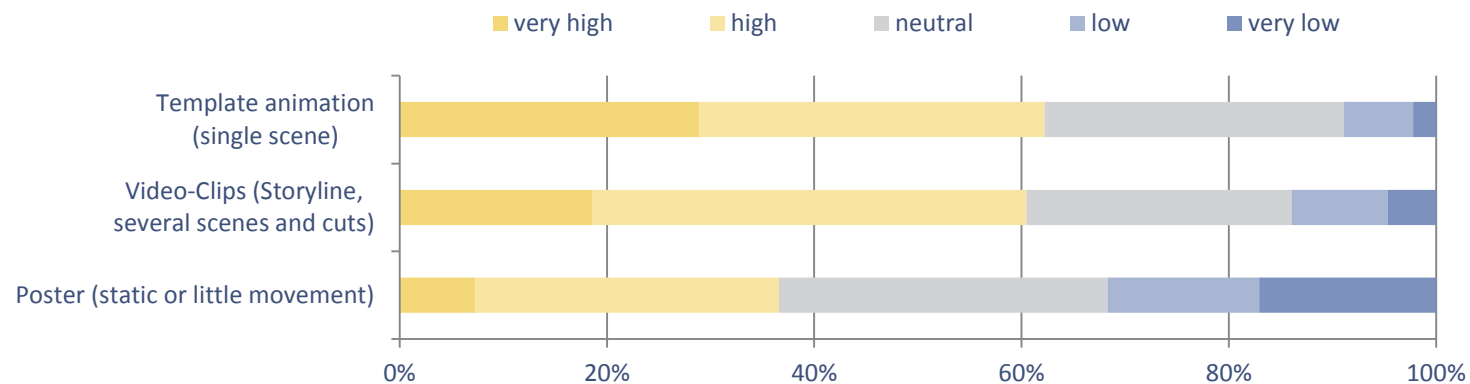


Demand for content formats 2012



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Fig. 20: DBCI July/August 2013 "dynamic content", n=46

Movement generates attention. The demand for **dynamic content** is considerably higher than for static content.