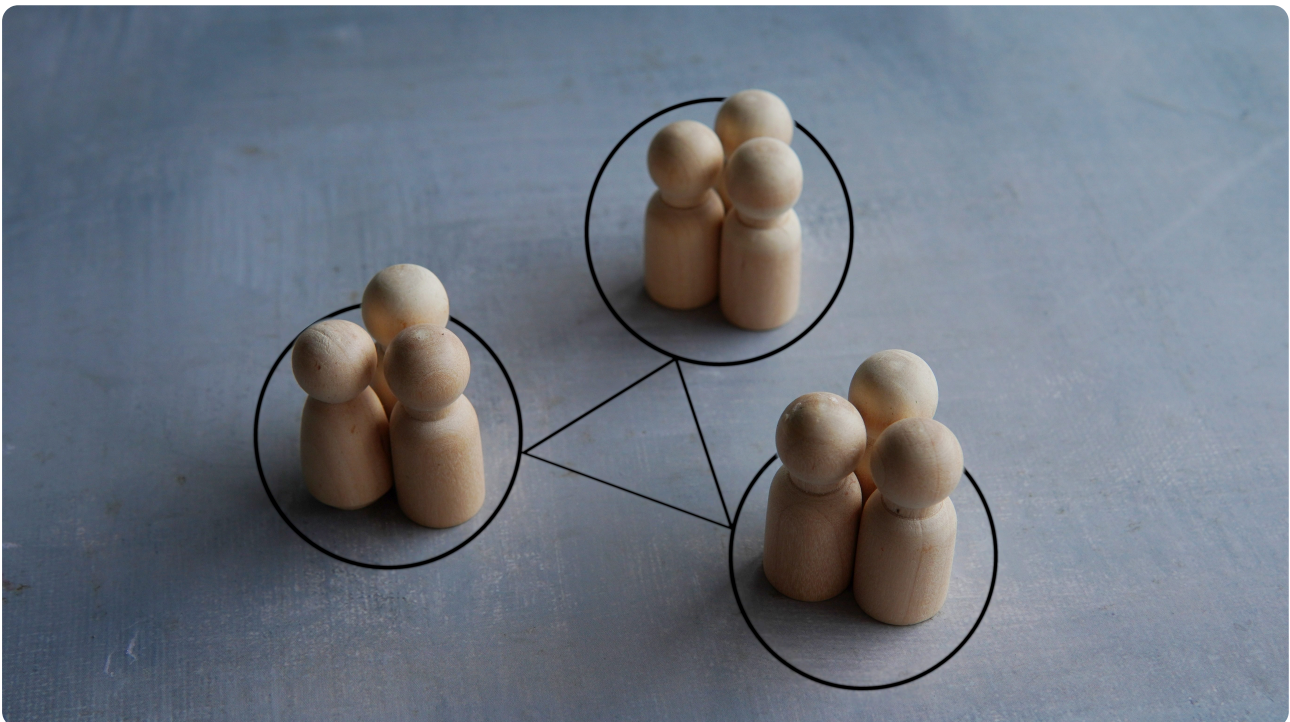


NEWS

The agent plans, the human decides

How Displayce is revolutionizing outdoor advertising bookings with a suite of AI agents.

6 July 2026, Tobias Engl



At Cannes Lions 2026, the major advertising industry gathering, the French platform Displayce unveiled a suite of three AI agents. They are designed to handle media planning for programmatic outdoor advertising that is, the part of the business where digital advertising spaces are booked automatically. Tasks that previously required a great deal of manual work are now handled by these agents.

Three missions, three agents

The breakdown follows the flow of a campaign. The first agent reads a briefing and translates it into a media plan consisting of bookable screens. The second agent uses this selection to create a sales presentation that can be further refined. The third agent evaluates an ongoing campaign and writes reports for the agencies based on that evaluation. The foundation for this is a database on target audiences, mobility, and available advertising inventory.

Connection via an open protocol

It's worth noting how the suite is accessible. It's offered via the Model Context Protocol (MCP), an open interface that popular AI assistants like ChatGPT and Claude can connect to. This allows the platform to be operated directly from the tools that many teams already use. The protocol is evolving into a common language through which systems and agents communicate with one another.

A tool, not an autopilot

Displayce emphasizes that the agents provide support rather than making decisions. They analyze, explore possibilities, and lay the groundwork for what a media team then decides. The company's chief technology officer summarizes this approach by saying that the future of advertising AI lies not in opaque automated systems, but in agents that make their decisions transparent. Control remains with humans; the agent simply gives them some breathing room.

This is a preview of what's to come for the entire digital signage industry. The system used here to manage outdoor advertising bookings can be adapted to display content on in-house screens. The key factor will be where the agents perform their calculations and what data they see. ScreenWay also relies on open interfaces and will have agents perform calculations on-site, ensuring that data sovereignty remains in-house and that humans make the decisions.