



The relevant reach is still the most daunting challenge

Question: Where do you see the most demanding challenges for the DooH media today?

- The polled companies estimate that the relevant reach is still the most daunting challenge for the DooH media
- The difficulty here is to offer a network that has a national reach combined with a relevant target audience. The most successful business cases in the Netherlands are the Passenger TV networks, airport media at Schiphol and different retail related networks like the ABN Amro, Shell petrol stations and central station NL networks
- Other challenges concern the management and operation of the advertising and booking process. Bundling is again important to create the relevant reach. Moreover, online availability and booking possibilities make handling of the media more simple and a professional reporting creates higher trust with the advertisers and agencies

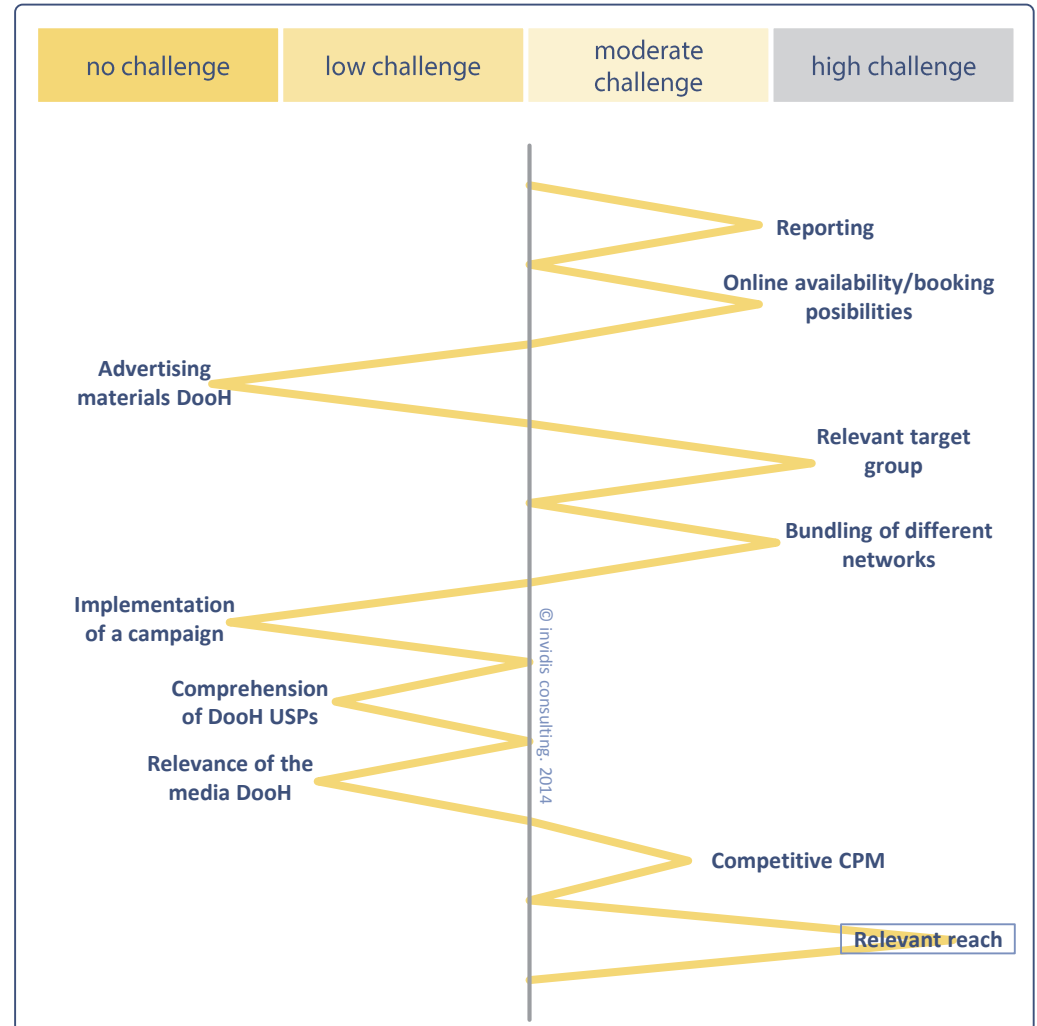


Fig. 7: DBCI Benelux March/April 2014 "challenges DooH", n=13