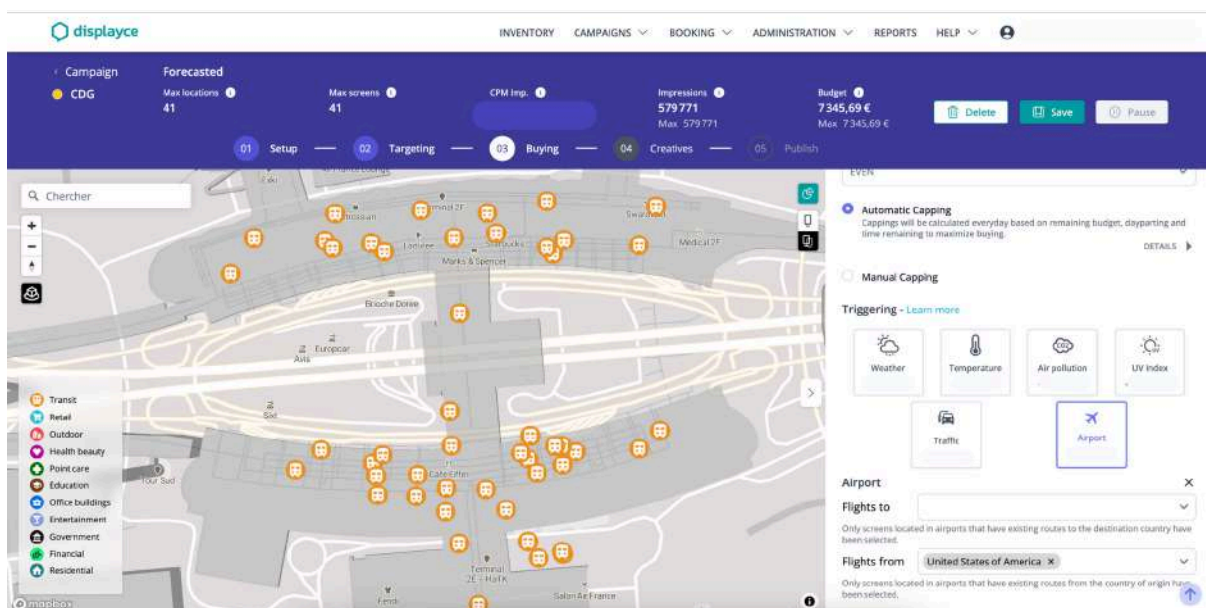


## Displayce and JCDecaux launch exclusively 'Airport Live Triggering' a solution for multi-airport real-time passenger targeting

**London, October 3, 2024** – Displayce, the leading European platform for programmatic buying in digital out-of-home communication, unveils “Airport Live Triggering” in partnership with JCDecaux, the world’s number one in outdoor advertising. This new feature, exclusive to the Displayce DSP, enables self-service, real-time activation of DOOH campaigns across multiple airports within the JCDecaux network simultaneously, leveraging data such as flight boarding and landing gates.

Displayce is the first platform to have combined and modeled the exact location of JCDecaux’s screens within international airports with data from Cirium, a leading partner offering a global and standardized database covering 100,000 flights daily, representing 97% of worldwide flights. This modeling allows activating DOOH screens along the traveler's path within the terminal based on flight origin or destination. This innovation, developed in collaboration with JCDecaux and its data entity, enables agencies and brands to self-activate the appropriate digital screens via the Displayce DSP based on passengers' itineraries, ensuring campaign reach and repetition to the right audience at the right time. Engagement with their target audience is thus enhanced, taking campaign contextualization to the next level.

« We have modeled first-party data on the positions of JCDecaux’s airport furniture and pathways, as well as Cirium’s third-party data, to offer standardized data sets across airports, enabling the targeting of passengers at multiple airports simultaneously. In the future, we plan to integrate first-party data from the airports themselves to meet even more specific needs. We are proud to offer brands an exclusive solution to connect with their audience in a relevant way while maximizing their DOOH campaign » said **Laure Malergue**, CEO and co-founder of Displayce.



For example, a banking company could target American travelers from various US airports heading to France to promote its services. The campaign could be programmed to run two hours before flights to Paris-Charles de Gaulle depart and follow passengers throughout their airport journey - from the airport entrance to the departure gate, and from arrival at the destination to exiting the airport.

This new feature will allow advertisers to reach over 70 million passengers per month, generating nearly 2 billion views on a network of more than 4,113 screens operated by JCDecaux in the world's busiest airports (in the United States in Los Angeles and Miami international airports, in Europe in London Heathrow, Paris-Charles-de-Gaulle, Frankfurt, Lisbon, Paris-Orly, Milan, Brussels, Luxembourg, Zurich, and Edinburgh airports, and in Asia-Pacific in Hong Kong, Singapore, and Sydney international airports).

**Jérôme Lepage, Marketing and Commercial Development Director - Transport Division of JCDecaux**, said: *“As we launched earlier this year the first international DOOH programmatic offer in airports, we are delighted to now add this brand-new feature of simultaneous targeting across several of our international airport platforms exclusively. As the digital ecosystem undergoes profound transformations, this major innovation enables advertisers and their brands to harness the incredible potential of programmatic advertising in the airport environment.”*

---

#### **About Displayce**

Displayce is the pioneering European platform dedicated to optimizing the buying, impact, and quality of advertising campaigns on digital out-of-home media. Thanks to this specialized programmatic platform, media agencies and brands have one-click access to a vast inventory of over 1,000,000 digital screens in 80 countries. This proprietary AI-based technology provides automated panel-by-panel real-time buying, differentiated and cookieless targeting capabilities, optimal campaign impact, and quality measurement. Founded in 2014 and based in Bordeaux, Displayce has around 50 experts, with offices in France, Spain, the United Kingdom, Belgium, Brazil, and Italy. Since July 2022, JCDecaux has acquired a majority stake in the company, enabling Displayce to accelerate its growth. [www.displayce.com](http://www.displayce.com)

#### **Press contact**

Lou-Ann Heckel - [lou-ann.heckel@displayce.com](mailto:lou-ann.heckel@displayce.com)