

## Values.media enables the first-ever activation of Prisma Media audience data in DOOH via Displayce

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**Paris, 14 October 2025** - It's a world first in the DOOH ecosystem: Values.media is expanding its data collaboration partnerships into Digital Out-of-Home, allowing brands to target the screens most relevant to an audience of interest or intent.

By reconciling data from Prisma Media's CRM (which includes over 28 million French profiles) the agency can now refine media planning down to the individual screen, based on the target's socio-behavioral characteristics. DOOH screens are then selected according to their physical proximity to the audience and purchased programmatically, exclusively via the Displayce media buying platform.

Following digital (social networks and open web), segmented TV, CTV, and audio, the media agency can now reach the same custom-built audience across all addressable channels.

This innovation was made possible through the collaboration between Values.media, Prisma Media, LiveRamp - which anonymises Prisma's CRM data into Ramp ID, its universal activation and measurement identifier - and Displayce, which enables real-time media buying of digital screens based on data.

**Olivier Lavecot - Director of Innovation, Data & Digital at Values.media:** "This is a perfect example of our vision for data collaboration. Thanks to the work of our five partners, each bringing their unique expertise across the value chain, we're making deterministic, digital data compatible and actionable in a physical environment, in this case, outdoor media. The ability to create a custom audience directly from a major publisher's CRM and activate it in DOOH, impression by impression, brings an unprecedented level of precision to a mass medium that now offers extended capabilities. Omnichannel strategy is key for our clients, and this data collaboration approach provides a powerful, tailor-made solution."

**Remi Boudard - CRO at Displayce:** "We're delighted to contribute to this major innovation that brings DOOH into omnichannel strategies powered by a single audience. Our mission is to deliver solutions that expand the possibilities of programmatic DOOH and create value for both agencies and advertisers. Together with Values.media and its partners, we're giving DOOH new targeting capabilities, combining the power of a mass medium with the intelligence of data."

**Paul Ripart - Director of Data and Programmatic at Prisma Media Solutions:** "We share Values.media's vision of data collaboration: creating added value by breaking down technological silos. The technical solutions already exist, what matters is ensuring that all players across the value chain work together to turn these concepts into reality, as we've done here. We're thrilled to see the quality of our data being extended beyond digital and CTV environments!"

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#### **About Values.media**

Values.media is an independent cross-media agency founded in 1989, combining strategic excellence, technological innovation, and social commitment. It stands out for its unique market model: 100% independent, 100% in-house, and now a purpose-driven company. A pioneer in responsible communication, Values.media acts as a trusted intermediary between brands and media. The agency designs, manages, and optimises agnostic, high-performance media strategies while integrating ethical, social, and environmental criteria throughout the value chain. As the only French media agency certified with the Lucie 26000 CSR label and the first to join the UN Global Compact, Values.media develops proprietary tools (data clean room, datalake, environmental footprint measurement) and helps clients adopt more sustainable practices. It is also the only media agency to have created a dedicated endowment fund supporting media pluralism and civic education.

With a team of 70 committed professionals, €17.9M in revenue, and growth recognised by the Financial Times FT1000 and Les Echos rankings, Values.media embodies an ambitious and sustainable vision of advertising: high-performing, transparent, and responsible. Values.media supports major national and purpose-driven brands in their responsible communication strategies, including VYV, MACIF, MGEN, G7, Louvre Hotels, HIPP, Groupe Léa Nature, Hellofresh, SVR, Forté Pharma, L'Agence Bio, Action Logement, Acadomia, Autosphère and more. Values.media is part of Groupe Values alongside Novad and Line-Up Media. Learn more at <https://values.media>

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#### **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 1,600,000 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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#### **A propos de Prisma Media Solutions**

Prisma Media Solutions, the advertising arm of Prisma Media Group, supports its clients at every stage of their media planning journey. With a monthly audience of 40 million readers and a diverse portfolio of 40 brands — spanning both luxury (Harper's Bazaar, Milk, Côté Maison, The Good Life...) and mainstream titles (Femme Actuelle, Capital, GEO, Voici, Télé-Loisirs...) — Prisma Media is the leader in print magazines and online media in France. By nurturing desirable media brands and driving innovation, Prisma Media Solutions positions itself as a strategic partner for brand growth and influence. [Prismamedia.com](http://Prismamedia.com) / [Linkedin](#) / [Instagram](#) / [Youtube](#)

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