

# JCDECAUX

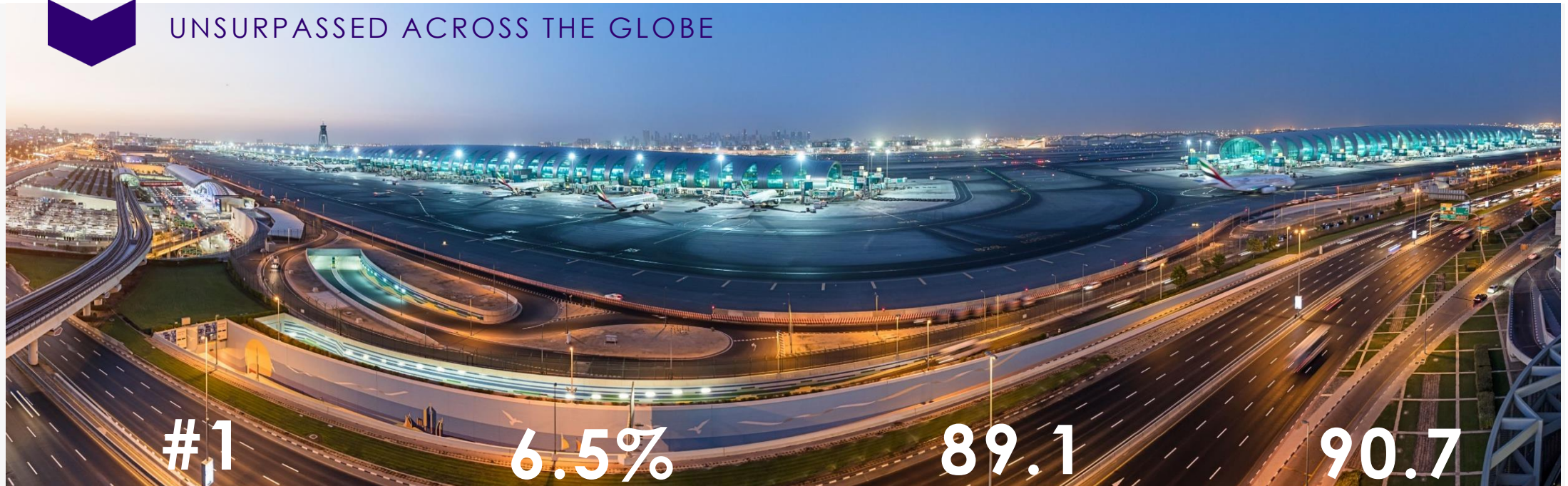
ADVERTISING SOLUTIONS FOR

A proposal-2019

## A GROWING GLOBAL HUB



UNSURPASSED ACROSS THE GLOBE

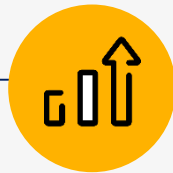


#1



The world's busiest international airport for the fifth year running

6.5%



Average passenger growth over the past 5 years

89.1



Million passengers in 2018

90.7



Million passengers expected in 2019

## DUBAI INTERNATIONAL OVERVIEW



3 FAST GROWING TERMINALS

T1



HOME TO  
**INTERNATIONAL**  
AIRLINES

T2



HUB OF THE  
REGIONAL AIRLINE  
**FLYDUBAI**

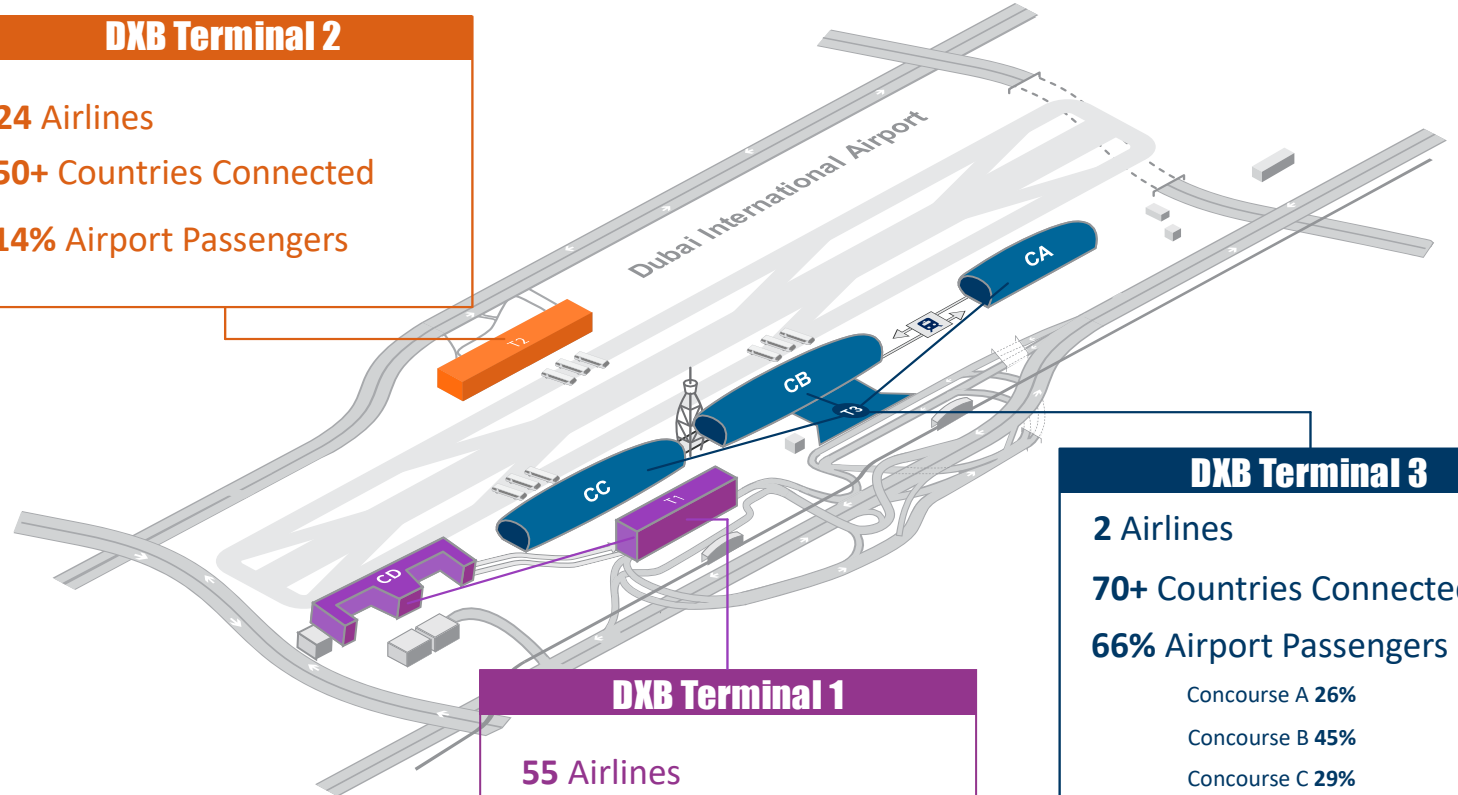
T3



DUBAI  
INTERNATIONAL'S  
**BUSIEST TERMINAL.**  
HOME TO **EMIRATES**

**DXB Terminal 2**

- 24 Airlines
- 50+ Countries Connected
- 14% Airport Passengers



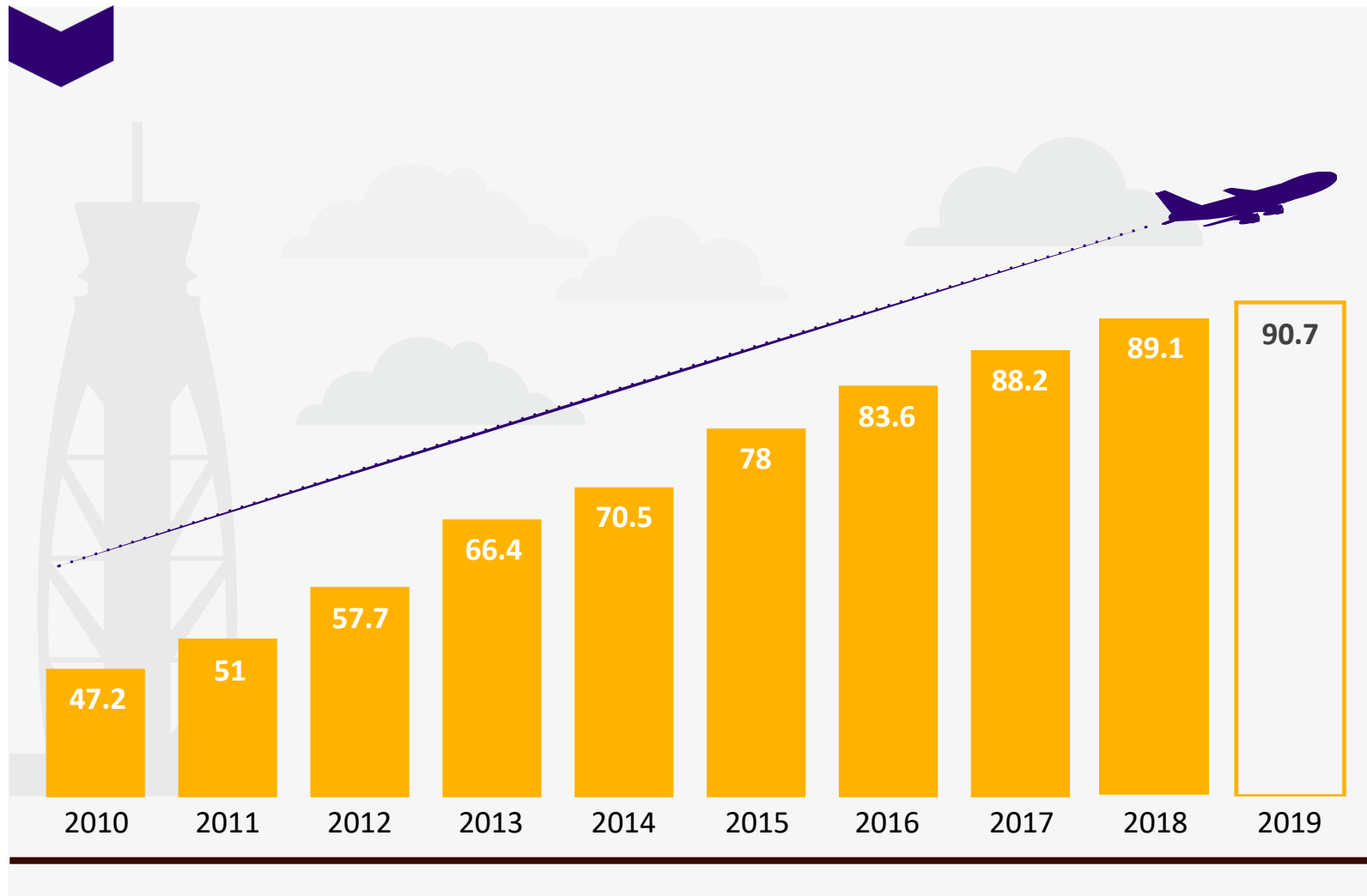
**DXB Terminal 1**

- 55 Airlines
- 35+ Countries Connected
- 20% Airport Passengers
- Concourse D 19%

**DXB Terminal 3**

- 2 Airlines
- 70+ Countries Connected
- 66% Airport Passengers
- Concourse A 26%
- Concourse B 45%
- Concourse C 29%

## A GROWING GLOBAL HUB

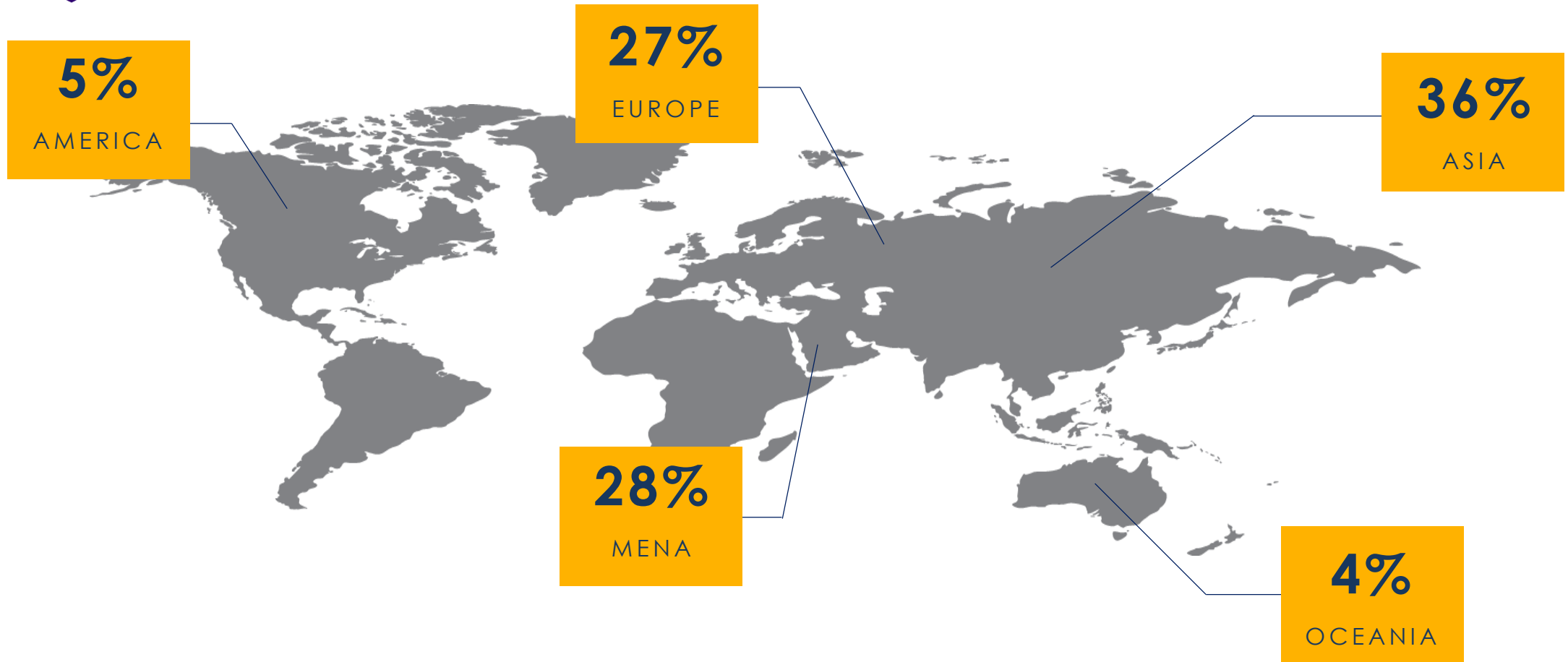


- 2018**
  - World's busiest International airport for the fifth year running
- 2016**
  - Concourse D  
A customer-centric facility  
DXB's capacity up from 75M to 90M passengers/year
- 2013**
  - Concourse A  
World's purpose built facility for Airbus A380
- 2008**
  - Terminal 3  
Concourse B  
DXB's busiest terminal & concourse
- 1960**
  - Opening

## LARGEST INTERNATIONAL AUDIENCE



PASSENGERS ORIGIN AT DXB PER REGION



## TOP 10 DESTINATIONS BY VOLUME IN 2018

Top 10 countries by Pax Volume (FY2018)		
Country	Number of passengers	Market Share
INDIA	12,279,485	13.8%
SAUDI ARABIA	6,471,142	7.3%
UK	6,284,771	7%
PAKISTAN	4,350,623	4.9%
USA	3,205,524	3.6%
GERMANY	2,699,263	3%
AUSTRALIA	2,679,623	3%
CHINA	2,384,416	2.7%
THAILAND	2,305,055	2.6%
KUWAIT	2,194,576	2.5%

Top 10 cities by Pax Volume (FY2018)		
City	Number of passengers	Market Share
LONDON	3,817,889	4.3%
MUMBAI	2,540,750	2.8%
KUWAIT	2,194,576	2.5%
NEW DELHI	2,170,957	2.4%
JEDDAH	2,036,016	2.3%
RIYADH	2,004,113	2.2%
BANGKOK	1,877,627	2.1%
MUSCAT	1,655,613	1.9%
BAHRAIN	1,605,266	1.8%
KARACHI	1,543,507	1.7%

## TRAVEL PURPOSE AT DUBAI INTERNATIONAL



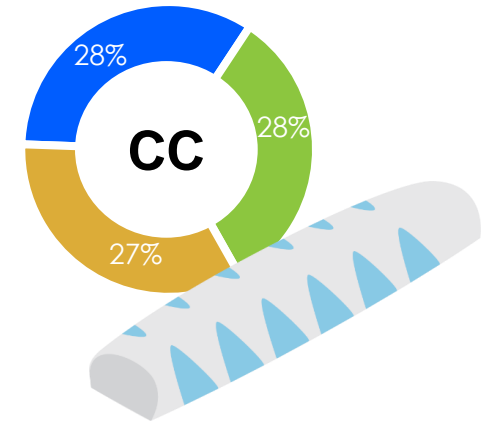
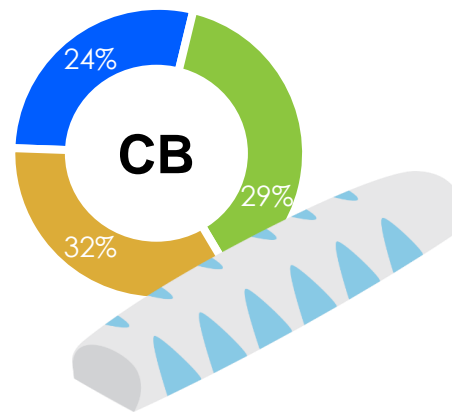
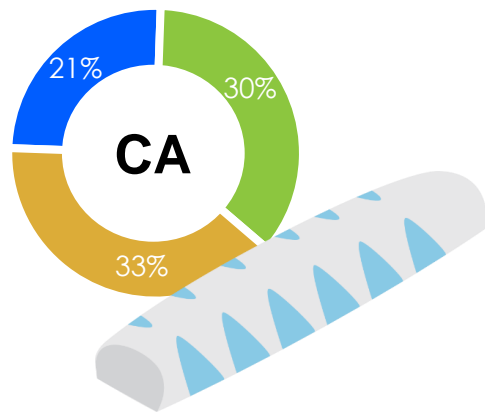
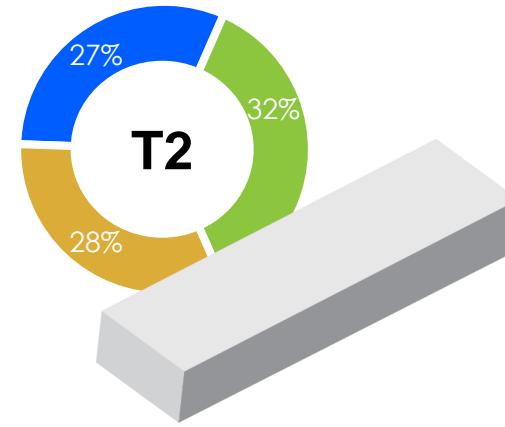
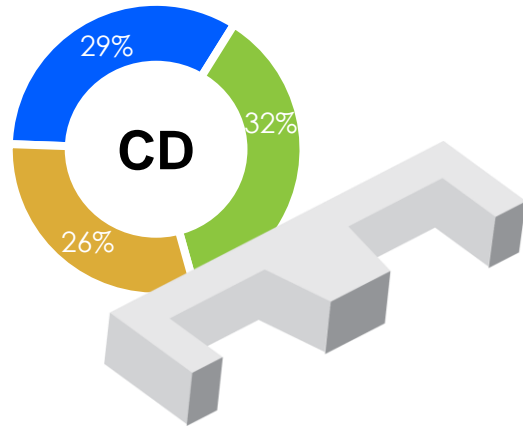
Leisure



Business



VFR



## PASSENGER SPLIT PER TERMINAL

### TOTAL PASSENGERS NUMBERS IN MILLION - from 2016 to 2019

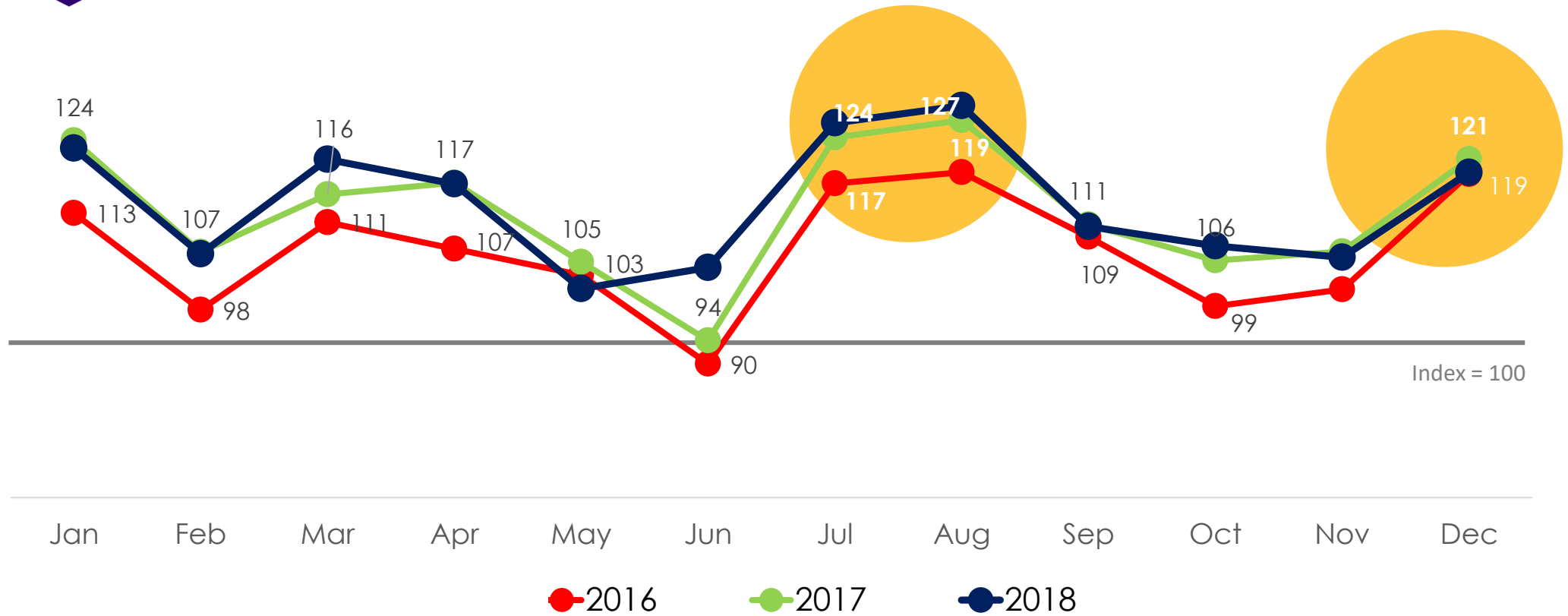
		2016 TOTAL PAX	2017 TOTAL PAX	2018 TOTAL PAX	Expected PAX 2019
Terminal 1	➤	16.5 20%	19.4 22%	16.9 19%	17.1 19%
Terminal 2	➤	11.3 14%	12.4 14%	13.4 15%	12.6 14%
Terminal 3	➤	55.8 67%	56.4 64%	58.8 66%	61 67%



## SUMMER AND WINTER : THE BUSIEST PERIODS IN DXB



MONTHLY PASSENGER TRAFFIC AT DUBAI INTERNATIONAL : 2016 - 2018



## BROADCAST | ARRIVAL CORRIDOR LIGHTS CD & T1 A



### Media Benefits

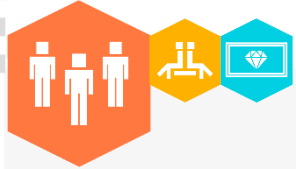
Effectively communicate in Concourse D and Terminal 1 with your campaign on 7 large light boxes in the arrivals area.

Benefit from eye-level placement of the lightboxes to efficiently attract the attention of the passengers.

Reach 100% of arriving passengers in an area with a highly receptive mindset.



# BROADCAST | ARRIVAL CORRIDOR LIGHTS CD & T1 A



## LOCATION

**Area:** CD, Arrivals, After Landing; T1, Train Level, Before Passport Control

**Audience:** 737,000

**Nb of faces:** 7, (CD: 6, T1: 1)

## BOOKING CONDITIONS

**Gross rate:** AED 200,000

**Production Cost:** AED 21,000

**Minimum booking:** 1 Month

## SPECIFICATIONS

**Product type:** Light Box

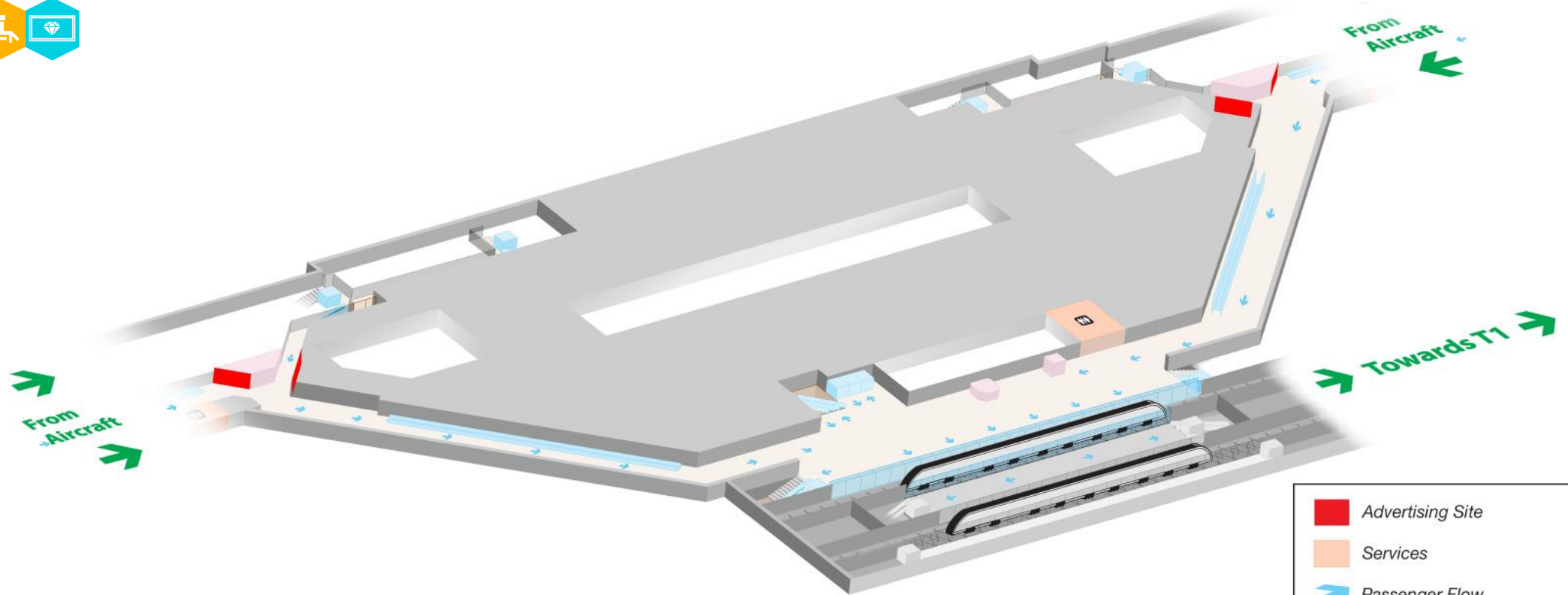
**Format:** 6m x 1.7m (10.2sqm) & 8m x 1.7m (13.6sqm) & 6.9m x 2.5m (17.3m) & 7.8m x 1.6m (12.5m) (W x H)

**Spot duration:** N/A

**Notes:**



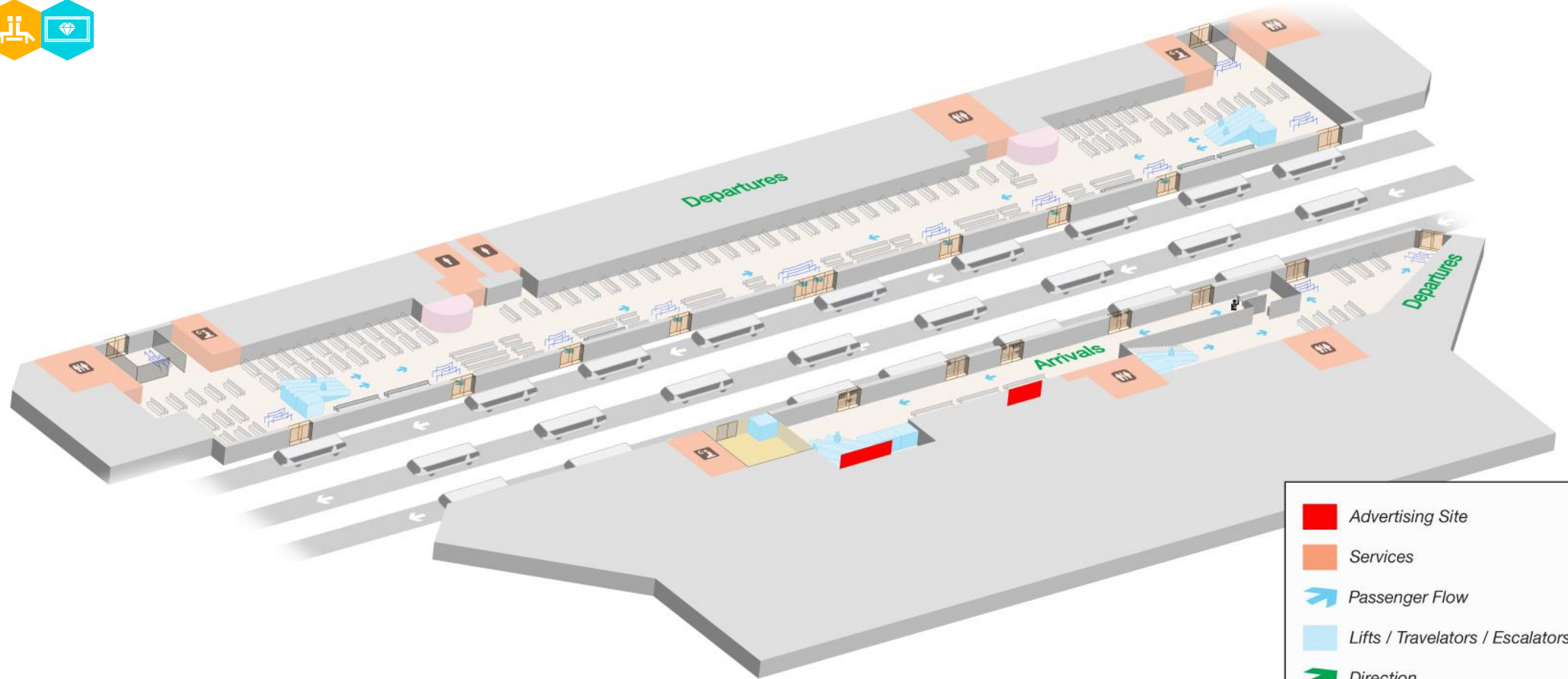
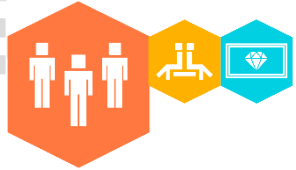
# BROADCAST | ARRIVAL CORRIDOR LIGHTS CD & T1 A











- Advertising Site
- Services
- Passenger Flow
- Lifts / Travelators / Escalators
- Direction
- Passenger Area
- Shops & Restaurants
- Control

Concourse D - Arrivals - After Landing

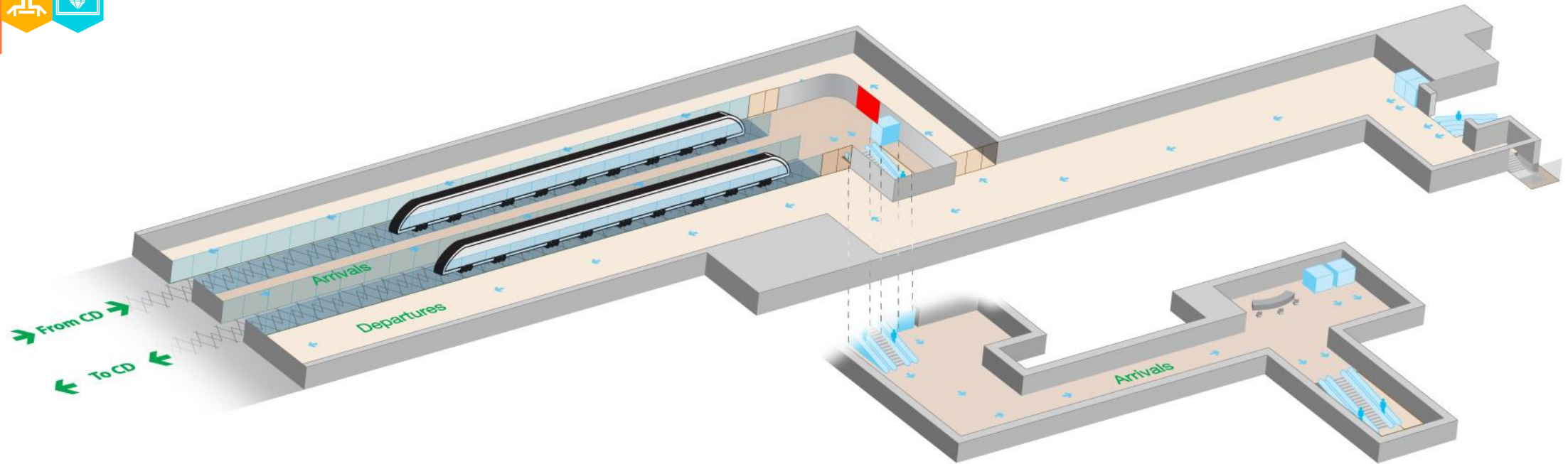
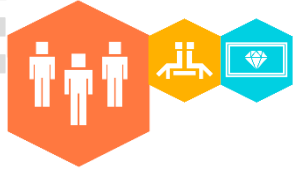
# BROADCAST | ARRIVAL CORRIDOR LIGHTS CD & T1 A



-  Advertising Site
-  Services
-  Passenger Flow
-  Lifts / Travelators / Escalators
-  Direction
-  Passenger Area
-  Shops & Restaurants
-  Control

Concourse D - Apron Level - Arrivals

# BROADCAST | ARRIVAL CORRIDOR LIGHTS CD & T1 A



Terminal 1 - Train Level - Before Passport Control

-  Advertising Site
-  Passenger Flow
-  Lifts / Travelators / Escalators
-  Direction
-  Passenger Area
-  First & Business
-  Shops & Restaurants

## BROADCAST | BAGGAGE RECLAIM PRIME SCREENS T3 B



### Media Benefits

Dominate the baggage reclaim area of Terminal 3 and reach 100% of arriving passengers with this powerful network of 56 screens placed on each baggage carousel.

Benefit from frequency and repetition as these displays showcase your message in synchronisation in a dwell time area.

Target the right passenger at the right time with customized advertising messages.



# BROADCAST | BAGGAGE RECLAIM PRIME SCREENS T3 B



## LOCATION

**Area:** T3, Arrivals, Baggage Claim

**Audience:** 745,000

**Nb of faces:** 56

## BOOKING CONDITIONS

**Gross rate:** AED 225,000

**Process & Service Fee:** AED 10,000

**Minimum booking:** 1 Month

## SPECIFICATIONS

**Product type:** Large Digital Display

**Format:** 80" HD - File Resolution: 1920 x 1080 Rotated Counter Clockwise Full Frame

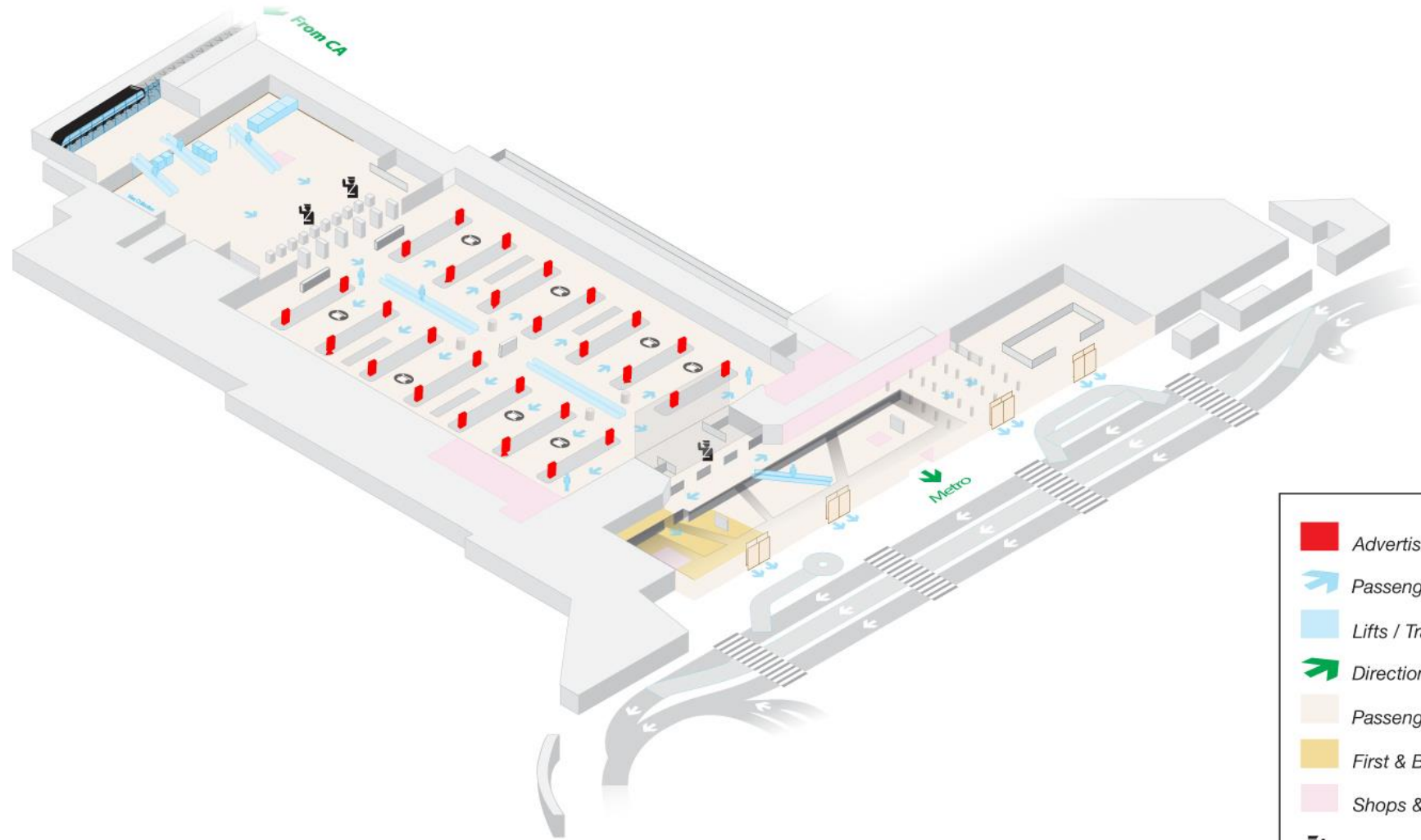
**Spot duration:** Min 10s







**Notes:** 8 clients max / 10s digital content.  
Process & Service Fee:  
1-3 artworks AED 10,000  
4-6 artworks AED 13,000  
> 6 artworks AED 15,000





# BROADCAST | BAGGAGE RECLAIM PRIME SCREENS T3 B



-  Advertising Site
-  Passenger Flow
-  Lifts / Travelators / Escalators
-  Direction
-  Passenger Area
-  First & Business
-  Shops & Restaurants
-  Control
-  Baggage Claim

Terminal 3 - Arrivals - Baggage Reclaim

# IMPACT | IMMIGRATION GRAND SCREENS T1 F



## Media Benefits

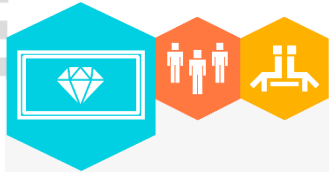
Maximise the impact of your brand through 3 large screens with high visibility.

Reach 100% of arriving passengers in Terminal 1 with the strategically placed screens.

Effectively dominate an area of high dwell time at passport control where the audience is highly aware and receptive.



# IMPACT | IMMIGRATION GRAND SCREENS T1 F



## LOCATION

**Area:** T1 Arrivals Passport Control

**Audience:** 694,000

**Nb of faces:** 4

## BOOKING CONDITIONS

**Gross rate:** AED 215,000

**Process & Service Fee:** AED 10,000

**Minimum booking:** 1 Month

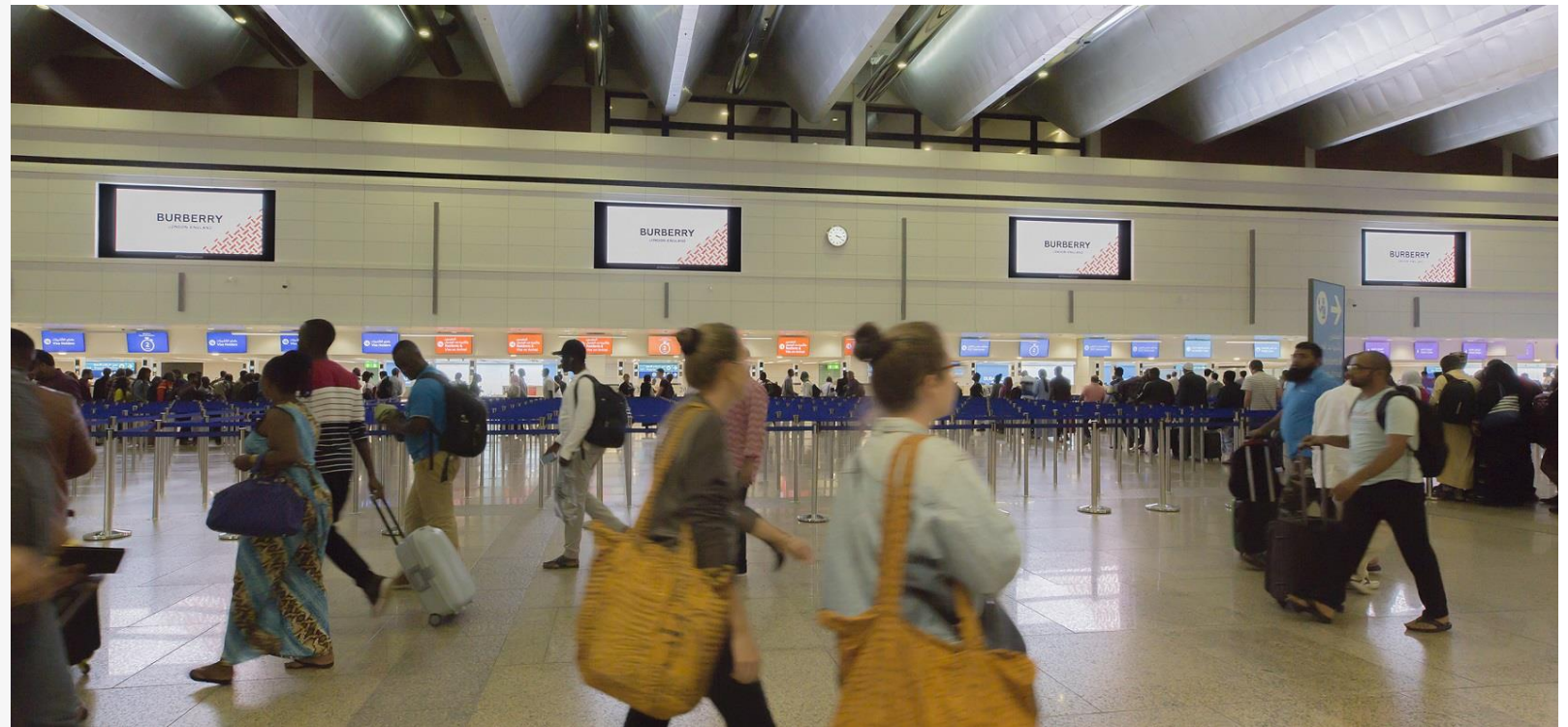
## SPECIFICATIONS

**Product type:** Giant Digital Display

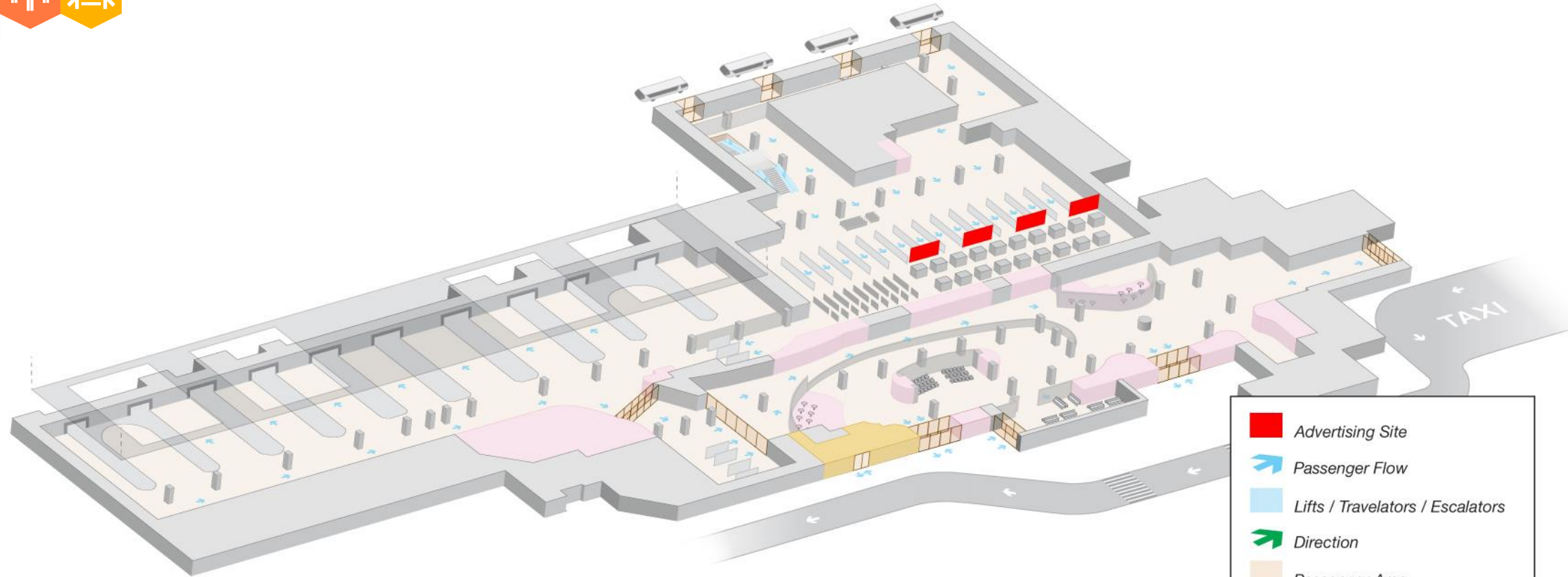
**Format:** 4.0m (W) x 2.0m (H) (8.0 sqm);  
File Resolution: 624 x 288










**Spot duration:** Min 10s

**Notes:** Maximum of 8 clients.  
Process & Service Fee:  
1-3 artworks AED 10,000  
4-6 artworks AED 13,000  
> 6 artworks AED 15,000

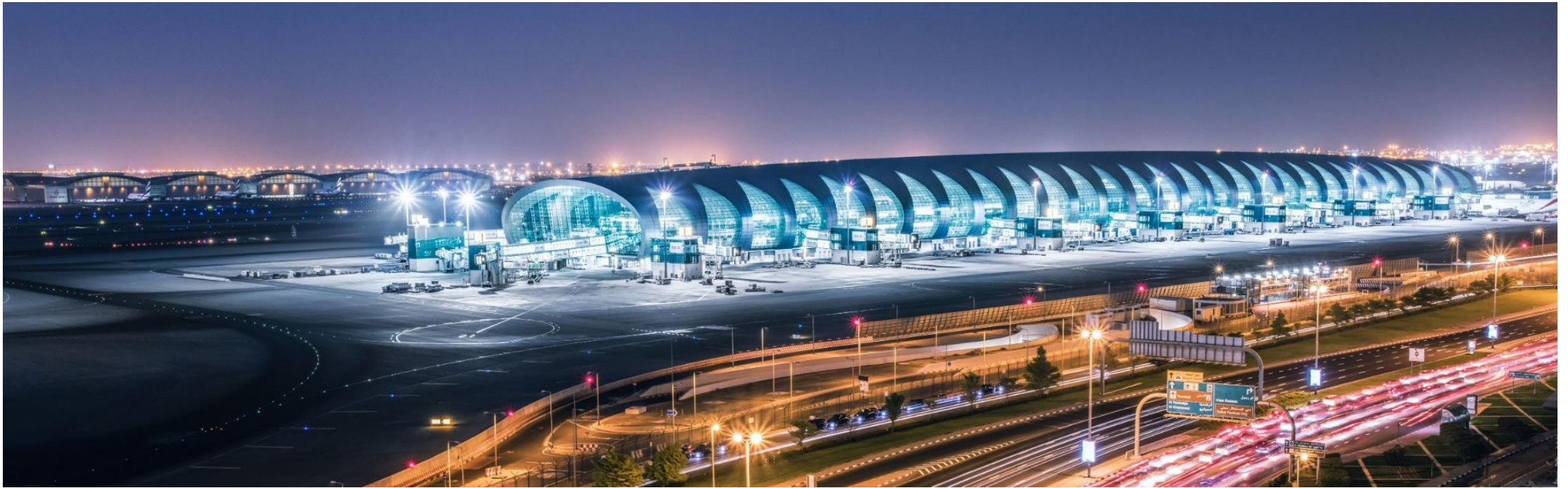


# IMPACT | IMMIGRATION GRAND SCREENS T1 F



-  Advertising Site
-  Passenger Flow
-  Lifts / Travelators / Escalators
-  Direction
-  Passenger Area
-  First & Business
-  Shops & Restaurants
-  Control
-  Baggage Claim

Terminal 1 - Arrival - Passport Control



**THANK YOU**