



Displayce appoints Matt Hamill as Head of Sales UK to strengthen market presence

London, 9 February 2026 – Displayce, a pioneering technology suite specialising in Out-of-Home advertising, announces the appointment of Matt Hamill as Head of Sales UK. Based in London, he joins an award-winning local team and will contribute to accelerating Displayce's growth and visibility in the UK market. Established in the UK since 2023, Displayce enables advertisers and agencies to activate programmatic DOOH at scale, with access to a local inventory of more than 35,000 digital screens operated by 57 media owners, including JCDecaux, Global, Ocean Outdoor and Bauer Media Outdoor.

As DOOH now represents 66% of total OOH advertising spend in the UK, a £1.4 billion market according to the DPAA UK Omnichannel Study 2025, Matt's appointment reflects Displayce's ambition to support the continued adoption of programmatic DOOH across agencies and brands.

This momentum comes as Displayce was recently recognised as Technology Company of the Year at The Media Leader Awards 2025 in London. In his role, Matt will focus on developing strategic relationships within the local ecosystem and supporting both domestic and international campaigns.

With 20 years of experience in media, Matt brings a strong understanding of both traditional Out-of-Home and ad tech environments. He began his career working closely with OOH media owners and specialists before spending the past nine years supporting ad tech companies as they entered and scaled in the UK market.

This dual background positions him to bridge legacy OOH practices with programmatic and data-driven approaches.

In his new role, Matt will work closely with agencies, brands and media owners to support demand, strengthen commercial partnerships and help scale programmatic DOOH across the UK.

"I'm excited to join Displayce at a time when digital and programmatic OOH is becoming a more prominent part of advertiser media strategies in the UK," said Matt Hamill. **"I look forward to working closely with clients and partners to support campaign execution and drive sustainable growth across the market."**



"Matt's extensive experience makes him a valuable addition to Displayce's team. His understanding of the UK ecosystem and his strategic approach will support our growth as we continue to build sustainable demand for programmatic DOOH." said Laure Malergue, CEO & cofounder of Displayce.

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 1,700,000 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

