MTR* Advertising
Media Kit 2009

*MTR refers to Kwun Tong Line, Tsuen Wan Line, Island Line, Tung Chung Line, Tseung Kwan O Line and Disneyland Resort Line
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About MTR Advertising
JCDécaux Transport is the Out of Home market leader in Hong Kong, managing the advertising concession for MTR for 30 years since 1979.

- MTR* railway network of 91.0 kilometers route with 53 stations with a daily patronage of over 2.6 million passengers flow
- Mass and comprehensive coverage
- Target profile – mass but upscale, skewed towards working population
- Wide range advertising formats from PosterAds, FeatureAds to Digital Ads with creative flexibility
- Well recognized outdoor leader in the Hong Kong advertising industry, more than 3000 clients participated in the Best of the Best MTR Advertising Award event over the past 7 years

**JCDécaux** is the experienced market leader in Transport advertising, managing 325 contracts in metros worldwide.

The Group has operations in 55 countries with a presence in 3,418 cities.

Reach 3,322,000 MTR passengers every week.
Covers 53 MTR Stations
Reach 3.32 million passengers every week

*Source: 2008 Nielsen Media Index (Jan-Dec 2008)*
MTR Facts

- Daily passenger flow: 2,650,400* (weekday average)
- Weekly reach: 3,322,000** (number of passengers)
- Number of rides: 6 / passenger / week

* Source: Patronage of Jul to Nov 2007 on MTR Corporation website (www.mtr.com.hk)
**Source: 2008 Nielsen Media Index (Jan-Dec 2008)
Increasing MTR Patronage

MTR past week passengers increased by **21%** over the past 4 years


Reach 3,322,000 MTR passengers every week

MTR Advertising - Leading The Way in Outdoor Advertising
### Media Positioning

<table>
<thead>
<tr>
<th></th>
<th>MTR</th>
<th>BUS</th>
<th>Major Daily</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Population Reach</td>
<td>62% in a week*</td>
<td>73% in a week*</td>
<td>62% per day for Paid Chinese Daily*</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>27% per day for Free Chinese Daily*</td>
</tr>
<tr>
<td>Visibility</td>
<td>To all MTR passengers, all day long</td>
<td>To road users &amp; pedestrians, less visible during night time</td>
<td>Only on date of publication</td>
</tr>
<tr>
<td>Creative Flexibility</td>
<td>Choice of formats, more creative flexibility</td>
<td>Restricted by physical limitation</td>
<td>Restricted by production constraints</td>
</tr>
<tr>
<td>Environment</td>
<td>Most captive environment</td>
<td>Very cluttered &amp; open</td>
<td>Anchored by contents</td>
</tr>
</tbody>
</table>

Base: Total HK population aged 12-64
Mass yet upscale passenger profile

- MTR Passengers are:
  - Young
  - Affluent
  - Outgoing
  - In Senior Working Positions
  - Better Educated
  - Trendy
  - Investors

Reach 3,322,000 MTR passengers every week

MTR Advertising - Leading The Way in Outdoor Advertising
MTR Passengers
An Upscale Audience

MTR passengers are young with a higher percentage, 53% fall within the age group of 20-44 (compared to 50% in Hong Kong population)

MTR passengers are more likely in senior working positions with 41% who are PMEB or white collar (compared to 33% in Hong Kong population)

MTR passengers are affluent who have an average household monthly income of $29,505 (compared to $27,532 in Hong Kong population)

MTR passengers are better educated with 30% university or above graduate (compared to 24% in Hong Kong population)

Source: 2008 Nielsen Media Index  (Jan-Dec  2008)
MTR Passengers
An Upscale Audience

MTR passengers have a larger pool of investor (39%) than Hong Kong population (35%)

MTR passengers are more likely to go on pleasure trip (34%) than Hong Kong population (30%)

MTR passengers are more likely to buy smart/work wear (27%) than Hong Kong population (23%)

Source: 2008 Nielsen Media Index  (Jan-Dec  2008)
**Strengths of MTR advertising**

- High flexibility in **creative** execution
  - A diversified range of advertising formats
  - Strong visual impact
  - High quality presentation

Up to 69% of respondents said MTR ads are worth appreciation.

Up to 65% of respondents said MTR ads are creative.

Reach 3,322,000 MTR passengers every week.

MTR Advertising - Leading The Way in Outdoor Advertising
Strengths of MTR advertising

Captive Environment

- Prolonged viewing time
- Close viewing distance

"With closer viewing distance and longer viewing time spent on the train, we are able to deliver sophisticated messages to passengers effectively."

Advertiser: AXA
Campaign Period: April 2009
## Strengths of MTR advertising

- **Accountable medium with quantifiable reach**

<table>
<thead>
<tr>
<th>Advertising Network</th>
<th>R&amp;F Performance in 3 weeks</th>
<th>Average OTS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Net Reach %</td>
<td></td>
</tr>
<tr>
<td>Trackside 12-sheet Frequency Package</td>
<td>61.7%</td>
<td>12.9 times</td>
</tr>
<tr>
<td>Trackside 12-sheet High Impact Package</td>
<td>67.3%</td>
<td>19.8 times</td>
</tr>
<tr>
<td>4-sheet Frequency Package</td>
<td>70.0%</td>
<td>29.7 times</td>
</tr>
<tr>
<td>4-sheet High Impact Package</td>
<td>70.4%</td>
<td>33.7 times</td>
</tr>
<tr>
<td>Concourse 12-sheet Network</td>
<td>67.0%</td>
<td>20.8 times</td>
</tr>
<tr>
<td>Escalator Crown Standard Network</td>
<td>62.6%</td>
<td>14.9 times</td>
</tr>
</tbody>
</table>
Up to 69% respondents said MTR ads are worth appreciation

* Source: Synovate Research
Up to 65% respondents said MTR ads are creative

* Source: Synovate Research
Up to 60% respondents believe brands advertised at MTR are famous

* Source: Synovate Research
91% respondents recalled the brand

Remark: The above figure is the result of the Sony Walkman campaign shown in the photo.
* Source: Synovate Research
The average frequency of seeing is 5.1 times

* Source: Synovate Research
Advertising Formats
A Variety of formats provide unlimited creative flexibility
There are a range of poster formats and networks to cater for different advertising objectives and scale.

1. Trackside 12-sheet (Network / Panel)
2. Concourse 12-sheet (Network / Panel)
3. 4-sheet (Network / Bank / Panel)
4. Escalator Crown (Network / Bank)
5. 6-sheet Scrolling Unit (Site)
6. Solus (Panel)

- **PosterAds** network provides **high reach and frequency** with system-wide coverage
- Individual panel /bank /site allows **strategic location highlight**
Trackside 12-sheet

- Captive – located on the track facing the passengers waiting train
- Network coverage provides guaranteed exposure
High Visibility – located at prominent locations

Dominance Network provides great visual impact
Close viewing proximity – good for product elaboration

Individual panels located close to point of sales – serve as last reminder before purchase
- Dominance with Bank (consecutive panels) can capture full attention of passengers
- High creative flexibility – easy adaptation of special executions such as 3D pop up and die-cut stickers
6-Sheet Scrolling Unit

- Allow extra creativity together with sticker wrap around
-Scrolling motion maximizes attention
Solus Panels

- At head on locations facing passengers walking down escalators / staircase
- A wide range of sizes available
FeatureAds can create **high impact** and **high ad awareness**.

- Concourse formats offer high visibility and opportunities for large and dominant creative works.
- Platform formats guarantee a **prolonged viewing time**.

1. Poster On Wall (Concourse / Platform)
2. Solus Wall (Concourse)
3. Random Sticker (Concourse / Platform)
4. Floor Vision (Concourse / Platform)
5. Pillar (Concourse / Platform)
6. Balustrade (Concourse)
7. Handrail (Concourse)
8. Showcase (Concourse)
9. Bunting (Concourse / Platform)
10. Trackside Billboard (Platform)
11. Platform Screen Door (Platform)
- Can easily dominate a zone to maximize visual impact
- High creative flexibility – allow enhancement with audio, projection and lighting effect.
Solus Wall

- At head on locations facing passengers walking down escalators / staircase
- High creative flexibility – allow enhancement with audio, projection and 3D pop up
Random Sticker

- Feature the advertisement in any size or shape
- Network coverage provides guaranteed exposure
Creative use with 3D illustration and projection can maximize passengers’ attention.
High visibility - Large and dominant features not to be missed in stations

Domination of Pillars on a platform or in a concourse creates great impact and awareness
Attention-grabbing

Balustrade on escalators leading to station exits close to point of sales
Creative use with Balustrade generates maximum awareness
Balustrade on escalators leading to station exits close to point of sales
- Allow product display in a creative way
- Located close to point of sales
Station Buntings

- High creative flexibility – allow display of a series of images in a zone
- Dominance creates great impact
Trackside Billboard

- Attention-grabbing with its huge size
- Located at high traffic stations - provide guaranteed exposure
Platform Screen Door with Trackside 12-sheet

- Can Impress passengers with good use of the movable screen door
- Together with the Trackside 12-sheet it offers unparallel creativity
Train formats provide a long viewing time and close viewing proximity in a captive environment.

1. Full Train Body
2. In-train Campaign
3. Sticker Next to Saloon Window
4. Wrap Around Saloon Window
5. Sticker on In-train Glass Plane
6. Train Door Sticker
7. Train Door Window
8. Broadview Banner
9. In-train Card
10. InfoPanel
Create great impact and is memorable
Particular ideal for Branding and Product Launch
In-train Campaign

- It offers great creative opportunity with a combination of different in-train formats
- Can feature a series of different products or product characteristics in different carts of the train to generate additional awareness
Enlarged Stickers Next to Saloon Window

- Allow display of different messages in pairs
- Good for product elaboration
Wrap Around Saloon Window + Saloon Window Sticker

- Maximize visual impact
- High creative flexibility
Stickers on In-train Glass Panes

- High creative flexibility
- Creative with die-cut sticker can draw extra attention
Train Door Stickers

- Train door exterior can generate awareness while train door interior can reinforce the ad message.
Train Door Window Stickers
(Double-sided stickers)

- A cost effective format
- Good for product elaboration
Network coverage provides mass reach.
High visibility - situated above the seats.
In-train Cards

- Provides targeted reach of passengers along Tung Chung Line
- Extensive network with 3,392 units
- With live feed infotainment, can capture full attention of the engaged passengers
MTR advertising offers **out-of-the-box** platform for your outstanding creative works.

- iCentre
- Interactive Panel
- Platform Projection Network
- Central Luxury Zone
- Power Zone
- Plasma Ring Zone Domination
- Elevator Wrap Around
- Station Exterior Wrap Around
- Station Exterior Billboard
- Spectacular Mobile Showcase
- Exhibition Site / Display Site
Hot key available to drive web traffic
Showcases available for product display
Interactive Panel

- Equipped with Touch screen, sonic sound, motion sensors, showcase, blue tooth device and scent tester
- Enable audience engagement and interactivity
Platform Projection Network

- A combination of electronic, poster and feature ad formats provides great impact
- Located at 8 locations on high traffic platforms
Central Luxury Zone

- Prestigious location close to shopping mall
- Domination with Floor Vision, Concourse 12-sheet, Pillars and Poster On Wall in the zone gives a grand presentation
A powerful domination with a variety of platform formats offers highest impact

Provide a targeted reach at selected high traffic station
Plasma Ring Zone Domination

- Impressive domination with a variety of concourse formats establishes vivid brand image
- Engage the audience with Motion Event and video broadcast

* Motion Event is an interactive application with motion sensors and image projection on floor sticker
Elevator Wrap Around

- High visual impact
- Catch attention from pedestrians on street level
Station Exterior Wrap Around

- Exceptionally eye-catching to the pedestrians on street level
Station Exterior Wrap Around + Station Exterior Billboard

- Attention grabbing at station entrances
- Domination with other formats provide targeted reach of both MTR passengers and pedestrians on the street level at selected location
Spectacular Mobile Showcase

- A unique advertising arena
- Exceptionally high impact and awareness
Exhibition Site/ Display Site

- Generate immediate sales / services subscription
- Great opportunity for face-to-face interaction with customers
- Allow 3D display at prime locations
MTR Advertising always strive for innovation, it allows unlimited possibilities for you to create memorable campaigns.
Event Promotion
Interactive Game
Exhibition with “True Lady” Display
Coupon Distribution

Please Click on the photo to view Video
Special Display and Music Application
Interactive Panel with Smell and Coupon Dispenser
Special Lighting and Audio Enhancement
Leaflet Distribution with Take One Box
Giant 3D Display
Value-added Services

JCDecaux provides you with the optimal Outdoor Advertising Solution with the best quality and innovation

• Deliver-X-press Service
• One-Stop Shop Solutions
• Digital Outdoor Solution
Deliver-X-press Service

- more creative, more efficient and more responsive
- short-term bookings to be posted in record time
- time-sensitive campaigns can be posted within 3 working days*

* 3 working days for printing and installation of some poster formats. Variance is subject to quantity and format complexity, at JCDecaux Transport’s discretion.
We are dedicated to creating bespoke outdoor solutions tailored to achieving client’s advertising objectives.

From brand launches to awareness campaigns, we create and build to bring your marketing ideas to reality.

The opportunities are endless; the only limitation is imagination.

If you like to be more inventive to get standout and engage audiences, please talk to our sales team for any proposal.

Scent boxes with different fragrances - Japan

Interactive Sound Audio Wall - Sydney

Interactive Showscreen - London
Contact Us

- Enquiry Hotline: 2111 0111
- Email: info@jcdecaux.com.hk
- Website: http://www.jcdecaux.com.hk
Reach & Frequency Study
the findings were obtained through the Hong Kong Media Index, by The Nielsen Company, with a tag-on questions asking respondents about their past 7 days traveling habit (for past week travelers) and the latest traveling habit (for past month travelers) on the MTR

- estimates reach and frequency for advertising campaigns at a system wide level or down to a specific zone in individual MTR stations

- enables analysis of potential audience over different durations and weights of campaign
Performance of 4-sheet Frequency Network

<table>
<thead>
<tr>
<th>No. of Week</th>
<th>Net Reach %</th>
<th>Avg OTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>60</td>
<td>11.6</td>
</tr>
<tr>
<td>2</td>
<td>66</td>
<td>20.8</td>
</tr>
<tr>
<td>3</td>
<td>70</td>
<td>29.7</td>
</tr>
<tr>
<td>4</td>
<td>72</td>
<td>38.3</td>
</tr>
</tbody>
</table>

Target Population: People aged 12-64
Target Universe: 5,284,000
### Latest R&F Figures

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Target Population: People aged 12-64
Target Universe: 5,284,000
Appendix

Demographics
MTR passengers are Young with a higher percentage - 53% fall within the age group of 20-44.

Target: MTR Past Week
Sample: 4,127
Population: 3,322,000
Source: 2008 Nielsen Media Index (Jan-Dec 2008)

Reach 3,322,000 MTR passengers every week
MTR Advertising - Leading The Way in Outdoor Advertising
MTR Passenger Profile - Occupation

MTR passengers are more likely white collars and PMEB (41%)

Target: MTR Past Week
Sample: 4,127
Population: 3,322,000
Source: 2008 Nielsen Media Index (Jan-Dec 2008)

Reach 3,322,000 MTR passengers every week
### MTR Passenger Profile - Household Income

**MTR passengers have higher household monthly income with an average of $29,505**

<table>
<thead>
<tr>
<th>Household Income Range</th>
<th>MTR Passengers</th>
<th>Total Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below $20,000</td>
<td>44%</td>
<td>50%</td>
</tr>
<tr>
<td>$20,000-29,999</td>
<td>20%</td>
<td>18%</td>
</tr>
<tr>
<td>$30,000-39,999</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>$40,000-49,999</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>Above $50,000</td>
<td>17%</td>
<td>16%</td>
</tr>
</tbody>
</table>

**Average household monthly income:** $27,532

**Target:** MTR Past Week  
**Sample:** 4,127  
**Population:** 3,322,000  
**Source:** 2008 Nielsen Media Index (Jan-Dec 2008)
MTR Passenger Profile - Education

MTR passengers are Better Educated

- **No Formal Schooling**: 1% (MTR), 16% (Total Population)
- **P.1-6**: 11% (MTR), 52% (Total Population)
- **F.1-5**: 52% (MTR), 30% (Total Population)
- **F.6-7**: 7% (MTR), 6% (Total Population)
- **University or above**: 30% (MTR), 24% (Total Population)

Target: MTR Past Week
Sample: 4,127
Population: 3,322,000
Source: 2008 Nielsen Media Index (Jan-Dec 2008)

Reach 3,322,000 MTR passengers every week

MTR Advertising - Leading The Way in Outdoor Advertising
MTR passengers are slightly skewed towards Male

- MTR Passengers: Male 50.2%, Female 49.8%
- Total Population: Male 47.7%, Female 52.3%

Target: MTR Past Week
Sample: 4,127
Population: 3,322,000
Source: 2008 Nielsen Media Index (Jan-Dec 2008)

Reach 3,322,000 MTR passengers every week

MTR Advertising - Leading The Way in Outdoor Advertising
Appendix
About JCDecaux Group
JCDecaux Group
Worldwide Outdoor Experts
Prime Corporate Values

Quality
- With 45 years international experience, JCDecaux is committed to delivering the best quality products maintained to the highest standards considering their impact on urban life
- Providing in-house maintenance with approximately 4,000 personnel installing, cleaning and changing posters

Design
- JCDecaux works closely with 50 celebrated international designers and has a dedicated team of 110 engineers and designers employed in an integrated design studio
- The group owns 211 patents linked to innovation and ensures its design is adapted to cities and architecture

Innovation
- A passion for innovation exists in every project, in every country and every city. It’s the very heart-beat of JCDecaux
- A team of specialists deploys JCDecaux Innovate solutions internationally
Leader in Outdoor Advertising

JCDecaux No.1:
- Worldwide in transport advertising: 325 transport contracts in metros, Buses, tramways & trains.
- Worldwide in street furniture advertising
- European billboard advertising
- Worldwide in airport advertising: 165 concessions in 17 countries.
- Outdoor advertising in Asia-Pacific.
- Self-service bicycles.

JCDecaux reaches an estimated 293 million people worldwide every day.

The Group has operations in 55 countries with a presence in 3,418 cities.
No.1 in Asia Pacific

Strong regional presence in the most dynamic markets:

- Australia
- China*
- India
- Japan
- Korea
- Malaysia
- Singapore
- Thailand

* includes Hong-Kong & Macao
JCDecaux China owns an extensive Outdoor advertising network:

- **36 cities** in Greater China
- **208,137 advertising panels**
- Variety of media formats to design effective advertising campaigns:

<table>
<thead>
<tr>
<th>Media Type</th>
<th>Icons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metro</td>
<td>🚊</td>
</tr>
<tr>
<td>Bus</td>
<td>🚌</td>
</tr>
<tr>
<td>Airport</td>
<td>🛬</td>
</tr>
<tr>
<td>Street Furniture</td>
<td>🎵</td>
</tr>
<tr>
<td>Campus</td>
<td>🏥</td>
</tr>
</tbody>
</table>