

Displayce continues its international expansion with the opening of an office in Italy and the hiring of Giorgio De Somma

Milan, September 16, 2024 - Following its offices in São Paulo and Brussels, Displayce, the leading European platform for programmatic buying in digital out-of-home (DOOH) communication, takes a new step in its international development with the inauguration of its first office in Milan. The appointment of Giorgio De Somma as Head of Sales Italy accompanies this growth dynamic.

DISPLAYCE, A MAJOR PLAYER IN PROGRAMMATIC DOOH IN EUROPE

Founded 10 years ago, Displayce is a programmatic buying platform specialized in digital out-of-home communication (DOOH). By connecting advertisers and media agencies to over a million digital billboards units in 80 countries, the company asserts its position as a pioneer in programmatic DOOH in France and Europe. Displayce now has offices in Bordeaux, Paris, London, Madrid, Brussels, São Paulo and Milan. Since 2022, JCDecaux has taken a majority stake in the company.

Already operating around 15,000 screens in Italy programmatically via SSPs such as Place Exchange and Pladway, as well as through 15 advertising networks, including IGPDecaux, Grandi Stazioni, Urban Vision, and Mediamond, Displayce continues to expand in this strategic region. The entry into Italy and the recruitment of Giorgio De Somma strengthen this growth momentum. Italy is one of the largest digital advertising markets in Europe, ranking behind the United Kingdom, Germany, and France. In 2023, advertisers spent nearly 5 billion euros on digital advertising campaigns in Italy. In 2024, programmatic advertising spending in Italy is expected to increase by 21%, reaching 242 million euros.



GIORGIO DE SOMMA APPOINTED HEAD OF SALES TO DRIVE DISPLAYCE'S EXPANSION IN ITALY

Giorgio De Somma has deep expertise in the programmatic advertising sector, gained over his 8 years at adtech company Teads. His strong experience and knowledge of the Italian market will be major assets in supporting Displayce's expansion in the country. As Head of Sales, Giorgio De Somma plays a key role in Displayce's expansion in Italy, enhancing its European and international presence. He works closely with agencies, media owners, and technology partners to integrate programmatic DOOH into campaign planning processes and

position Displayce as the leading DSP in the market. Giorgio will report directly to Rémi Boudard, VP Sales.

"The opening of this office in Italy marks an important step in our international expansion strategy. After solidifying our presence in several European countries this year, Italy represents a key market for accelerating our growth on the continent. With Giorgio leading our operations in the country, we are confident in our ability to strengthen our position while meeting the expectations of advertisers and agencies in Italy" says **Rémi Boudard, VP Sales at Displayce.**

"I am excited to join Displayce at this key period in its development. The Italian market presents major opportunities for programmatic DOOH, and I look forward to collaborating with local agencies and advertisers to optimize the impact of their advertising campaigns. Displayce is an innovative and influential player, and I am eager to contribute to its success and expansion" shares **Giorgio De Somma.**

A propos de Displayce

Displayce is the pioneering European platform dedicated to optimizing the buying, impact, and quality of advertising campaigns on digital out-of-home (DOOH) media. Thanks to this specialist programmatic platform, media agencies and brands have one-click access to a vast inventory of digital screens, totaling over 1,000,000 in 80 countries. This proprietary AI-based technology provides automated real-time panel purchases, differentiated and cookieless targeting capabilities, optimal campaign impact, and quality measurement of the broadcast. Founded in 2014 and based in Bordeaux, Displayce has nearly 50 experts with offices in France, Spain, the UK, Belgium, Brazil and Italy. Since July 2022, JCDecaux has taken a majority stake in the company, giving Displayce the means to accelerate its development. www.displayce.com

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