

JCDecaux

GET REAL! With JCDecaux, in partnership with VIOOH and Displayce

Because when your brand shows up in the physical world with JCDecaux, this power drives real results

Out of Home Media

Angola
Australia
Austria
Bahrain
Belgium
Botswana
Brazil
Bulgaria
Cameroon
Canada
Chile
China
Colombia
Costa Rica
Croatia
Czech Republic
Denmark
Ecuador
El Salvador
Estonia
Eswatini
Finland
France
Gabon
Germany
Guatemala
Honduras
Hungary
India
Ireland
Israel
Italy
Ivory Coast
Japan
Kazakhstan
Kuwait
Latvia
Lesotho
Lithuania
Luxembourg
Malawi
Mauritius
Mexico
Mongolia
Mozambique
Myanmar
Namibia
New Zealand
Nicaragua
Nigeria
Norway
Oman
Panama
Paraguay
Peru
Poland
Portugal
Qatar
Saudi Arabia
Singapore
Slovakia
Slovenia
South Africa
South Korea
Spain
Sweden
Switzerland
Tanzania
Thailand
The Dominican Republic
The Netherlands
Ukraine
United Arab Emirates
United Kingdom
United States
Uruguay
Uzbekistan
Zambia
Zimbabwe

Paris, June 10th, 2025 – From June 16th to 19th, 2025, JCDecaux will open the doors of its exclusive venue, [The Avenue](#), during the Cannes Lions International Festival of Creativity, a global meeting point for leaders in advertising, communications and innovation.

Alongside **VIOOH**, a leading premium global OOH supply-side platform that is transforming the sector through the use of programmatic capabilities and data, and **Displayce**, a pioneering technology suite for OOH advertising that meets the needs of brands, media agencies and media owners globally, **JCDecaux and its subsidiaries⁽¹⁾ are hosting 'Get Real' at The Avenue, a four-day creative forum packed with inspirational speaker sessions, networking opportunities, experience sharing, testimonials, and the latest insights on the effectiveness of outdoor advertising for brands.**

A curated programme has been designed with marketing and communication leaders, with sharp insights and concrete solutions to be implemented to help advertisers and their agencies achieve their goals. **Discover our fantastic line up of speakers and panellists available on this link:** <https://www.jcdecaux.com/get-real-jcdecaux#content-sessions>.

Whether it's a morning coffee, a light lunch or an aperitivo drink, *The Avenue* by JCDecaux provides the perfect backdrop to refuel while keeping the ideas flowing. Join us and **Get Real!**

Isabelle Schlumberger, Executive Vice-President, Sales, Marketing & Development FLIB (France, Luxembourg, Israel and Belgium) of JCDecaux, said: *"As an Affiliate Partner of the Cannes Lions 2025, we are proud to open the doors of The Avenue, an exclusive venue dedicated to showcasing the power of OOH and DOOH advertising, featuring insights and expertise from our valued partners VIOOH and Displayce. This is a unique opportunity to explore the psychology of visual impact, the power of context and the strategies that ensure the message doesn't just get noticed - it gets remembered when decisions are made through real-life campaigns that deliver real results. Our dynamic space showcases what makes OOH advertising truly powerful. Connect with visionaries, hear real-world success stories and discover how great ideas become measurable results. Take a break and step into the possible at Cannes - it's the place to be."*

Places are limited at The Avenue, by JCDecaux. [Register now](#) to seize the opportunity to network with top-tier advertising professionals and expert marketers involved in our exclusive programming during Cannes.

Address: Hura Cannes, 2 Rue Félix Faure, 06400 Cannes.

Contact: canneslions@avenue.jcdecaux.com

#GetRealwithJCDecaux

At Cannes Lions, the advertising and communications industry meets to see the world's best work. It's where insights from iconic thought leaders, ideas from innovative companies and inspiration from every corner of the creative marketing community come together. It will be a week of global networking, world-class learning and benchmark-setting Awards, at the world's biggest celebration of history-making creativity.

⁽¹⁾France, UK, USA, Germany, Spain, Brazil and Middle East

JCDecaux SE

United Kingdom: 27 Sale Place - London W2 1YR - Tel.: +44 (0)20 7298 8000

Head Office: 17, rue Soyer - 92200 Neuilly-sur-Seine - France - Tel.: +33 (0)1 30 79 79 79

www.jcdecaux.com

A European Company with an Executive Board and Supervisory Board

Registered capital of 3,264,372,84 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

Key Figures for JCDecaux

- 2024 revenue: €3,935.3m
- N°1 Out-of-Home Media company worldwide
- A daily audience of 850 million people in more than 80 countries
- 1,091,811 advertising panels worldwide
- Present in 3,894 cities with more than 10,000 inhabitants
- 12,026 employees
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the SBF 120 and CAC Mid 60 indexes
- JCDecaux's Group carbon reduction trajectory has been approved by the SBTi and the company has joined the Euronext Paris CAC® SBT 1.5° index
- JCDecaux is recognised for its extra-financial performance in the CDP (A), MSCI (AAA), Sustainalytics (13.1), and has achieved Gold Medal status from EcoVadis
- 1st Out-of-Home Media company to join the RE100
- Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
- N°1 worldwide in street furniture (629,737 advertising panels)
- N°1 worldwide in transport advertising with 157 airports and 257 contracts in metros, buses, trains and tramways (340,848 advertising panels)
- N°1 in Europe for billboards (83,472 advertising panels worldwide)
- N°1 in outdoor advertising in Europe (736,310 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (178,010 advertising panels)
- N°1 in outdoor advertising in Latin America (89,526 advertising panels)
- N°1 in outdoor advertising in Africa (22,490 advertising panels)
- N°1 in outdoor advertising in the Middle East (20,689 advertising panels)

For more information about JCDecaux, please visit [jcdecaux.com](https://www.jcdecaux.com).

Join us on [X](#), [LinkedIn](#), [Facebook](#), [Instagram](#) and [YouTube](#).

Communications Department: Albert Asséraf

+33 (0) 1 30 79 79 10 – albert.asseraf@jcdecaux.com

Investor Relations: Rémi Grisard

+33 (0) 1 30 79 79 93 – remi.grisard@jcdecaux.com

About Cannes Lions:

Since its launch in 1954, the Cannes Lions International Festival of Creativity has become *the* global benchmark for excellence in advertising and communications. This annual event brings together top creatives, marketers, tech innovators, and media experts from all over the world.

From iconic keynotes to cutting-edge campaigns, Cannes Lions is where creativity gets celebrated, challenged, and redefined. It's a week of high-level networking, learning, and inspiration. All on the stunning backdrop of the French Riviera. For brands and any advertising related company, it's the place to be seen, be remembered, and be part of the future of our industry.