

## MEDIATRANSPORTS and Displayce unveil Train Live Triggering to activate DOOH campaigns based on real-time train departures and arrivals

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Paris, France, July 7, 2025 – MEDIATRANSPORTS, France's leading transport media owner, and Displayce, a pioneering technology suite specialising in Out-of-Home advertising, are unveiling Train Live Triggering, a breakthrough innovation enabling the automatic activation of DOOH campaigns based on real-time train departures and arrivals (High-speed, Intercités, and regional TER lines) across more than 300 train stations nationwide. This exclusive solution is powered by real-time traffic data provided by SNCF.



### Train Live Triggering: DOOH campaigns synchronised with train schedules

With nearly 10 million daily visitors\* and an average waiting time of 21 minutes (45 minutes during peak holiday departures), train stations offer a unique opportunity for brand engagement.

Thanks to precise modeling of MEDIATRANSPORTS' DOOH screen locations and integration with SNCF data, advertisers can now activate their campaigns on the Displayce programmatic buying platform based on passengers' actual journeys. For instance, a campaign can be triggered one hour before a train departs from Bordeaux and 30 minutes after it arrives at Montparnasse station – reaching travelers at key moments along their journey (customisable display durations).

## **Contextualisation: the key to performance**

Beyond optimising budget efficiency for advertisers, Train Live Triggering maximises campaign impact through advanced contextualisation. By integrating data such as time, destination, and environment, campaigns become more relevant, more visible, and more effective – resulting in a +17% uplift in ad recall and +16% impact on sales\*\*.

Leveraging the dynamics of rail traffic and MEDIATRANSPORTS' expertise in screen placement along the passenger journey, Train Live Triggering offers a new performance driver for brands. With this launch, Displayce becomes, alongside MEDIATRANSPORTS, the first media platform (DSP) to enable such a highly contextualised programmatic activation in train stations.

"By integrating SNCF's real-time data into MEDIATRANSPORTS' DOOH inventory, we're offering a unique and exclusive solution, perfectly suited to the needs of programmatic buying and brand strategy. It allows advertisers to communicate in a contextualised way to a moving audience, with unprecedented precision and efficiency in stations. This partnership further enhances our existing travel media offering," said **Laure Malergue, CEO and Co-founder of Displayce**.

"Train stations are powerful attention hubs for brands, offering a dynamic and high-impact advertising environment. With Train Live Triggering, we're offering an enriched targeting solution that enhances every step of the passenger journey. This partnership with Displayce reflects our shared ambition to make DOOH a more agile and connected medium," said **Valérie Decamp, Managing Director, MEDIATRANSPORTS**.

\*Source : SNCF

\*\* Source : The Moment of Truth

## **About Displayce**

Displayce is a pioneering specialist technology suite for Out-of-Home advertising, designed to meet the needs of brands, media agencies and media owners, globally. Through its Media Platform (DSP), Displayce connects advertisers and agencies to more than 1,500,000 billboards in 80 countries, offering them the largest DOOH inventory in the world, so they can trade contextualised, cookieless and impactful digital Out-of-Home campaigns. Displayce Data Platform (DMP) centralises, models and activates first and second party data linked to the OOH inventory of media owners, in order to design relevant, high-performance campaign proposals for brands. Founded in 2014 in Bordeaux, Displayce has a physical presence in 8 countries (France, Spain, the United Kingdom, Belgium, Italy, Germany, Brazil and the United Arab Emirates). Since July 2022, JCDecaux has held a majority stake in the structure. [www.displayce.com](http://www.displayce.com)

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## **About Mediatransports**

MEDIATRANSPORTS is France's leading transport media company, managing the advertising spaces for RATP, SNCF stations, and around thirty public transport networks across the country, through METROBUS, METROBUS Ile-de-France, and MEDIAGARES. The group's purpose is: "Contributing to the development of sustainable mobility through innovation and creativity." For more information, visit [www.mediatransports.com](http://www.mediatransports.com)

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