

The relevance of DooH has significantly increased, but ...

**Question:** How do you estimate the change of the relevance of DooH in the general media-mix within the last 24 months?

- 4/5 of all polled companies are convinced that the relevance of DooH compared to other media has increased within the last 24 months
- Through a continuous expansion of the big DooH networks, the media has considerably increased its presents in the public eye
- A revenue increase of approximately 10% in DooH gross spendings in 2013 mirrors this increased interest<sup>1)</sup>
- However, almost 40% of all polled companies see only a slight increase
- In the Netherlands the DooH market is only 3% of the total OoH market (Belgium 1%), compared with for example the UK (approx. 20%) this is still very small<sup>1)</sup>

1) Kinetic

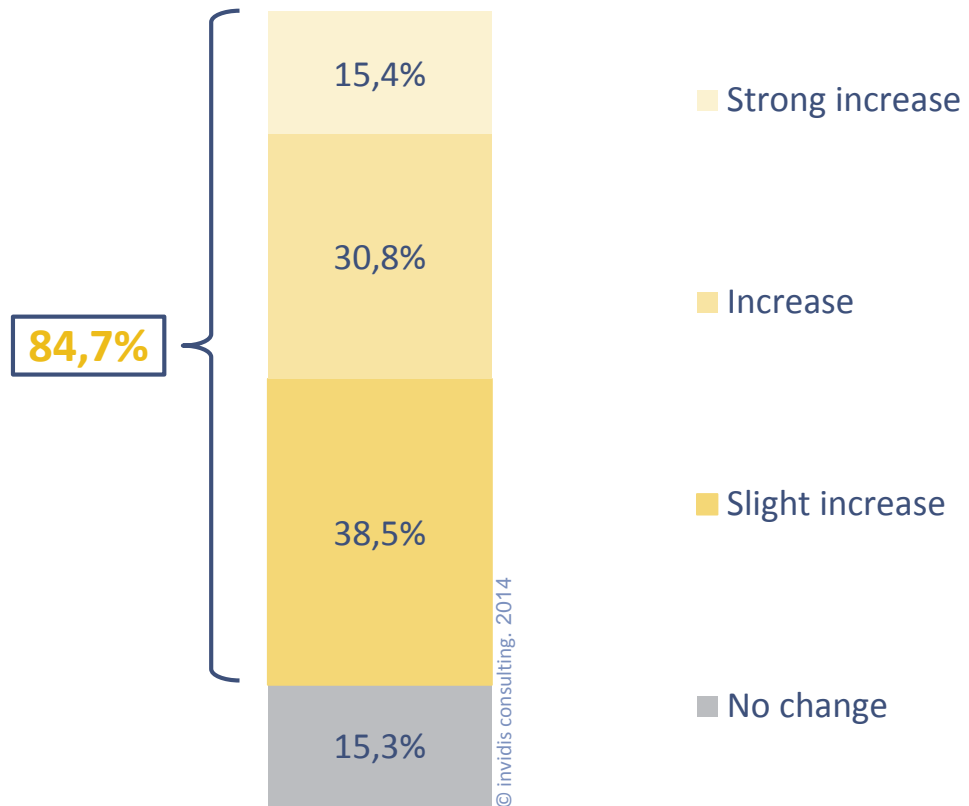


Fig. 6: DBCI Benelux March/April 2014 "relevance DooH" , n=13