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## **Aéroports de Paris, JCDecaux and LCI launch a new information programme at Paris airports**



*From left to right, Jean-Charles Decaux (Chairman of the Executive Board and CoCEO of JCDecaux)  
Pascal Bourgue (Director Marketing, Retail and Communications of Aéroports de Paris)  
Jean-Claude Dassier (TF1 Deputy Director General, in charge of The Group Information)  
and Eric Revel (LCI edition Director)*

Aéroports de Paris and JCDecaux have selected LCI, the information television channel to provide their passengers with a new information service that will be broadcast on more than 300 Aéo screens, the first television channel dedicated to the passenger/airport relationship.

From April 7, the 237,000 daily passengers travelling through Paris-Orly and Paris-Charles de Gaulle airport will be able to access the essential news of the day through this new service. This will include:

- national and international news
- weather reports covering France and the world
- amusing and unusual images from the "Zap Net" website

Updated with current events, the news images will be accompanied by French and English text. To avoid disruption to airport announcements, the programmes will be silent.

### **An information programme dedicated to passengers' daily life:**

LCI's information and entertainment programmes complement Aéo's continuous loop about life at the airport: current news, behind the scenes at the airport and new services available to passengers.

**The programmes can be interrupted to bring passengers the latest airport updates (for example weather related delays) while terminal-specific guidance can be provided by Aéroports de Paris.**

The agreement fits with the partners' development strategies: LCI continues to broadcast its programmes on a range of different visual platforms, Aéroports de Paris continues its innovation policy ensuring a better quality of service and JCDecaux, through its subsidiary JCDecaux Airport, aims at engaging the passenger audience.



**Pierre Graff, Chairman and Chief Executive Officer of Aéroports de Paris** stated: "In our terminals, our clients wish to relax, to be entertained but also to remain connected to the world. This is the role of Aéo, a real proximity media for our passengers. By choosing La Chaine Info (LCI), we are responding to their need for information with a tailor-made programme. This new offer follows our complimentary magazine and our website and will enhance the information available to our passengers."

**Jean-Charles Decaux, Chairman of the Executive Board and CoCEO of JCDecaux** stated: "With passengers spending an hour and a half on average in a captive environment, the Aéo service at Paris airports will make waiting time at the airport even more interactive, informative and entertaining. This updated and optimised content reflects JCDecaux's commitment to providing innovative services relating to public mobility and information.»

**Jean-Claude Dassier, TF1 Deputy Director General, in charge of The Group Information:** "We are pleased to have been chosen by Aéroports de Paris and JCDecaux to develop this new information service. This demonstrates once again, the power of LCI's i brand and its programmes. We are proud to serve the 87.1million passengers who travel through Paris airports each year."

#### **Aéroports de Paris**

Aéroports de Paris builds, develops and manages airports including Paris-Charles de Gaulle, Paris-Orly and Paris-Le Bourget. Aéroports de Paris is Europe's second-largest airport services group in terms of airport revenues and the European leader for cargo and mail. Aéroports de Paris accommodates nearly 460 airlines, including the main companies in the air transport industry.

With an exceptional geographic location and a major trading area, the Group is pursuing its strategy of modernising its terminal facilities and upgrading quality of services, and also intends to develop its retail and real estate business. In 2008, Aéroports de Paris Group had revenues of €2,527 million, and the company handled 87.1 million passengers.

#### **Key Figures for JCDecaux Group:**

- 2008 revenues: 2,168.6 million
- JCDecaux is listed on Euronext Paris and is part of the Euronext 100, Dow Jones Sustainability and FTSE4Good indexes
- N°1 worldwide in street furniture (378,000 advertising panels)
- N°1 worldwide in transport advertising with 165 airports and over 300 transport contracts in metros, buses, tramways and trains (329,500 advertising panels)
- N°1 in Europe for billboards (224,500 advertising panels)
- N°1 in outdoor advertising in Asia Pacific (201 700 advertising panels in 44 different cities)
- N°1 worldwide in self service bicycles
- 936,000 advertising panels in 55 countries
- Present in 3,400 cities with over 10,000 inhabitants
- 9,400 employees

#### **LCI**

LCI is a television channel of TF1 Group. It is the reference channel for continuous information. With a 100 dedicated journalists and TF1's influential power, it offers 55 editions per day, 20 magazines per week and has more than 7,000 guests per year. It has become in a few years one of the main places for political, economic and cultural exchange. Renowned journalists and young talent present programmes on LCI which contribute to debates in France.. Already present on cable TV, the satellite, ADSL, paying TNT, Internet and mobile telephone, LCI launched its radio on LCI.fr on 15 January 2009. Its ambition: to be present in all the media.

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