

## Airport Advertising is now measurable:

### JCDecaux launches the Airport Audience Metrix tool at Bahrain International Airport



JCDecaux, the number one outdoor advertising company worldwide, takes a leap forward in the industry with the launch of Airport Audience Metrix (AAM) tool at Bahrain International Airport.

Developed by JCDecaux, AAM establishes the first global audience measurement system for the airport industry. This innovation is having a significant impact on the industry and has already been implemented in 40 airports worldwide with an additional 6 planned by year-end. Airport Audience Metrix is poised to transform airport advertising on an international scale, setting a new standard for data-driven decision-making in OOH media.



Mr. Mohamed Yousif Al Binfalah, Chief Executive Officer of Bahrain Airport Company, states: "As Bahrain International Airport continues to elevate its role as a leading regional aviation hub, we are proud to partner with JCDecaux in launching the Airport Audience Metrix (AAM) data tool. This innovative platform sets a new benchmark in airport advertising, providing advertisers with measurable insights into their campaigns. By hosting this cutting-edge, data-driven OOH media measurement tool, we reinforce our commitment to collaborate with our partners in offering pioneering solutions and reinforcing Bahrain International Airport as a premier destination for global brands."

AAM empowers brands like never before, enabling them to measure campaign performances with unparalleled accuracy and insights into how passengers move around the airport and the media, measuring unique passengers, frequency, reach and viewed impressions. Unlike traditional OOH metrics, this tool provides granular data potentially on an hourly and media network basis, generated through a mathematical model that relies on data input and mathematical formulas. This level of detail allows for an unprecedented level of precision and trust in campaign effectiveness.



"We are thrilled to introduce the Airport Audience Metrix solution to our clients" states Wissam Zaatar, Managing Director of JCDecaux Abu Dhabi, Bahrain and Kuwait. "This tool represents a pioneering step in airport advertising measurement within the Gulf, enabling international brands to include Bahrain International Airport as one of their strategic advertising platforms within their global media plans, as they look into targeting local affluent audiences. AAM will transform how we engage with clients and enhance their campaign strategies".

The launch of the Airport Audience Metrix solution is a game changer for global brands. They can now confidently plan and execute international advertising campaigns that include BIA, knowing the true reach and return on investment of their campaigns.