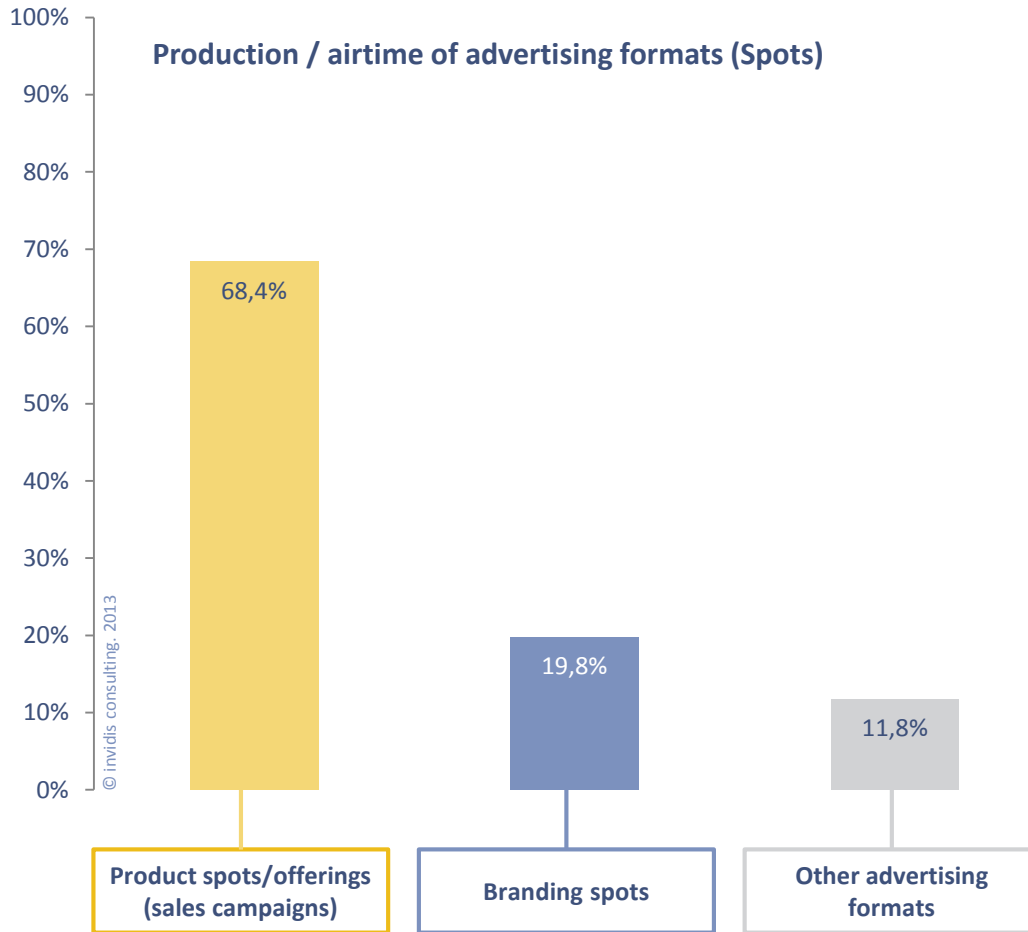




Content | Sales campaigns specifically book Digital-out-of-Home



Digital-out-of-Home is an important media for **sales campaigns**

Current campaigns and offers can be updated daily

**68%** of all advertising formats produced and aired for Digital-out-of-Home networks are **product spots** and **offerings**

Abb. 18: DBCI July/August 2013 "advertising spots", n=76