

RESOLUTION NO. 28458

WHEREAS, Los Angeles World Airports management presents for approval, Seventh Amendment to Terminal Media Operator Concession Agreement LAA-8796 with JCDecaux Airport Inc. to extend the term by one (1) year, for new expiration date of December 31, 2028, and upgrade the media systems at the Tom Bradley International Terminal and Terminals 4 and 5, covering advertising and sponsorship at Los Angeles International Airport; and

WHEREAS, JCDecaux Airports Inc. (JCD) has been the Terminal Media Operator (TMO) at Los Angeles International Airport (LAX) since 2014, providing advertising and sponsorship throughout all of the terminals and in the Central Terminal Area. Revenues from the TMO agreement have exceeded \$276 million over the term to date; and

LAX

Van Nuys

City of Los Angeles

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Mayor

Board of Airport
Commissioners

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Vice President

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John Ackerman
Chief Executive Officer

WHEREAS, as LAX is undergoing a transformation and many of the terminals are under construction, the inventory of available advertising and sponsorship locations for a new Request for Proposals (RFP) is uncertain. The amendment will allow JCD to continue operating as the TMO until such time as a strategic RFP can be issued; and

WHEREAS, in addition to operating as the TMO since 2014, JCD also brings Olympic and Paralympic out-of-home, public space experience as it was the media operator for the 2024 Summer Olympic Games including at Paris-Charles De Gaulle and Paris Orly Airports; and

WHEREAS, the Integrated Environmental Media System (IEMS) in the Tom Bradley International Terminal (TBIT) Core, including the Time Tower and the Storyboard, is in immediate need of upgrades. As part of the Amendment, JCD will complete LAWA-vetted and CEO-approved upgrades to the TBIT IEMS (not to exceed \$25 million), and Media Assets in Terminal 4 (not to exceed \$11 million) and Terminal 5 (to be determined) pursuant to the process set forth in Amendment Exhibit XX. In the event JCD ceases to be the TMO at the end of the extended term, LAWA shall pay JCD the unamortized depreciation of the LAWA-approved asset improvements to be determined pursuant to the process described in Amendment Exhibit XX. The parties also acknowledge that the improvements require significant capital outlay by JCD and that the limited extension term may not permit full recovery through normal contract operations. Accordingly, the Amendment provides that LAWA will pay JCD pursuant to the Capital Outlay Recovery Mechanism described in Exhibit XX, 25% of the then-unamortized value of the approved asset improvements at the end of the applicable calendar year; and

WHEREAS, lastly, as part of the amendment, JCD will increase the revenue share with Los Angeles World Airports (LAWA) from 70% to 73% for 2028; and

WHEREAS, actions taken on this item by the Board will become final pursuant to the provisions of Los Angeles City Charter Section 606;

NOW, THEREFORE, BE IT RESOLVED that the Board of Airport Commissioners adopted the staff report; further adopted staff's determination that the requested action is exempt from the California Environmental Quality Act (CEQA) pursuant to Article II, Section 2 (f) and Article III, Class 1(18)(c) of the Los Angeles City CEQA Guidelines; approved the Seventh Amendment to Terminal Media Operator Concession Agreement LAA-8796 with JCDecaux Airport Inc. to extend the term by one (1) year, for new expiration date of December 31, 2028, and upgrade the media systems at the Tom Bradley International Terminal and Terminals 4 and 5, covering advertising and sponsorship



at Los Angeles International Airport; and authorized the Chief Executive Officer, or designee, to execute said Seventh Amendment to Terminal Media Operator Concession Agreement LAA-8796 with JCDecaux Airports Inc. subject to approval by the Los Angeles City Council and approval as to form by the City Attorney.

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I hereby certify that this Resolution No. 28458 is true and correct, as adopted by the Board of Airport Commissioners at its Special Meeting held on Thursday, August 27, 2026.



Grace Miguel – Secretary
BOARD OF AIRPORT COMMISSIONERS