



Switzerland | DooH advertising investments stable during a recession

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

„Do you expect that during a recession or a tense economic situation the advertising investments in the DooH market will increase, decrease or remain stable?“

- 83% of all polled companies in Switzerland expect that the advertising investments in the DooH market during an economic recession will remain stable or grow. 33% even expect increasing investments
- The polled companies expect the advertisers to act according to the economic rule of anti-cyclical advertising investments (c. [BCG: Gegen den Strom](#))
- In the comparison between the GDP and the gross advertising investments during the last economic crisis in 2008/09 an explicit correlation of the recession and the decline in advertising investments can be seen
- The optimistic expectation of the polled companies can not be verified by an assessment of the latest crisis

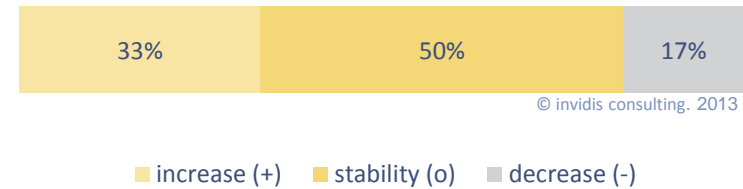


Fig. 19: Results of the additional question DooH of the DBCI May/June 2013 for Switzerland n=6: DooH advertising investments expected to remain stable during a recession

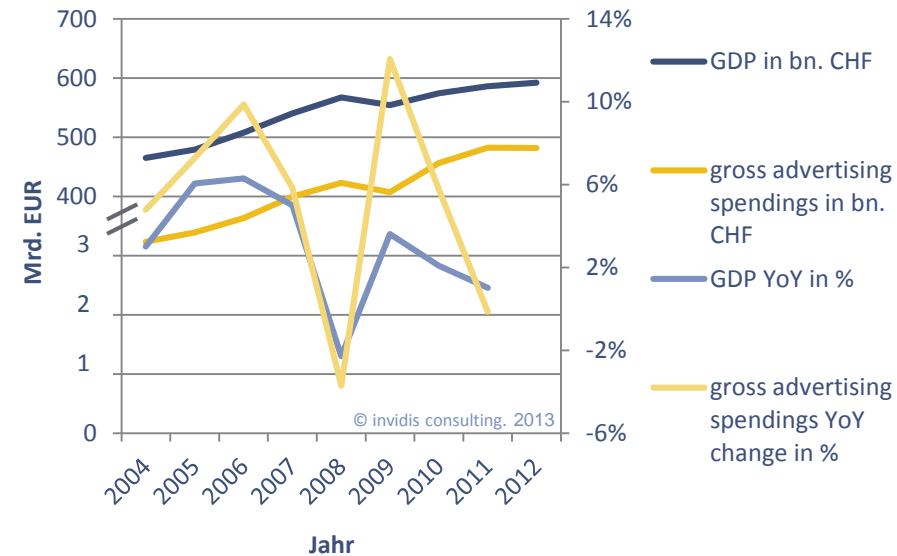


Fig. 20: Correlation GDP und gross advertising spending's; GDP real at price of preceding year; source: Goldbach Media / Media Focus, SECO