

NORDIC PROGRAMMATIC WHITEPAPER 2025



JCDecaux

PORTFOLIO SWEDEN



270

TOTAL SCREENS
STOCKHOLM, GOTHENBURG
(PARTILLE), MALMO, UPPSALA,
LINKÖPING, HELSINGBORG,
JONKÖPING, NORRKÖPING,
GAVLE, ESKILSTUNA,
KARLSTAD & VAXJO

104M

IMPRESSIONS PER WEEK

460M

IMPRESSIONS PER MONTH

KEY FACTS

Number of frames	270
Impressions per month	460M
Available channels in % of total impressions	Street furniture 100%
Deal type	Programmatic guaranteed, Non-guaranteed PMPs & Managed Service
Price range (CPM)	From 140 SEK
Demand Side Platform (DSP)	Adform, Blis, Bidtheatre, Displayce, DV360, Hawk, Perion, TTD & Vistar
Targeting	Networks, day & time, city, geo-location, pre-targeting & trigger
Joint Industry Currency (JIC)	Visible Adjusted Contacts (VAC) through Outdoor Impact 2.0 (more info: outdoor-impact.se)
Affiliated data partners	Adsquare, Locala & Happydemics
Others	Real-time DCO, measurement & attribution

PORTFOLIO NORWAY



1,860

TOTAL SCREENS
OSLO, STAVANGER, BERGEN,
TRONHEIM AND 40 SMALLER
CITIES

280M

IMPRESSIONS PER WEEK

1,120M

IMPRESSIONS PER MONTH

KEY FACTS

Number of frames	1,860
Impressions per month	1,120 M
Available channels in % of total impressions	Street furniture 8%, Rail 42%, Metro and Tram 32% and Malls 18%
Deal type	Programmatic guaranteed, Non-guaranteed PMPs & Managed Service
Price range (CPM)	From 100 NOK
Demand Side Platform (DSP)	Adform, Bidtheatre, Displayce, DV360, Hawk, Perion, TTD , Vistar++
Targeting	Networks, day & time, city, geo-location, pre-targeting & trigger
Joint Industry Currency (JIC)	Visible Adjusted Contacts (VAC) through Outdoor Impact 2.0 (more info: outdoorimpact.no)
Affiliated data partners	IMAS, Viameetrics and Kogenta
Others	Data Management Platform available with segments, Real-time DCO, measurement & attribution

PORTFOLIO FINLAND



563

TOTAL SCREENS
IN 16 OF FINLAND'S LARGEST
CITIES: HELSINKI, ESPOO,
VANTAA, TURKU AND MORE

250M

IMPRESSIONS PER WEEK

1B

IMPRESSIONS PER MONTH

KEY FACTS

Number of frames	563
Impressions per month	1B
Available channels in % of total impressions	Street furniture 70% (9:16), Metro Escalator 5% (9:16), Metro stations 15% (9:16), Large screens 10% (16:9)
Deal type	Non-guaranteed PMPs & Managed Service
Price range (CPM)	From 3,5 €
Demand Side Platform (DSP)	Adform, Bidtheatre, Displayce, DV360, Hawk, Perion, TTD & Vistar
Targeting	Networks, day & time, city, geo-location, pre-targeting & trigger
Joint Industry Currency (JIC)	Viewed Impressions (modeled by JCDecaux)
Affiliated data partners	Locomizer, Locala, Telia
Others	Real-time DCO, measurement & attribution

PORTFOLIO DENMARK



240

TOTAL SCREENS
IN COPENHAGEN, AARHUS,
AALBORG AND MORE

55M

IMPRESSIONS PER WEEK

225M

IMPRESSIONS PER MONTH

KEY FACTS

Number of frames	240
Impressions per month	225M
Available channels in % of total impressions	Street furniture 60% (9:16), Rail 25% (9:16), Malls 15% (9:16)
Deal type	Non-guaranteed PMPs, Programmatic Guaranteed & Managed Service
Price range (CPM)	75-97 DKK
Demand Side Platform (DSP)	Adform, Bidtheatre, Displayce, DV360, Hawk, Hivestack, TTD & Vistar
Targeting	Networks, day & time, city, geo-location, pre-targeting & trigger
Joint Industry Currency (JIC)	Viewed Impressions (modeled by AllUnite, more info: allunite.com)
Affiliated data partners	AllUnite, Nielsen & Ipsos
Others	Real-time DCO, measurement & attribution