

2009 ARN Revenue Conference & Exhibition

How to Improve Your Advertising Revenue with a Little or A Lot of High Tech Options

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JCDecaux



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- Digital Products
- Airport Advertising Programs
- Common Misconceptions

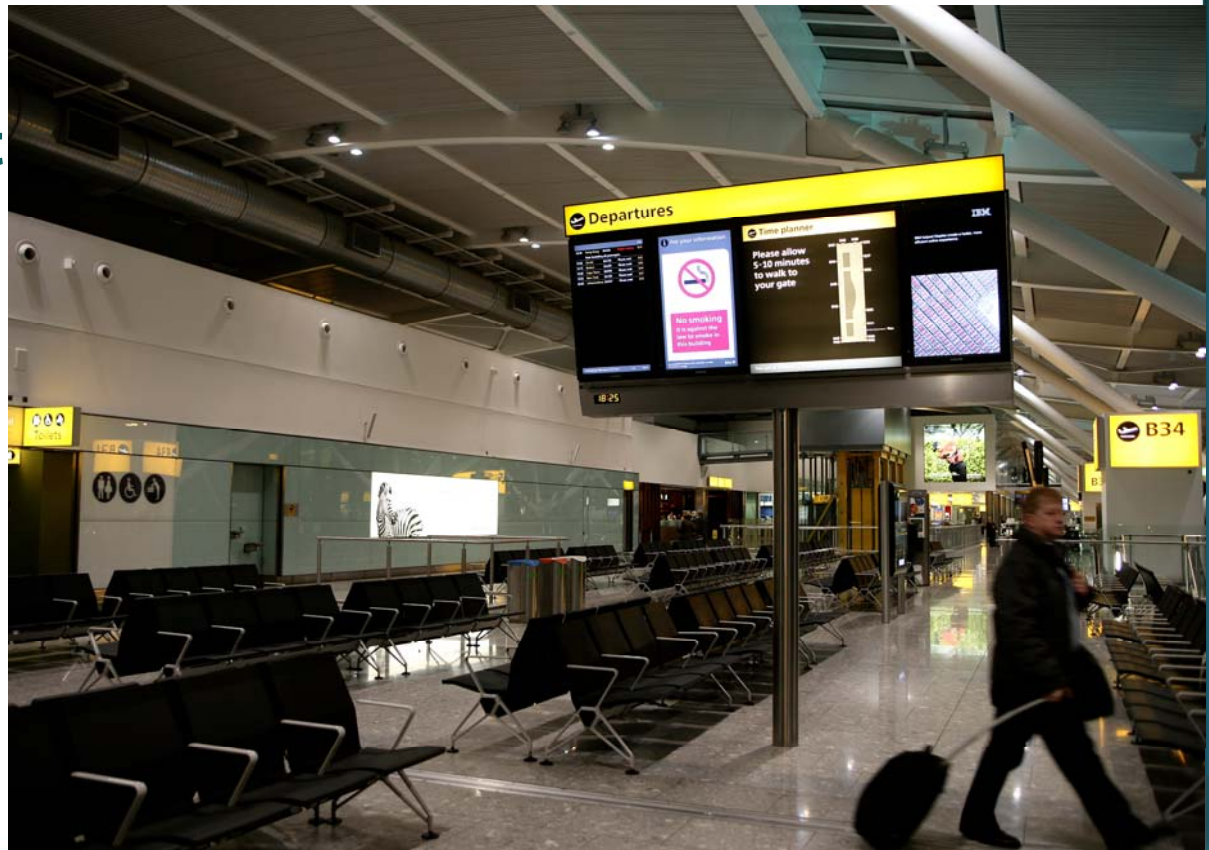


John F. Kennedy International Airport



Digital Advertising in Airports Today

- Inception
- Development
- Benefits
- Future





Three Types of Digital Products

- Fully Digital Displays
- Combination of Traditional and Digital Mediums
- Interactive Displays



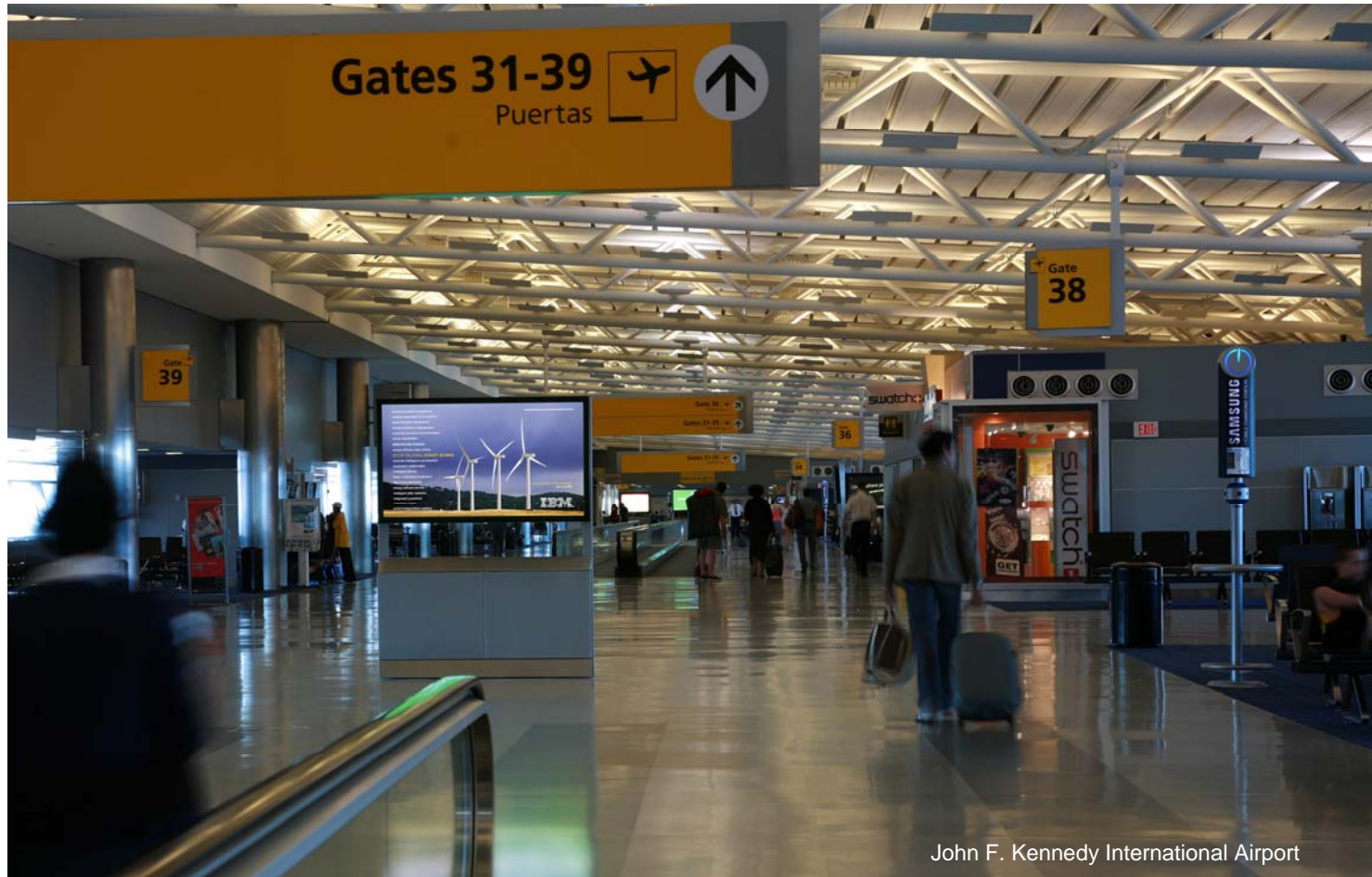
Pudong Airport T2 International Boarding Hall

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Fully Digital

Prestige Digital Unit



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Fully Digital

70" LCD Screens



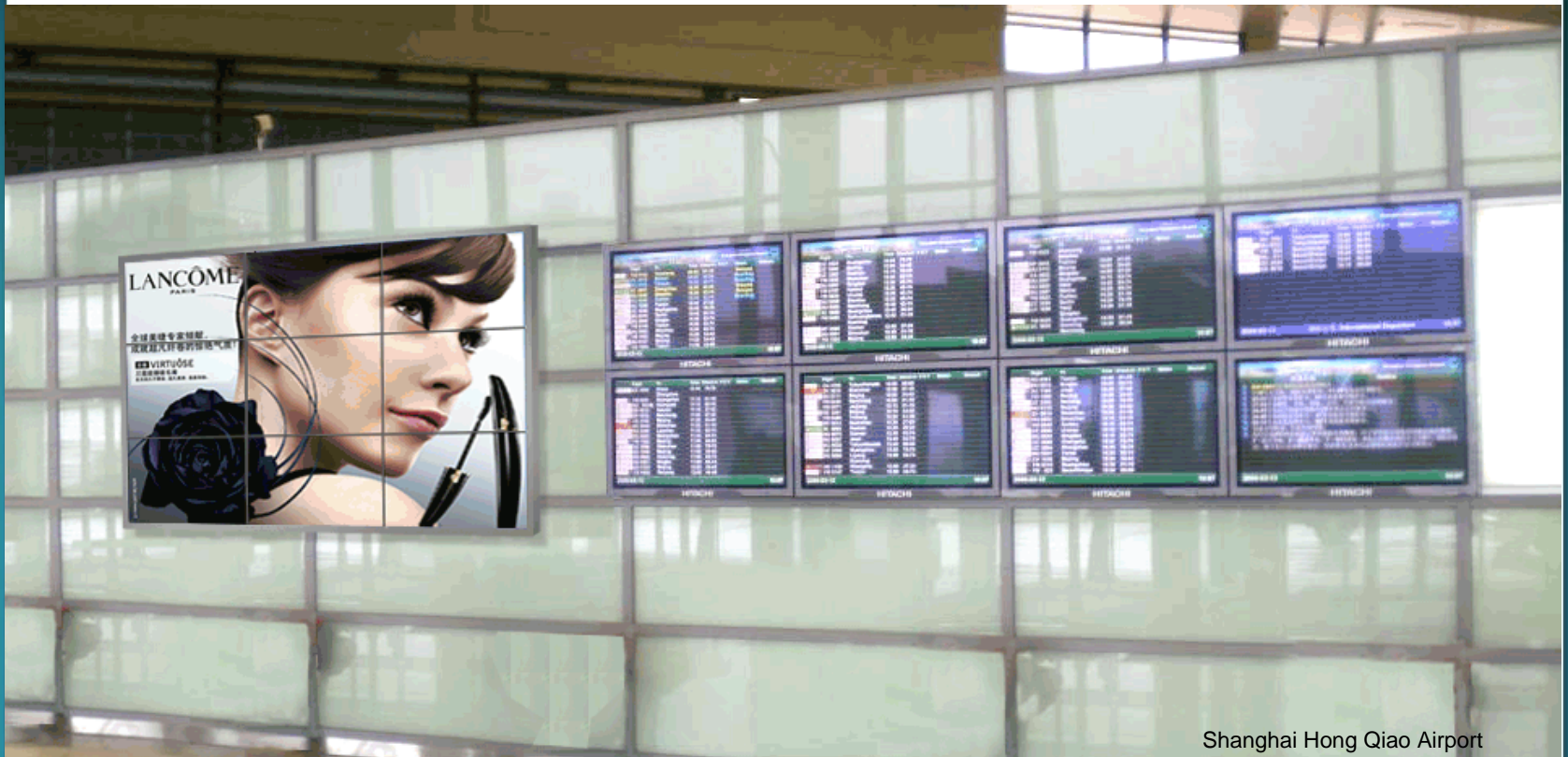
Minneapolis-St. Paul International Airport

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Fully Digital

TV Wall



Shanghai Hong Qiao Airport



Combination Products

Digital Brand Experience



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Combination Products

Digital Fresco



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Interactive Products

Mobile Interactivity



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Interactive Products

Sampling & Vouchering



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Interactive Products

Touch Screen



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Interactive Products

Interactive Visitors Center





Advertising Display Programs

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Digital in Baggage Claim Only



Spokane International Airport



Digital in Baggage Claim Only



Spokane International Airport

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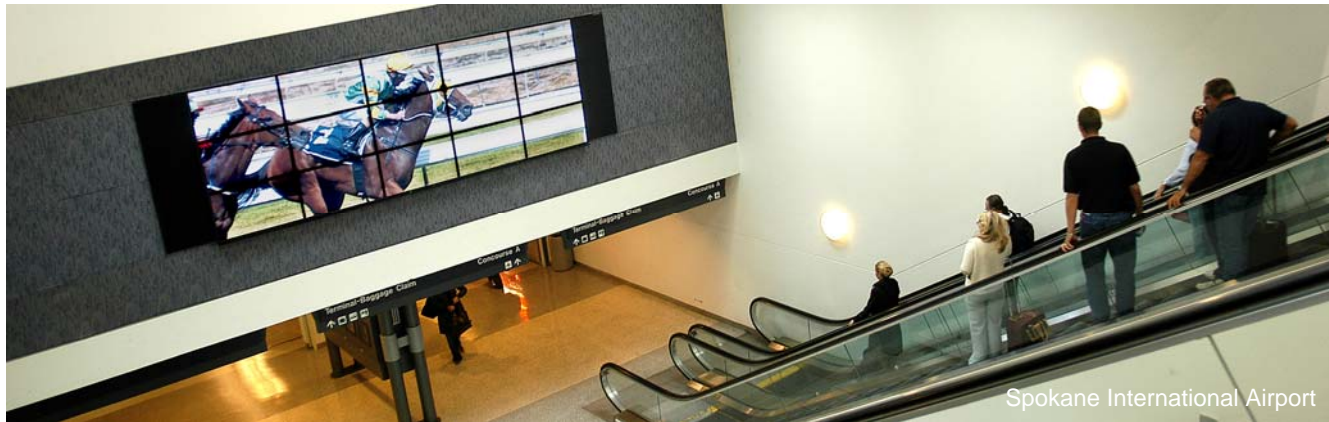
Digital Targeting Arriving Passengers



John Wayne Airport



Digital Targeting Arriving Passengers



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Limited Digital Products in Arrivals & Departures



Minneapolis-St. Paul International Airport

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Limited Digital Products in Arrivals & Departures



Los Angeles International Airport

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99% Digital Displays



London Heathrow Airport – Terminal 5



Common Misconceptions

- If you build it they will come.
- High-tech displays incorporating Digital Screens will generate the highest revenues.
- How do you determine whether to use Semi-Static or Full Motion Video?
- Advertisers are used to buying Digital ads because of TV commercials.
- More is more

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A Little