



# Switzerland | Digital out of Home gains market shares

The additional question for Switzerland is presented in cooperation with the Swiss industry association IG Adscreen

***“How did the booking practice of media agencies towards DooH networks change for the next six months compared to the previous year?”***

- 94 percent of all polled companies are expecting growing market shares for Digital out of Home (AdScreen is the Swiss term for DooH)
- Predicted is a slow growth in the demand for DooH bookings in a regressive total advertising market
- When applying the Gartner-Hype-Cycle, the new media DooH has reached the plateau of productivity
- After the initial boom-and-bust years the new media DooH is now established, replacing excessive predictions in favor of a healthy continuous growth. The absence of the response “very positive” supports this point

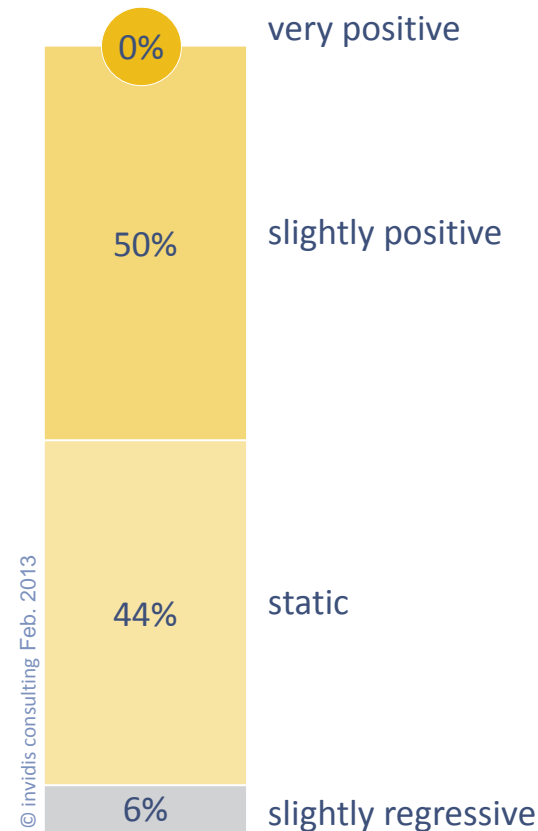


Fig. 10: DBCI I/2013 results for the additional question for Switzerland: “How did the booking practice of media agencies towards DooH networks change for the next six months compared to the previous year? “