

## JCDecaux wins Transport for London (TfL) iconic bus shelter advertising concession for 8 years

### Out of Home Media

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Finland  
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Gabon  
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Ireland  
Israel  
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Luxembourg  
Malawi  
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Mexico  
Mongolia  
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Myanmar  
Namibia  
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Oman  
Panama  
Paraguay  
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Poland  
Portugal  
Qatar  
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Singapore  
Slovakia  
Slovenia  
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Sweden  
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Tanzania  
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United States  
Uruguay  
Uzbekistan  
Zambia  
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**Paris, September 10<sup>th</sup>, 2024 – JCDecaux SE** (Euronext Paris: DEC), the number one outdoor advertising company worldwide, announces that following a competitive tender, it has been awarded the iconic London bus shelter advertising contract by Transport for London (TfL) for an 8-year period, with the option of a 2-year extension. The contract will commence on 1<sup>st</sup> April 2025.

This is the second-largest bus shelter advertising contract in the world and covers advertising on all TfL's more than 4,700 advertising bus shelters across all 33 London boroughs including the City of London, Royal Borough of Kensington and Chelsea, and City of Westminster. JCDecaux has held the previous contract since 2016. The contract currently includes 612 x 86" digital screens and 9,400 non-digital poster sites on bus shelters.

With a population of 9 million, London contributes a quarter of the UK's GDP, accounts for a third of all UK adspend and attracts over 20 million international visitors each year. With around 35 million passenger journeys a week by bus, the TfL bus shelter network is central to the lives of Londoners for work, shopping and leisure.

**Emma Strain, Customer Director at TfL**, said: *"Advertising income from our estate is a vital source of funding for TfL, so it's really important we work with ambitious and innovative media partners. I am delighted that our trusted brand and the vast, diverse audiences who interact with our huge bus shelter advertising estate, is in the hands of JCDecaux, an internationally recognised commercial media partner. The TfL advertising estate is a unique canvas in out-of-home advertising that brings brands to our customers as they travel around the city. Working with JCDecaux means we can continue to build on what we've achieved to date and stay at the forefront of what advertisers and audiences want across the capital."*

**Jean-François Decaux, Co-CEO of JCDecaux**, said: *"We are very proud to win a new 8-year contract with Transport for London, having been the trusted partner for this iconic contract in London's capital city for over 8 years. The strengthening of this long-term partnership is a recognition of JCDecaux's expertise and operational capabilities and our successful digitisation of the second-largest bus shelter advertising contract in the world. Working with TfL, we have delivered new creative, flexible and data-driven opportunities including full programmatic solutions while also enhancing the passenger experience. 81% of Londoners see bus shelter ads every week, making London's bus shelters the big reach medium that brands need. We would like to thank TfL for their continued trust and confidence in JCDecaux, the number one Out-of-Home Media company worldwide and we look forward to continuing our partnership in making London the digital OOH capital of the world."*

### Key Figures for JCDecaux

- 2023 revenue: €3,570.0m<sup>(a)</sup> – H1 2024 revenue: €1,807.6m<sup>(a)</sup>
- N°1 Out-of-Home Media company worldwide
- A daily audience of 850 million people in more than 80 countries
- 1,056,833 advertising panels worldwide
- Present in 3,918 cities with more than 10,000 inhabitants
- 11,650 employees
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and Euronext Family Business indexes
- JCDecaux is recognised for its extra-financial performance in the FTSE4Good (3.8/5), CDP (A), MSCI (AAA), Sustainalytics (13.7), 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

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[www.jcdecaux.com](http://www.jcdecaux.com)

A European Company with an Executive Board and Supervisory Board

Registered capital of 3,249,630.93 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

# JCDecaux

- N°1 worldwide in street furniture (630,196 advertising panels)
- N°1 worldwide in transport advertising with 153 airports and 258 contracts in metros, buses, trains and tramways (319,081 advertising panels)
- N°1 in Europe for billboards (85,743 advertising panels worldwide)
- N°1 in outdoor advertising in Europe (708,620 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (165,292 advertising panels)
- N°1 in outdoor advertising in Latin America (91,682 advertising panels)
- N°1 in outdoor advertising in Africa (25,337 advertising panels)
- N°1 in outdoor advertising in the Middle East (21,300 advertising panels)

(a) Adjusted revenue

For more information about JCDecaux, please visit [jcdecaux.com](http://jcdecaux.com).  
Join us on [Twitter](#), [LinkedIn](#), [Facebook](#), [Instagram](#) and [YouTube](#).

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## About TfL

Transport for London (TfL) is the integrated transport authority responsible for delivering Mayor of London Sadiq Khan's strategy and commitments on transport. It runs the day-to-day operation of the capital's public transport network, including London Underground, London Overground, Docklands Light Railway, London Trams, London Buses and Elizabeth line services, as well as promoting walking and cycling and managing London's main roads. TfL does all it can to keep the city moving, working and growing and reinvests all income generated through fares and commercial revenue to run and improve services.