

# Oxford Street Gets a Glow Up



Oxford Street is one of the UK's most high-profile retail and advertising destinations. To strengthen its premium position, JCDecaux UK completed an overnight upgrade of its large-format digital screens, giving brands access to even more impactful, high-definition formats. Behind that investment sits a critical layer of intelligence: Fetch Analytics. By combining JCDecaux's best-in-class infrastructure with mobility-powered audience insight, the partnership delivers a clearer, richer understanding of who is on Oxford Street, when they visit, and how they engage with digital out-of-home.

## GOALS

JCDecaux aimed to enhance audience understanding beyond traditional datasets — giving advertisers a fuller view of Oxford Street's footfall, demographics and real-time behaviours. By quantifying reach, attention and seasonal patterns, the team wanted to strengthen confidence in media investment and provide a more accurate picture of how audiences engage with the location, supporting the expansion of premium screens.

## Challenges

- Limited visibility of international audiences beyond standard measurement tools
- Need for clearer insight into real pedestrian attention and engagement patterns

**1m**

people reached every week

**+22%**

larger audience vs nearby small-format screens

**11m**

weekly impressions · 90% from pedestrians

**3.2s**

average pedestrian attention per view

## Whole-street view

A comprehensive view of Oxford Street, seeing visit patterns across the overall retail area.

## Segment-level detail

A granular view of the 40-metre street segments on which JCDecaux's OOH frames sit, for specific audience insight.

## Seasonal timing

Proven engagement and seasonal insight — such as a 7% footfall lift in warmer weather — to optimise campaign timing.



Oxford Street is a high-footfall, premium location for advertisers, and our refreshed screens give brands the opportunity to reach an affluent audience in the highest definition. Partnering with Fetch Analytics enables us to better understand the audience and their behaviours.

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