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JCDECAUX GROUP SWOT & PESTLE ANALYSIS

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Company Name : JCDecaux Group

Company Sector : Mass Media Advertising

Operating Geography : France, Europe, Global

About the Company :

JCDecaux Group is an international corporation based in Neuilly-sur-Seine, France, that specialises in bus stop advertising, billboards, public bicycle rental, and street furniture. Jean-Claude Decaux established the business in Lyon, France, in 1964. It has grown rapidly over the years, mainly through purchases of smaller advertising firms in many nations. JCDecaux creates, installs, and maintains a variety of free or low-cost services for cities, residents, and visitors, such as bus shelters, self-service bicycle schemes, passenger information panels, and mobile charging stations. These services are funded by adverts placed in high-traffic areas, giving brands maximum exposure. The company has a contract to manage retail malls in various countries and has franchises in more than 300 subways, trains, trolleys, and bus stations, as well as 150 airports. The company has operations in more than 75 countries on five continents. JCDecaux generates 77.9% of its annual income from outside the United States. JCDecaux, a partner of JustdiggIt and a non-profit organisation dedicated to greening Africa, provided free digital screens and posting displays in 13 African and 7 European nations in June, 2021.

JCDecaux's unique selling point, or USP, is that it is the world's largest outdoor advertising company, with over 960,000 advertising panels in over 80 countries. The mission statement of the JCDecaux reads, "JCDecaux wants to improve the outdoor experience and make cities more attractive, intelligent, responsible and more connected and engaging".

Revenue :

Euro 2,100 million - FY ending 31st December 2020 (y-o-y growth -39.79%)

Euro 3,488 million - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for JCDecaux Group is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Leader in advertising market across 80 countries 2. Overall performance is higher than the average of the media sector 3. Diverse portfolio of advertising solutions 4. The street furniture series is highly successful and is attracting major brands 	<ul style="list-style-type: none"> 1. Weak financial performance 2. Exposed to liquidity and interest rate fluctuation risks
Opportunities	Threats
<ul style="list-style-type: none"> 1. Exponential rise in demand for outdoor digital advertising 2. Spending on online Out of home (OOH) advertising is growing 3. Beijing winter Olympics 2022 create opportunity for advertising in China 	<ul style="list-style-type: none"> 1. Disruption in transportation can affect revenues 2. Digital billboards face cyber security issues and hacking threats 3. New regulations focus on reducing advertising assets in cities 4. Advertising model highly susceptible to economic fluctuations

PESTLE Analysis :

The PESTLE Analysis for JCDecaux Group is given below:

Political	Economical
1.European countries updated rules for political billboard ads	1.Surge in US economic growth post mass vaccination could help businesses thrive
Social	Technological
1.Social media-based advertising continues to rise 2.Consumers are highly influenced by Digital billboard ads	1.Digital Billboard allows integration of Artificial Intelligence (AI) and big data into advertising 2.Cost and resource efficient Programmatic advertising helps reduce cost
Legal	Environmental
1.GDPR and CCPA data protection act create impediments for digital advertising 2.New billboard regulations ban tobacco advertising in Germany	1.Advertising industry is focused on achieving Carbon neutrality 2.Energy efficient digital billboard adoption is increasing in advertising industry

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Client Support:
support@swotandpestle.com