



# DooH | Only few bookings carried out by media agencies

- Up to now bookings of Digital-out-of-Home networks are only rarely carried out by media agencies. The polled companies have registered that only **20%-30%** of the total amount of bookings were operated by **media agencies**
- The gap between gross and net revenues remains wide open in the DooH segment – high discounts are on a daily agenda. Nevertheless the media is still underrepresented in the perception of agencies and clients
- Concerning the providers and the technical specifications the market is still highly fragmented. A central bundling of networks remains wanting

Percentage of DooH bookings carried out by media agencies

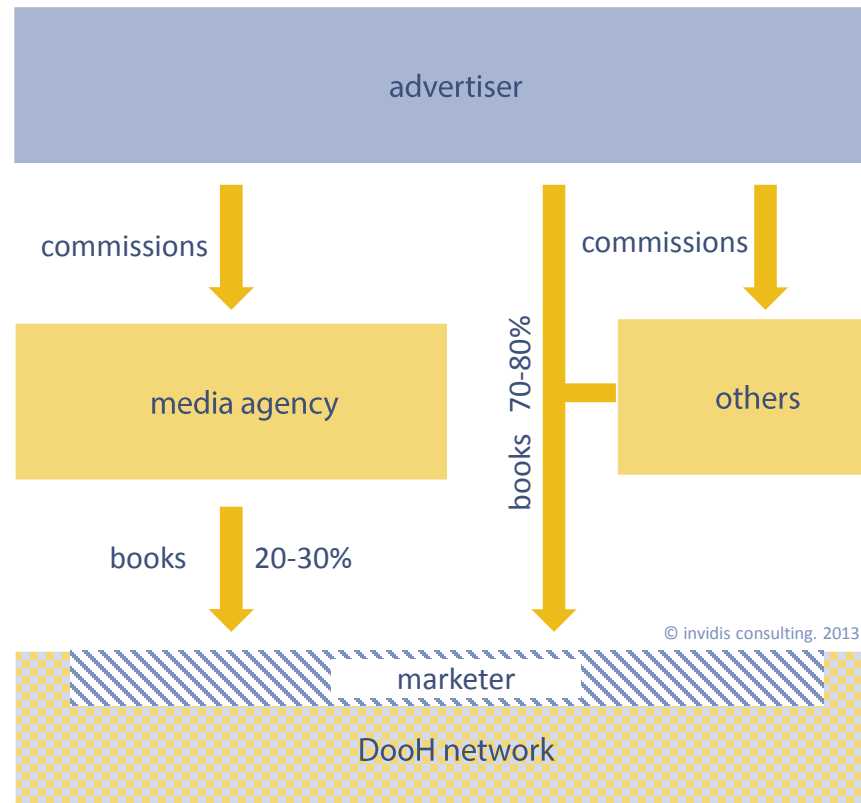


Fig. 25: DBCI July/August 2013 "DooH bookings through media agencies" n=23: