

JCDecaux launches new planning, trading platform

JCDecaux has launched VIOOH; a global independent automated planning and trading platform designed to accelerate the growth of out-of-home advertising and connect the industry to the programmatic digital ecosystem.

The capital of VIOOH - pronounced View - is currently owned 93.5% by JCDecaux and 6.5% by Veltys.

VIOOH is aimed at growing out-of-home advertising spend globally by offering an integrated platform to provide automation and offer programmatic trading for media sellers and buyers.

While digital out-of-home is expected to be the second fastest growing medium between 2017 and 2020, the platform will strengthen JCDecaux's capacity to meet the new expectations of its clients, brands and agencies, and enlarge the group ecosystem.

For more, visit: <https://www.bizcommunity.com>