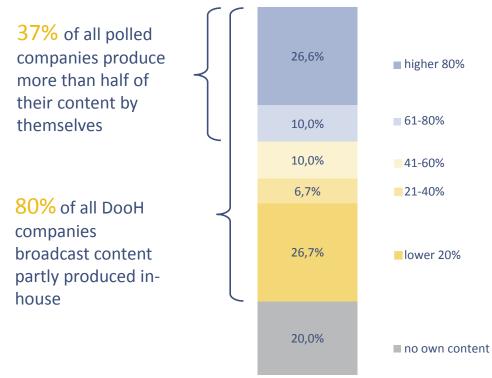


Digital Signage Business Climate Index DACH Jul/Aug 2014

Content | A host of creative players stimulate the market



Percent of content from own production by DooH companies compared with foreign content



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Fig. 13: DBCI July/August 2013 "DooH content", n=30