



# DooH | Comparability boosts growth

Additional question DBCI May/June 2013 for Digital-out-of-Home products and service providers

**“Neutral institutions like for example the IVW or MA Plakat measure and assess advertising media and ensure that they are comparable within the same media group. Do you believe that a similar measurement and assessment of DooH networks will lead to increased advertising spending for this type of media?”**

- 84% of all polled companies support the notion that common and standardised measurements and assessments of DooH networks will lead to an increase in advertising spending being channelled to this media
- Only 16% say that no increase will be achieved
- Transparency and comparability of products and services are very important to win the confidence of the customer and push growth regardless of the market
- A standardised method for measuring DooH networks is already implemented into practice by the OVAB Europe industry association

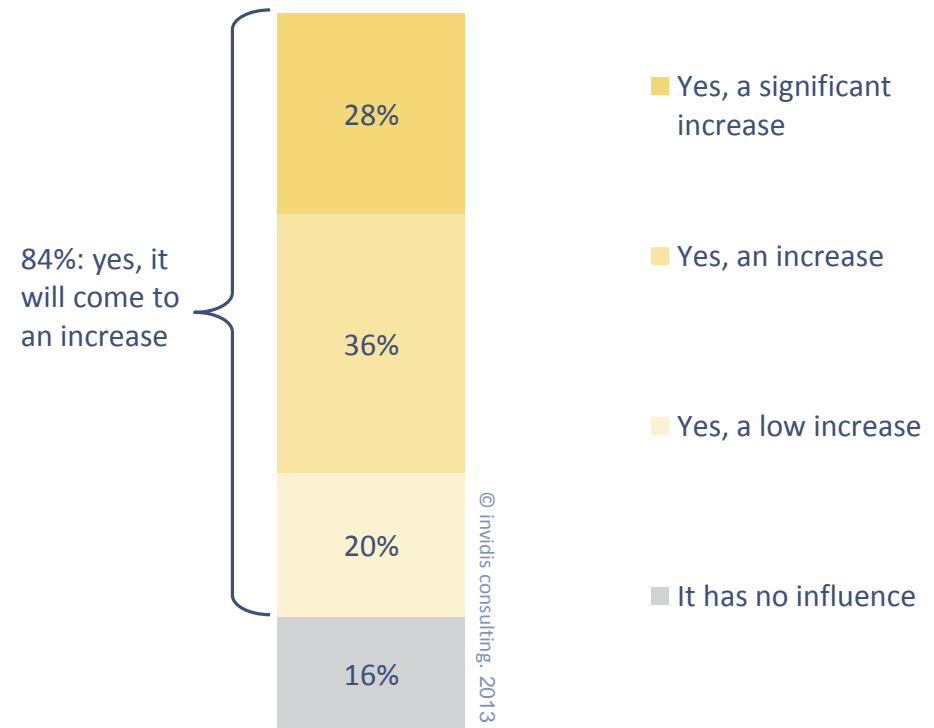


Fig. 18: Results of the additional question DooH of the DBCI May/June 2013  
n=25: Comparability boosts growth