

JCDecaux

Summer (D)OOH

April 26



Summer means...

More strolling, more walking, more time spent in streets, waterfronts, plazas, shopping areas and public transport.

In environments sometimes less saturated with other ad messages (less TV viewing, fragmented digital usage), OOH remains stable and visible.

(D)OOH becomes a strong continuity of presence and brand recall, embedded in real-life holiday and leisure environments



Good weather affects media behavior

During summer:

33%

watch
less TV

21%

spend
less time
online



During summer

Warmer days increase **product appeal** and **spontaneous purchases**

People feel more positive thanks to the warm weather

83% of people spend more time outdoor



People seek social interactions



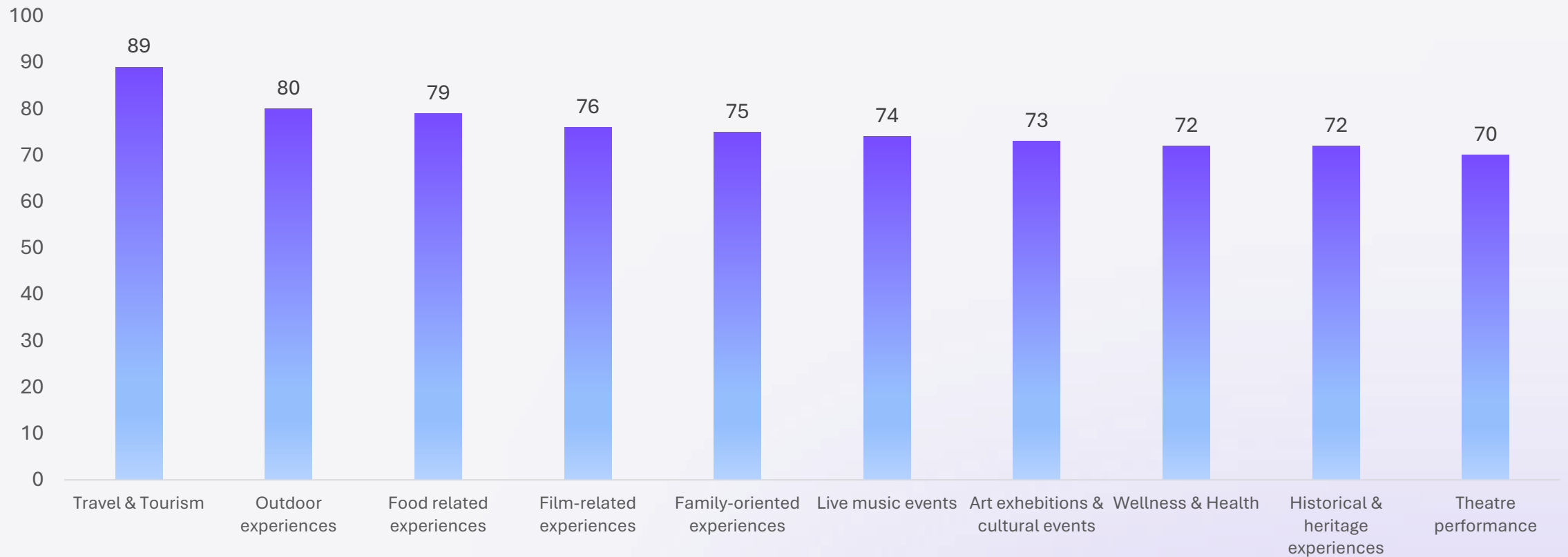
People act more spontaneous

80% visit the shops more



New shift towards experiences in Europe

Top 10 Experiences in 2025:



Belgium means summer music



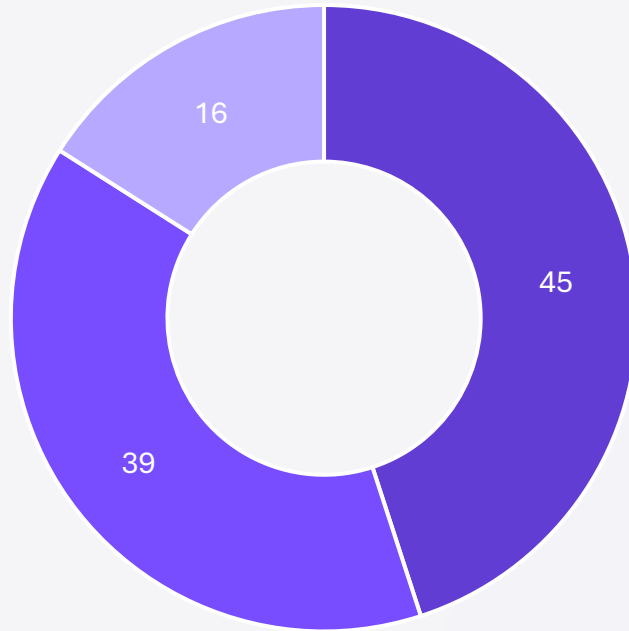
+30

Music festivals
on territory
during summer

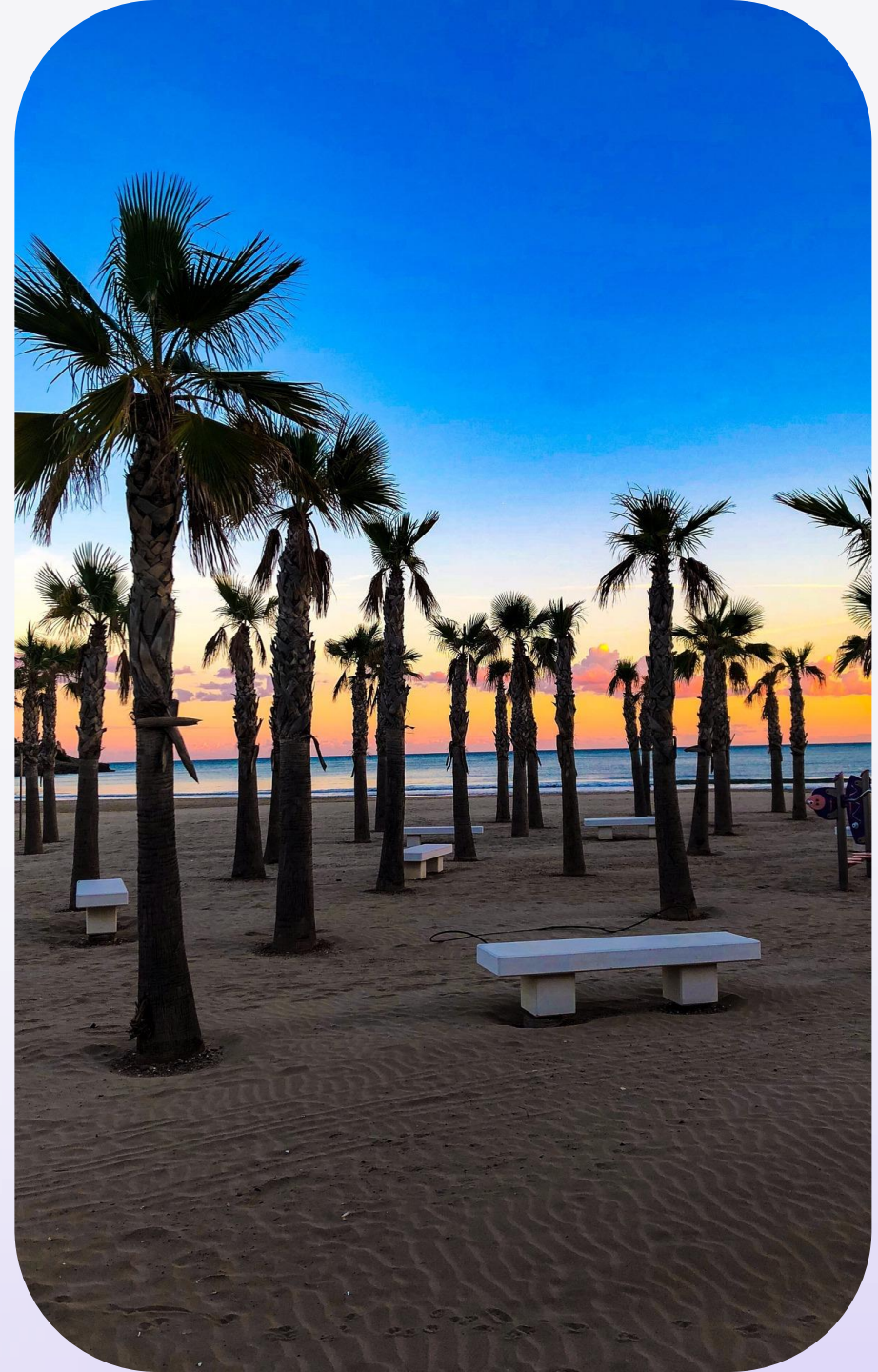


Vacation durations vary

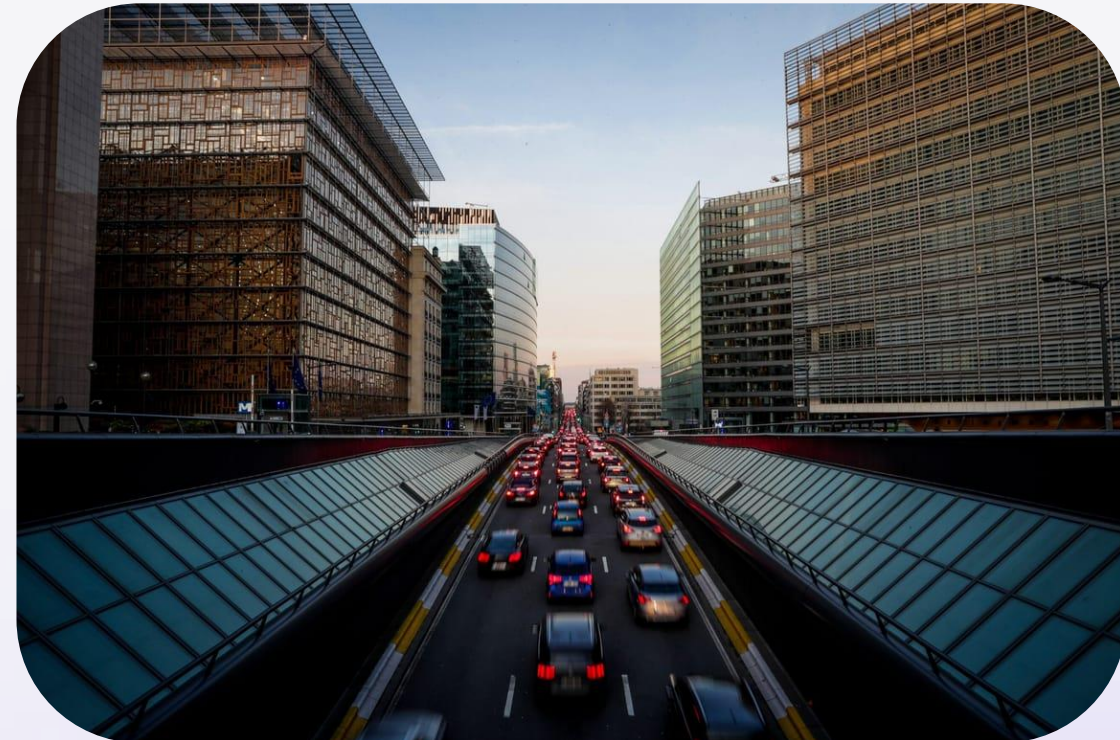
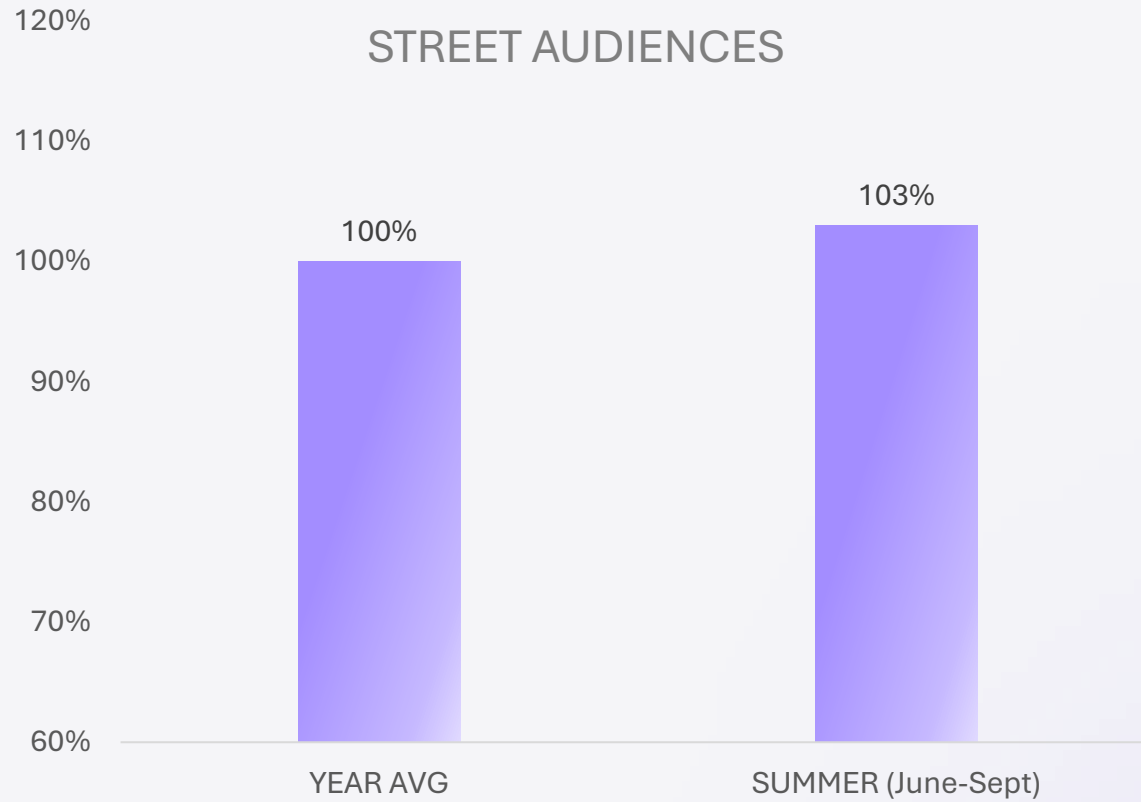
Averaging around 15 days:



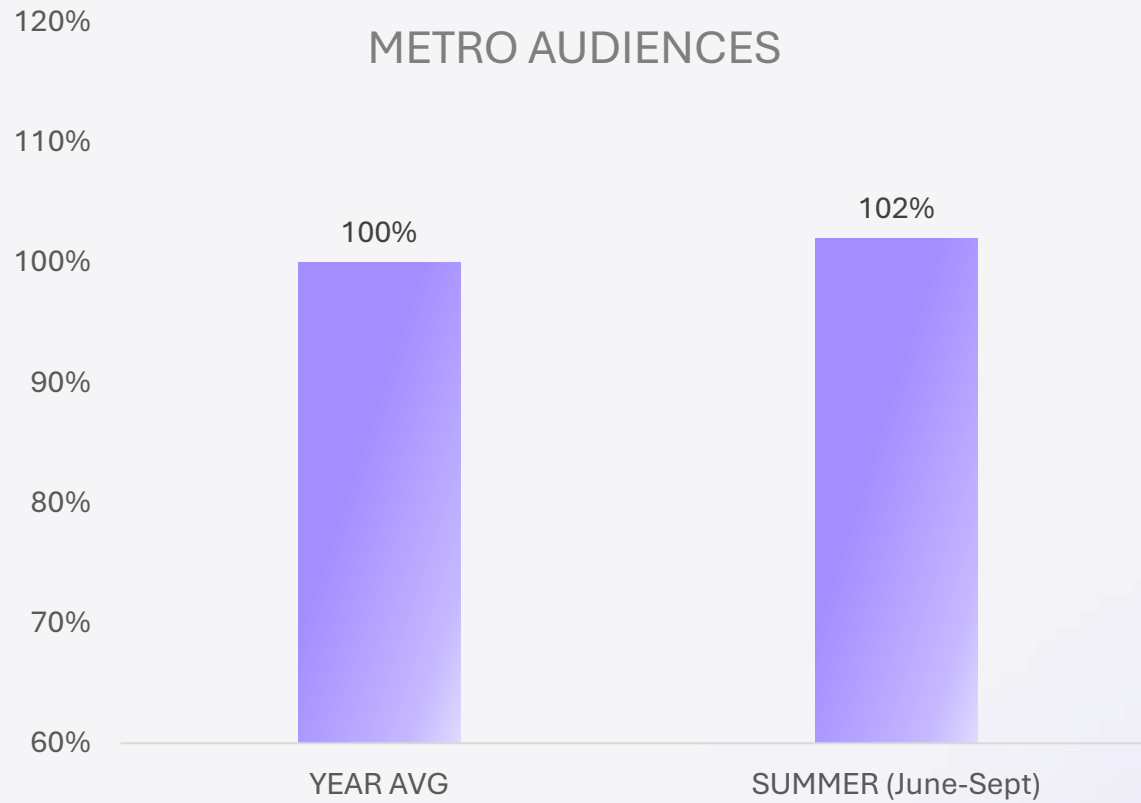
■ Max 1 week ■ 2 weeks ■ 3+ weeks



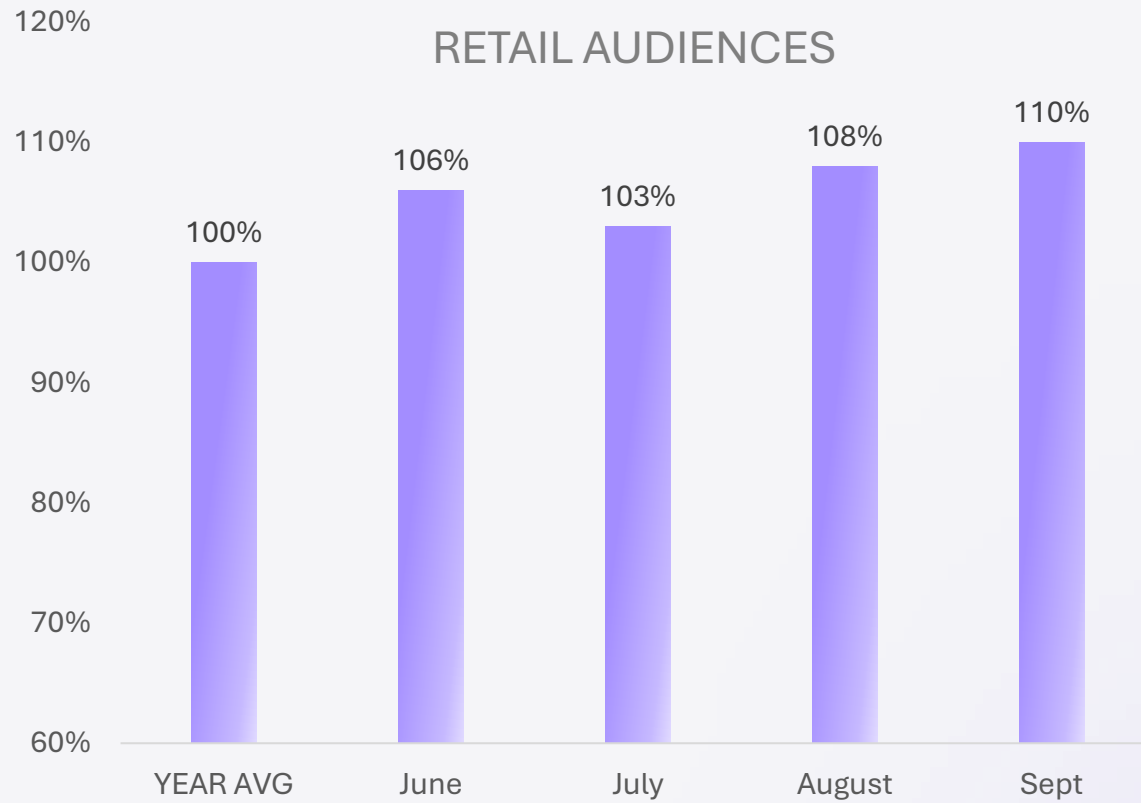
Street traffic is higher than average



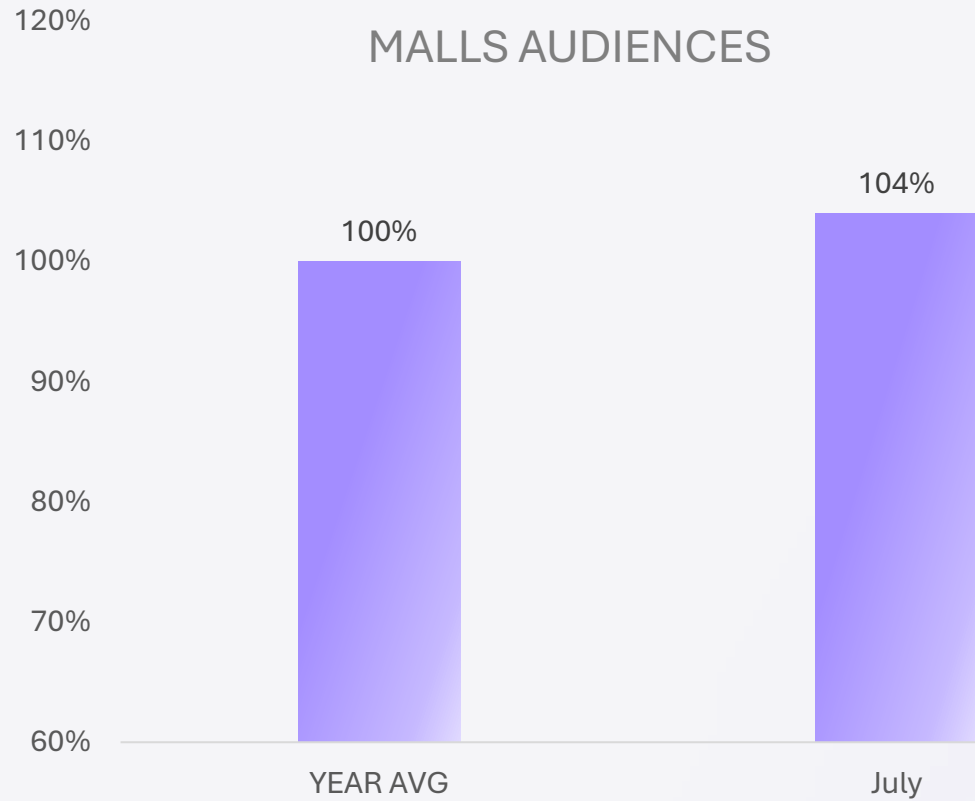
Transport audiences are up



Grocery is more important during summer

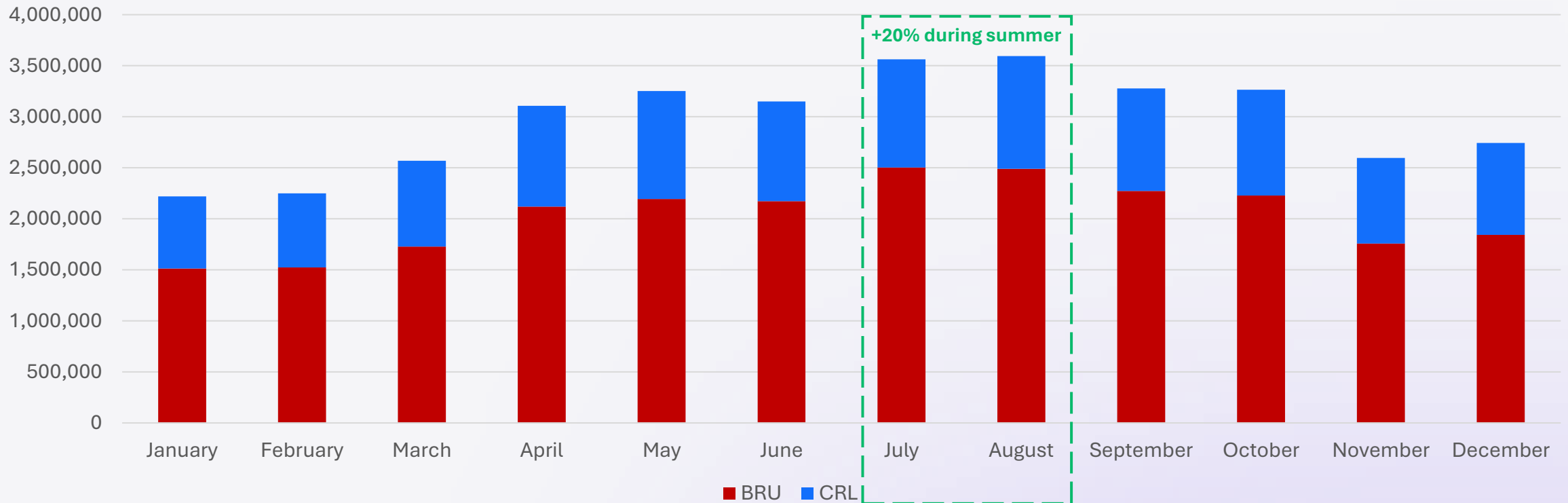


July is a good summer deal



Summer represents more than 20% of the annual traffic

TOTAL PAX BE AIRPORTS



Why advertise in summer in (D)OOH with JCDecaux?

A medium of mobility, attention and business...
when other media slow down

1

(D)OOH is the medium of mobility.
Reaching people during their daily journey
& leisure.



2

Summer boosts movement. More time
spent out, more trips



3

Summer does not reduce (D)OOH audience; it
shifts and concentrates it in specific
high-value locations.



JCDecaux

THANK YOU

SUMMER