

Jeremy Male CEO@JCDecaux

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# Prospects and Perspectives



Chairman of FEPE.

*Fepe elects a new chairman...*



**Prospects**

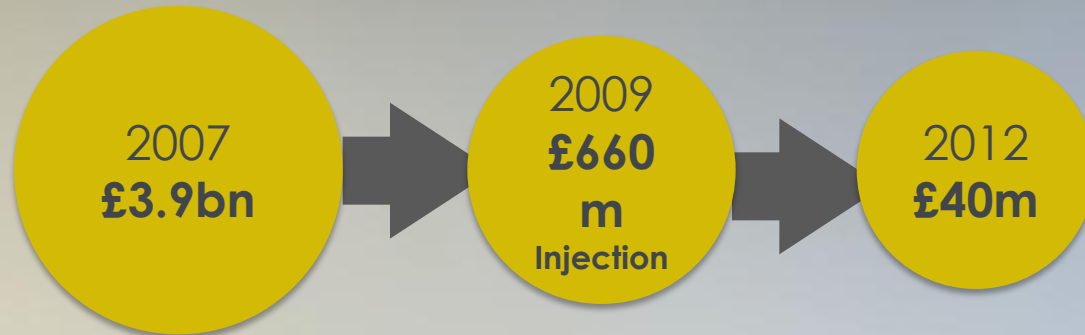
# The Pace of Change.



“Once a new technology rolls over you, If you're not part of the steamroller, you're part of the road”

**Stewart Brand**

# Yell.Com 2007-2013.



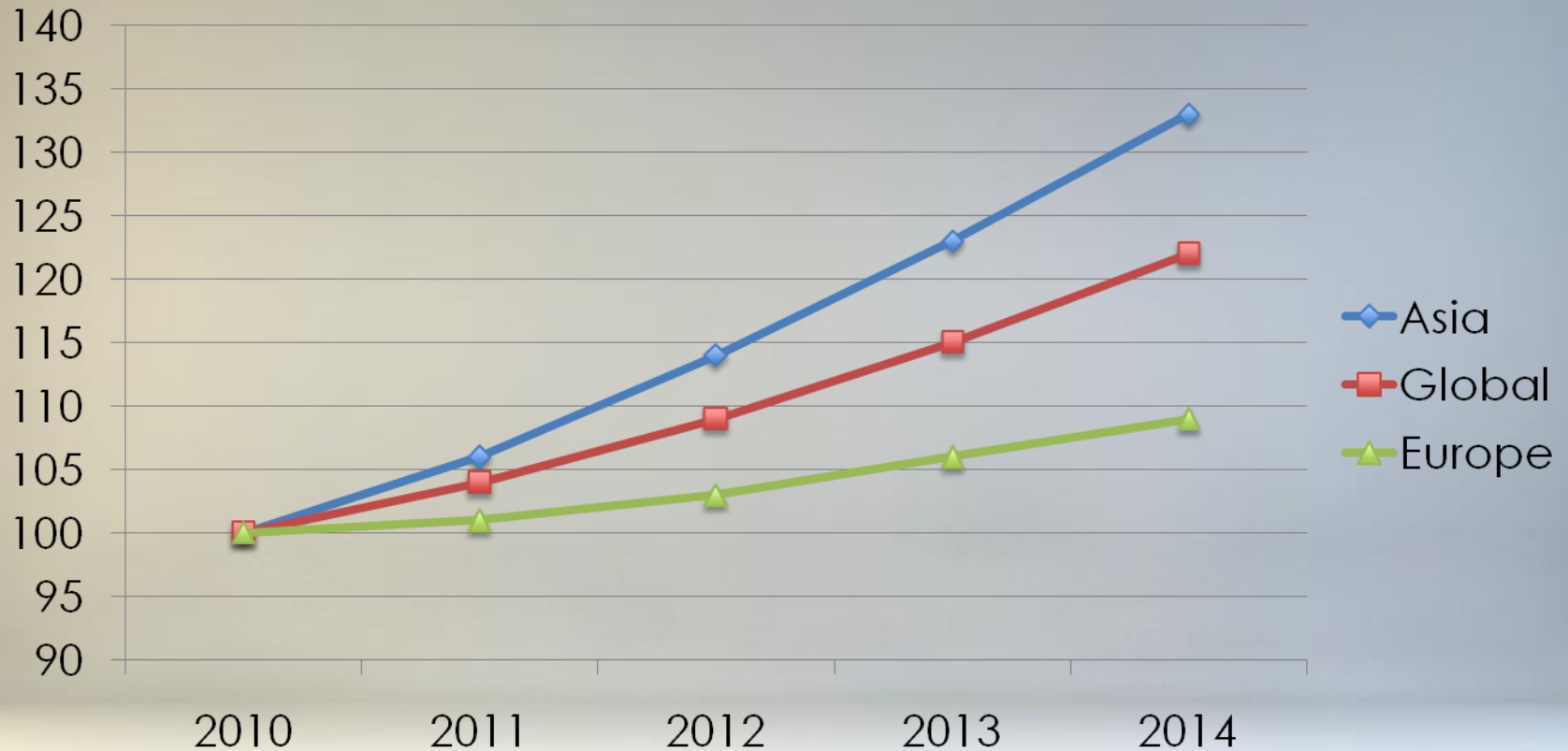
## THE SUNDAY TIMES CREDITORS POISED TO SEIZE HIBU

Phonebook publisher Yellow Pages could fall into the hands of hedge funds, banks and bondholders within weeks under a sweeping debt overhaul.

Creditors are poised to seize control of Hibü, the Reading-based owner of Yellow Pages, in a deal which would wipe out shareholders and more than halve its £2 billion debt pile, The Sunday Times reported.

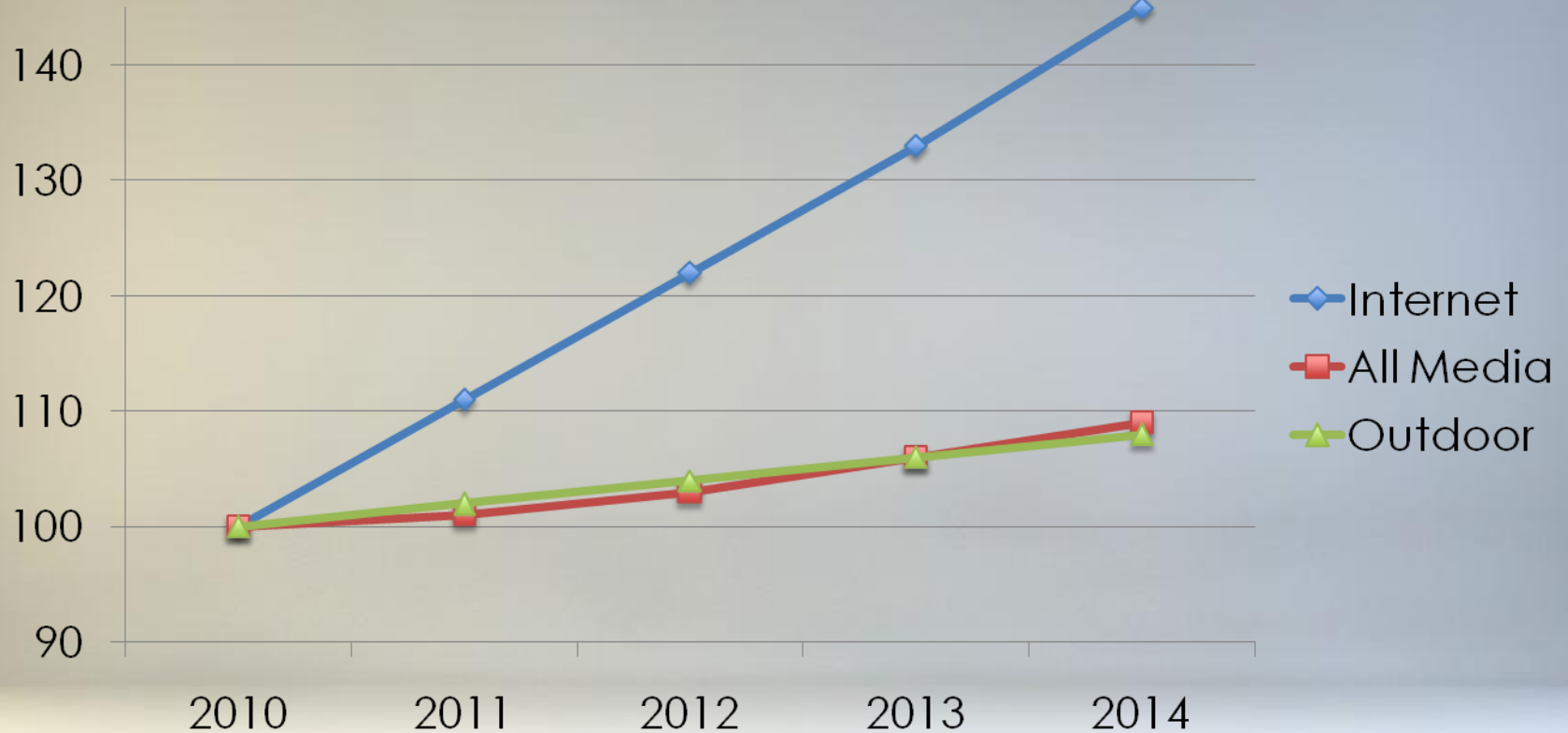


# A Two Speed World.



Source\* Zenith Media March 2012

# Outdoor in Europe.



Source\* Zenith Media March 2012



# Prospects.



Audience



Product Investment



Connectivity



Research

# What's Happened Since Last Year?



A green rectangular sign with a dark grey border, supported by two wooden posts. The word "Perspectives" is written in a large, white, sans-serif font across the center of the sign. The background is a light blue gradient.

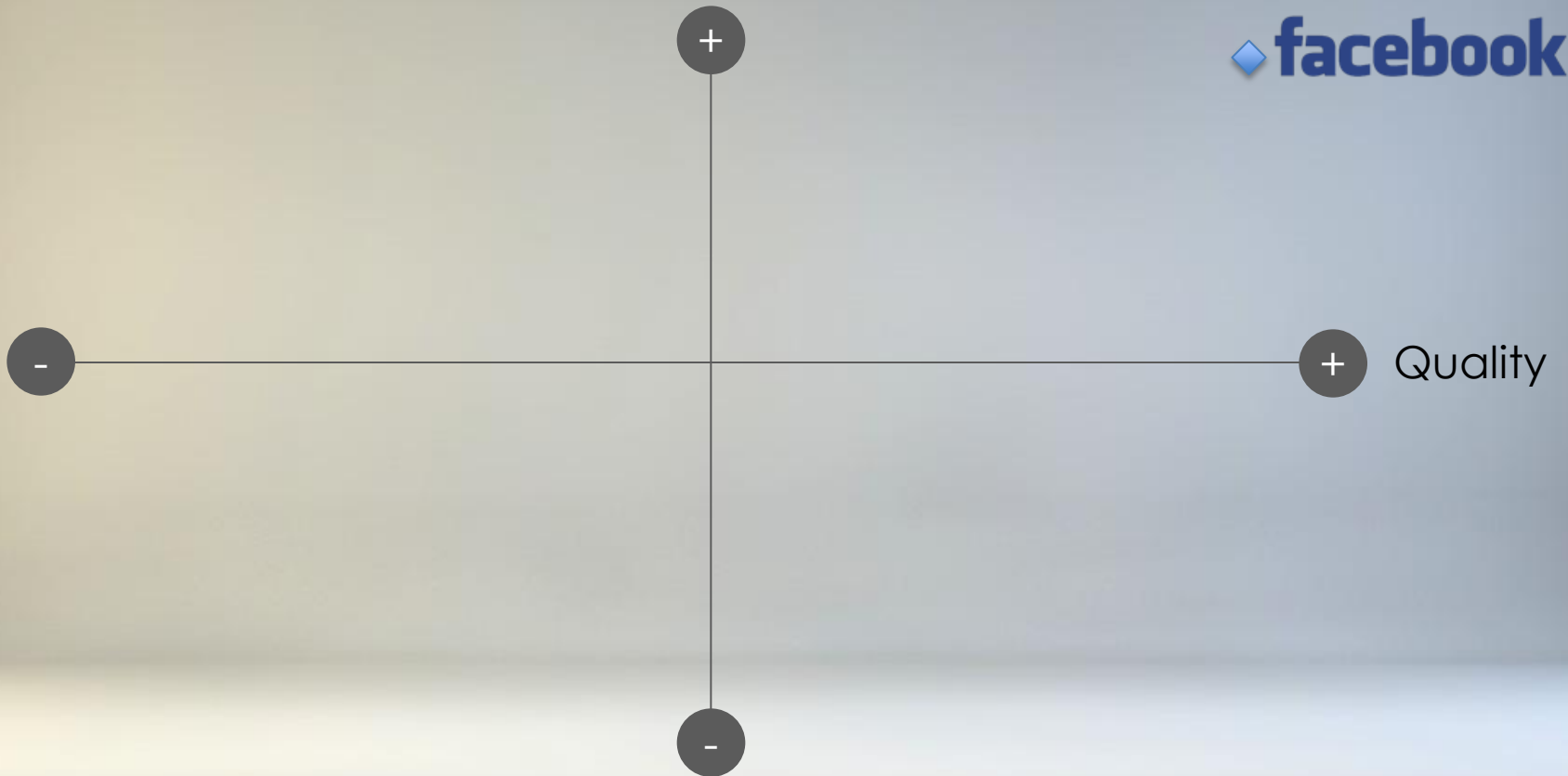
**Perspectives**

# What's Trending?

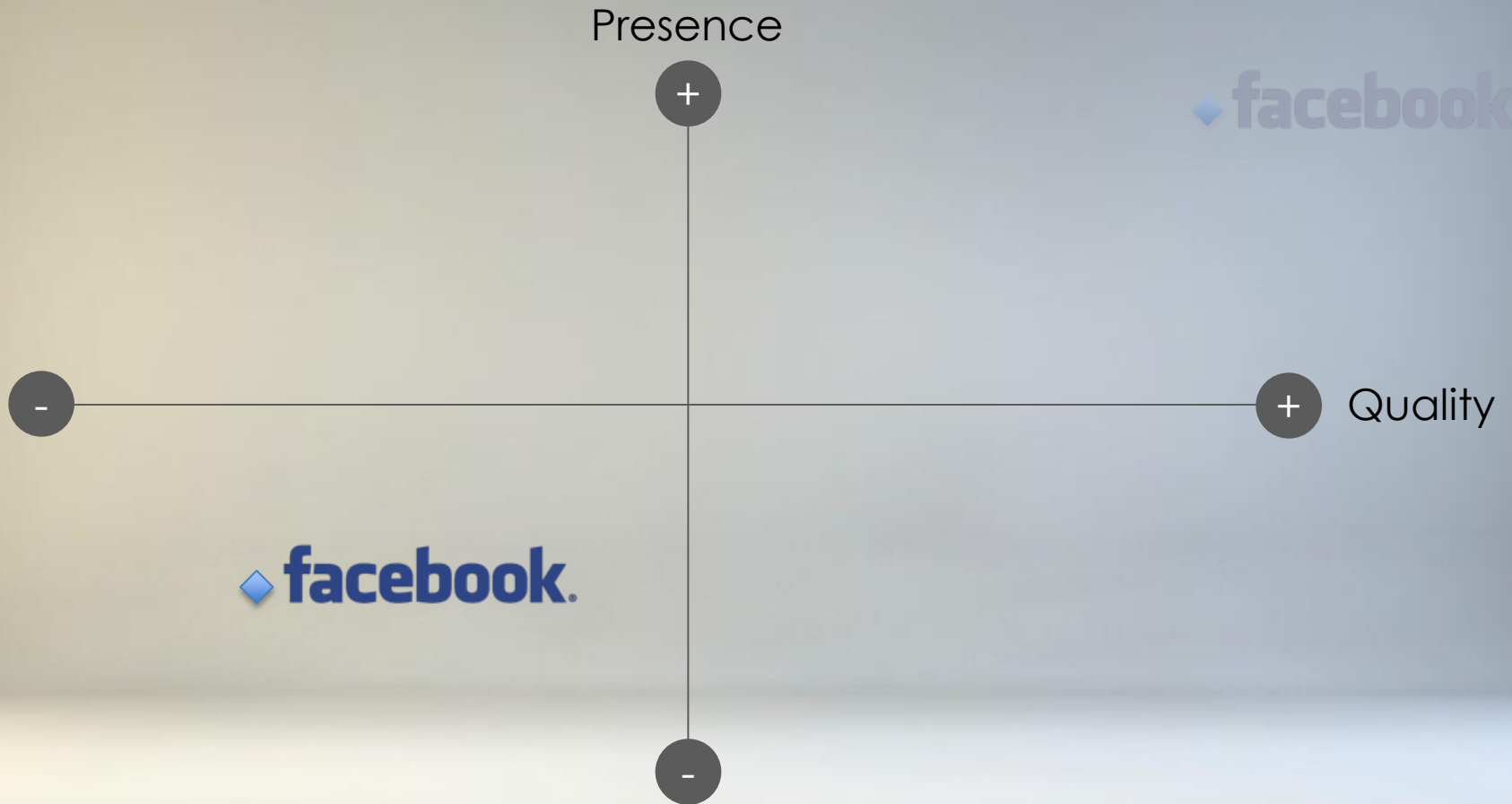


2012.

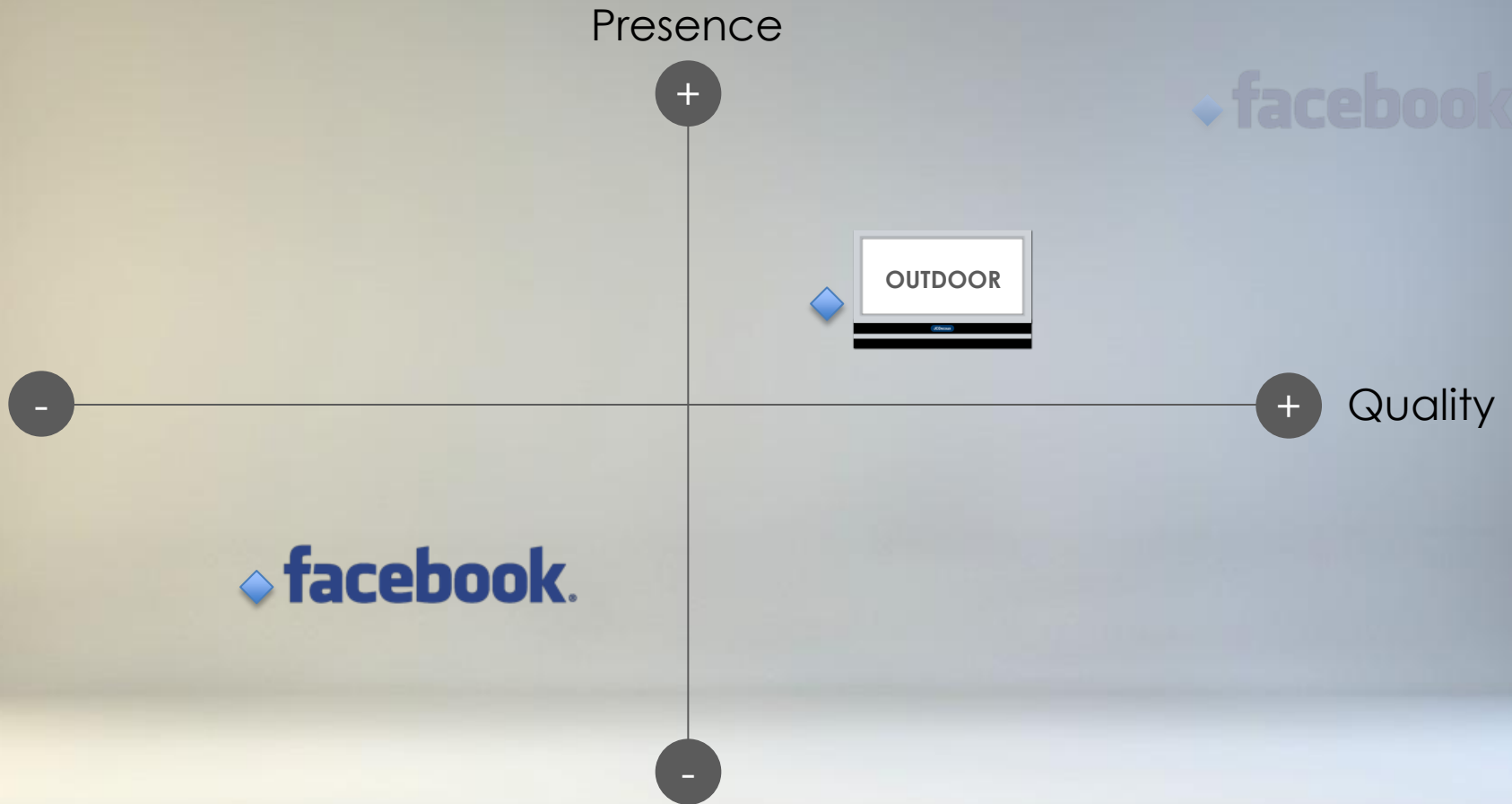
Presence



2013.



2013.



# What's Trending?

1. Big Data/Insight
2. Mobile
3. Content/Engagement
4. Rise of the Machines/New Trading Methods



# What's Trending?

## 1. Big Data/Insight

Route.

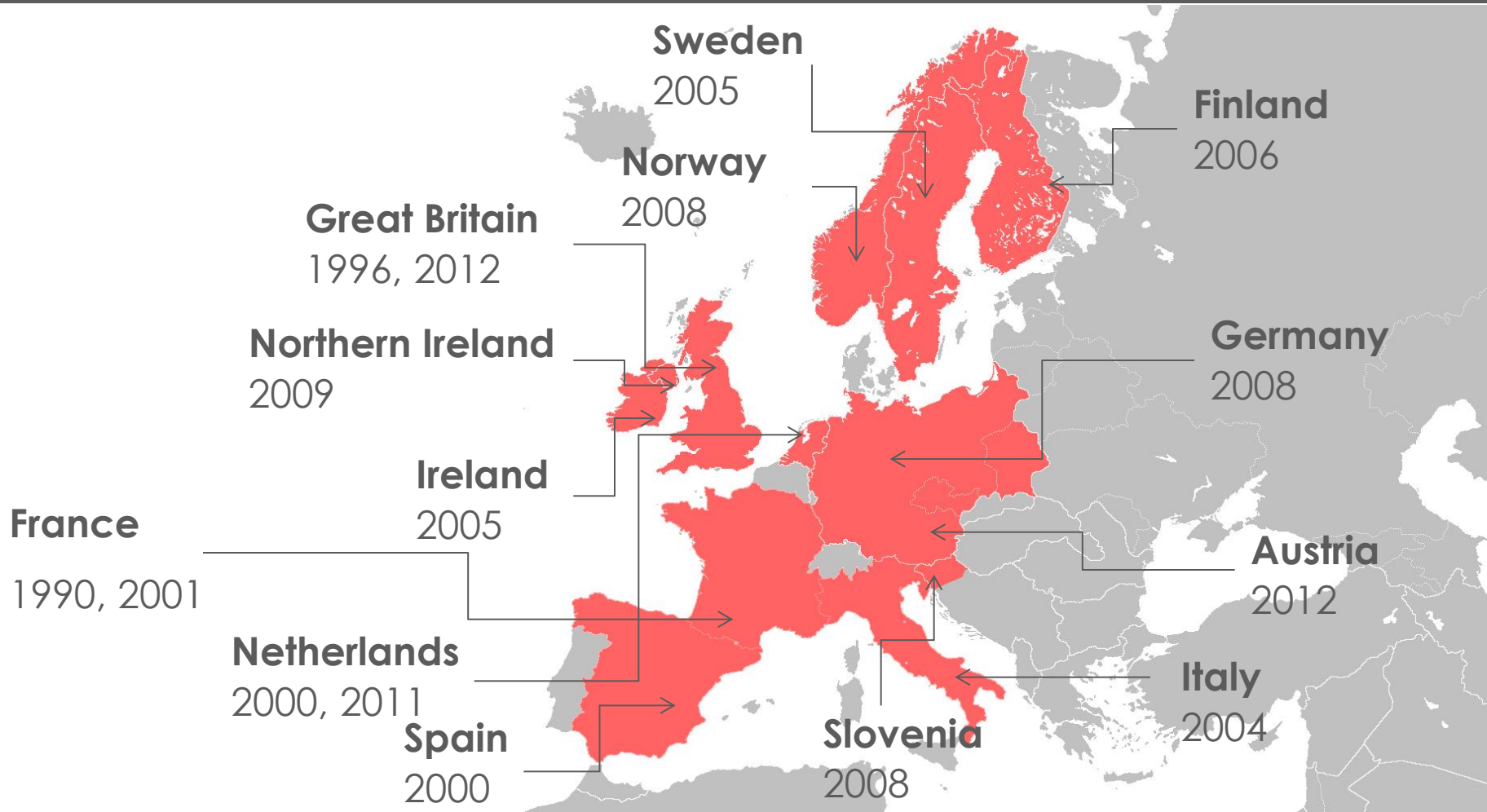


JCDecaux

Route.



# Seat at the Table



# Adding Value.



Connected  
Commuter

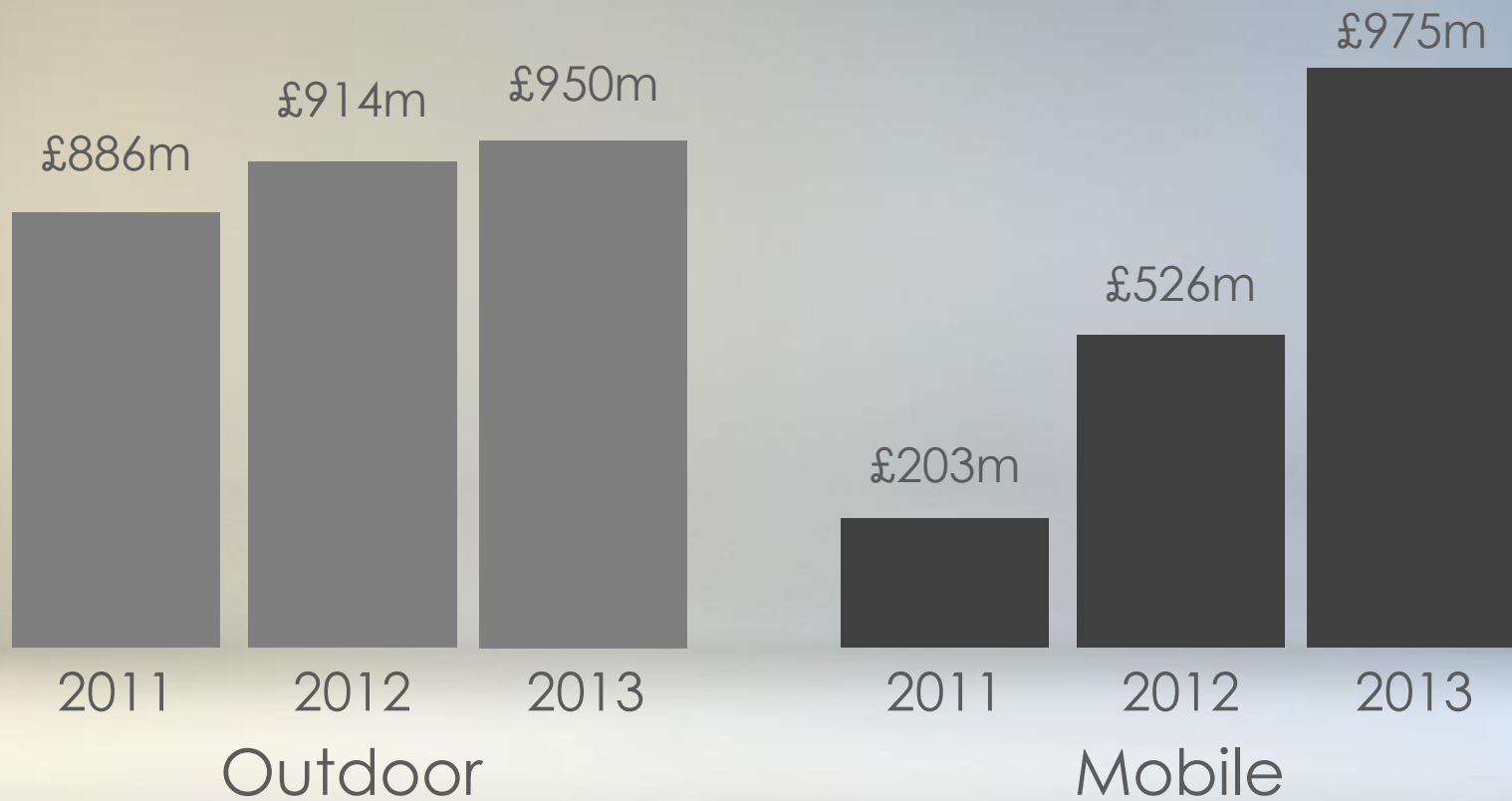
TLC  
TheLondonCommuter

Y O U N G  
U R B A N  
M O B I L E S

# Media Agency Review. 2013 Trends.

1. Big Data/Insight
2. Mobile

# Mobile.



Mobile.

Mobile & Outdoor





# Mobile.

## Objective:

Achieve annual targets by increasing footfall to stores.



# Result.

33,000  
coupons delivered



15.5%  
year-on-year sales uplift



18%  
rise in Google searches for  
Krispy Kreme



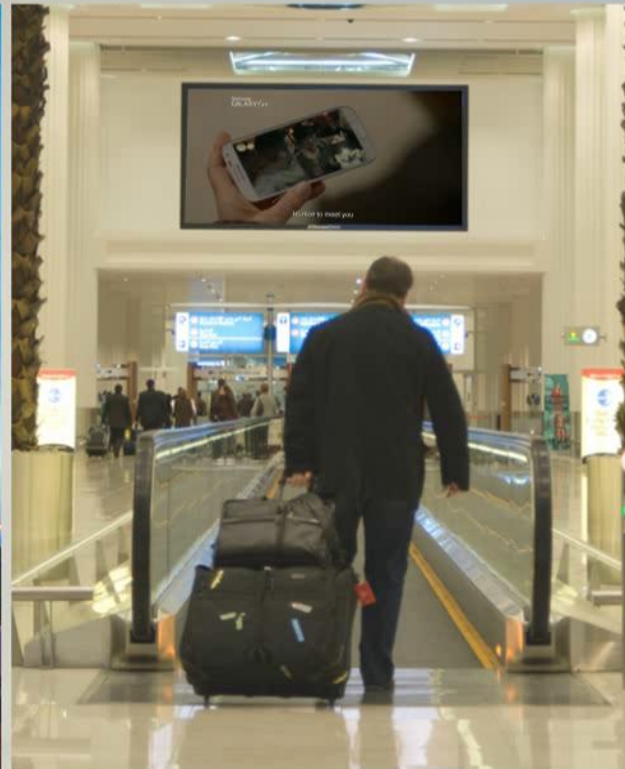
# What's Trending?

1. Big Data/Insight
2. Mobile
3. Content/Engagement

# JCDecaux Digital.



**6% of  
Group Revenue**



**13% of  
Transport Revenue**



**19% of  
UK Revenue**

# Content - Digital.



# Content - Analogue.



# Content - Analogue.

# London 2012.





London 2012.



# New World of Engagement.



# New World of Engagement.



# What's Trending?

1. Big Data/Insight
2. Mobile
3. Content/Engagement
4. Rise of the Machines/New Trading Methods

# Programmatic Buying.

Choose media source    Set up Banner    Review and activate campaign

**TARGETING**

COMPANY	
John Lewis	
<b>Wickes</b>	Viewed Baths
B&Q	<b>Viewed Kitchens</b>
Homebase	Viewed Doors
	Viewed Roofs
	Booked Appointment
	<b>Did not Book Appointments</b>

**SCHEDULE**

START DATE: 02-Jun-2013    END DATE: 02-July-2013

**NEW APPOINTMENTS MADE: 108**

IMPRESSIONS TARGET

0    30,000    60,000


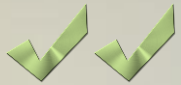
<b>29,653</b> IMPRESSIONS	<b>£0.32</b> CPM	<b>£9488.96</b> TOTAL COST
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**RUN**

# Perspectives.

1. Big Data/Insight 

# Perspectives.


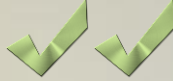

1. Big Data/Insight 
2. Mobile 

# Perspectives.

1. Big Data/Insight 
2. Mobile 
3. Content/Engagement 



# Perspectives.

1. Big Data/Insight 
2. Mobile 
3. Content/Engagement 
4. Rise of the Machines/New Trading Methods



**People & Mindsets**

# People and Mindsets.



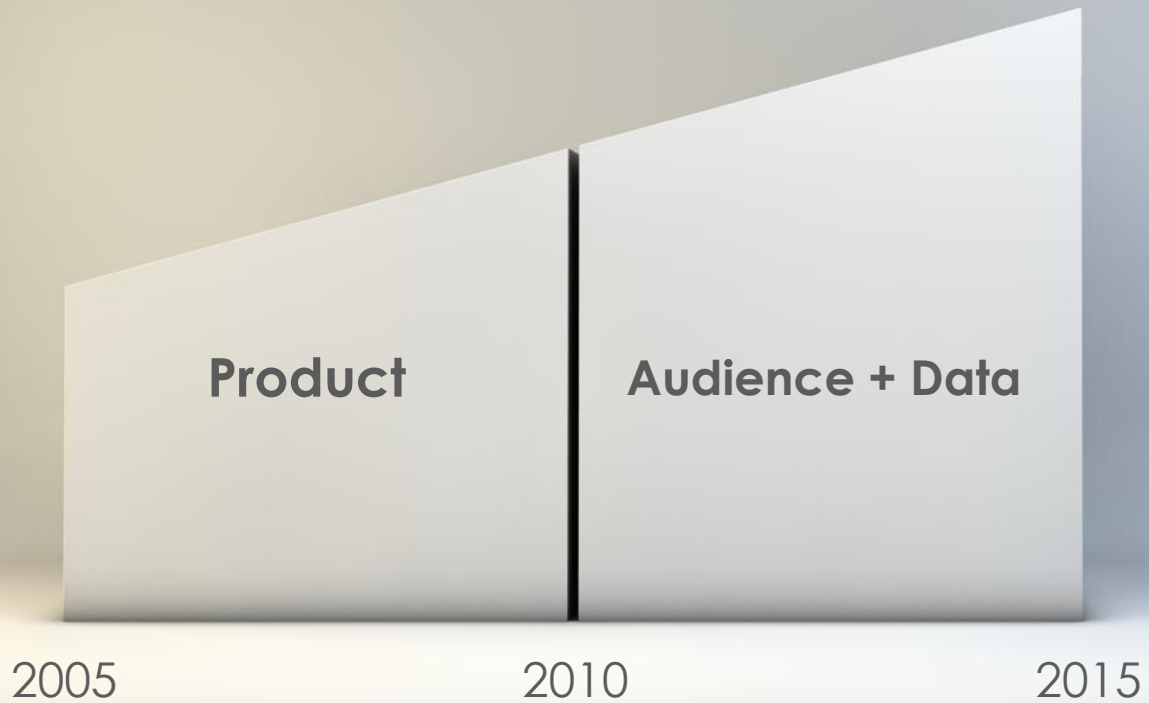
# People and Mindsets.



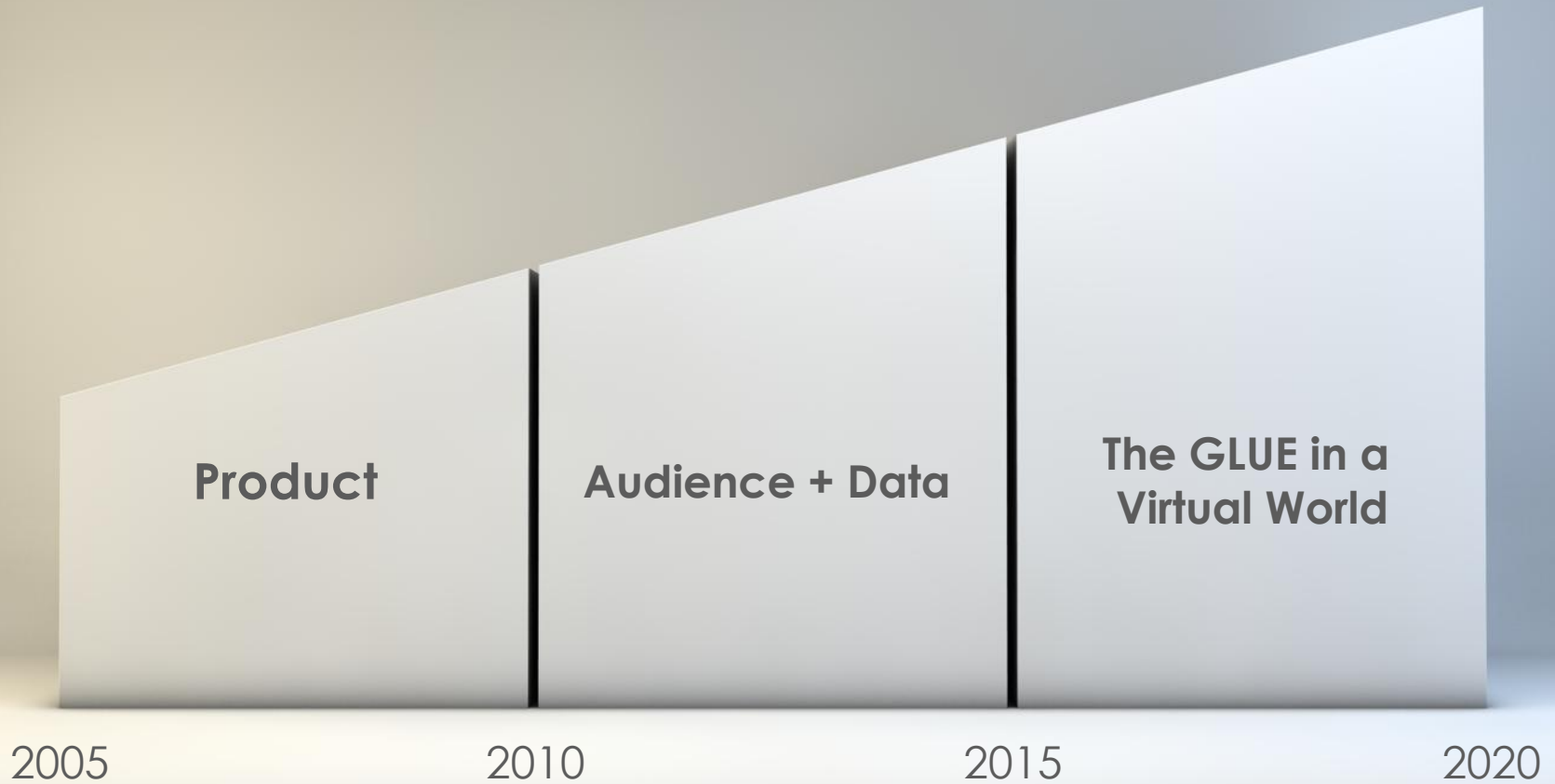
# People and Mindsets.



# People and Mindsets.



# People and Mindsets.



# People and Mindsets.





# FT Digital Media Conference 2013





Media Anomaly 1: Press

**7% Time**

**20% Spend**

FT Digital Media  
Conference 2013



Media Anomaly 2: The Internet

**33% Time**

**20% Spend**

Ford Media  
Conf 2013

**'Outdoor about Right.'**

ET Digital Media  
Conference 2013





Media Anomaly 3

**18% Time**

**8% Spend**

FT Digital Media  
Conference 2013

# Breaking Down Barriers.



**MINDSETS**  
**MINDSETS**  
**MINDSETS**

A green rectangular sign with rounded corners and a dark grey border. The sign is supported by two vertical wooden posts. The text "Thank You" is written in a bold, white, sans-serif font, centered on the sign.

**Thank You**