotations, and other detailed text elements must be readable.
- The size of the text in the mannerisms and accompanying notes should be at least 15 mm square at the original size.
- Advertisements for information communication and cell phones, as well as advertisements with expressions that encourage the use of cell phones (QR codes, "Access Now," etc.) Please include the following information in your advertisements.

Please comply with the "Manners for Using Mobile Phones" and keep the size of the QR code within 3 cm square at the original size.
- Alcoholic beverages should be accompanied by the following statement Alcoholic beverages must be consumed after the age of 20, and underage drinking is prohibited by law.
- Health Foods should be indicated with the following accompanying note. "Dietary life should be based on a balance of staple foods, main dishes, and side dishes."
- Please indicate any of the following in your car/motorcycle ads. (Cityscape Kyoto) "Commute to work or school by city bus or subway" or "Outing by city bus or subway".

< MCDcaux Advertising Review Committee Basic Principles >

1. not cause discomfort to citizens or use.
2. appropriate in terms of consumer protection.
3. appropriate in terms of child and youth protection.
4. not be intended for specific political or religious propaganda, and not violate human rights, incite violence, encourage gambling, or intentionally mislead the public.
5. does not contain racial, defamatory, or sexist content.
6. conform to relevant laws and regulations.

Draft Specification



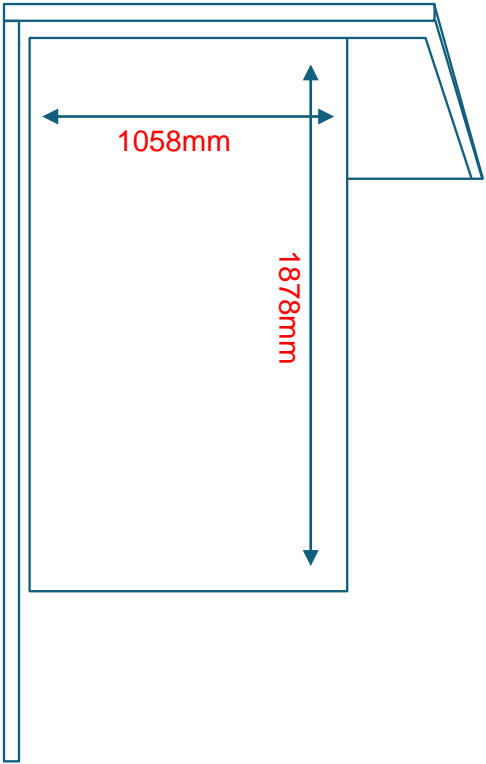
Digital Panel Creative Submission Specifications

Item	Specification
Resolution	1080 (W) x 1920 pixels (H) (16:9 material)
Data Format	Still image data JPEG (RGB 24bit color), GIF, PNG Movie data *Except Yokohama Mp4 (H.265)
image orientation for submission	Image rotated 90° counterclockwise
Safety	92%
Screen Size	85 inch (1058mm × 1878mm)
Data Capacity Limit	Approximately 3MB per material (Movie) 20Mbps or more

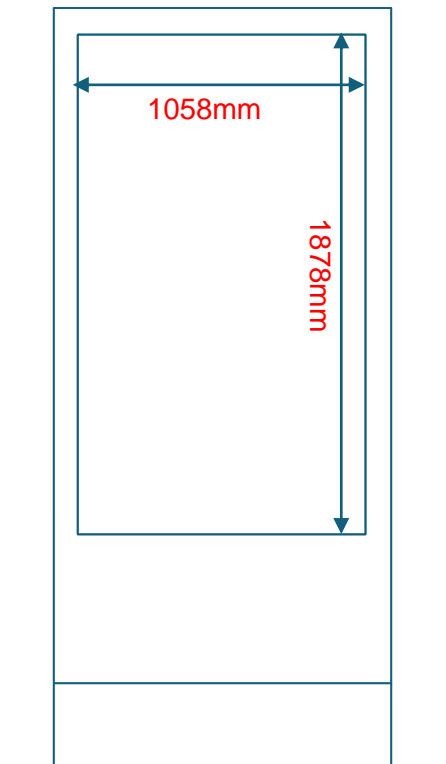
NOTE :

- Since CMYK is not supported, please submit data in RGB color mode.
- Do not export from low-resolution data.
- Images that have been rotated using the preview function of the OS will not be reflected on the screen and may cause errors.
- The rotation will not be reflected on the screen and may cause errors.
- Please use Photoshop or other software to submit images that have been output at a resolution with the horizontal side as the long dimension.
- Only still images will be displayed from 1:00 to 4:30 in Tokyo. Please be sure to submit still image data along with the movie.
- Only still images will be displayed in Yokohama.

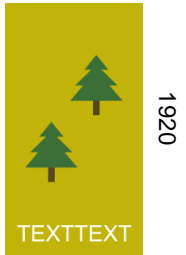
85 inch screen



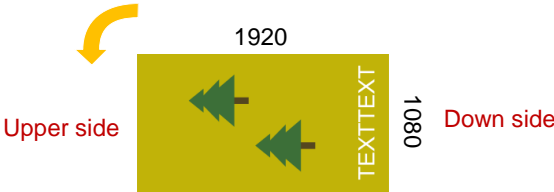
85 inch screen



(Display image)
1080



(When submitted)
Image rotated 90° counterclockwise

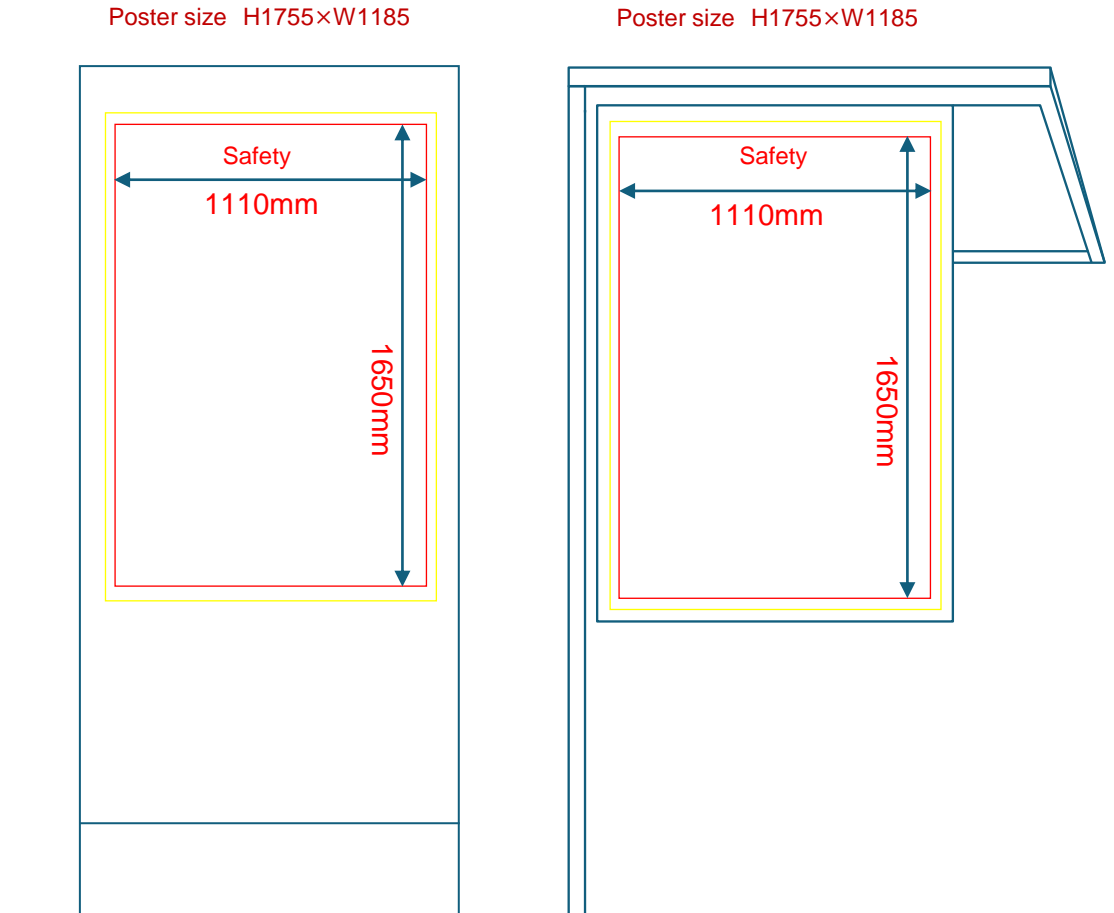


B-Stop[®]/CIP Poster Creative Submission Specifications

Item	Specification
Poster size	1185 mm (W) x 1755 mm (H) At least 100 dpi in original size (120dpi~150dpi recommended)
File Format	eps / ai / psd / tiff
Application	•Illustrator ver. 10.0 / CS / CS2 / CS3 / CS4 / CS5 / CS6 / CC •Photoshop ver. 7.0 / CS / CS2 / CS3 / CS4 / CS5/ CS6 / CC
Safety	1110mm (W) x 1650mm (H)
Data Capacity Limit	1755mmX1185mm, 100dpi Photoshop file, approx. 150-170MB recommended

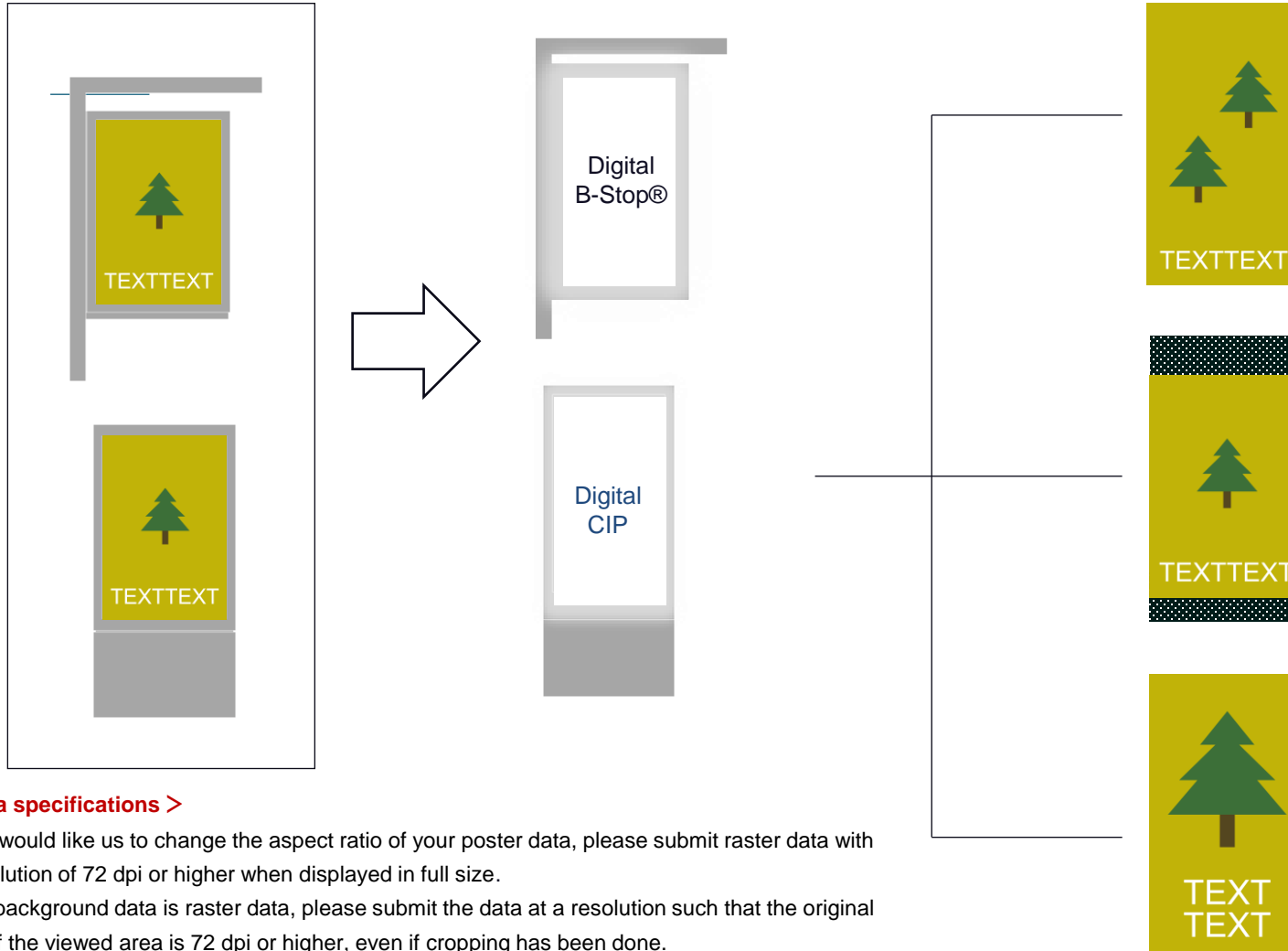
NOTE :

- Since RGB is not supported, please submit data in CMYK color mode.
- Do not export from low-resolution data.
- Framing is printed with a gradation of dots outside of the line to prevent line breakage.
(The presence or absence of frame printing and the design may vary depending on the production period of the panel.)
- Image, background fill, etc. are required up to the finished size.



B-Stop®/CIP Digital Creative Production Fee: Still Image

Six-Sheet Poster Creative



You are required to prepare materials for submission for digital panels.
(Please refer to P.27-29)

No additional production costs will be incurred.

Sheet poster creative submission materials are processed for digital use.

Production cost: 50,000 yen

We offer a service to adjust the layout based on the sheet poster creative submission material.

Production cost: 50,000 yen ~

< Ai data specifications >

- If you would like us to change the aspect ratio of your poster data, please submit raster data with a resolution of 72 dpi or higher when displayed in full size.
- If the background data is raster data, please submit the data at a resolution such that the original size of the viewed area is 72 dpi or higher, even if cropping has been done.
- When converting CMYK data to RGB, there is a possibility that colors will change. Please adjust colors in RGB color mode in advance.

Digital Creative Production Services: Movie



Poster Creative
(Ai data)

< Ai data specifications >

- If you would like us to change the aspect ratio of your poster data, please submit raster data with a resolution of 72 dpi or higher when displayed in full size.
- If the background data is raster data, please submit the data at a resolution such that the original size of the viewed area is 72 dpi or higher, even if cropping has been done.
- When converting CMYK data to RGB, there is a possibility that colors will change. Please adjust colors in RGB color mode in advance.

Floating
Product moves and
background remains static



JPY100,000~

Zooming
Enlarge product in
full screen



JPY100,000~

Activating
Special presentation to bring out
the impact of your products Bring
out the impact of your products



JPY200,000~



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