

 DooH | More national than regional campaigns

Second additional question DBCI March/April 2013 for Digital-out-of-Home products and service providers:

„How high is the percentage of regional compared to national advertising campaigns within the total amount of bookings?“

- Only 13% of all networks have their main focus on regional advertising campaigns
- 41% of all networks are approximately evens between regional and national campaigns
- In the majority of DooH networks national campaigns have the biggest share
- Network operators like Amscreen combine national reach with regional segmentation. A national advertising campaign is automatically amended with regional Information, increasing the personal relevance to the viewer (c.f. <http://invidis.de/?p=74414>)

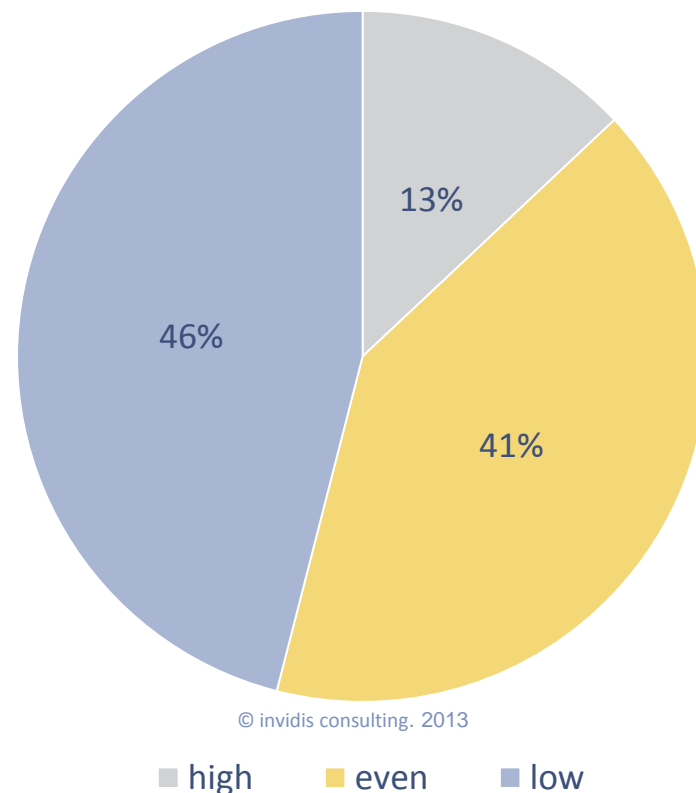


Fig. 10: Results for the additional question DooH DBCI March/April 2013 n=29: „How high is the percentage of regional advertising campaigns compared to national campaigns within the total amount of bookings?“