



## DooH is primarily used for product spots

**Question:** Which advertising formats (spots) were primarily aired on your network in the last six months?

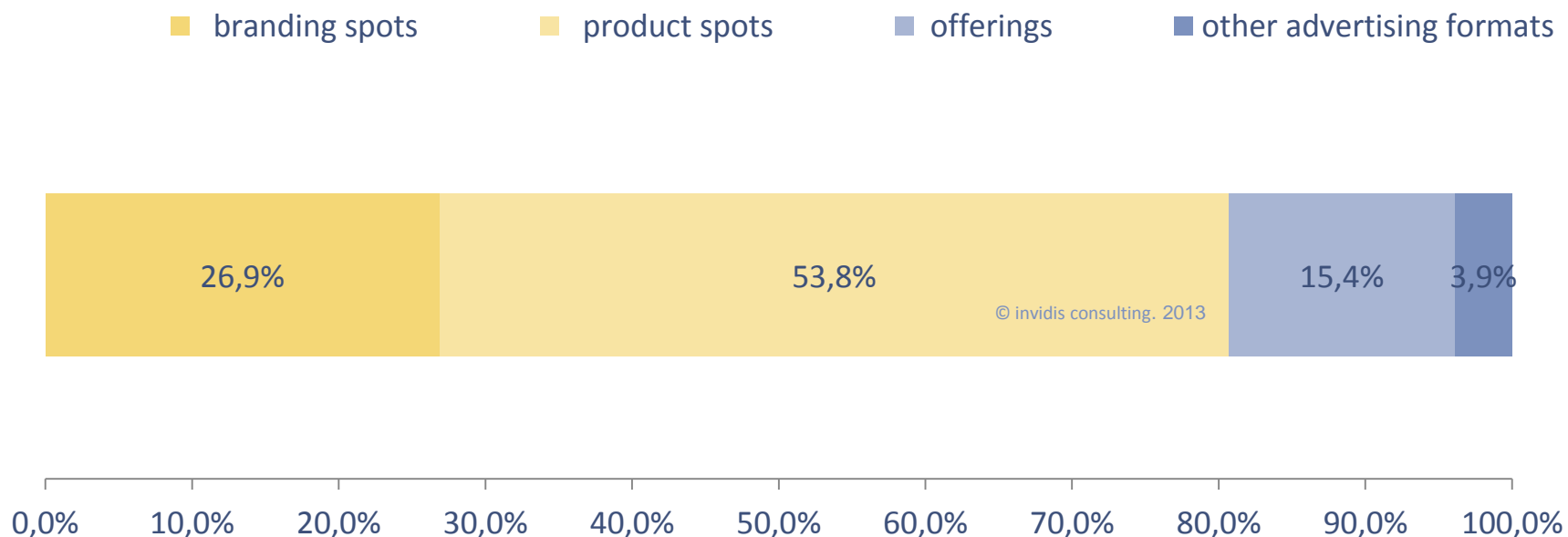


Fig. 3: DBCI Italia 1-2013 "advertisement spot", n=26