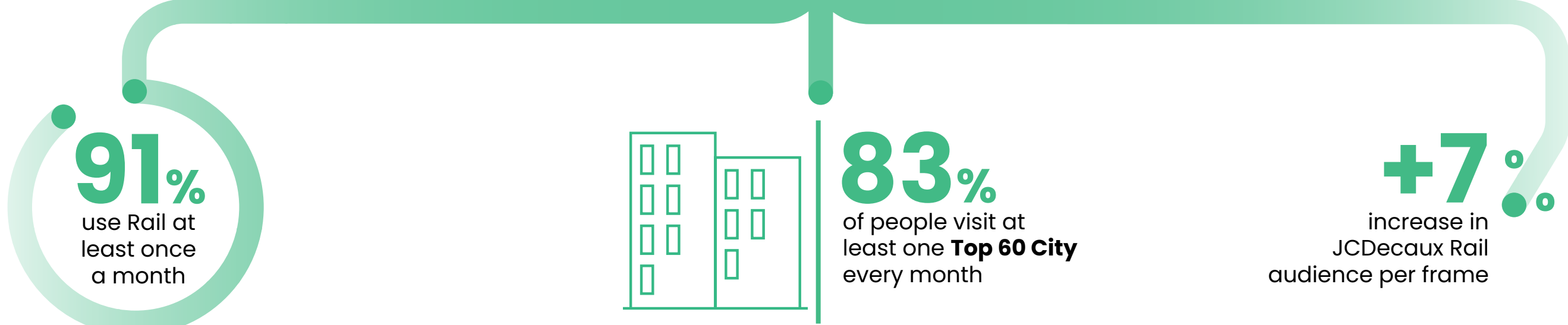


The Portal to Cities

Re-envision the Impact of Rail

The Resurgence of Rail

The Power of Urban Centres



Rush Hour Remains

Day of the week	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Monday	44,100	105,500	159,700	109,800	95,600	93,900	100,600	97,800	97,700	107,000	142,400	185,200	141,300	85,100	61,900	48,300	39,800	20,600
Tuesday	46,700	123,800	198,100	130,600	96,900	89,500	99,300	98,000	98,600	115,400	162,000	224,700	172,000	101,300	73,100	58,800	52,200	26,200
Wednesday	46,500	119,900	193,000	130,000	99,300	93,600	102,800	102,500	102,100	118,600	167,400	218,400	172,600	106,100	79,400	65,800	62,500	32,300
Thursday	45,400	117,800	193,100	134,900	103,900	98,600	109,500	108,000	109,500	124,300	167,200	220,200	179,800	116,900	88,400	75,800	70,800	41,700
Friday	34,500	74,800	106,600	93,000	93,900	94,800	101,400	103,600	107,400	117,900	143,800	159,200	137,800	99,300	72,800	62,000	63,000	44,000
Saturday	17,600	32,000	49,500	69,500	92,400	108,700	115,300	114,200	106,400	103,700	109,000	119,200	112,100	89,600	67,200	56,900	55,200	38,000
Sunday	7,800	20,700	37,600	55,800	77,000	93,300	99,500	96,900	98,300	97,200	103,400	102,700	94,300	76,700	59,400	44,700	34,500	21,100

JCDecaux UK Continues to Invest in Rail



Transvision - Clapham Junction Station



Transvision - Barking Station



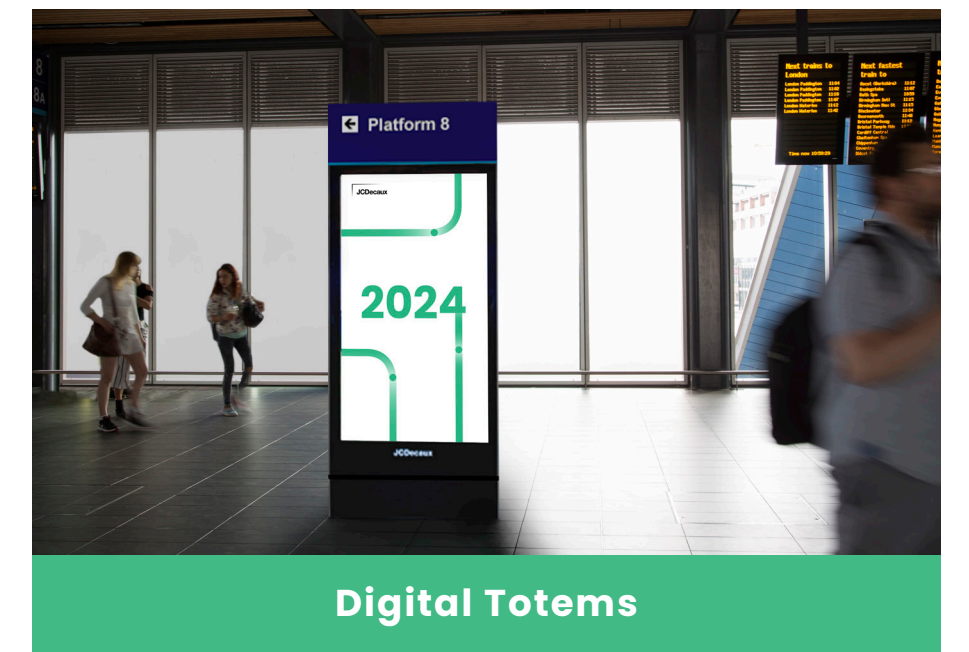
Digital Special - Leeds Station



Euston Motion+



Digital 6-sheets



Digital Totems

The Portal to Cities

Re-envision the Impact of Rail

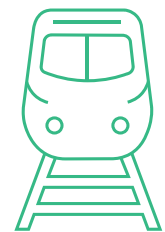
Transporting the Nation

The First Rail Win



390

stations nationwide



99%

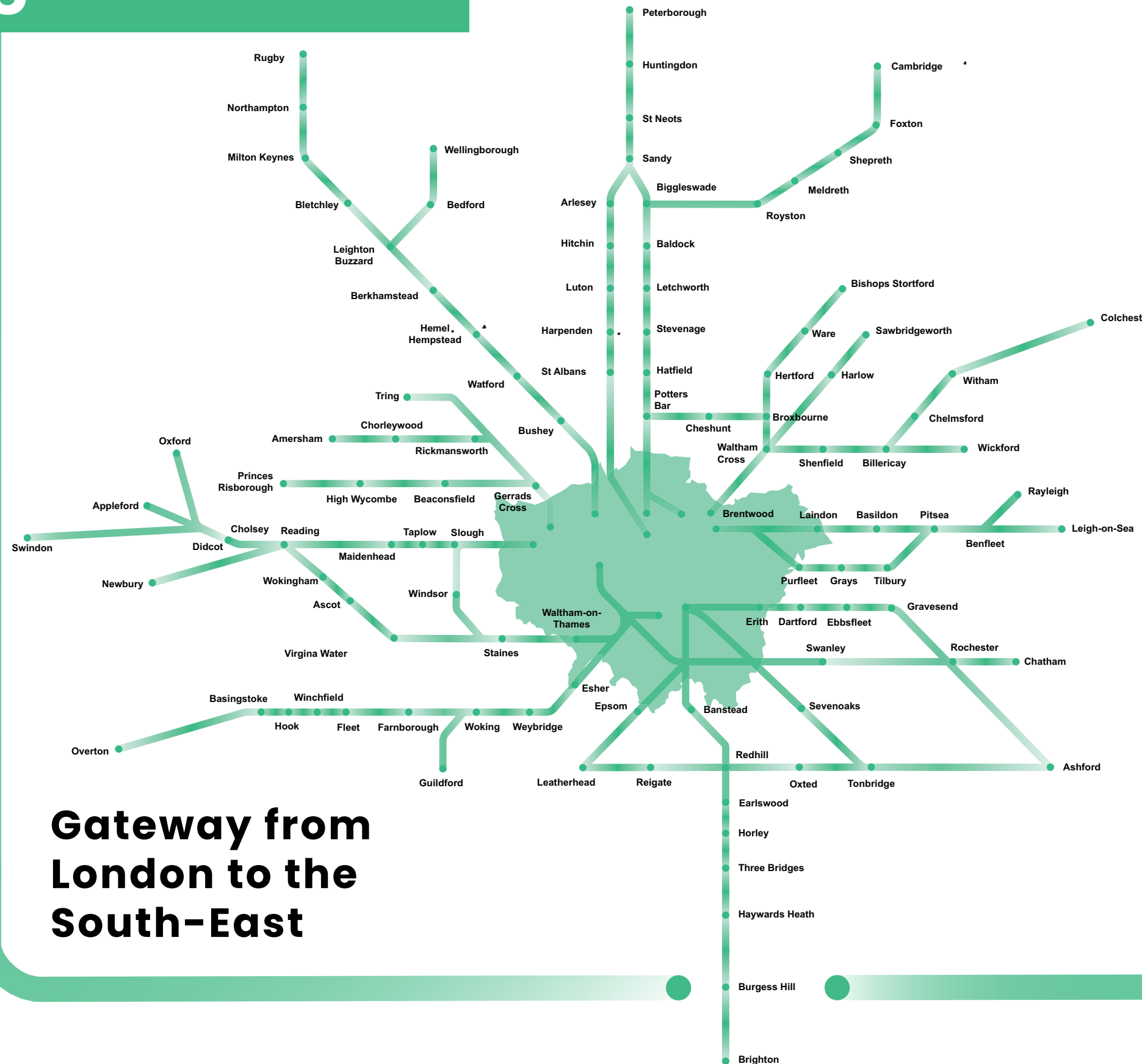
travelling into London's major stations will be reached by JCDecaux UK's advertising screens.



Postcodes are the New Cookie

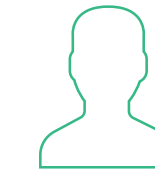


Geo-locate someone's starting point to end-destination and back again. This means cross-channel buying is crucial to reaching your key target audiences.



Gateway from London to the South-East

Rail Users are Affluent



+31%
are AB¹

+27%
are early adopters of tech¹

And More Likely to be Gen Z



+87%
post/share content about products/services after seeing OOH²

+119%
use Rail most days for commuting to school/college²

Entrance to the Regional Cities

Total JCDecaux UK digital Rail impressions vs competitors



Birmingham, Leeds, Liverpool, Milton Keynes, Nottingham, Brighton, Reading



Sheffield



Greater Manchester

The Portal to Cities

Re-envision the Impact of Rail

Connecting People to Place

The Methodology

Online survey
500 respondents
18+ respondent age

Those who have travelled by train in the last 4 weeks/at least once a year

Train of Thought

The Rail Audience are:

Alert

Aware of their surroundings

Looking for inspiration

And their thoughts are:

60% work related

58% household purchases

50% finances

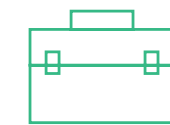
45% next holiday/travel

88% can spend up to 10 minutes on the platform

Commuting Calls



82% say Rail connects them to all the **essential** areas of the city



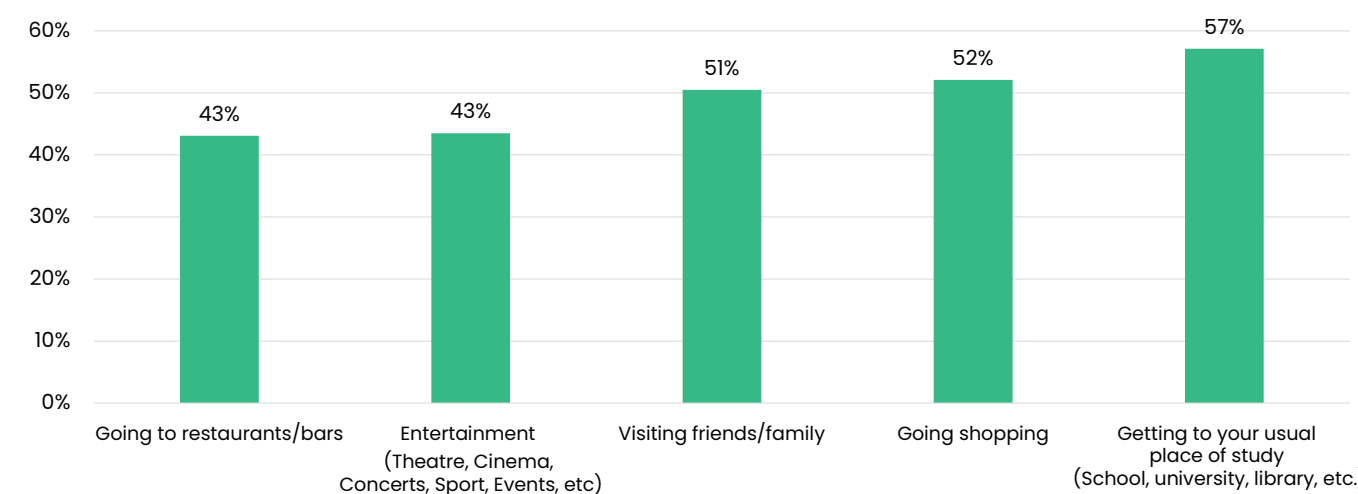
70% commute to **work** via Rail



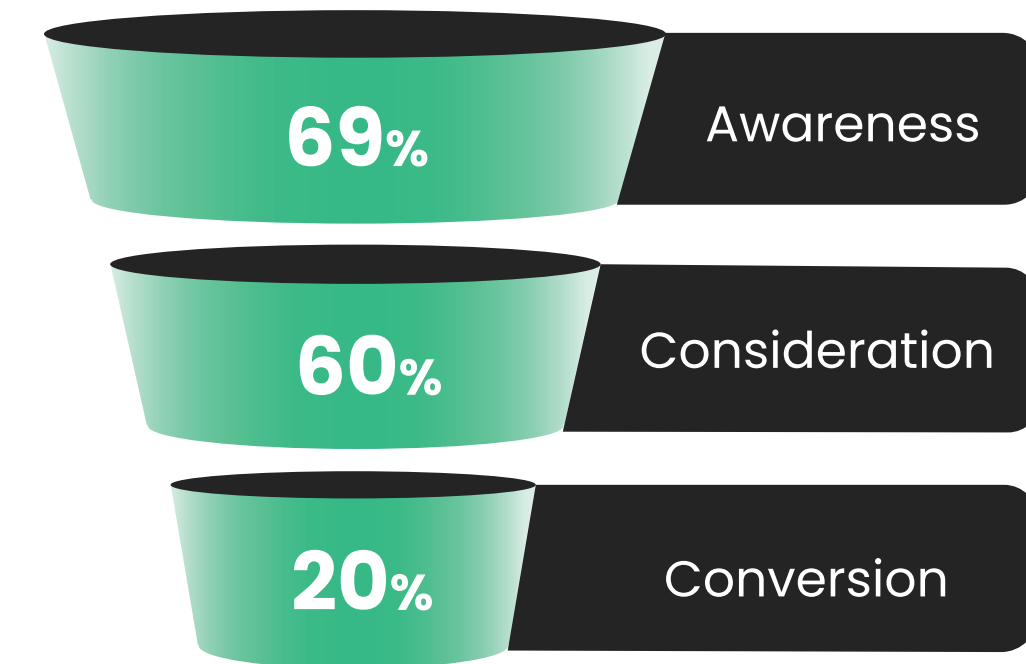
+39% increase in those who commute to work now vs pre-Covid

Leisure Remains

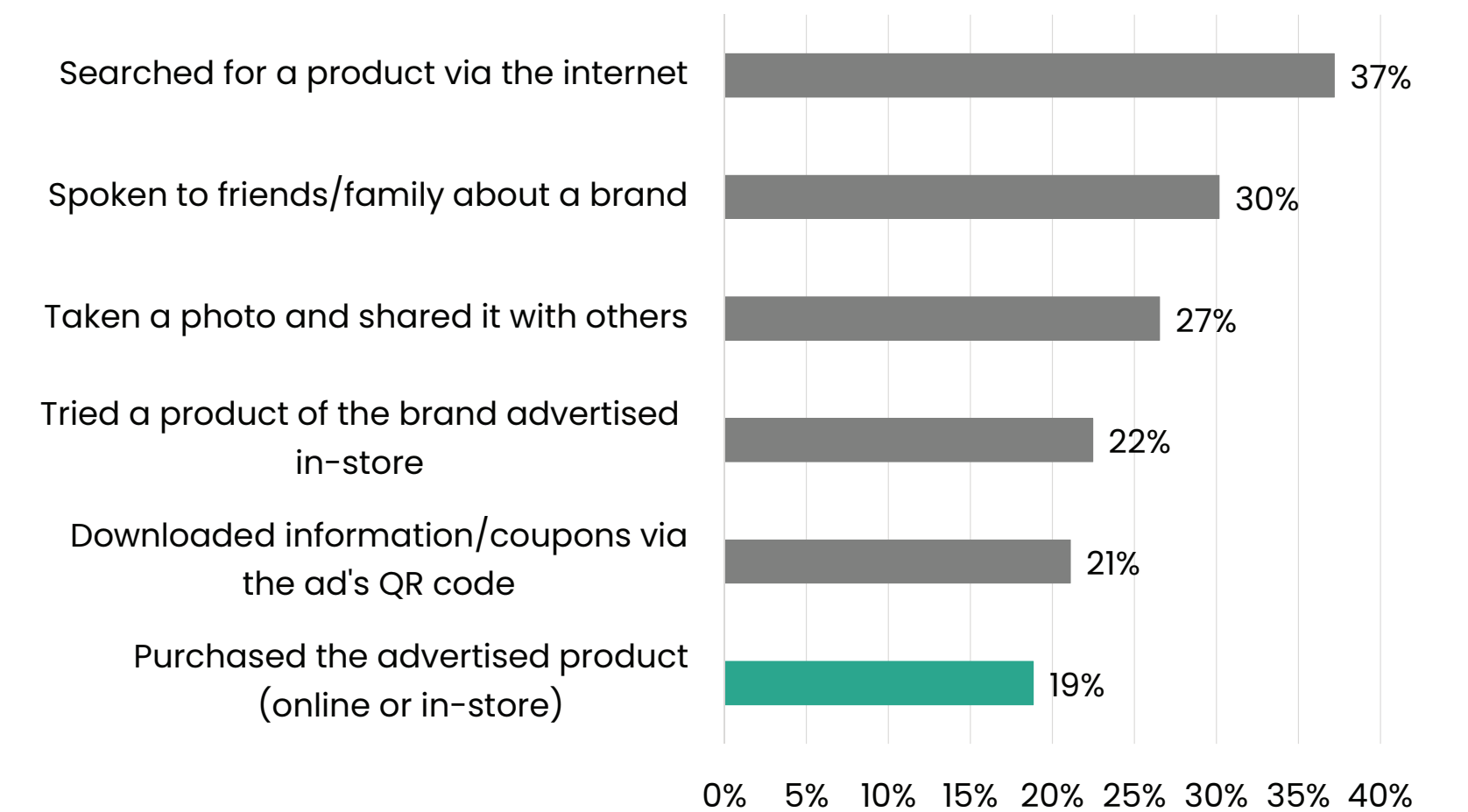
At least once a week



Rail Drives the Marketing Funnel



Primed by Rail OOH



The Portal to Cities

Re-envision the Impact of Rail

The JCDecaux Opportunity

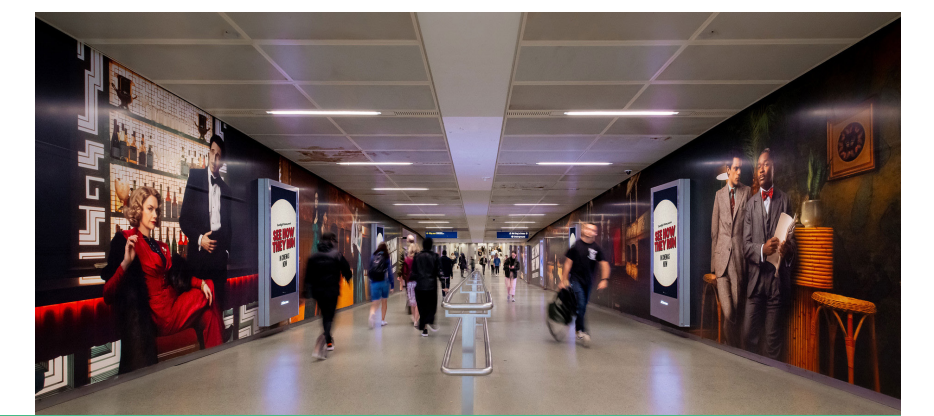
Iconic

Broadcast

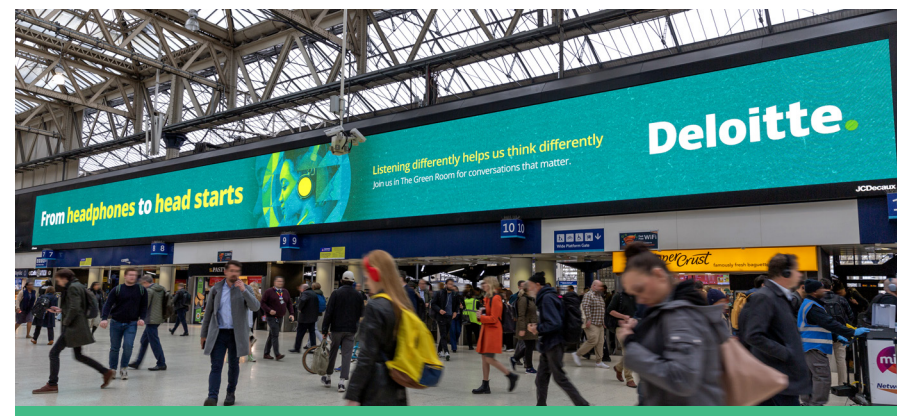
Creative



Ambient Takeovers



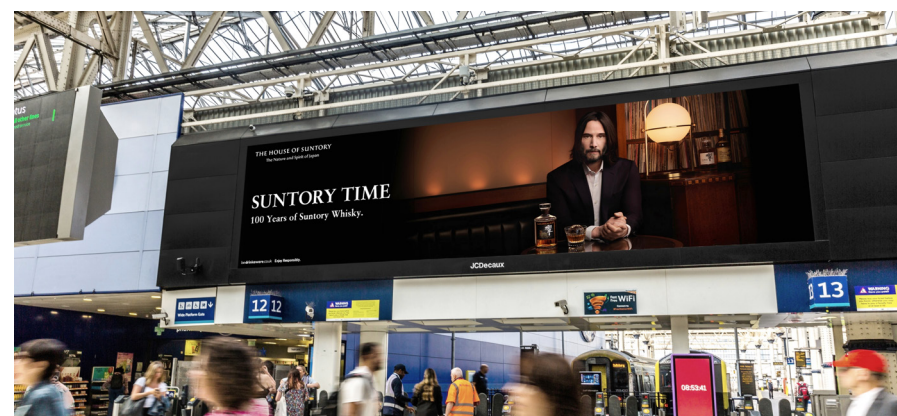
Immersion Zones



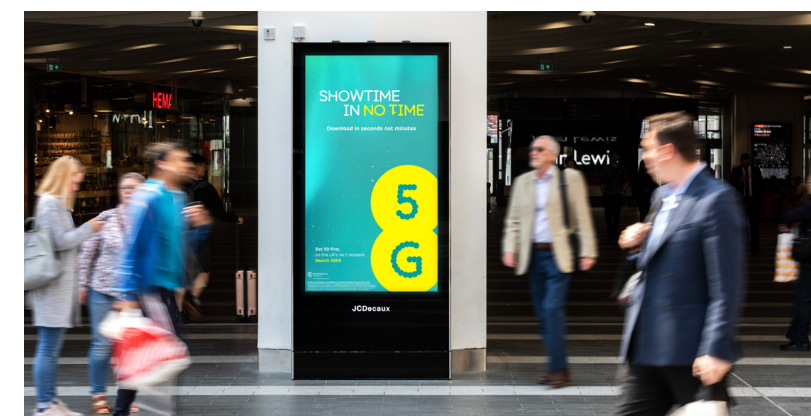
The Motion Portfolio | 35M



Transvisions | 3.3M



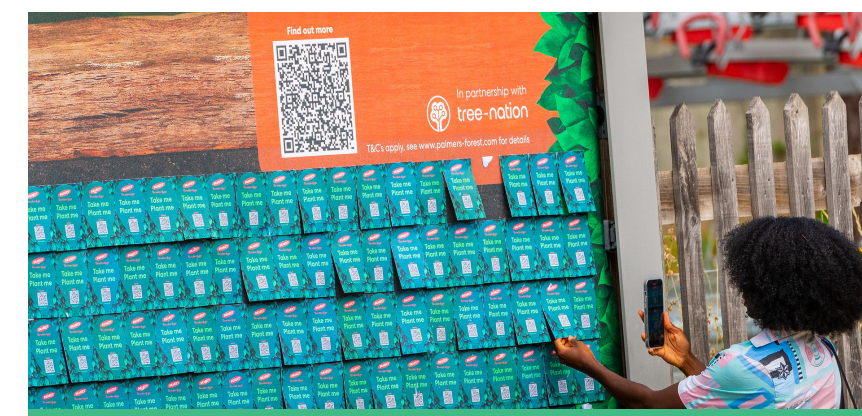
Waterloo Digital Special | 2.7M



Rail digital 6-sheets | 5.7M



48-sheets | 2.9M



Special Builds